

# Special Flake Zinc Powder for Zinc-Rich Coating Market Report: Trends, Forecast and Competitive Analysis to 2031

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#### **Abstracts**

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Special Flake Zinc Powder for Zinc-Rich Coating Trends and Forecast

The future of the global special flake zinc powder for zinc-rich coating market looks promising with opportunities in the oil & gas, automobile manufacturing, ship & marine engineering, architecture, and aerospace markets. The global special flake zinc powder for zinc-rich coating market is expected to grow with a CAGR of 6.3% from 2025 to 2031. The major drivers for this market are the growing demand for corrosion-resistant coatings, the expansion of the automotive and construction industries, and the rising preference for eco-friendly and sustainable coating solutions.

Lucintel forecasts that, within the type category, high-purity zinc powder is expected to witness higher growth over the forecast period.

Within the application category, oil & gas is expected to witness the highest growth.

In terms of regions, APAC is expected to witness the highest growth over the forecast period.

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Emerging Trends in the Special Flake Zinc Powder for Zinc-Rich Coating Market

The special flake zinc powder market is undergoing transformative changes influenced by evolving industry needs and regulatory frameworks. Key trends are reshaping the landscape, driven by innovation, sustainability, and market dynamics. Below are five emerging trends impacting this market significantly:

Increased Focus on Sustainability: Sustainability has become a central theme in the special flake zinc powder market, with manufacturers striving to reduce environmental impact. This trend includes the development of eco-friendly formulations and production processes that minimize waste and emissions. Companies are exploring renewable materials and non-toxic additives in zinc-rich coatings to cater to the growing demand for green products. This shift not only meets regulatory requirements but also enhances brand reputation and customer loyalty, driving long-term growth.

Technological Innovations: Technological advancements are significantly enhancing the performance and application of special flake zinc powders. Innovations in nanotechnology and advanced production techniques are enabling manufacturers to create finer, more uniform flakes that improve adhesion and corrosion resistance. These developments allow for thinner applications without compromising performance, optimizing material usage. As technology evolves, it is expected to lead to more efficient production processes and higher-quality products, fostering competition and market expansion.

Growing Demand from Emerging Economies: Emerging economies, particularly in Asia and Africa, are witnessing rapid industrialization and infrastructure development, driving demand for zinc-rich coatings. Countries like India and China are investing heavily in construction and manufacturing, creating a lucrative market for special flake zinc powder. The growing awareness of corrosion protection in these regions is leading to greater adoption of zinc-rich coatings across various sectors, including automotive, marine, and energy. This trend is expected to fuel growth and create new opportunities for manufacturers globally.

Regulatory Compliance and Standards: Stringent regulations regarding environmental impact and product quality are reshaping the special flake zinc powder market. Compliance with these regulations has prompted manufacturers



to innovate and reformulate products to meet standards. For instance, low-VOC and high-performance coatings are becoming more prevalent as companies aim to satisfy regulatory demands and customer preferences. This trend emphasizes the importance of quality assurance and sustainability in production, ensuring long-term viability in a competitive market.

Customization and Specialty Products: The demand for customized and specialty zinc-rich coatings is rising as industries seek tailored solutions for specific applications. Manufacturers are responding by offering specialized formulations to meet unique requirements, such as enhanced corrosion resistance, color matching, and specific application methods. This trend toward customization allows companies to differentiate their offerings, meet diverse customer needs, and tap into niche markets. As industries evolve, the ability to provide specialized products will become increasingly crucial for competitive advantage.

These emerging trends are fundamentally reshaping the special flake zinc powder market. By emphasizing sustainability, embracing technological advancements, and responding to regulatory pressures, manufacturers are adapting to meet evolving consumer demands. The growing market in emerging economies, coupled with a focus on customization, ensures continued transformation, creating both challenges and opportunities. As the industry progresses, these trends will define the future trajectory of the market, leading to innovative solutions and enhanced performance in coatings.

Recent Developments in the Special Flake Zinc Powder for Zinc-Rich Coating Market

The special flake zinc powder market for zinc-rich coatings has recently experienced notable advancements driven by increasing demand for enhanced corrosion resistance and sustainability. As industries focus on improving protective coatings across construction, automotive, and marine sectors, these developments reflect a broader trend toward innovation and efficiency. Enhanced formulations, production technologies, and regulatory shifts are shaping the landscape, ensuring that products meet performance standards while aligning with environmental regulations. Below are five key developments influencing the market:

Enhanced Production Technologies: Recent advancements in production technologies have significantly improved the quality and consistency of special flake zinc powders. Techniques like atomization and controlled milling are



enabling manufacturers to produce finer flakes with better uniformity, leading to improved performance in coatings, and enhancing corrosion resistance and adhesion. The introduction of automated processes also reduces waste and increases efficiency, allowing for faster turnaround times and lower costs, benefiting end-users in various industries.

Sustainable Formulations: The push for sustainability has led to the development of eco-friendly zinc-rich coatings that utilize low-VOC and bio-based materials. Manufacturers are reformulating products to reduce environmental impact while maintaining performance standards. These sustainable options not only comply with stringent regulations but also cater to the growing consumer demand for greener products. As industries prioritize environmental responsibility, these formulations are becoming essential in market offerings, helping brands improve their reputation and appeal.

Regulatory Compliance Initiatives: Stricter environmental regulations have prompted manufacturers to innovate in the special flake zinc powder sector. Companies are now investing in research and development to create products that comply with evolving standards regarding emissions and toxicity. This includes the formulation of low-VOC and non-toxic zinc-rich coatings that ensure compliance without sacrificing quality. As a result, manufacturers can maintain market access and meet the demands of environmentally conscious consumers, positioning themselves as leaders in sustainable practices.

Growth in Emerging Markets: Emerging economies are witnessing a surge in infrastructure development, driving demand for zinc-rich coatings. Countries like India and China are investing heavily in construction and manufacturing, creating new opportunities for special flake zinc powder. Local manufacturers are ramping up production capacities to meet rising demand, leading to increased competition and innovation. This trend encourages global suppliers to enter these markets, expanding the overall market reach and accessibility of zinc-rich coatings.

Customization of Coating Solutions: There is a growing trend toward the customization of zinc-rich coatings to meet specific industry needs.

Manufacturers are increasingly offering specialized formulations that address unique requirements, such as enhanced durability and corrosion resistance in harsh environments. This customization allows for better performance across various applications, from automotive to marine sectors. By providing tailored



solutions, companies can differentiate themselves in a competitive market and foster stronger relationships with clients seeking specific coating characteristics.

These recent developments significantly impact the special flake zinc powder market. Enhanced production technologies and sustainable formulations improve product quality while meeting environmental standards. Regulatory compliance initiatives ensure market access and the growth in emerging economies expands opportunities for manufacturers. Additionally, the trend toward customization fosters innovation and differentiation in a competitive landscape. Collectively, these developments are shaping the future of the market, leading to more efficient, effective, and environmentally friendly coating solutions.

Strategic Growth Opportunities for Special Flake Zinc Powder for Zinc-Rich Coating Market

The special flake zinc powder market for zinc-rich coatings presents several strategic growth opportunities across various applications. As industries increasingly prioritize corrosion resistance and sustainability, these applications are gaining traction in sectors like construction, automotive, marine, and infrastructure. By leveraging advancements in technology and formulation, manufacturers can tap into these growth areas, enhancing their competitive positioning and driving market expansion. Below are five key growth opportunities shaping the future of the market:

Construction Industry: The construction industry represents a significant growth opportunity for special flake zinc powder due to rising infrastructure development and maintenance needs. Zinc-rich coatings are essential for protecting structural steel and reinforcing materials from corrosion, thereby extending the lifespan of buildings and bridges. As urbanization continues globally, the demand for durable and reliable coatings is set to increase, providing manufacturers with the chance to develop specialized formulations tailored to this sector's unique challenges.

Automotive Sector: The automotive industry is increasingly focusing on lightweight materials to improve fuel efficiency, making zinc-rich coatings vital for corrosion protection. Special flake zinc powders can be integrated into various automotive applications, including body panels and undercarriage components, to enhance durability. As electric vehicles gain popularity, the demand for high-performance coatings that withstand varying environmental conditions will drive



growth in this segment, presenting opportunities for innovation and customization in formulations.

Marine Applications: Marine environments pose significant challenges due to exposure to saltwater and harsh weather conditions, making effective corrosion protection critical. Special flake zinc powders are ideal for marine coatings, ensuring that vessels maintain their structural integrity over time. As global shipping and recreational boating industries expand, manufacturers can capitalize on this growth opportunity by developing high-performance, anti-corrosive coatings specifically designed for marine applications, thus enhancing market penetration.

Energy Sector: The energy sector, particularly oil and gas, represents a substantial opportunity for zinc-rich coatings to protect infrastructure from corrosive environments. With increasing investments in energy infrastructure, including pipelines and offshore platforms, the need for reliable protective coatings is paramount. Special flake zinc powders provide long-lasting solutions, enabling companies to mitigate maintenance costs and enhance safety. This focus on corrosion resistance aligns with industry trends toward sustainability and efficiency, offering manufacturers a promising avenue for growth.

Industrial Equipment: The industrial equipment sector is witnessing rising demand for protective coatings due to increased automation and machinery usage. Special flake zinc powders can be utilized in various applications, from heavy machinery to manufacturing equipment, to ensure longevity and performance. As industries prioritize operational efficiency and equipment durability, the demand for advanced coatings that provide superior corrosion protection is expected to grow. This presents manufacturers with opportunities to innovate and create tailored solutions for diverse industrial applications.

These strategic growth opportunities across key applications are significantly impacting the special flake zinc powder market. By targeting sectors like construction, automotive, marine, energy, and industrial equipment, manufacturers can enhance their market reach and develop specialized products that meet evolving industry needs. This focus on application-driven solutions will drive innovation, ensuring sustained growth and competitive advantage.

Special Flake Zinc Powder for Zinc-Rich Coating Market Driver and Challenges



The special flake zinc powder market for zinc-rich coatings is influenced by various technological, economic, and regulatory factors that serve as both drivers and challenges. Understanding these dynamics is crucial for manufacturers and stakeholders looking to navigate the market effectively. Below are the key drivers and challenges impacting this sector.

The factors responsible for driving the special flake zinc powder market for zinc-rich coatings include:

Growing Infrastructure Investment: Increased global investment in infrastructure, particularly in emerging economies, is driving demand for corrosion-resistant coatings. As countries prioritize urban development and renovation of existing structures, the need for durable, protective solutions becomes critical. Special flake zinc powders are essential in these applications, positioning manufacturers to benefit from the expanding construction and maintenance markets.

Rising Awareness of Corrosion Protection: There is a heightened awareness of the economic impacts of corrosion across various industries, driving the adoption of zinc-rich coatings. Companies recognize that investing in quality coatings can significantly reduce maintenance costs and extend asset lifespans. This trend is fueling demand for special flake zinc powders, as industries seek effective solutions to mitigate corrosion-related challenges.

Technological Advancements: Innovations in production technologies and formulation processes are enhancing the performance of special flake zinc powders. New methods enable the creation of finer, more uniform flakes, improving adhesion and corrosion resistance. As manufacturers continue to invest in R&D, these advancements open up new application possibilities and improve the competitive landscape, driving market growth.

Sustainability Initiatives: Increasing emphasis on sustainable practices is pushing industries to adopt eco-friendly coatings. The development of low-VOC and non-toxic formulations using special flake zinc powders aligns with regulatory demands and consumer preferences for greener products. This trend not only fosters growth in the market but also enhances the reputation of manufacturers committed to environmental responsibility.

Expansion of End-Use Industries: The expansion of key end-use industries,



such as automotive, marine, and energy, is driving demand for zinc-rich coatings. As these sectors evolve and embrace new technologies, the need for advanced protective solutions grows. Special flake zinc powders can meet these demands, offering manufacturers a robust opportunity for market penetration and diversification.

Challenges in the special flake zinc powder market for zinc-rich coatings are:

Regulatory Compliance: Adhering to stringent environmental regulations poses a challenge for manufacturers. Compliance with evolving standards regarding emissions and toxicity requires continuous investment in research and development. Companies must navigate these complexities while maintaining product quality and performance, which can strain resources and impact profitability.

Raw Material Price Volatility: The prices of raw materials used in producing special flake zinc powders can be highly volatile, influenced by market fluctuations and geopolitical factors. This volatility can impact production costs, making it challenging for manufacturers to maintain consistent pricing. Companies must develop strategies to manage these fluctuations while ensuring profitability and competitive pricing for their products.

Intense Competition: The market for special flake zinc powders is becoming increasingly competitive, with numerous players vying for market share. This competition can drive down prices and pressure margins, making it essential for manufacturers to differentiate their offerings through innovation and quality. Companies must continuously adapt to market trends and consumer preferences to stay ahead in this dynamic landscape.

The interplay of these drivers and challenges shapes the special flake zinc powder market for zinc-rich coatings. While growing infrastructure investment, increased awareness of corrosion protection, and technological advancements offer significant growth potential, regulatory compliance, raw material price volatility, and intense competition present notable challenges. By strategically addressing these factors, manufacturers can navigate the complexities of the market, capitalizing on opportunities while mitigating risks to ensure sustainable growth.



List of Special Flake Zinc Powder Companies for the Zinc-Rich Coating Market

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies special flake zinc powder companies for the zinc-rich coating market cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the special flake zinc powder companies for zinc-rich coating market profiled in this report include-

**ECKART** 

Novamet

**AVL METAL POWDERS** 

Shan Dong Jie Han Metal Material

Hunan New Welllink Advanced Metallic Material

Jiangsu Shenlong Zinc Industry

Hunan Jinhao New Material Technology

Jiangsu Kecheng Nonferrous Metal New Materials

Shenzhen Zhongjin Lingnan Nonfemet Company Limited

Мерсо

Special Flake Zinc Powder for Zinc-Rich Coating by Segment

The study includes a forecast of the global special flake zinc powder for the zinc-rich coating market by type, application, and region.

Special Flake Zinc Powder for Zinc-Rich Coating Market by Type [Analysis by Value from 2019 to 2031]:



High Purity Zinc Powder
Metal Zinc
Special Flake Zinc Powder for Zinc-Rich Coating Market by Application [Analysis by Value from 2019 to 2031]:
Oil & Gas
Automobile Manufacturing
Ship & Marine Engineering
Architecture
Aerospace
Others
Special Flake Zinc Powder for Zinc-Rich Coating Market by Region [Analysis by Value from 2019 to 2031]:
North America
Europe
Asia Pacific
The Rest of the World
Country Wise Outlook for the Special Flake Zinc Powder for Zinc-Rich Coating Market
The special flake zinc powder market for zinc-rich coatings has seen significant advancements in recent years, driven by increasing demand for corrosion resistance in

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various industries. This trend is particularly evident in sectors like construction, automotive, and marine. As countries focus on infrastructure development and



sustainability, innovations in production processes and formulation enhancements have emerged. This overview highlights recent developments in the United States, China, Germany, India, and Japan, illustrating how each market adapts to changing demands and regulatory environments.

United States: In the U.S., the market for special flake zinc powder has witnessed innovations aimed at improving corrosion resistance and reducing environmental impact. Advances in production technology have led to the development of more efficient flake zinc powders that provide better performance in harsh environments. Moreover, regulatory changes promoting eco-friendly coatings have spurred manufacturers to invest in sustainable practices. Companies are increasingly focused on producing high-purity zinc powders, enhancing adhesion and longevity in various applications, including protective coatings for bridges and industrial structures.

China: China remains a dominant player in the special flake zinc powder market, with significant investments in production capacity and technology upgrades. The government's push for industrial modernization and environmental regulations has led to the emergence of high-quality zinc-rich coatings. Many manufacturers are shifting toward automated production processes to enhance quality control and reduce waste. Additionally, the rising demand for zinc-rich coatings in the automotive and shipbuilding industries has stimulated research into novel formulations that improve performance while complying with environmental standards.

Germany: Germany has positioned itself as a leader in innovation within the special flake zinc powder sector, driven by stringent quality standards and a strong emphasis on sustainability. Recent developments include the introduction of bio-based binders and additives in zinc-rich coatings, reducing the environmental footprint. German manufacturers are also focusing on nanotechnology to enhance the properties of zinc powders, improving corrosion resistance and application efficiency. This commitment to quality and sustainability is paving the way for the growth of eco-friendly alternatives in the coating market.

India: In India, the special flake zinc powder market is expanding rapidly due to increased infrastructure development and industrialization. Recent advancements include the localization of production, reducing dependence on imports. Manufacturers are investing in research and development to improve



the performance of zinc-rich coatings, particularly in harsh climates. Additionally, government initiatives aimed at promoting sustainable construction practices are encouraging the adoption of zinc-rich coatings, boosting market growth. The focus on durability and cost-effectiveness is shaping a competitive landscape among Indian producers.

Japan: The Japanese special flake zinc powder market is characterized by high standards of quality and innovation. Recent developments focus on enhancing the efficiency of zinc-rich coatings, particularly for automotive and marine applications. Manufacturers are increasingly using advanced coating technologies that incorporate special flake zinc powders, resulting in better corrosion resistance and durability. Additionally, the Japanese market is seeing a rise in demand for environmentally friendly products, prompting companies to explore alternative raw materials and sustainable practices, which align with national goals for reducing carbon emissions.

Features of the Global Special Flake Zinc Powder for Zinc-Rich Coating Market

Market Size Estimates: Special flake zinc powder for zinc-rich coating market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

Segmentation Analysis: Special flake zinc powder for zinc-rich coating market size by type, application, and region in terms of value (\$B).

Regional Analysis: Special flake zinc powder for zinc-rich coating market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different types, applications, and regions for the special flake zinc powder for the zinc-rich coating market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the special flake zinc powder for the zinc-rich coating market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.



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This report answers following 11 key questions:

- Q.1. What are some of the most promising, high-growth opportunities for the special flake zinc powder for the zinc-rich coating market by type (high purity zinc powder and metal zinc), application (oil & gas, automobile manufacturing, ship & marine engineering, architecture, aerospace, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?
- Q.2. Which segments will grow at a faster pace and why?
- Q.3. Which region will grow at a faster pace and why?
- Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?
- Q.5. What are the business risks and competitive threats in this market?
- Q.6. What are the emerging trends in this market and the reasons behind them?
- Q.7. What are some of the changing demands of customers in the market?
- Q.8. What are the new developments in the market? Which companies are leading these developments?
- Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?
- Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?
- Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?



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- 7.8: Jiangsu Kecheng Nonferrous Metal New Materials
- 7.9: Shenzhen Zhongjin Lingnan Nonfemet Company Limited
- 7.10: Mepco



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