

Epoxy Primer Market by Substrate (Metal, Concrete & Masonry, and Fiberglass), Application (Building & Construction, Automotive, Marine, and Machinery & Equipment), Technology (Solvent-borne, and Waterborne), and Region-Global Forecast to 2023

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Abstracts

“The epoxy primer market is projected to grow at a CAGR of 5.1% from 2018 to 2023.”

The epoxy primer market is projected to grow from USD 8.52 billion in 2018 to USD 10.91 billion by 2023, at a CAGR of 5.1%, in terms of value, between 2018 and 2023. The growth of the epoxy primer market is primarily driven by the increasing demand for epoxy primers in various applications and growing awareness to reduce the loss caused by corrosion. However, environmental regulations to reduce the use of epoxy primers produced using solvent-borne technology is restraining the growth of the market, and the entry of new players and the fluctuating raw material prices are considered as major challenges for the market.

“Based on substrate, the metal segment is expected to lead the epoxy primer market during the forecast period.”

Based on substrate, the metal segment is expected to be the fastest-growing segment of the epoxy primer market during the forecast period. Epoxy primers are used over different metal substrates, such as steel, aluminum, iron, and others. It is widely used on metal substrates for different applications such as automotive, marine, aviation, energy, infrastructural structures, and oil & gas. These primers form an important layer in automotive and marine applications, which provides excellent adhesion and resistance to corrosion and chemicals. Their application also helps in reducing the maintenance cost over a long period of time.

“Based on application, the building & construction is projected to lead the epoxy primer market during the forecast period.”

Based on application, the building & construction segment is expected to lead the epoxy primer market. Epoxy primers are widely used on concrete & masonry surfaces for flooring application. In this application, it is also preferred for metal substrates that are used for priming structures. APAC is the largest market for epoxy primer in building & construction application. The growth can be attributed to the increasing government investments for infrastructural development in emerging countries such as China, India, Malaysia, and others. The infrastructural developments in this region result in a huge demand for coatings, thereby driving the epoxy primer market.

“The solvent-borne technology is projected to be the fastest-growing segment of the epoxy primer market during the forecast period.”

Based on technology, the solvent-borne technology is expected to be the fastest-growing segment of the epoxy primer market during the forecast period. Epoxy primers manufactured by using solvent-borne technology are used for a wide variety of substrates, and they offer superior characteristics such as less curing time, excellent adhesion, and resistance to corrosion, abrasion, and chemicals. It has a wide preference in APAC, South America, and the Middle East & Africa.

“APAC is expected to be the highest-growing market for epoxy primer.”

The APAC region is expected to witness the highest growth during the forecast period; this growth can be attributed to the high demand for coatings from countries such as China, India, and other Southeast Asian countries. The growth of construction, automotive, marine, and industrial sectors is also major factor expected to drive the epoxy primer market in the APAC region.

In the process of determining and verifying the market size for the several segments and subsegments gathered through secondary research, extensive primary interviews were conducted. The break-up of the primary interviews is given below:

By Company Type: Tier 1—54%, Tier 2—35%, and Others—11%

By Designation: C-level—44%, Director-level—34%, and Others—22%

By Region: APAC—42%, North America—15%, Europe—32%, MEA—7% and South America—4%

Note: 1. Other designations include sales managers, marketing managers, and product managers. 2. Tiers of companies are defined based on their total revenues in 2017. Tier 1 = USD 1 billion, Tier 2 = USD 100 million to USD 1 billion, and Tier 3 = USD 100 million.

Key global players of the epoxy primer market are Sherwin-Williams (US), PPG Industries (US), AkzoNobel (Netherlands), BASF (Germany), Axalta Coating Systems (US), Kansai Paint (Japan), Nippon Paint (Japan), Tikkurila Oyj (Finland), and RPM International (US).

Research Coverage

This report covers the market for epoxy primer and its applications across different verticals and regions. It aims at estimating the market size and the potential of the epoxy primer market based on substrate, application, technology, and region. The report also includes an in-depth competitive analysis of key market players, along with their company profiles, recent developments, and key market strategies.

Reasons to Buy the Report

The report will help market leaders/new entrants by providing them the closest approximations of revenues in the epoxy primer market. This report will also help stakeholders better understand the market's competitive landscape, and gain insights to position their businesses and formulate market strategies. The report will also help stakeholders understand the pulse of the market and acquire information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers

Market Penetration: Comprehensive information on epoxy primer offered by top market players

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the epoxy primer market

Market Development: Comprehensive information about lucrative emerging markets—the report analyzes the markets for epoxy primer across varied regions

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the epoxy primer market

Competitive Assessment: In-depth assessment of market shares, growth strategies, products, and manufacturing capabilities of leading players in the epoxy primer market

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About

The report "Epoxy Primer Market by Substrate (Metal, Concrete & Masonry, and Fiberglass), Application (Building & Construction, Automotive, Marine, and Machinery & Equipment), Technology (Solvent-borne, and Waterborne), and Region-Global Forecast to 2023" The epoxy primer market is projected to grow from USD 8.52 billion in 2018 to USD 10.91 billion by 2023, at a CAGR of 5.1% between 2018 and 2023. APAC is expected to lead the global epoxy primer market during the forecast period. Epoxy primer is used as a sealer that produces excellent non-porous finish on applied topcoats. It has superior bonding capacity and offers excellent adhesion to a wide variety of substrates, such as metal, concrete & masonry, wood, fiberglass, and others. It also has water resistant and corrosion inhibiting capabilities. Therefore, it is preferred in different applications, such as building & construction, automotive, marine, and machinery & equipment.

Major companies profiled in this report include:

Sherwin-Williams (US), PPG Industries (US), AkzoNobel (Netherlands), BASF (Germany), Axalta Coating Systems (US), Kansai Paint (Japan), Nippon Paint (Japan), Tikkurila Oyj (Finland), and RPM International (US)., among others.

These players focus on expansions and new product launches as major strategies to consolidate their position in the market. There is a high competition among these market players, and they focus on organic and inorganic growth strategies to increase their market share and global foothold.

Research Coverage

This report covers the market for epoxy primer and its applications across different verticals and regions. It aims at estimating the market size and the potential of the epoxy primer market based on substrate, application, technology, and region. The report also includes an in-depth competitive analysis of key market players, along with their company profiles, recent developments, and key market strategies.

For instance, in June 2017, Sherwin-Williams acquired Valspar Corporation (US). The acquisition has helped the company enhance its position as a premier global paints and coatings provider, globally. In October 2017, PPG Industries acquired the Crown Group (US), a coating application company. The acquisition helped it serve its customers

better in North America. PPG Industries has also invested about USD 49.0 million to start a new paints & coatings manufacturing facility and commercial operation in the Lipetsk region of Russia. The expansion helped it better serve the existing customers in Russia and Eastern Europe, and increases its presence in Europe and Middle East & Africa (EMEA) region.

PPG Industries is one of the largest players in the epoxy primer market. It has a wide product portfolio and global presence. The company offers epoxy primers through both of its business segments, namely, performance coatings and industrial coatings. It serves automotive, construction, aviation, marine, military, and other industrial applications. The company focuses on both organic and inorganic growth strategies to enhance its market position and global presence in the overall coating business.

Sherwin-Williams is one of the largest players in the epoxy primer market. The company offers epoxy primers for various applications, such as OEMs, automotive refinish systems, marine, aviation, and building & construction. It mainly focuses on inorganic growth strategies to enhance its market position.

AkzoNobel is the third-largest player in the epoxy primer market. The company offers epoxy primers for construction, automotive, vehicle refinish, marine, aviation, commercial, and other industrial applications. The company has a strong presence worldwide. It undertakes both organic and inorganic growth strategies to increase its market share and global foothold.

Based on substrate, the metal segment is projected to lead the epoxy primer market during the forecast period.

Based on substrate, the metal segment is expected to lead the global epoxy primer market during the forecast period. Epoxy primers are widely used on metal substrates for different applications such as automotive, marine, aviation, energy, infrastructural structures, and oil & gas. They are preferred for these substrates owing to their excellent adhesion and corrosion, chemicals, and water resistant properties.

Based on application, the automotive segment is expected to lead the epoxy primer market during the forecast period.

The automotive segment is expected to be the fastest-growing application segment of the epoxy primer market during the forecast period. It is widely preferred in automotive and refinish systems, as they offer excellent adhesion to basecoat and topcoat layers.

They also offer excellent resistance to corrosion and solvents.

Based on technology, the solvent-borne segment is expected to lead the epoxy primer market during the forecast period.

The solvent-borne technology is projected to lead the epoxy primer market during the forecast period. Epoxy primers manufactured by using solvent-borne technology are used for a wide variety of substrates, and they offer superior characteristics such as less curing time, excellent adhesion, and resistance to corrosion, abrasion, and chemicals.

APAC is expected to lead the epoxy primer market during the forecast period.

Asia Pacific is expected to be the largest market for epoxy primer during the forecast period. The epoxy primer market in this region is primarily driven by the growing demand for coatings, especially from China, India, and other Southeast Asian countries, and huge investments in construction, automotive, marine, and industrial sectors in this region.

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