

Global Automotive Iridescent Paint Market Growth 2026-2032

<https://marketpublishers.com/r/G27BD0B99C29EN.html>

Date: May 2026

Pages: 107

Price: US\$ 3,660.00 (Single User License)

ID: G27BD0B99C29EN

Abstracts

The global Automotive Iridescent Paint market size is predicted to grow from US\$ 554 million in 2025 to US\$ 853 million in 2032; it is expected to grow at a CAGR of 6.7% from 2026 to 2032.

Automotive iridescent coatings are special automotive coatings/covers that can display a variety of vibrant colors or gradient effects depending on viewing angle, light angle, or temperature changes. Utilizing special pearlescent pigments, metallic powders, or thermosensitive materials, they exhibit high gloss, high transparency, and a strong sense of depth under different environments, making vehicles highly personalized.

The core competitiveness of upstream components stems from specialty effect pigments, primarily including multilayer thin-film interference pigments (such as optically variable films) and synthetic mica matrices. Upstream R&D focuses on developing a wider color gamut and narrower particle size distribution to address the common 'grainy' problem in iridescent paint finishes.

Global sales in 2025 are estimated at 200,000 tons, with a market price of around \$2,833 per ton, and an industry gross profit margin typically around 30%.

United States market for Automotive Iridescent Paint is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Automotive Iridescent Paint is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Automotive Iridescent Paint is estimated to increase from US\$ million

in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Automotive Iridescent Paint players cover Susonity, ECKART, SCHLENK, Sun Chemical, PPG, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the 'Automotive Iridescent Paint Industry Forecast' looks at past sales and reviews total world Automotive Iridescent Paint sales in 2025, providing a comprehensive analysis by region and market sector of projected Automotive Iridescent Paint sales for 2026 through 2032. With Automotive Iridescent Paint sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Automotive Iridescent Paint industry.

This Insight Report provides a comprehensive analysis of the global Automotive Iridescent Paint landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Automotive Iridescent Paint portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Iridescent Paint market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive Iridescent Paint and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Automotive Iridescent Paint.

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

Segmentation by Type:

Silver White Series

Rainbow Series

Other

Segmentation by Principle:

Interference Type

Diffraction Type

Segmentation by Application:

OEM

Aftermarket

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Susonity

ECKART

SCHLENK

Sun Chemical

PPG

AkzoNobel

Nihon Koken Kogyo

Nippon Sheet Glass

CQV

Sudarshan

Kolortek

Global New Material International

Xiamen Kuncai Pigment

Key Questions Addressed in this Report

What is the 10-year outlook for the global Automotive Iridescent Paint market?

What factors are driving Automotive Iridescent Paint market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Automotive Iridescent Paint market opportunities vary by end market size?

How does Automotive Iridescent Paint break out by Type, by Application?

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