

2018-2023 Global Road Marking Paint Consumption Market Report

<https://marketpublishers.com/r/25EE7D07B1EEN.html>

Date: July 2018

Pages: 159

Price: US\$ 4,660.00 (Single User License)

ID: 25EE7D07B1EEN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Road Marking Paint market for 2018-2023.

Road surface marking is any kind of device or material that is used on a road surface in order to convey official information. They can also be applied in other facilities used by vehicles to mark parking spaces or designate areas for other uses.

Road Marking Paint is a kind of paint used to paint road mark. Paint, sometimes with additives such as retroreflective glass beads, is generally used to mark travel lanes. It is also used to mark spaces in parking lots or special purpose spaces for disabled parking, loading zones, or time-restricted parking areas. Colors for these applications vary by locality.

The global leading players in this market are 3M, Sherwin-Williams, Swarco AG, Nippon Paint, Ennis Flint and Hempel, which only accounts for about 20 % of total revenue share in 2016. These are famous in the road marking paint market for the wonderful product performance and service. The China market leaders are TATU, Zhejiang Brother, Zhejiang Yuanguang.

The Road marking paint mainly classified into five types: thermoplastic marking paint, waterbased marking paint, solvent based marking paint, two-component road marking paint and others. Thermoplastic marking paint is the most popular type worldwide. But the types of road marking paint varies in different countries.

Despite the presence of competition problems, due to the global recovery trend is clear, investors are still optimistic about this area, the future will still have more new investment enter the field. In the next five years, the consumption volume will keep slow

increasing, as well as the consumption value.

Over the next five years, LPI(LP Information) projects that Road Marking Paint will register a 4.2% CAGR in terms of revenue, reach US\$ 3600 million by 2023, from US\$ 2810 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Road Marking Paint market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Thermoplastic Marking Paint

Waterbased Marking Paint

Solvent Based Marking Paint

Two-Component Road Marking Paint

Segmentation by application:

Roads & Streets

Parking Lot

Airport

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

3M

Sherwin-Williams

Swarco AG

Nippon Paint

Ennis Flint

Hempel

Geveko Markings

PPG Industries

Asian Paints PPG

SealMaster

Reda National Co.

LANINO

TATU

Zhejiang Brother

Zhejiang Yuanguang

Luteng Tuliao

Rainbow Brand

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Road Marking Paint consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Road Marking Paint market by identifying its various subsegments.

Focuses on the key global Road Marking Paint manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Road Marking Paint with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Road Marking Paint submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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