

# Global Waterborne Road Marking Paints Market Growth 2025-2031

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## Abstracts

The global Waterborne Road Marking Paints market size is predicted to grow from US\$ 343 million in 2025 to US\$ 515 million in 2031; it is expected to grow at a CAGR of 7.0% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Water-based road marking paints are environmentally friendly coatings that use water as the main solvent or dispersing medium. They are used for traffic control markings on asphalt or concrete surfaces and are preferred for their low toxicity, ease of use, and compliance with environmental regulations.

United States market for Waterborne Road Marking Paints is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Waterborne Road Marking Paints is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Waterborne Road Marking Paints is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Waterborne Road Marking Paints players cover PPG (Ennis Flint), Sherwin-Williams, Swarco AG, Geveko Markings, Nippon Paint, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “Waterborne Road Marking Paints Industry Forecast” looks at past sales and reviews total world Waterborne Road Marking Paints sales in 2024, providing a comprehensive analysis by region and market sector of projected Waterborne Road Marking Paints sales for 2025 through 2031. With Waterborne Road Marking Paints sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Waterborne Road Marking Paints industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Waterborne Road Marking Paints 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 Waterborne Road Marking Paints.

This report presents a comprehensive overview, market shares, and growth opportunities of Waterborne Road Marking Paints market by product type, application, key manufacturers and key regions and countries.

#### Segmentation by Type:

Waterborne Acrylic Marking Paints

Waterborne Alkyd Marking Paints

Other Types

#### Segmentation by Application:

Roads and Streets

Parking Lot

Airport

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.

PPG (Ennis Flint)

Sherwin-Williams

Swarco AG

Geveko Markings

Nippon Paint

Hempel

Zhejiang Brother

LANINO

Shanxi Zhongtu Traffic

Aexcel Corporation

Crown USA, LLC

#### Key Questions Addressed in this Report

What is the 10-year outlook for the global Waterborne Road Marking Paints market?

What factors are driving Waterborne Road Marking Paints market growth, globally and by region?

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

How do Waterborne Road Marking Paints market opportunities vary by end market size?

How does Waterborne Road Marking Paints break out by Type, by Application?

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