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Global Radiative Cooling Paint Market Growth 2026-2032

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Abstracts

The global Radiative Cooling Paint market size is predicted to grow from US$ 23.06 million in 2025 to US$ 221 million in 2032; it is expected to grow at a CAGR of 32.9% from 2026 to 2032.

Radiative Cooling Paint is a functional coating material designed to reduce surface temperature through passive optical and thermal management without consuming electricity or using refrigerants. Its cooling mechanism combines high reflection of incoming solar radiation with high thermal emissivity, particularly within the approximately 8–13 ?m atmospheric transparency window, allowing heat from the coated surface to radiate toward the cold outer-space heat sink. Commercial products typically use polymeric or inorganic binders combined with functional pigments, micro-/nano-scale particles, porous structures and performance additives to balance solar reflectance, infrared emissivity, adhesion, durability, weather resistance and application properties. The market covered by this study focuses on paint and coating systems whose primary thermal-management function is passive radiative cooling, including single-layer and multi-layer coating systems, products with different solar reflectivity levels, and white, colored and transparent solutions. Major application fields include construction, logistics and warehousing, transportation equipment, energy and power facilities, and other outdoor industrial assets exposed to significant solar heat loads. Current commercial products already demonstrate solar reflectivity and mid-infrared emissivity around or above 90%, while leading formulations continue to improve spectral performance, durability and application flexibility.

Key Findings

Global Radiative Cooling Paint production reached 3,161.48 K Sqm in 2025

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Global production is projected to reach 33,985.60 K Sqm by 2032

The average global market price was approximately US$7.46 per Sqm in 2025

Radi-Cool, i2Cool, Azure Era, MG Energy and CSCEC together accounted for approximately 74.89% of global sales value in 2025

Market Trends

The Radiative Cooling Paint industry is evolving from relatively simple high-reflectance white coatings toward multifunctional optical coating systems that simultaneously optimize solar reflectance, atmospheric-window emissivity, durability, self-cleaning capability, corrosion resistance, waterproofing and color flexibility. Commercial development increasingly emphasizes application-specific formulations rather than a single universal coating: architectural products are being optimized for concrete and fa?ade substrates, while dedicated systems are emerging for power equipment, photovoltaics, logistics assets, grain storage, transportation and industrial infrastructure. Multi-layer architectures are also becoming more common where primer compatibility, corrosion protection, waterproofing or protective topcoats are required. i2Cool currently offers coating systems with approximately 95% solar reflectivity and mid-infrared emissivity together with customized colors, MG Energy reports solar reflectivity above 96% and long-wave infrared emissivity above 97%, while Azure Era has commercialized primer–mid-coat–topcoat systems for buildings, power equipment, grain storage and logistics applications. These developments indicate that competitive differentiation is shifting from laboratory cooling performance alone toward integrated lifecycle performance and application reliability.

Market Dynamics

Drivers

The principal market driver is the growing requirement to reduce solar heat gain and cooling-energy consumption across buildings and outdoor industrial assets. Passive radiative cooling coatings provide thermal-management capability without compressors, refrigerants or continuous electricity consumption, making them increasingly relevant where conventional air-conditioning or active cooling systems are costly, energy-intensive or difficult to deploy. Demand is particularly strong for large roof and fa?ade surfaces, warehouses, electrical cabinets, energy-storage equipment, transportation

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assets and other facilities continuously exposed to solar radiation. At the same time, corporate decarbonization targets and building-energy-efficiency requirements are increasing the economic value of coating technologies that can reduce cooling loads through passive means. Commercial suppliers are therefore shifting the value proposition from simple surface-temperature reduction toward measurable energy savings, asset protection and operational efficiency.

Restraints

The main restraints are higher material and application costs compared with conventional architectural coatings, variable cooling performance under different environmental conditions, and the need to maintain optical properties over long outdoor service periods. Functional particles, specialized dispersion processes and multi-layer coating architectures can increase formulation and installation costs, while real-world radiative cooling performance is influenced by solar exposure, sky view, atmospheric humidity, cloud cover, convective heat transfer and substrate conditions. Dust accumulation, surface contamination, ultraviolet aging and mechanical wear can gradually reduce solar reflectance or infrared-emission efficiency if the coating system lacks sufficient weather resistance and self-cleaning capability. In addition, architectural color requirements create a technical trade-off because highly reflective white coatings are generally easier to optimize than darker colored products.

Opportunities

The strongest expansion opportunities are moving beyond conventional building roofs into industrial and infrastructure applications where temperature reduction can generate direct economic benefits. Logistics vehicles and containers can reduce heat ingress into cargo spaces, warehouses and grain-storage facilities can improve internal temperature management, and power cabinets, telecommunications equipment, energy-storage systems and industrial tanks can reduce thermal stress on temperature-sensitive components. Photovoltaic and other energy-related applications also provide opportunities for coatings that combine radiative cooling with protective or self-cleaning functionality. The commercialization of colored, transparent and substrate-specific formulations can further expand adoption on fa?ades, transportation equipment and other applications where appearance or optical transmission requirements previously limited the use of highly reflective white coatings. Existing products from suppliers such as Azure Era, i2Cool, ChillSkyn and Keshun already demonstrate the migration of passive cooling technology toward specialized logistics, power, photovoltaic and industrial applications.

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Challenges

The industry still faces challenges in establishing consistent performance standards, verifying long-term outdoor cooling efficiency and translating laboratory optical parameters into comparable field-performance indicators. Solar reflectivity, infrared emissivity, surface-temperature reduction and cooling power are measured under different standards and environmental conditions, which can make direct product comparisons difficult. Manufacturers must also maintain spectral performance while meeting conventional coating requirements such as adhesion, weatherability, corrosion resistance, fire performance, waterproofing, VOC limits and ease of application. Scaling production presents an additional challenge because dispersion uniformity, coating thickness and micro-/nano-structure control can materially affect optical performance. As more conventional coating companies enter the market, suppliers will increasingly need independently verifiable long-term performance rather than short-duration demonstration results to support premium pricing and large infrastructure projects.

Industry Chain Analysis

The upstream segment of the Radiative Cooling Paint industry consists primarily of polymer or inorganic binders, high-reflectance pigments, functional mineral and nano-scale particles, hollow or porous scattering materials, dispersants, rheology modifiers, weathering additives, hydrophobic agents, solvents or water-based carriers and packaging materials. The technical value of upstream materials lies not simply in low thermal conductivity but in controlling wavelength-specific reflection and emission. Midstream manufacturers undertake formulation design, particle dispersion, spectral optimization, coating production, quality control and system integration, with higher-value products increasingly combining radiative cooling with waterproofing, corrosion protection, self-cleaning and weather resistance. Downstream value is created through surface preparation, application engineering and project integration across buildings, logistics assets, vehicles, power equipment and industrial infrastructure. Consequently, profitability increasingly depends on the supplier's ability to convert optical material performance into durable, repeatable square-meter cooling performance rather than simply selling coating volume.

Segment Insights

By coating architecture, single-layer products offer advantages in construction simplicity, labor requirements and overall installed cost, making them suitable for relatively standardized surfaces and price-sensitive applications. Multi-layer coating

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systems use combinations of primer, functional mid-coat, radiative cooling topcoat or protective layer to improve substrate adhesion, corrosion resistance, waterproofing, self-cleaning performance and long-term durability. This approach is increasingly relevant for industrial, power and infrastructure projects where cooling performance must coexist with conventional protective-coating requirements. AkzoNobel's commercial system combines a radiative cooling topcoat with a thermal-radiation-barrier mid-coat, while Azure Era offers primer–mid-coat–topcoat configurations for several application categories, demonstrating the transition toward system-level product design.

By reflectivity, products above 96% represent the technologically demanding high-reflectance segment, while products below 96% cover a broader range of commercial formulations where manufacturers balance cooling performance with color, durability, cost and substrate requirements. MG Energy has commercialized formulations with solar reflectivity above 96%, whereas products around the 92–95% range are already being commercialized for architecture, power, photovoltaic and other applications. White remains the technically straightforward route for maximizing broadband solar reflection, but colored and transparent formulations represent an important development direction because they increase architectural and industrial design flexibility. i2Cool already supports customized colors, while Azure Era has introduced products with customizable color configurations, indicating gradual expansion beyond standardized white products.

Downstream Market Opportunities

Construction is a foundational application because roofs and fa?ades provide large sun-exposed surface areas and passive radiative cooling coatings can be applied through renovation as well as new construction. The opportunity is increasingly shifting from simple reflective roofs toward integrated building-envelope solutions combining cooling, waterproofing, self-cleaning and weather resistance. Existing-building renovation is especially attractive because coatings can improve thermal performance without requiring major changes to mechanical cooling systems. AkzoNobel has already introduced a radiative cooling coating system targeted at building energy efficiency and renovation, while Keshun is combining radiative cooling with waterproofing and self-cleaning functions.

Outside construction, logistics and warehousing, transportation equipment, and energy and power facilities offer higher-value application opportunities. In these sectors, lower surface temperature can reduce heat ingress, improve cargo temperature stability, reduce auxiliary cooling demand and protect temperature-sensitive electrical or electronic equipment. Commercial portfolios are already becoming application-specific:

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Azure Era offers dedicated products for power equipment, grain storage and logistics; i2Cool provides solutions for power and telecom, new energy, photovoltaics and logistics; and ChillSkyn focuses on logistics, transportation and industrial infrastructure. These applications are expected to become increasingly important as suppliers shift from selling generic coating products toward project-specific thermal-management solutions.

Regional Insights

The current commercialization landscape is particularly active in China, where specialist radiative-cooling companies, established architectural coating manufacturers and construction-material groups are simultaneously developing coating products and project-based solutions. Companies such as i2Cool, Azure Era, MG Energy, CSCEC-related businesses, SKSHU Paint, First New Material, Aorun New Material, Beixin Jiabaoli and Keshun illustrate a comparatively broad domestic ecosystem spanning optical-material development, coating formulation, construction channels and industrial applications. The presence of global coating groups is also increasing: AkzoNobel launched its radiative cooling coating system in China, while locally developed products are expanding into buildings, logistics, photovoltaics, storage and power infrastructure. This combination of manufacturing capability, hot-climate demand, large industrial infrastructure and established coating distribution channels makes China an important commercialization hub for the industry.

North America continues to contribute specialist technology companies focused on sub-ambient and industrial cooling applications, including commercial spray-applied PDRC products for buildings, vehicles, logistics and energy infrastructure. Europe is increasingly represented by established coating groups integrating radiative cooling into broader architectural coating portfolios, while Japan has developed a strong radiative-cooling materials ecosystem. Other hot-climate markets in Southeast Asia, the Middle East, Latin America and parts of Africa offer meaningful downstream potential because of high solar loads and cooling-energy requirements, although local manufacturing ecosystems remain less developed than in the current leading commercialization centers.

Competitive Landscape Analysis

The market showed a relatively concentrated competitive structure in 2025, with Radi-Cool, i2Cool, Azure Era, MG Energy and CSCEC together representing approximately 74.89% of global Radiative Cooling Paint sales value. Competition is nevertheless

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broadening as the market attracts both specialist thermal-management companies and established global or regional coating manufacturers. Specialist suppliers generally differentiate through optical design, high solar reflectivity, atmospheric-window emissivity and application-specific thermal performance, while established coating groups can leverage formulation expertise, production scale, construction channels, contractor relationships and complementary waterproofing or protective-coating portfolios.

Competitive differentiation is increasingly moving beyond maximum reflectivity alone. Product durability, self-cleaning capability, corrosion protection, waterborne formulation, color flexibility, coating-system compatibility and verified field performance are becoming important procurement criteria. i2Cool, MG Energy and Cryo X emphasize high optical performance and scalable coating formats, Azure Era has developed application-specific multi-layer systems, while AkzoNobel, First New Material and Keshun demonstrate how conventional coating and construction-material capabilities can be combined with passive radiative cooling technology. The next phase of competition is therefore likely to center on system reliability, lifecycle economics and the ability to scale from demonstration projects to repeatable large-area deployment.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Radiative Cooling Paint Industry Forecast” looks at past sales and reviews total world Radiative Cooling Paint sales in 2025, providing a comprehensive analysis by region and market sector of projected Radiative Cooling Paint sales for 2026 through 2032. With 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 Radiative Cooling Paint industry.

This Insight Report provides a comprehensive analysis of the global 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 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 Radiative Cooling Paint market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Radiative Cooling Paint and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of

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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 Radiative Cooling Paint.

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

Market Segmentation

Segmentation by Type:

Single-layer Coating

Multi-layer Coating

Segmentation by Reflectivity:

Reflectivity Greater Than 96%

Reflectivity Less Than 96%

Segmentation by Color:

White

Colored

Transparent

Segmentation by Application:

Construction Industry

Logistics and Warehousing

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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

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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.

Radi-Cool

i2Cool

Azure Era

MG Energy

CSCEC

SKSHU Paint

Pirta

ChillSkyn

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Cryo X Co

AkzoNobel

Nippon Paint

First New Material

Shandong Huacheng

Beixin Jiabaoli Coatings

SPACE COOL

Aorun New Material

Shunyijie (Keshun Waterproof)

Key Questions Addressed in this Report

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

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

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

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

How does Radiative Cooling Paint break out by Type, by Application?

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