

# 2018-2023 Global Traffic Marking Paints Consumption Market Report

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## 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 Traffic Marking Paints 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.

Traffic 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 Asia-Pacific Traffic Marking Paint industry mainly concentrates in the China, Japan and South-east Asia. The market of traffic marking paint is rather scattered, the leading players in this market include TATU, Nippon Paint, KICTEC and Zhejiang Brother; the four manufacturers accounts for about 22% of total market revenue in this region. 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 currently the most popular type in Asia-Pacific.

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 Traffic Marking Paints will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Traffic Marking Paints 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

Others

Segmentation by application:

Roads & Streets

Parking Lot

Airport

Other

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:

TATU

Nippon Paint

KICTEC

Zhejiang Brother

3M

Asian Paints PPG

Sherwin-Williams

Swarco AG

DAE HWA PAINT MFG

Hempel

Ennis Flint

Luteng Tuliao

Zhejiang Yuanguang

Rainbow Brand

NOROO Paint & Coatings

Automark

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 Traffic Marking Paints 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 Traffic Marking Paints market by identifying its various subsegments.

Focuses on the key global Traffic Marking Paints 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 Traffic Marking Paints 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 Traffic Marking Paints 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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