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Global OEM Automotive Body Coatings Market Growth 2026-2032

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Abstracts

The global OEM Automotive Body Coatings market size is predicted to grow from US$ 5758 million in 2025 to US$ 7931 million in 2032; it is expected to grow at a CAGR of 4.8% from 2026 to 2032.

In 2024, global OEM Automotive Body Coatings production reached approximately 1.25 million tons, with an average global market price of around US$ 4500 per ton. OEM automotive body coatings refer to the paint systems applied to the body-in-white and associated exterior parts at the vehicle manufacturer's assembly plant (Original Equipment Manufacturer), typically comprising multiple layers such as electrocoat (e-coat), primer-surfacer, basecoat, and clearcoat to deliver corrosion protection, weather and stone-chip resistance, and decorative appearance (color, gloss, metallic/pearlescent effects). Unlike aftermarket refinish paints, OEM body coatings must perform reliably in highly automated spray lines and baking ovens under high-volume, continuous production, requiring tight control over atomization, leveling, sagging, bake adhesion, and intercoat compatibility. In response to environmental regulations and vehicle lightweighting, the technology is shifting from high-VOC solventborne systems toward waterborne, high-solids, and low-bake formulations to reduce emissions and energy use. OEM body coatings not only determine the perceived quality and durability of a vehicle's finish but also serve as a key carrier of brand identity and differentiation, so coating suppliers typically work closely with automakers on color design, process validation, and total lifecycle cost optimization.

Within the value chain, OEM body coatings sit in the midstream: upstream are suppliers of polymers, pigments and fillers, additives, and solvents, while downstream are vehicle OEMs and body/parts manufacturers. Upstream players include resin producers offering acrylic, polyurethane, polyester, and epoxy binders (such as BASF, Covestro, Dow,

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Wanhua and other regional resin manufacturers), pigment and effect-pigment companies providing titanium dioxide, carbon black, organic colorants, aluminum flakes, and pearlescent pigments (for example Chemours, Tronox, Eckart, Merck and others), as well as specialty-chemical suppliers of leveling agents, dispersants, UV stabilizers, curing agents, and low-VOC solvents. In the midstream, OEM automotive coating manufacturers formulate these raw materials into e-coats, primer-surfacers, basecoats, clearcoats, and sealants, delivering complete body-painting systems and process support to carmakers; typical players include global automotive coatings leaders and regional OEM-coatings specialists. Downstream, the main customers are passenger-car and commercial-vehicle OEMs and their paint shops—such as major global brands and local Chinese OEMs—as well as body builders and specialty-vehicle manufacturers using OEM-grade coating systems. The entire chain is closely integrated through long-term supply agreements and joint development programs: upstream raw-material suppliers provide high-performance resins and pigments, coating makers deliver validated systems and on-site technical service, and automakers focus on line productivity, quality, and cost, jointly ensuring coating performance and manufacturing efficiency. The annual production capacity of a single-line OEM Automotive Body Coatings is approximately 40k tons, with a gross profit margin of approximately 20%-30%.

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

Global key OEM Automotive Body Coatings players cover PPG Industries, BASF, Axalta, Nippon Paint, AkzoNobel, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “OEM Automotive Body Coatings Industry Forecast” looks at past sales and reviews total world OEM Automotive Body Coatings sales in 2025, providing a comprehensive analysis by region and market sector of projected OEM Automotive Body Coatings sales for 2026 through

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2032. With OEM Automotive Body Coatings sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world OEM Automotive Body Coatings industry.

This Insight Report provides a comprehensive analysis of the global OEM Automotive Body Coatings 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 OEM Automotive Body Coatings portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global OEM Automotive Body Coatings market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for OEM Automotive Body Coatings 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 OEM Automotive Body Coatings.

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

Market Segmentation

Segmentation by Type:

Water-based Coating

Solvent Coating

Others

Segmentation by Chemical Systems:

Epoxy Systems

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Acrylic Systems

Polyurethane Systems

Others

Segmentation by Application:

Passenger Cars

Commercial Vehicles

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

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- 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.

- PPG Industries
- BASF
- Axalta
- Nippon Paint

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AkzoNobel

Sherwin Williams

Kansai Paint

KCC Corporation

Yatu Paint

Peter Lacke

Henkel

Eckart

Kinlita Chemical

Donglai Coating

Key Questions Addressed in this Report

What is the 10-year outlook for the global OEM Automotive Body Coatings market?

What factors are driving OEM Automotive Body Coatings market growth, globally and by region?

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

How do OEM Automotive Body Coatings market opportunities vary by end market size?

How does OEM Automotive Body Coatings break out by Type, by Application?

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global OEM Automotive Body Coatings Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for OEM Automotive Body Coatings by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for OEM Automotive Body Coatings by Country/Region, 2021, 2025 & 2032
2.2 OEM Automotive Body Coatings Segment by Type
  2.2.1 Water-based Coating
  2.2.2 Solvent Coating
  2.2.3 Others
  2.2.4 OEM Automotive Body Coatings Sales by Type
    2.2.4.1 Global OEM Automotive Body Coatings Sales Market Share by Type (2021-2026)
    2.2.4.2 Global OEM Automotive Body Coatings Revenue and Market Share by Type (2021-2026)
    2.2.4.3 Global OEM Automotive Body Coatings Sale Price by Type (2021-2026)
2.3 OEM Automotive Body Coatings Segment by Chemical Systems
  2.3.1 Epoxy Systems
  2.3.2 Acrylic Systems
  2.3.3 Polyurethane Systems
  2.3.4 Others
  2.3.5 OEM Automotive Body Coatings Sales by Chemical Systems
    2.3.5.1 Global OEM Automotive Body Coatings Sales Market Share by Chemical Systems (2021-2026)

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2.3.5.2 Global OEM Automotive Body Coatings Revenue and Market Share by Chemical Systems (2021-2026)
2.3.5.3 Global OEM Automotive Body Coatings Sale Price by Chemical Systems (2021-2026)
2.4 OEM Automotive Body Coatings Segment by Application
2.4.1 Passenger Cars
2.4.2 Commercial Vehicles
2.4.3 OEM Automotive Body Coatings Sales by Application
2.4.3.1 Global OEM Automotive Body Coatings Sale Market Share by Application (2021-2026)
2.4.3.2 Global OEM Automotive Body Coatings Revenue and Market Share by Application (2021-2026)
2.4.3.3 Global OEM Automotive Body Coatings Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global OEM Automotive Body Coatings Breakdown Data by Company
3.1.1 Global OEM Automotive Body Coatings Annual Sales by Company (2021-2026)
3.1.2 Global OEM Automotive Body Coatings Sales Market Share by Company (2021-2026)
3.2 Global OEM Automotive Body Coatings Annual Revenue by Company (2021-2026)
3.2.1 Global OEM Automotive Body Coatings Revenue by Company (2021-2026)
3.2.2 Global OEM Automotive Body Coatings Revenue Market Share by Company (2021-2026)
3.3 Global OEM Automotive Body Coatings Sale Price by Company
3.4 Key Manufacturers OEM Automotive Body Coatings Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers OEM Automotive Body Coatings Product Location Distribution
3.4.2 Players OEM Automotive Body Coatings Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR OEM AUTOMOTIVE BODY COATINGS BY GEOGRAPHIC REGION

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4.1 World Historic OEM Automotive Body Coatings Market Size by Geographic Region (2021-2026)
4.1.1 Global OEM Automotive Body Coatings Annual Sales by Geographic Region (2021-2026)
4.1.2 Global OEM Automotive Body Coatings Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic OEM Automotive Body Coatings Market Size by Country/Region (2021-2026)
4.2.1 Global OEM Automotive Body Coatings Annual Sales by Country/Region (2021-2026)
4.2.2 Global OEM Automotive Body Coatings Annual Revenue by Country/Region (2021-2026)
4.3 Americas OEM Automotive Body Coatings Sales Growth
4.4 APAC OEM Automotive Body Coatings Sales Growth
4.5 Europe OEM Automotive Body Coatings Sales Growth
4.6 Middle East & Africa OEM Automotive Body Coatings Sales Growth

5 AMERICAS

5.1 Americas OEM Automotive Body Coatings Sales by Country
5.1.1 Americas OEM Automotive Body Coatings Sales by Country (2021-2026)
5.1.2 Americas OEM Automotive Body Coatings Revenue by Country (2021-2026)
5.2 Americas OEM Automotive Body Coatings Sales by Type (2021-2026)
5.3 Americas OEM Automotive Body Coatings Sales by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC OEM Automotive Body Coatings Sales by Region
6.1.1 APAC OEM Automotive Body Coatings Sales by Region (2021-2026)
6.1.2 APAC OEM Automotive Body Coatings Revenue by Region (2021-2026)
6.2 APAC OEM Automotive Body Coatings Sales by Type (2021-2026)
6.3 APAC OEM Automotive Body Coatings Sales by Application (2021-2026)
6.4 China
6.5 Japan

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6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe OEM Automotive Body Coatings by Country
  7.1.1 Europe OEM Automotive Body Coatings Sales by Country (2021-2026)
  7.1.2 Europe OEM Automotive Body Coatings Revenue by Country (2021-2026)
7.2 Europe OEM Automotive Body Coatings Sales by Type (2021-2026)
7.3 Europe OEM Automotive Body Coatings Sales by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa OEM Automotive Body Coatings by Country
  8.1.1 Middle East & Africa OEM Automotive Body Coatings Sales by Country (2021-2026)
  8.1.2 Middle East & Africa OEM Automotive Body Coatings Revenue by Country (2021-2026)
8.2 Middle East & Africa OEM Automotive Body Coatings Sales by Type (2021-2026)
8.3 Middle East & Africa OEM Automotive Body Coatings Sales by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks

+357 96 030922
info@marketpublishers.com

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of OEM Automotive Body Coatings
10.3 Manufacturing Process Analysis of OEM Automotive Body Coatings
10.4 Industry Chain Structure of OEM Automotive Body Coatings

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 OEM Automotive Body Coatings Distributors
11.3 OEM Automotive Body Coatings Customer

12 WORLD FORECAST REVIEW FOR OEM AUTOMOTIVE BODY COATINGS BY GEOGRAPHIC REGION

12.1 Global OEM Automotive Body Coatings Market Size Forecast by Region
  12.1.1 Global OEM Automotive Body Coatings Forecast by Region (2027-2032)
  12.1.2 Global OEM Automotive Body Coatings Annual Revenue Forecast by Region (2027-2032)
12.2 Americas Forecast by Country (2027-2032)
12.3 APAC Forecast by Region (2027-2032)
12.4 Europe Forecast by Country (2027-2032)
12.5 Middle East & Africa Forecast by Country (2027-2032)
12.6 Global OEM Automotive Body Coatings Forecast by Type (2027-2032)
12.7 Global OEM Automotive Body Coatings Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 PPG Industries
  13.1.1 PPG Industries Company Information
  13.1.2 PPG Industries OEM Automotive Body Coatings Product Portfolios and Specifications
  13.1.3 PPG Industries OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)

+357 96 030922
info@marketpublishers.com

13.1.4 PPG Industries Main Business Overview
13.1.5 PPG Industries Latest Developments
13.2 BASF
13.2.1 BASF Company Information
13.2.2 BASF OEM Automotive Body Coatings Product Portfolios and Specifications
13.2.3 BASF OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.2.4 BASF Main Business Overview
13.2.5 BASF Latest Developments
13.3 Axalta
13.3.1 Axalta Company Information
13.3.2 Axalta OEM Automotive Body Coatings Product Portfolios and Specifications
13.3.3 Axalta OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 Axalta Main Business Overview
13.3.5 Axalta Latest Developments
13.4 Nippon Paint
13.4.1 Nippon Paint Company Information
13.4.2 Nippon Paint OEM Automotive Body Coatings Product Portfolios and Specifications
13.4.3 Nippon Paint OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.4.4 Nippon Paint Main Business Overview
13.4.5 Nippon Paint Latest Developments
13.5 AkzoNobel
13.5.1 AkzoNobel Company Information
13.5.2 AkzoNobel OEM Automotive Body Coatings Product Portfolios and Specifications
13.5.3 AkzoNobel OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.5.4 AkzoNobel Main Business Overview
13.5.5 AkzoNobel Latest Developments
13.6 Sherwin Williams
13.6.1 Sherwin Williams Company Information
13.6.2 Sherwin Williams OEM Automotive Body Coatings Product Portfolios and Specifications
13.6.3 Sherwin Williams OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.6.4 Sherwin Williams Main Business Overview

+357 96 030922
info@marketpublishers.com

13.6.5 Sherwin Williams Latest Developments
13.7 Kansai Paint
13.7.1 Kansai Paint Company Information
13.7.2 Kansai Paint OEM Automotive Body Coatings Product Portfolios and Specifications
13.7.3 Kansai Paint OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 Kansai Paint Main Business Overview
13.7.5 Kansai Paint Latest Developments
13.8 KCC Corporation
13.8.1 KCC Corporation Company Information
13.8.2 KCC Corporation OEM Automotive Body Coatings Product Portfolios and Specifications
13.8.3 KCC Corporation OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.8.4 KCC Corporation Main Business Overview
13.8.5 KCC Corporation Latest Developments
13.9 Yatu Paint
13.9.1 Yatu Paint Company Information
13.9.2 Yatu Paint OEM Automotive Body Coatings Product Portfolios and Specifications
13.9.3 Yatu Paint OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Yatu Paint Main Business Overview
13.9.5 Yatu Paint Latest Developments
13.10 Peter Lacke
13.10.1 Peter Lacke Company Information
13.10.2 Peter Lacke OEM Automotive Body Coatings Product Portfolios and Specifications
13.10.3 Peter Lacke OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.10.4 Peter Lacke Main Business Overview
13.10.5 Peter Lacke Latest Developments
13.11 Henkel
13.11.1 Henkel Company Information
13.11.2 Henkel OEM Automotive Body Coatings Product Portfolios and Specifications
13.11.3 Henkel OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 Henkel Main Business Overview

+357 96 030922
info@marketpublishers.com

13.11.5 Henkel Latest Developments
13.12 Eckart
13.12.1 Eckart Company Information
13.12.2 Eckart OEM Automotive Body Coatings Product Portfolios and Specifications
13.12.3 Eckart OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.12.4 Eckart Main Business Overview
13.12.5 Eckart Latest Developments
13.13 Kinlita Chemical
13.13.1 Kinlita Chemical Company Information
13.13.2 Kinlita Chemical OEM Automotive Body Coatings Product Portfolios and Specifications
13.13.3 Kinlita Chemical OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.13.4 Kinlita Chemical Main Business Overview
13.13.5 Kinlita Chemical Latest Developments
13.14 Donglai Coating
13.14.1 Donglai Coating Company Information
13.14.2 Donglai Coating OEM Automotive Body Coatings Product Portfolios and Specifications
13.14.3 Donglai Coating OEM Automotive Body Coatings Sales, Revenue, Price and Gross Margin (2021-2026)
13.14.4 Donglai Coating Main Business Overview
13.14.5 Donglai Coating Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

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List Of Tables

LIST OF TABLES

Table 1. OEM Automotive Body Coatings Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. OEM Automotive Body Coatings Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Water-based Coating
Table 4. Major Players of Solvent Coating
Table 5. Major Players of Others
Table 6. Global OEM Automotive Body Coatings Sales by Type (2021-2026) & (Kilotons)
Table 7. Global OEM Automotive Body Coatings Sales Market Share by Type (2021-2026)
Table 8. Global OEM Automotive Body Coatings Revenue by Type (2021-2026) & ($ million)
Table 9. Global OEM Automotive Body Coatings Revenue Market Share by Type (2021-2026)
Table 10. Global OEM Automotive Body Coatings Sale Price by Type (2021-2026) & (US$/Ton)
Table 11. Major Players of Epoxy Systems
Table 12. Major Players of Acrylic Systems
Table 13. Major Players of Polyurethane Systems
Table 14. Major Players of Others
Table 15. Global OEM Automotive Body Coatings Sales by Chemical Systems (2021-2026) & (Kilotons)
Table 16. Global OEM Automotive Body Coatings Sales Market Share by Chemical Systems (2021-2026)
Table 17. Global OEM Automotive Body Coatings Revenue by Chemical Systems (2021-2026) & ($ million)
Table 18. Global OEM Automotive Body Coatings Revenue Market Share by Chemical Systems (2021-2026)
Table 19. Global OEM Automotive Body Coatings Sale Price by Chemical Systems (2021-2026) & (US$/Ton)
Table 20. Global OEM Automotive Body Coatings Sale by Application (2021-2026) & (Kilotons)
Table 21. Global OEM Automotive Body Coatings Sale Market Share by Application (2021-2026)

+357 96 030922
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Table 22. Global OEM Automotive Body Coatings Revenue by Application (2021-2026) & ($ million)
Table 23. Global OEM Automotive Body Coatings Revenue Market Share by Application (2021-2026)
Table 24. Global OEM Automotive Body Coatings Sale Price by Application (2021-2026) & (US$/Ton)
Table 25. Global OEM Automotive Body Coatings Sales by Company (2021-2026) & (Kilotons)
Table 26. Global OEM Automotive Body Coatings Sales Market Share by Company (2021-2026)
Table 27. Global OEM Automotive Body Coatings Revenue by Company (2021-2026) & ($ millions)
Table 28. Global OEM Automotive Body Coatings Revenue Market Share by Company (2021-2026)
Table 29. Global OEM Automotive Body Coatings Sale Price by Company (2021-2026) & (US$/Ton)
Table 30. Key Manufacturers OEM Automotive Body Coatings Producing Area Distribution and Sales Area
Table 31. Players OEM Automotive Body Coatings Products Offered
Table 32. OEM Automotive Body Coatings Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 33. New Products and Potential Entrants
Table 34. Market M&A Activity & Strategy
Table 35. Global OEM Automotive Body Coatings Sales by Geographic Region (2021-2026) & (Kilotons)
Table 36. Global OEM Automotive Body Coatings Sales Market Share Geographic Region (2021-2026)
Table 37. Global OEM Automotive Body Coatings Revenue by Geographic Region (2021-2026) & ($ millions)
Table 38. Global OEM Automotive Body Coatings Revenue Market Share by Geographic Region (2021-2026)
Table 39. Global OEM Automotive Body Coatings Sales by Country/Region (2021-2026) & (Kilotons)
Table 40. Global OEM Automotive Body Coatings Sales Market Share by Country/Region (2021-2026)
Table 41. Global OEM Automotive Body Coatings Revenue by Country/Region (2021-2026) & ($ millions)
Table 42. Global OEM Automotive Body Coatings Revenue Market Share by Country/Region (2021-2026)

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info@marketpublishers.com

Table 43. Americas OEM Automotive Body Coatings Sales by Country (2021-2026) & (Kilotons)
Table 44. Americas OEM Automotive Body Coatings Sales Market Share by Country (2021-2026)
Table 45. Americas OEM Automotive Body Coatings Revenue by Country (2021-2026) & ($ millions)
Table 46. Americas OEM Automotive Body Coatings Sales by Type (2021-2026) & (Kilotons)
Table 47. Americas OEM Automotive Body Coatings Sales by Application (2021-2026) & (Kilotons)
Table 48. APAC OEM Automotive Body Coatings Sales by Region (2021-2026) & (Kilotons)
Table 49. APAC OEM Automotive Body Coatings Sales Market Share by Region (2021-2026)
Table 50. APAC OEM Automotive Body Coatings Revenue by Region (2021-2026) & ($ millions)
Table 51. APAC OEM Automotive Body Coatings Sales by Type (2021-2026) & (Kilotons)
Table 52. APAC OEM Automotive Body Coatings Sales by Application (2021-2026) & (Kilotons)
Table 53. Europe OEM Automotive Body Coatings Sales by Country (2021-2026) & (Kilotons)
Table 54. Europe OEM Automotive Body Coatings Revenue by Country (2021-2026) & ($ millions)
Table 55. Europe OEM Automotive Body Coatings Sales by Type (2021-2026) & (Kilotons)
Table 56. Europe OEM Automotive Body Coatings Sales by Application (2021-2026) & (Kilotons)
Table 57. Middle East & Africa OEM Automotive Body Coatings Sales by Country (2021-2026) & (Kilotons)
Table 58. Middle East & Africa OEM Automotive Body Coatings Revenue Market Share by Country (2021-2026)
Table 59. Middle East & Africa OEM Automotive Body Coatings Sales by Type (2021-2026) & (Kilotons)
Table 60. Middle East & Africa OEM Automotive Body Coatings Sales by Application (2021-2026) & (Kilotons)
Table 61. Key Market Drivers & Growth Opportunities of OEM Automotive Body Coatings
Table 62. Key Market Challenges & Risks of OEM Automotive Body Coatings

+357 96 030922
info@marketpublishers.com

Table 63. Key Industry Trends of OEM Automotive Body Coatings
Table 64. OEM Automotive Body Coatings Raw Material
Table 65. Key Suppliers of Raw Materials
Table 66. OEM Automotive Body Coatings Distributors List
Table 67. OEM Automotive Body Coatings Customer List
Table 68. Global OEM Automotive Body Coatings Sales Forecast by Region (2027-2032) & (Kilotons)
Table 69. Global OEM Automotive Body Coatings Revenue Forecast by Region (2027-2032) & ($ millions)
Table 70. Americas OEM Automotive Body Coatings Sales Forecast by Country (2027-2032) & (Kilotons)
Table 71. Americas OEM Automotive Body Coatings Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 72. APAC OEM Automotive Body Coatings Sales Forecast by Region (2027-2032) & (Kilotons)
Table 73. APAC OEM Automotive Body Coatings Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 74. Europe OEM Automotive Body Coatings Sales Forecast by Country (2027-2032) & (Kilotons)
Table 75. Europe OEM Automotive Body Coatings Revenue Forecast by Country (2027-2032) & ($ millions)
Table 76. Middle East & Africa OEM Automotive Body Coatings Sales Forecast by Country (2027-2032) & (Kilotons)
Table 77. Middle East & Africa OEM Automotive Body Coatings Revenue Forecast by Country (2027-2032) & ($ millions)
Table 78. Global OEM Automotive Body Coatings Sales Forecast by Type (2027-2032) & (Kilotons)
Table 79. Global OEM Automotive Body Coatings Revenue Forecast by Type (2027-2032) & ($ millions)
Table 80. Global OEM Automotive Body Coatings Sales Forecast by Application (2027-2032) & (Kilotons)
Table 81. Global OEM Automotive Body Coatings Revenue Forecast by Application (2027-2032) & ($ millions)
Table 82. PPG Industries Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 83. PPG Industries OEM Automotive Body Coatings Product Portfolios and Specifications
Table 84. PPG Industries OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)

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Table 85. PPG Industries Main Business
Table 86. PPG Industries Latest Developments
Table 87. BASF Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 88. BASF OEM Automotive Body Coatings Product Portfolios and Specifications
Table 89. BASF OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 90. BASF Main Business
Table 91. BASF Latest Developments
Table 92. Axalta Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 93. Axalta OEM Automotive Body Coatings Product Portfolios and Specifications
Table 94. Axalta OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 95. Axalta Main Business
Table 96. Axalta Latest Developments
Table 97. Nippon Paint Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 98. Nippon Paint OEM Automotive Body Coatings Product Portfolios and Specifications
Table 99. Nippon Paint OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 100. Nippon Paint Main Business
Table 101. Nippon Paint Latest Developments
Table 102. AkzoNobel Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 103. AkzoNobel OEM Automotive Body Coatings Product Portfolios and Specifications
Table 104. AkzoNobel OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 105. AkzoNobel Main Business
Table 106. AkzoNobel Latest Developments
Table 107. Sherwin Williams Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 108. Sherwin Williams OEM Automotive Body Coatings Product Portfolios and Specifications
Table 109. Sherwin Williams OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 110. Sherwin Williams Main Business

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Table 111. Sherwin Williams Latest Developments
Table 112. Kansai Paint Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 113. Kansai Paint OEM Automotive Body Coatings Product Portfolios and Specifications
Table 114. Kansai Paint OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 115. Kansai Paint Main Business
Table 116. Kansai Paint Latest Developments
Table 117. KCC Corporation Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 118. KCC Corporation OEM Automotive Body Coatings Product Portfolios and Specifications
Table 119. KCC Corporation OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 120. KCC Corporation Main Business
Table 121. KCC Corporation Latest Developments
Table 122. Yatu Paint Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 123. Yatu Paint OEM Automotive Body Coatings Product Portfolios and Specifications
Table 124. Yatu Paint OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 125. Yatu Paint Main Business
Table 126. Yatu Paint Latest Developments
Table 127. Peter Lacke Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 128. Peter Lacke OEM Automotive Body Coatings Product Portfolios and Specifications
Table 129. Peter Lacke OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 130. Peter Lacke Main Business
Table 131. Peter Lacke Latest Developments
Table 132. Henkel Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 133. Henkel OEM Automotive Body Coatings Product Portfolios and Specifications
Table 134. Henkel OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)

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Table 135. Henkel Main Business
Table 136. Henkel Latest Developments
Table 137. Eckart Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 138. Eckart OEM Automotive Body Coatings Product Portfolios and Specifications
Table 139. Eckart OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 140. Eckart Main Business
Table 141. Eckart Latest Developments
Table 142. Kinlita Chemical Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 143. Kinlita Chemical OEM Automotive Body Coatings Product Portfolios and Specifications
Table 144. Kinlita Chemical OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 145. Kinlita Chemical Main Business
Table 146. Kinlita Chemical Latest Developments
Table 147. Donglai Coating Basic Information, OEM Automotive Body Coatings Manufacturing Base, Sales Area and Its Competitors
Table 148. Donglai Coating OEM Automotive Body Coatings Product Portfolios and Specifications
Table 149. Donglai Coating OEM Automotive Body Coatings Sales (Kilotons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 150. Donglai Coating Main Business
Table 151. Donglai Coating Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of OEM Automotive Body Coatings
Figure 2. OEM Automotive Body Coatings Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global OEM Automotive Body Coatings Sales Growth Rate 2021-2032 (Kilotons)
Figure 7. Global OEM Automotive Body Coatings Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. OEM Automotive Body Coatings Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. OEM Automotive Body Coatings Sales Market Share by Country/Region (2025)
Figure 10. OEM Automotive Body Coatings Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of Water-based Coating
Figure 12. Product Picture of Solvent Coating
Figure 13. Product Picture of Others
Figure 14. Global OEM Automotive Body Coatings Sales Market Share by Type in 2026
Figure 15. Global OEM Automotive Body Coatings Revenue Market Share by Type (2021-2026)
Figure 16. Product Picture of Epoxy Systems
Figure 17. Product Picture of Acrylic Systems
Figure 18. Product Picture of Polyurethane Systems
Figure 19. Product Picture of Others
Figure 20. Global OEM Automotive Body Coatings Sales Market Share by Chemical Systems in 2026
Figure 21. Global OEM Automotive Body Coatings Revenue Market Share by Chemical Systems (2021-2026)
Figure 22. OEM Automotive Body Coatings Consumed in Passenger Cars
Figure 23. Global OEM Automotive Body Coatings Market: Passenger Cars (2021-2026) & (Kilotons)
Figure 24. OEM Automotive Body Coatings Consumed in Commercial Vehicles
Figure 25. Global OEM Automotive Body Coatings Market: Commercial Vehicles (2021-2026) & (Kilotons)

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Figure 26. Global OEM Automotive Body Coatings Sale Market Share by Application (2025)
Figure 27. Global OEM Automotive Body Coatings Revenue Market Share by Application in 2026
Figure 28. OEM Automotive Body Coatings Sales by Company in 2026 (Kilotons)
Figure 29. Global OEM Automotive Body Coatings Sales Market Share by Company in 2026
Figure 30. OEM Automotive Body Coatings Revenue by Company in 2026 ($ millions)
Figure 31. Global OEM Automotive Body Coatings Revenue Market Share by Company in 2026
Figure 32. Global OEM Automotive Body Coatings Sales Market Share by Geographic Region (2021-2026)
Figure 33. Global OEM Automotive Body Coatings Revenue Market Share by Geographic Region in 2026
Figure 34. Americas OEM Automotive Body Coatings Sales 2021-2026 (Kilotons)
Figure 35. Americas OEM Automotive Body Coatings Revenue 2021-2026 ($ millions)
Figure 36. APAC OEM Automotive Body Coatings Sales 2021-2026 (Kilotons)
Figure 37. APAC OEM Automotive Body Coatings Revenue 2021-2026 ($ millions)
Figure 38. Europe OEM Automotive Body Coatings Sales 2021-2026 (Kilotons)
Figure 39. Europe OEM Automotive Body Coatings Revenue 2021-2026 ($ millions)
Figure 40. Middle East & Africa OEM Automotive Body Coatings Sales 2021-2026 (Kilotons)
Figure 41. Middle East & Africa OEM Automotive Body Coatings Revenue 2021-2026 ($ millions)
Figure 42. Americas OEM Automotive Body Coatings Sales Market Share by Country in 2026
Figure 43. Americas OEM Automotive Body Coatings Revenue Market Share by Country (2021-2026)
Figure 44. Americas OEM Automotive Body Coatings Sales Market Share by Type (2021-2026)
Figure 45. Americas OEM Automotive Body Coatings Sales Market Share by Application (2021-2026)
Figure 46. United States OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 47. Canada OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 48. Mexico OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 49. Brazil OEM Automotive Body Coatings Revenue Growth 2021-2026 ($

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millions)
Figure 50. APAC OEM Automotive Body Coatings Sales Market Share by Region in 2026
Figure 51. APAC OEM Automotive Body Coatings Revenue Market Share by Region (2021-2026)
Figure 52. APAC OEM Automotive Body Coatings Sales Market Share by Type (2021-2026)
Figure 53. APAC OEM Automotive Body Coatings Sales Market Share by Application (2021-2026)
Figure 54. China OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 55. Japan OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 56. South Korea OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 57. Southeast Asia OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 58. India OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 59. Australia OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 60. China Taiwan OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 61. Europe OEM Automotive Body Coatings Sales Market Share by Country in 2026
Figure 62. Europe OEM Automotive Body Coatings Revenue Market Share by Country (2021-2026)
Figure 63. Europe OEM Automotive Body Coatings Sales Market Share by Type (2021-2026)
Figure 64. Europe OEM Automotive Body Coatings Sales Market Share by Application (2021-2026)
Figure 65. Germany OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 66. France OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 67. UK OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 68. Italy OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 69. Russia OEM Automotive Body Coatings Revenue Growth 2021-2026 ($

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millions)
Figure 70. Middle East & Africa OEM Automotive Body Coatings Sales Market Share by Country (2021-2026)
Figure 71. Middle East & Africa OEM Automotive Body Coatings Sales Market Share by Type (2021-2026)
Figure 72. Middle East & Africa OEM Automotive Body Coatings Sales Market Share by Application (2021-2026)
Figure 73. Egypt OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 74. South Africa OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 75. Israel OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 76. Turkey OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 77. GCC Countries OEM Automotive Body Coatings Revenue Growth 2021-2026 ($ millions)
Figure 78. Manufacturing Cost Structure Analysis of OEM Automotive Body Coatings in 2026
Figure 79. Manufacturing Process Analysis of OEM Automotive Body Coatings
Figure 80. Industry Chain Structure of OEM Automotive Body Coatings
Figure 81. Channels of Distribution
Figure 82. Global OEM Automotive Body Coatings Sales Market Forecast by Region (2027-2032)
Figure 83. Global OEM Automotive Body Coatings Revenue Market Share Forecast by Region (2027-2032)
Figure 84. Global OEM Automotive Body Coatings Sales Market Share Forecast by Type (2027-2032)
Figure 85. Global OEM Automotive Body Coatings Revenue Market Share Forecast by Type (2027-2032)
Figure 86. Global OEM Automotive Body Coatings Sales Market Share Forecast by Application (2027-2032)
Figure 87. Global OEM Automotive Body Coatings Revenue Market Share Forecast by Application (2027-2032)

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