

Global Passive Radiative Cooling Paint Market Growth 2026-2032

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Abstracts

The global Passive Radiative Cooling Paint market size is predicted to grow from US\$ 4.27 million in 2025 to US\$ 23.04 million in 2032; it is expected to grow at a CAGR of 23.0% from 2026 to 2032.

A passive radiative cooling paint is a coating engineered to keep a surface cooler without using electricity by combining two optical functions: it reflects most incoming sunlight (so the surface absorbs very little solar heat) and it efficiently emits the surface's own heat as infrared radiation through the atmospheric "window" (roughly 8–13 μm) that can pass to the cold sky. When these effects outweigh heat gained from sunlight and from the surrounding air, the coated surface can run at or even below ambient temperature, especially under clear, dry skies. The product has an average price of approximately US\$6.29 per square meter and is used in approximately 700,000 square meters of area annually.

Passive radiative cooling paint sits between specialty materials and the mainstream architectural coatings supply chain. Upstream, the key inputs are binder resins, high solar reflectance pigments and fillers, infrared emissive additives, dispersants and rheology modifiers, UV stabilizers, defoamers, water or solvent carriers, plus packaging and application equipment. The critical manufacturing steps are high quality dispersion and particle size control, formulation for film formation and adhesion, and tight quality control on optical performance, durability, and consistency from batch to batch. Downstream, the paint moves through coating manufacturers, distributors, roofing and facade system integrators, and contractor networks, then into end uses such as commercial and industrial roofs, building envelopes, outdoor enclosures, tanks, containers, and some municipal surfaces. Installation depends heavily on surface prep, primers, application thickness control, and maintenance practices like periodic cleaning

to preserve reflectance.

United States market for Passive Radiative Cooling 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 Passive Radiative Cooling 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 Passive Radiative Cooling 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 Passive Radiative Cooling Paint players cover i2Cool, Azure Era, CSCEC, Pirta, MG Energy, 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 "Passive Radiative Cooling Paint Industry Forecast" looks at past sales and reviews total world Passive Radiative Cooling Paint sales in 2025, providing a comprehensive analysis by region and market sector of projected Passive Radiative Cooling Paint sales for 2026 through 2032. With Passive Radiative Cooling Paint sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Passive Radiative Cooling Paint industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Passive Radiative Cooling Paint and breaks down the forecast by Reflectivity, 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 Passive Radiative Cooling Paint.

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

Segmentation by Reflectivity:

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Segmentation by Color:

White

Colored

Transparent

Segmentation by Application:

Construction Industry

Warehousing

Transportation Equipment

Energy and Power Facilities

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

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.

i2Cool

Azure Era

CSCEC

Pirta

MG Energy

Cryox

Nippon Paint

AkzoNobel

Aorun Advanced Materials

SKSHU Paint

Beixin Jiabaoli Coatings

First New Material Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Passive Radiative Cooling Paint market?

What factors are driving Passive Radiative Cooling Paint market growth, globally and by region?

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

How do Passive Radiative Cooling Paint market opportunities vary by end market size?

How does Passive Radiative Cooling Paint break out by Reflectivity, by Application?

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