

Automotive Powder Coatings Market by Resin Type (Thermoset and Thermoplastic), Vehicle Type (Passenger Cars and Commercial Vehicles), and Region - Global Forecast to 2031

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Abstracts

The automotive powder coatings market size was USD 2.78 billion in 2026 and is projected to reach USD 3.59 billion by 2031, at a CAGR of 5.22%.

“Growing use of lightweight materials in vehicle manufacturing to drive the market demand”

The increasing use of lightweight materials such as aluminum and advanced alloys in vehicle manufacturing is driving the demand for automotive powder coatings. As manufacturers work to improve fuel efficiency and enhance the driving range of electric vehicles, they are replacing heavier metal components with lighter alternatives that require specialized protective coatings. Powder coatings provide strong adhesion, scratch resistance, and long-term surface protection on these materials, making them an effective solution for maintaining the durability and appearance of lightweight automotive components.

“In 2025, thermoplastic resin accounted for significant value share in automotive powder coatings market”

In 2025, the thermoplastic resin segment held a significant share of the automotive powder coatings market in terms of value. This is due to its flexibility, impact resistance, and ability to be reheated and reshaped without losing its properties. These coatings are suitable for automotive components that require toughness and resistance to wear, making them a preferred choice for selected interior and exterior applications. Their

ease of processing and repair also contributed to their steady demand in the market.

“Passenger cars to be the fastest growing vehicle type of automotive powder coatings market, in terms of value”

The passenger cars segment is projected to be the fastest-growing vehicle type in the automotive powder coatings market during the forecast period. This market growth is supported by rising consumer demand for personal vehicles and the increasing production of electric and hybrid passenger cars. Automakers are also focusing on improving vehicle designs and component performance, leading to higher adoption of advanced powder coatings across a wide range of passenger vehicle components.

“Europe accounted for the second-largest share in global automotive powder coatings market, in terms of value, in 2025”

Europe accounted for the second-largest share of the global automotive powder coatings market in 2025, driven by its strong automotive manufacturing base and focus on high-quality production standards. The region's demand was further supported by investments in advanced manufacturing technologies, the presence of leading vehicle manufacturers and suppliers, and the increasing adoption of sustainable coating solutions across automotive production facilities.

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

By Designation: Directors - 50%, Managers - 30%, Others - 20%

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

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

Study Coverage

This report segments the market for powder coatings based on resin type, vehicle type,

and region, and provides estimations of value (in USD million) 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 automotive 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 automotive 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 automotive powder coatings offered by top players in the global market

Analysis of key drivers (growth in global vehicle production and automotive component manufacturing, increasing OEM adoption of low-VOC and sustainable manufacturing technologies, and expansion of EV manufacturing), restraints (competition from liquid coating technology for class-A automotive surfaces, high capital investment requirements for automotive-grade powder coating systems, and limitations in coating heat-sensitive automotive materials), opportunities (increasing adoption of powder coating in EV battery systems, development of low-temperature and UV-curable powder coating technologies, and growing use of lightweight aluminum components), and challenges (meeting stringent automotive durability and performance specifications and raw material supply and cost volatility) influencing the growth of automotive powder coatings market

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

Market Development: Comprehensive information about lucrative emerging markets—the report analyzes the market for automotive powder coatings across regions

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

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

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