

Appliance Powder Coatings Market, by Resin Type (Thermoset and Thermoplastic) and Region (Asia Pacific, Europe, North America, South America, and the Middle East & Africa) - Global Forecast to 2031

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Abstracts

The appliance powder coatings market is projected to rise from USD 4.63 billion in 2026 to USD 6.93 billion by 2031, at a CAGR of 8.42% during the forecast period.

The growing need for durable, lightweight, and efficient surface finishing solutions is driving the demand for appliance powder coatings across multiple applications. Manufacturers are increasingly shifting from conventional liquid coating methods toward powder-based solutions that enable improved production efficiency, enhanced aesthetics, reduced environmental impact, and superior coating durability. The home appliance industry, in particular, is adopting powder coatings for applications such as refrigerators, washing machines, ovens, air conditioners, and other household appliances due to their ability to provide excellent corrosion resistance, scratch resistance, and consistent surface finishes while maintaining product integrity. Furthermore, the increasing focus on automation, energy efficiency, sustainability, and improved manufacturing processes is encouraging the adoption of advanced powder coating technologies, supporting overall market growth.

“Thermoset resin type is projected to be the fastest-growing segment in the appliance powder coatings market during the forecast period”

Thermoset resins are projected to be the fastest-growing segment in the global appliance powder coatings market, in terms of value, during the forecast period. This is due to their excellent durability, heat resistance, chemical resistance, and strong

adhesion, making them well suited for appliance applications. Their ability to provide smooth, uniform, and highly durable finishes supports their increasing use in refrigerators, washing machines, ovens, and air conditioners. In addition, thermoset powder coatings offer superior scratch and corrosion resistance, extending appliance service life and reducing maintenance requirements. Growing demand for high-performance, environmentally friendly, and cost-effective coating solutions is further expected to drive their adoption during the forecast period.

“North America accounted for the third-largest share in the global appliance powder coatings market, in terms of value, in 2025”

North America accounted for the third-largest value share of the appliance powder coatings market in 2025, driven by the region’s well-established home appliance manufacturing base and strong demand for durable, high-performance coating solutions. The increasing shift from conventional coatings to powder coatings is supported by their superior corrosion resistance, scratch resistance, and environmental benefits. In addition, stringent environmental regulations encouraging low-VOC coating technologies are driving the adoption of powder coatings across appliance manufacturing. Growing demand for energy-efficient and aesthetically appealing household appliances is further supporting market growth in the region.

By Company Type: Tier 1 – 55%, Tier 2 – 25%, and Tier 3 – 20%

By Designation: Directors – 50%, Managers – 30%, and Others – 20%

By Region: North America – 40%, Europe – 35%, Asia Pacific – 20%, RoW – 5%

The key players profiled in the report include Akzo Nobel N.V. (Netherlands), PPG Industries, Inc. (US), The Sherwin-Williams Company (US), Kansai Paint Co., Ltd. (Japan), Jotun A/S (Norway), Asian Paints Limited (India), Nippon Paint Holdings Co., Ltd. (Japan), Axalta Coating Systems Ltd. (US), RPM International, Inc. (US), and Protech Group (Canada).

Study Coverage

This report segments the market for appliance powder coatings based on resin type and region, and provides estimations of value (in USD Million/Billion) for the overall market

size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, services, and key strategies associated with the appliance powder coatings market.

Reasons to Buy this Report

This research report is focused on various levels of analysis—industry analysis (industry trends), market share analysis of top players, and company profiles, which together provide an overall view of the competitive landscape, emerging and high-growth segments of the appliance powder coatings market, high-growth regions, and market drivers, restraints, and opportunities.

The report provides insights into the following points

Market Penetration: Comprehensive information on appliance powder coatings offered by top players in the global market

Analysis of key drivers: (Tightening VOC and HAP Regulation Accelerating the Liquid-to-Powder Transition, Sustained Growth in Global Major Appliance Production and Shipments, Energy-Efficiency and Decarbonization Mandates Reshaping OEM Specifications, and Durability, Transfer Efficiency, and Aesthetic Performance Advantages), restraints (Volatility in Petrochemical Resin and Pigment Feedstock Costs, High Capital Cost of Coating Line Conversion and Curing Infrastructure, Technical Constraints on Substrate Compatibility and Ultra-Thin Film Deposition, and Fragmented, Multi-Jurisdictional Regulatory Compliance Burden), opportunities (Low-Temperature and Infrared-Assisted Curing Technologies, Bio-Based, Recycled-Content, and UV-Curable Powder Formulations, Government-Backed Appliance Manufacturing Expansion in Emerging Economies, and Functional and Smart Coating Development for Differentiated Appliance Finishes), and challenges (Achieving Thin, Uniform Films on Complex Appliance Geometries, Color-Change and Product-Mix Flexibility Constraints, and Substrate Limitation to Electrically Conductive Materials) influencing the growth of the appliance powder coatings market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the appliance powder coatings market.

Market Development: Comprehensive information about lucrative emerging

markets—the report analyzes the market for appliance powder coatings across regions.

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global appliance powder coatings market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the appliance powder coatings market.

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FIGURE 46 NIPPON PAINT HOLDINGS CO., LTD.: COMPANY SNAPSHOT

FIGURE 47 RESEARCH DESIGN

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FIGURE 50 PRIMARY PARTICIPANTS

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FIGURE 56 TOP-DOWN APPROACH

FIGURE 57 CAGR PROJECTIONS FROM SUPPLY SIDE

FIGURE 58 GROWTH PROJECTIONS FROM DEMAND-SIDE DRIVERS

FIGURE 59 DATA TRIANGULATION

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