

Green Coatings Market by Technology (Waterborne, Powder, High-solids, Radiation-Cure), Application (Architectural, Automotive, Industrial, High-Performance, Wood, Packaging, Product Finishes) and Region - Global Forecast to 2027

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Abstracts

The Green coatings market is projected to grow from USD 123.6 Billion in 2022 to USD 155.9 Billion by 2027, at a CAGR of 4.8% between 2022 and 2027. The restraints related to the use of Green coatings market is availability and cost of specialized raw materials needed for green coatings.

“Architectural segment is estimated to be the largest segment of the Green coatings market.”

Various structures on which coatings are applied have different types of requirements in terms of aesthetics and protective properties. These can include pollution, heavy foot traffic in public buildings, and regional climatic conditions (such as heavy rain and snow). Architectural paints and coatings help protect these structures with their properties, such as color and gloss retention, chemical and abrasion resistance, non-toxicity, and corrosion resistance. There is an interest in alternative of raw materials, the quality, performance, and cost of architectural coatings, where green coatings come into picture. Different development activities have led to various green building blocks becoming available for use in powder coating resins which, with careful formulation, can deliver the required performance. There is also a drive for green solutions with some paint companies which are specializing in these solutions.

“Asia Pacific is forecasted to be the fastest-growing Green coatings market during the forecast period.”

The strong growth in the Asia Pacific region is mainly attributed to the high economic growth rate, followed by heavy investment across different application areas, such as automotive, consumer goods & appliances, building & construction, and furniture. Owing to the low cost of production and the ability to better serve the local emerging market, manufacturers are shifting their base to the region. The region is witnessing an increased demand for high-end cars due to the increasing purchasing power of consumers. Similarly, large-scale investments in the automobile sector in the region are driving the demand for green coatings.

Extensive primary interviews have been conducted, and information has been gathered from secondary research to determine and verify the market size of several segments and sub-segments.

Breakdown of Primary Interviews:

By Company Type: Tier 1 – 46%, Tier 2 – 36%, and Tier 3 – 18%

By Designation: C Level – 18%, D Level – 27%, and Others – 55%

By Region: Asia Pacific – 55%, North America – 18%, Europe – 9%, South America-9%, and the Middle East & Africa – 9%

The key companies profiled in this report are AkzoNobel N.V. (Netherlands), PPG Industries (US), Axalta Coating Systems (US), BASF SE (Germany), and The Sherwin-Williams Company (US).

Research Coverage:

Green Coatings Market by Technology (Waterborne, Powder, High-solids, Radiation-Cure), Application (Architectural, Automotive, Industrial, High-Performance, Wood, Packaging, Product Finishes) and Region (North America, Europe, Asia Pacific, South America, and Middle East & Africa).

Reasons to Buy the Report

From an insight perspective, this research report focuses on various levels of analyses — industry analysis (industry trends), market share analysis of top players, and company

profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the market; high growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on Green coatings offered by top players in the market

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

Market Development: Comprehensive information about lucrative emerging markets – the report analyzes the market for Green coatings across regions

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

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

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 MARKET INCLUSIONS
 - 1.2.2 MARKET EXCLUSIONS
- 1.3 MARKET SEGMENTATION
 - 1.3.1 REGIONS COVERED
 - 1.3.2 YEARS CONSIDERED
- 1.4 CURRENCY
- 1.5 UNIT CONSIDERED
- 1.6 STAKEHOLDERS
- 1.7 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 GREEN COATINGS MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primary interviews
 - 2.1.2.4 Primary data sources
 - 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - FIGURE 2 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
 - FIGURE 3 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH
 - 2.3 DATA TRIANGULATION
 - FIGURE 4 GREEN COATINGS MARKET: DATA TRIANGULATION
 - 2.4 ASSUMPTIONS & LIMITATIONS
 - TABLE 1 RESEARCH ASSUMPTIONS
 - TABLE 2 RESEARCH LIMITATIONS
 - TABLE 3 RISK ANALYSIS
 - 2.5 GROWTH RATE ASSUMPTIONS/GROWTH FORECAST

2.6 PRICING ASSUMPTIONS

3 EXECUTIVE SUMMARY

TABLE 4 GREEN COATINGS MARKET SNAPSHOT, 2022 VS. 2027

FIGURE 5 WATERBORNE TYPE TO DOMINATE MARKET DURING FORECAST PERIOD (USD MILLION)

FIGURE 6 ARCHITECTURAL APPLICATION TO DOMINATE MARKET DURING FORECAST PERIOD

FIGURE 7 ASIA PACIFIC TO BE FASTEST-GROWING GREEN COATINGS MARKET DURING FORECAST PERIOD

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN GREEN COATINGS MARKET

FIGURE 8 SIGNIFICANT DEMAND GROWTH EXPECTED FOR GREEN COATINGS DURING FORECAST PERIOD

4.2 GREEN COATINGS MARKET, BY TECHNOLOGY

FIGURE 9 WATERBORNE TO REMAIN LARGEST SEGMENT OF GREEN COATINGS MARKET

4.3 ASIA PACIFIC: GREEN COATINGS MARKET, BY APPLICATION AND COUNTRY

FIGURE 10 ARCHITECTURAL APPLICATION ACCOUNTED FOR LARGEST MARKET SHARE IN ASIA PACIFIC

4.4 GREEN COATINGS MARKET, BY DEVELOPED VS. EMERGING ECONOMIES

FIGURE 11 CHINA TO ACCOUNT FOR LARGEST SHARE

4.5 GREEN COATINGS MARKET: MAJOR COUNTRIES

FIGURE 12 INDIA TO BE FASTEST-GROWING MARKET DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 13 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN GREEN COATINGS MARKET

5.2.1 DRIVERS

5.2.1.1 Increasing focus on health and sustainability to bring “going green” idea into greater limelight

5.2.1.2 Stringent environmental policies

5.2.2 RESTRAINTS

5.2.2.1 Availability and cost of specialized raw materials needed for green coatings

5.2.3 OPPORTUNITIES

5.2.3.1 Rising demand for renewable raw materials

5.2.3.2 Technological advancements for real-time in-process monitoring and control prior to formation of hazardous substances

5.2.3.3 Growing investments in emerging markets

5.2.4 CHALLENGES

5.2.4.1 Development of synthetic technologies with little or no toxicity to human health and the environment

5.2.4.2 Designing of chemical products that do not persist in the environment after degradation

5.3 PORTER'S FIVE FORCES ANALYSIS

TABLE 5 GREEN COATINGS MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 14 GREEN COATINGS MARKET: PORTER'S FIVE FORCES ANALYSIS

5.3.1 THREAT OF NEW ENTRANTS

5.3.2 THREAT OF SUBSTITUTES

5.3.3 BARGAINING POWER OF BUYERS

5.3.4 BARGAINING POWER OF SUPPLIERS

5.3.5 INTENSITY OF COMPETITIVE RIVALRY

5.4 KEY STAKEHOLDERS & BUYING CRITERIA

5.4.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 15 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS

TABLE 6 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP INDUSTRIES

5.4.2 BUYING CRITERIA

FIGURE 16 KEY BUYING CRITERIA FOR GREEN COATINGS

TABLE 7 KEY BUYING CRITERIA FOR GREEN COATINGS

5.5 MACROINDICATOR ANALYSIS

5.5.1 INTRODUCTION

5.5.2 GDP TRENDS AND FORECAST

TABLE 8 TRENDS AND FORECAST OF GDP, PERCENTAGE CHANGE, BY COUNTRY, 2019–2027

5.5.3 TRENDS AND FORECAST OF GLOBAL CONSTRUCTION INDUSTRY

FIGURE 17 GLOBAL SPENDING IN CONSTRUCTION INDUSTRY, 2014–2035

5.5.4 TRENDS IN AUTOMOTIVE INDUSTRY

TABLE 9 AUTOMOTIVE PRODUCTION, BY REGION, 2018-2021

5.6 VALUE CHAIN ANALYSIS

FIGURE 18 GREEN COATINGS VALUE CHAIN

FIGURE 19 GREEN COATINGS VALUE CHAIN: PLAYERS AT EACH NODE

5.7 PRICING ANALYSIS

FIGURE 20 AVERAGE PRICE COMPETITIVENESS IN GREEN COATINGS MARKET, BY REGION

FIGURE 21 AVERAGE PRICE COMPETITIVENESS IN GREEN COATINGS MARKET, BY TECHNOLOGY

FIGURE 22 AVERAGE PRICE COMPETITIVENESS IN GREEN COATINGS MARKET, BY APPLICATION

5.8 GREEN COATINGS ECOSYSTEM AND INTERCONNECTED MARKETS

TABLE 10 GREEN COATINGS MARKET: SUPPLY CHAIN

FIGURE 23 PAINTS & COATINGS: ECOSYSTEM

5.9 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 24 TRENDS & DISRUPTIONS IMPACTING CUSTOMER BUSINESS

5.10 TRADE ANALYSIS

TABLE 11 COUNTRY-WISE EXPORT DATA, PAINTS, AND VARNISHES BASED ON SYNTHETIC OR CHEMICALLY MODIFIED POLYMERS DISPERSED AND DISSOLVED IN AQUEOUS MEDIUM, (2019-2021)

TABLE 12 COUNTRY-WISE EXPORT DATA, PAINTS, AND VARNISHES BASED ON SYNTHETIC OR CHEMICALLY MODIFIED POLYMERS DISPERSED AND DISSOLVED IN NON-AQUEOUS MEDIUM, 2019-2021

TABLE 13 COUNTRY-WISE IMPORT DATA, PAINTS, AND VARNISHES BASED ON SYNTHETIC OR CHEMICALLY MODIFIED POLYMERS DISPERSED AND DISSOLVED IN AQUEOUS MEDIUM, 2019 -2021

TABLE 14 COUNTRY-WISE IMPORT DATA, PAINTS, AND VARNISHES BASED ON SYNTHETIC OR CHEMICALLY MODIFIED POLYMERS DISPERSED AND DISSOLVED IN NON-AQUEOUS MEDIUM, 2019-2021

5.11 REGULATIONS

5.11.1 COATINGS STANDARD

TABLE 15 BASIC COATING SYSTEM REQUIREMENTS FOR DEDICATED SEAWATER BALLAST TANKS OF ALL TYPES OF SHIPS AND DOUBLE-SIDE SKIN SPACES OF BULK CARRIERS OF 150 METER AND UPWARD

5.11.2 MODEL LEAD PAINT LAW

5.12 PATENT ANALYSIS

5.12.1 METHODOLOGY

5.12.2 PUBLICATION TRENDS

FIGURE 25 NUMBER OF PATENTS PUBLISHED, 2017-2022

5.12.3 TOP JURISDICTION

FIGURE 26 PATENTS PUBLISHED BY JURISDICTION, 2021

5.12.4 TOP APPLICANTS

FIGURE 27 PATENTS PUBLISHED BY MAJOR APPLICANTS, 2021

TABLE 16 TOP 10 PATENT OWNERS (US) IN LAST 10 YEARS

5.13 CASE STUDY ANALYSIS

5.14 TECHNOLOGY ANALYSIS

5.15 KEY CONFERENCES & EVENTS IN 2022-2023

TABLE 17 GREEN COATINGS MARKET: DETAILED LIST OF CONFERENCES & EVENTS

5.16 TARIFF AND REGULATORY LANDSCAPE

5.16.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 18 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 19 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 20 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 21 REST OF WORLD: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

6 GREEN COATINGS MARKET, BY TECHNOLOGY

6.1 INTRODUCTION

FIGURE 28 WATERBORNE COATINGS TO BE LARGEST TECHNOLOGY SEGMENT DURING FORECAST PERIOD

TABLE 22 GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (USD MILLION)

TABLE 23 GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (USD MILLION)

TABLE 24 GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (KILOTON)

TABLE 25 GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (KILOTON)

6.2 WATERBORNE COATINGS

6.2.1 WATERBORNE COATINGS TO REPLACE SOLVENT-BORNE DOMINATED AREAS

6.2.2 TYPE

FIGURE 29 TYPES OF WATERBORNE COATINGS

6.2.3 RESIN TYPES USED IN FORMULATION OF WATERBORNE COATINGS

6.2.4 APPLICATIONS OF WATERBORNE COATINGS

- 6.2.5 ADVANTAGES AND DISADVANTAGES OF WATERBORNE COATINGS
- FIGURE 30 DRIVERS AND RESTRAINTS IN WATERBORNE COATINGS MARKET
- TABLE 26 WATERBORNE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)
- TABLE 27 WATERBORNE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)
- TABLE 28 WATERBORNE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (KILOTON)
- TABLE 29 WATERBORNE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (KILOTON)
- 6.3 POWDER COATINGS
 - 6.3.1 INCREASING ENVIRONMENTAL REGULATIONS FOR ZERO VOC COATINGS
 - 6.3.2 TYPE
 - FIGURE 31 TYPES OF POWDER COATINGS
 - FIGURE 32 DRIVERS AND RESTRAINTS IN POWDER COATINGS MARKET
 - TABLE 30 POWDER COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)
 - TABLE 31 POWDER COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)
 - TABLE 32 POWDER COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (KILOTON)
 - TABLE 33 POWDER COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (KILOTON)
- 6.4 HIGH-SOLIDS COATINGS
 - 6.4.1 AUTOMOTIVE SEGMENT TO INCREASE DEMAND FOR HIGH-SOLIDS COATINGS
 - 6.4.1.1 Type
 - FIGURE 33 TYPES OF HIGH-SOLIDS COATINGS
 - 6.4.1.2 Application
 - 6.4.1.2.1 Product finishing
 - 6.4.1.2.2 Automotive applications
 - 6.4.1.3 Advantages and disadvantages
 - FIGURE 34 DRIVERS AND RESTRAINTS IN HIGH-SOLIDS COATINGS MARKET
 - TABLE 34 HIGH-SOLIDS COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)
 - TABLE 35 HIGH-SOLIDS COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)
 - TABLE 36 HIGH-SOLIDS COATINGS: GREEN COATINGS MARKET SIZE, BY

REGION, 2018–2021 (KILOTON)

TABLE 37 HIGH-SOLIDS COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (KILOTON)

6.5 RADIATION-CURE COATINGS

6.5.1 ADAPTING RADIATION-CURE COATINGS DUE TO SHORT CURE TIME AND HIGH-QUALITY FILM

6.5.1.1 Type

FIGURE 35 TYPES OF RADIATION-CURE COATINGS

6.5.1.2 Resin systems

6.5.1.3 Applications

6.5.1.4 Advantages

6.5.1.5 Disadvantages

FIGURE 36 DRIVERS AND RESTRAINTS IN RADIATION-CURE COATINGS MARKET

TABLE 38 RADIATION-CURE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)

TABLE 39 RADIATION-CURE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

TABLE 40 RADIATION-CURE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (KILOTON)

TABLE 41 RADIATION-CURE COATINGS: GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (KILOTON)

7 GREEN COATINGS MARKET, BY APPLICATION

7.1 INTRODUCTION

FIGURE 37 ARCHITECTURAL SEGMENT DOMINATED OVERALL GREEN COATINGS MARKET

TABLE 42 GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 43 GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (USD MILLION)

TABLE 44 GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (KILOTON)

TABLE 45 GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (KILOTON)

7.2 ARCHITECTURAL COATINGS

7.2.1 HIGH DEMAND FOR ENVIRONMENTALLY FRIENDLY COATINGS TO INCREASE DEMAND IN ARCHITECTURAL SEGMENT

TABLE 46 GREEN COATINGS MARKET SIZE IN ARCHITECTURAL, BY REGION, 2018–2021 (USD MILLION)

TABLE 47 GREEN COATINGS MARKET SIZE IN ARCHITECTURAL, BY REGION, 2022–2027 (USD MILLION)

TABLE 48 GREEN COATINGS MARKET SIZE IN ARCHITECTURAL, BY REGION, 2018–2021 (KILOTON)

TABLE 49 GREEN COATINGS MARKET SIZE IN ARCHITECTURAL, BY REGION, 2022–2027 (KILOTON)

7.3 AUTOMOTIVE COATINGS

7.3.1 GROWING DEMAND FOR ELECTRIC VEHICLES TO DRIVE GREEN COATINGS MARKET

TABLE 50 GREEN COATINGS MARKET SIZE IN AUTOMOTIVE, BY REGION, 2018–2021 (USD MILLION)

TABLE 51 GREEN COATINGS MARKET SIZE IN AUTOMOTIVE, BY REGION, 2022–2027 (USD MILLION)

TABLE 52 GREEN COATINGS MARKET SIZE IN AUTOMOTIVE, BY REGION, 2018–2021 (KILOTON)

TABLE 53 GREEN COATINGS MARKET SIZE IN AUTOMOTIVE, BY REGION, 2022–2027 (KILOTON)

7.4 INDUSTRIAL COATINGS

7.4.1 EVERYDAY USES OF POWDER-COATED PRODUCTS TO FUEL DEMAND FOR GENERAL INDUSTRIAL EQUIPMENT

TABLE 54 GREEN COATINGS MARKET SIZE IN INDUSTRIAL, BY REGION, 2018–2021 (USD MILLION)

TABLE 55 GREEN COATINGS MARKET SIZE IN INDUSTRIAL, BY REGION, 2022–2027 (USD MILLION)

TABLE 56 GREEN COATINGS MARKET SIZE IN INDUSTRIAL, BY REGION, 2018–2021 (KILOTON)

TABLE 57 GREEN COATINGS MARKET SIZE IN INDUSTRIAL, BY REGION, 2022–2027 (KILOTON)

7.5 HIGH-PERFORMANCE COATINGS

7.5.1 HEALTH-RELATED AWARENESS TO INCREASE USE OF GREEN COATINGS

TABLE 58 GREEN COATINGS MARKET SIZE IN HIGH-PERFORMANCE, BY REGION, 2018–2021 (USD MILLION)

TABLE 59 GREEN COATINGS MARKET SIZE IN HIGH-PERFORMANCE, BY REGION, 2022–2027 (USD MILLION)

TABLE 60 GREEN COATINGS MARKET SIZE IN HIGH-PERFORMANCE, BY REGION, 2018–2021 (KILOTON)

TABLE 61 GREEN COATINGS MARKET SIZE IN HIGH-PERFORMANCE, BY REGION, 2022–2027 (KILOTON)

7.6 WOOD COATINGS

7.6.1 FURNITURE INDUSTRY TO PROGRESS TOWARD USE OF NON-TOXIC COATINGS

TABLE 62 GREEN COATINGS MARKET SIZE IN WOOD, BY REGION, 2018–2021 (USD MILLION)

TABLE 63 GREEN COATINGS MARKET SIZE IN WOOD, BY REGION, 2022–2027 (USD MILLION)

TABLE 64 GREEN COATINGS MARKET SIZE IN WOOD, BY REGION, 2018–2021 (KILOTON)

TABLE 65 GREEN COATINGS MARKET SIZE IN WOOD, BY REGION, 2022–2027 (KILOTON)

7.7 PACKAGING COATINGS

7.7.1 FAVORABLE REGULATIONS IN FOOD & BEVERAGE INDUSTRY TO DRIVE MARKET

TABLE 66 GREEN COATINGS MARKET SIZE IN PACKAGING, BY REGION, 2018–2021 (USD MILLION)

TABLE 67 GREEN COATINGS MARKET SIZE IN PACKAGING, BY REGION, 2022–2027 (USD MILLION)

TABLE 68 GREEN COATINGS MARKET SIZE IN PACKAGING, BY REGION, 2018–2021 (KILOTON)

TABLE 69 GREEN COATINGS MARKET SIZE IN PACKAGING, BY REGION, 2022–2027 (KILOTON)

7.8 PRODUCT FINISHES

7.8.1 DIFFERENT INDUSTRIES TO MAKE THEIR PRODUCT GREENER TO BOOST DEMAND FOR THESE COATINGS

TABLE 70 GREEN COATINGS MARKET SIZE IN PRODUCT FINISHES, BY REGION, 2018–2021 (USD MILLION)

TABLE 71 GREEN COATINGS MARKET SIZE IN PRODUCT FINISHES, BY REGION, 2022–2027 (USD MILLION)

TABLE 72 GREEN COATINGS MARKET SIZE IN PRODUCT FINISHES, BY REGION, 2018–2021 (KILOTON)

TABLE 73 GREEN COATINGS MARKET SIZE IN PRODUCT FINISHES, BY REGION, 2022–2027 (KILOTON)

8 GREEN COATINGS MARKET, BY REGION

8.1 INTRODUCTION

FIGURE 38 ASIA PACIFIC PROJECTED TO BE FASTEST-GROWING GREEN COATINGS MARKET

TABLE 74 GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)

TABLE 75 GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

TABLE 76 GREEN COATINGS MARKET SIZE, BY REGION, 2018–2021 (KILOTON)

TABLE 77 GREEN COATINGS MARKET SIZE, BY REGION, 2022–2027 (KILOTON)

8.2 ASIA PACIFIC

FIGURE 39 ASIA PACIFIC: GREEN COATINGS MARKET SNAPSHOT

TABLE 78 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 79 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 80 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (KILOTON)

TABLE 81 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (KILOTON)

TABLE 82 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (USD MILLION)

TABLE 83 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (USD MILLION)

TABLE 84 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (KILOTON)

TABLE 85 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (KILOTON)

TABLE 86 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 87 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (USD MILLION)

TABLE 88 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (KILOTON)

TABLE 89 ASIA PACIFIC: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (KILOTON)

8.2.1 CHINA

8.2.1.1 Favorable market conditions to drive demand for green coatings

8.2.2 JAPAN

8.2.2.1 High production of vehicles to spur demand for green coatings

8.2.3 INDIA

8.2.3.1 Boom in real estate sector to drive green coatings market

8.2.4 INDONESIA

8.2.4.1 New infrastructure and FDI laws to boost market

8.2.5 THAILAND

8.2.5.1 Automotive industry to influence green coatings market

8.2.6 SOUTH KOREA

8.2.6.1 Automotive industry to support growth of market

8.2.7 REST OF ASIA PACIFIC

8.3 NORTH AMERICA

FIGURE 40 NORTH AMERICA: GREEN COATINGS MARKET SNAPSHOT

TABLE 90 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 91 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 92 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (KILOTON)

TABLE 93 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (KILOTON)

TABLE 94 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (USD MILLION)

TABLE 95 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (USD MILLION)

TABLE 96 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (KILOTON)

TABLE 97 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (KILOTON)

TABLE 98 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 99 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (USD MILLION)

TABLE 100 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (KILOTON)

TABLE 101 NORTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (KILOTON)

8.3.1 US

8.3.1.1 Increasing private residential and non-residential constructions to drive market

8.3.1.2 US paints & coatings toll manufacturing to boost market

8.3.1.3 Benefits of toll manufacturing to drive market

TABLE 102 LIST OF US PAINTS & COATINGS TOLL MANUFACTURERS**8.3.2 CANADA**

8.3.2.1 Residential construction to be major contributor to market growth

8.3.3 MEXICO

8.3.3.1 New constructions in residential segment to drive market

8.4 EUROPE**FIGURE 41 EUROPE: GREEN COATINGS MARKET SNAPSHOT**

TABLE 103 EUROPE: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 104 EUROPE: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 105 EUROPE: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (KILOTON)

TABLE 106 EUROPE: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (KILOTON)

TABLE 107 EUROPE: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (USD MILLION)

TABLE 108 EUROPE: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (USD MILLION)

TABLE 109 EUROPE: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (KILOTON)

TABLE 110 EUROPE: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (KILOTON)

TABLE 111 EUROPE: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 112 EUROPE: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (USD MILLION)

TABLE 113 EUROPE: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (KILOTON)

TABLE 114 EUROPE: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (KILOTON)

8.4.1 GERMANY

8.4.1.1 Favorable economic environment for construction sector and rising demand for new homes to drive market

8.4.2 UK

8.4.2.1 Growing construction sector, along with government spending, to boost the demand for architectural coatings

8.4.3 FRANCE

8.4.3.1 Reviving economy coupled with investment in infrastructure to boost demand

for architectural coatings

8.4.4 RUSSIA

8.4.4.1 Architectural and woodworking applications to drive market

8.4.5 ITALY

8.4.5.1 New project finance rules and investment policies in construction sector to boost market

8.4.6 TURKEY

8.4.6.1 Rapid urbanization to drive demand for architectural green coatings

8.4.7 SPAIN

8.4.7.1 Government investments in infrastructure to drive market

8.4.8 REST OF EUROPE

8.5 SOUTH AMERICA

TABLE 115 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 116 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 117 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (KILOTON)

TABLE 118 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (KILOTON)

TABLE 119 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (USD MILLION)

TABLE 120 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (USD MILLION)

TABLE 121 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2018–2021 (KILOTON)

TABLE 122 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY, 2022–2027 (KILOTON)

TABLE 123 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 124 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (USD MILLION)

TABLE 125 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (KILOTON)

TABLE 126 SOUTH AMERICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (KILOTON)

8.5.1 BRAZIL

8.5.1.1 Rising home ownership and living standards to drive market

8.5.2 ARGENTINA

8.5.2.1 Increase in population and improved economic conditions to boost demand for architectural green coatings

8.5.3 REST OF SOUTH AMERICA

8.6 MIDDLE EAST & AFRICA

TABLE 127 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 128 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 129 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2018–2021 (KILOTON)

TABLE 130 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY COUNTRY, 2022–2027 (KILOTON)

TABLE 131 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY TYPE, 2018–2021 (USD MILLION)

TABLE 132 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY TYPE, 2022–2027 (USD MILLION)

TABLE 133 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY TYPE, 2018–2021 (KILOTON)

TABLE 134 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY TECHNOLOGY TYPE, 2022–2027 (KILOTON)

TABLE 135 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 136 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (USD MILLION)

TABLE 137 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2018–2021 (KILOTON)

TABLE 138 MIDDLE EAST & AFRICA: GREEN COATINGS MARKET SIZE, BY APPLICATION, 2022–2027 (KILOTON)

8.6.1 SAUDI ARABIA

8.6.1.1 Mega housing projects to boost the demand for architectural green coatings

8.6.2 SOUTH AFRICA

8.6.2.1 Substantial demand for architectural green coatings witnessed in building projects

8.6.3 UAE

8.6.3.1 Automotive industry to be one of the biggest drivers of economic growth

8.6.4 REST OF MIDDLE EAST & AFRICA

9 COMPETITIVE LANDSCAPE

9.1 OVERVIEW

TABLE 139 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS

9.2 COMPANY EVALUATION QUADRANT MATRIX: DEFINITIONS AND METHODOLOGY, 2021

9.2.1 STARS

9.2.2 EMERGING LEADERS

9.2.3 PERVASIVE PLAYERS

9.2.4 PARTICIPANTS

FIGURE 42 GREEN COATINGS MARKET (GLOBAL): COMPETITIVE LEADERSHIP MAPPING, 2021

FIGURE 43 STRENGTH OF PRODUCT PORTFOLIO

9.3 SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) MATRIX, 2021

9.3.1 RESPONSIVE COMPANIES

9.3.2 PROGRESSIVE COMPANIES

9.3.3 STARTING BLOCKS

9.3.4 DYNAMIC COMPANIES

FIGURE 44 GREEN COATINGS MARKET: SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) COMPETITIVE LEADERSHIP MAPPING, 2021

9.4 MARKET SHARE ANALYSIS

FIGURE 45 MARKET SHARE, BY KEY PLAYER (2021)

9.5 REVENUE ANALYSIS

FIGURE 46 REVENUE ANALYSIS OF TOP FIVE PLAYERS, 2017–2021

9.5.1 AKZONOBEL N.V.

9.5.2 AXALTA COATING SYSTEMS, LLC

9.5.3 BASF SE

9.5.4 PPG INDUSTRIES, INC.

9.5.5 THE SHERWIN-WILLIAMS COMPANY

9.6 RANKING ANALYSIS

FIGURE 47 MARKET RANKING ANALYSIS, 2021

9.7 COMPETITIVE BENCHMARKING

TABLE 140 GREEN COATINGS MARKET: COMPETITIVE BENCHMARKING OF KEY PLAYERS

TABLE 141 GREEN COATINGS MARKET: COMPETITIVE BENCHMARKING OF SME PLAYERS

TABLE 142 DETAILED LIST OF KEY STARTUPS/SMES

9.7.1 COMPETITIVE SITUATIONS AND TRENDS

TABLE 143 GREEN COATINGS MARKET: PRODUCT LAUNCHES, 2017–2022

TABLE 144 GREEN COATINGS MARKET: DEALS, 2017–2022

10 COMPANY PROFILES

10.1 KEY PLAYERS

(Business overview, Products offered, Recent Developments, MNM view)*

10.1.1 AKZONOBEL N.V.

TABLE 145 AKZONOBEL N.V.: COMPANY OVERVIEW

FIGURE 48 AKZONOBEL N.V.: COMPANY SNAPSHOT

TABLE 146 AKZONOBEL N.V.: NEW PRODUCT LAUNCHES

TABLE 147 AKZONOBEL N.V.: DEAL

10.1.2 AXALTA COATING SYSTEMS, LLC

TABLE 148 AXALTA COATING SYSTEMS, LLC: COMPANY OVERVIEW

FIGURE 49 AXALTA COATING SYSTEMS, LLC: COMPANY SNAPSHOT

TABLE 149 AXALTA COATING SYSTEMS, LLC: NEW PRODUCT LAUNCHES

10.1.3 BASF SE

TABLE 150 BASF SE: COMPANY OVERVIEW

FIGURE 50 BASF SE: COMPANY SNAPSHOT

TABLE 151 BASF SE: NEW PRODUCT LAUNCHES

TABLE 152 BASF SE: DEALS

10.1.4 PPG INDUSTRIES, INC.

TABLE 153 PPG INDUSTRIES, INC.: COMPANY OVERVIEW

FIGURE 51 PPG INDUSTRIES, INC.: COMPANY SNAPSHOT

TABLE 154 PPG INDUSTRIES, INC.: NEW PRODUCT LAUNCHES

TABLE 155 PPG INDUSTRIES, INC.: DEALS

10.1.5 THE SHERWIN-WILLIAMS COMPANY

TABLE 156 THE SHERWIN-WILLIAMS COMPANY: COMPANY OVERVIEW

FIGURE 52 THE SHERWIN-WILLIAMS COMPANY: COMPANY SNAPSHOT

10.1.6 ASIAN PAINTS LIMITED

TABLE 157 ASIAN PAINTS LIMITED: COMPANY OVERVIEW

FIGURE 53 ASIAN PAINTS LIMITED: COMPANY SNAPSHOT

10.1.7 BERGER PAINTS INDIA LIMITED

TABLE 158 BERGER PAINTS INDIA LIMITED: COMPANY OVERVIEW

FIGURE 54 BERGER PAINTS INDIA LIMITED: COMPANY SNAPSHOT

10.1.8 HEMPEL A/S

TABLE 159 HEMPEL A/S: COMPANY OVERVIEW

FIGURE 55 HEMPEL A/S: COMPANY SNAPSHOT

TABLE 160 HEMPEL A/S: NEW PRODUCT LAUNCHES

TABLE 161 HEMPEL A/S: DEALS

10.1.9 JOTUN A/S

TABLE 162 JOTUN A/S: COMPANY OVERVIEW

FIGURE 56 JOTUN A/S: COMPANY SNAPSHOT

10.1.10 DAW SE

TABLE 163 DAW SE: COMPANY OVERVIEW

10.2 OTHER PLAYERS

10.2.1 KANSAI PAINT CO. LTD.

TABLE 164 KANSAI PAINT CO. LTD.: COMPANY OVERVIEW

10.2.2 MASCO CORPORATION

TABLE 165 MASCO CORPORATION: COMPANY OVERVIEW

10.2.3 RPM INTERNATIONAL INC.

TABLE 166 RPM INTERNATIONAL INC.: COMPANY OVERVIEW

10.2.4 LIFETIME GREEN COATINGS

TABLE 167 LIFETIME GREEN COATINGS: COMPANY OVERVIEW

10.2.5 DSM

TABLE 168 DSM: COMPANY OVERVIEW

10.2.6 EVONIK INDUSTRIES AG

TABLE 169 EVONIK INDUSTRIES AG: COMPANY OVERVIEW

10.2.7 EASTMAN CHEMICAL COMPANY

TABLE 170 EASTMAN CHEMICAL COMPANY: COMPANY OVERVIEW

10.2.8 NIPPON PAINT HOLDINGS CO., LTD.

TABLE 171 NIPPON PAINT HOLDINGS CO., LTD.: COMPANY OVERVIEW

10.2.9 CHENYANG GROUP LTD

TABLE 172 CHENYANG GROUP LTD: COMPANY OVERVIEW

10.2.10 CIRANOVA

TABLE 173 CIRANOVA: COMPANY OVERVIEW

10.2.11 CORTEC CORPORATION

TABLE 174 CORTEC CORPORATION: COMPANY OVERVIEW

10.2.12 ECO SAFETY PRODUCTS

TABLE 175 ECO SAFETY PRODUCTS: COMPANY OVERVIEW

10.2.13 TEKNOS GROUP

TABLE 176 TEKNOS GROUP: COMPANY OVERVIEW

10.2.14 STAHL HOLDINGS B.V.

TABLE 177 STAHL HOLDINGS B.V.: COMPANY OVERVIEW

*Details on Business overview, Products offered, Recent Developments, MNM view might not be captured in case of unlisted companies.

11 ADJACENT/RELATED MARKETS

11.1 INTRODUCTION

11.2 LIMITATIONS

11.3 BIO-BASED COATINGS MARKET

11.3.1 MARKET DEFINITION

11.3.2 MARKET OVERVIEW

11.3.3 BIO-BASED COATINGS MARKET, BY RESIN TYPE

TABLE 178 BIO-BASED COATINGS MARKET SIZE, BY RESIN TYPE, 2018–2021
(USD MILLION)

TABLE 179 BIO-BASED COATINGS MARKET SIZE, BY RESIN TYPE, 2022–2027
(USD MILLION)

TABLE 180 BIO-BASED COATINGS MARKET SIZE, BY RESIN TYPE, 2018–2021
(KILOTON)

TABLE 181 BIO-BASED COATINGS MARKET SIZE, BY RESIN TYPE, 2022–2027
(KILOTON)

11.3.4 BIO-BASED COATINGS MARKET, BY APPLICATION

TABLE 182 BIO-BASED COATINGS MARKET SIZE, BY APPLICATION, 2018–2021
(USD MILLION)

TABLE 183 BIO-BASED COATINGS MARKET SIZE, BY APPLICATION, 2022–2027
(USD MILLION)

TABLE 184 BIO-BASED COATINGS MARKET SIZE, BY APPLICATION, 2018–2021
(KILOTON)

TABLE 185 BIO-BASED COATINGS MARKET SIZE, BY APPLICATION, 2022–2027
(KILOTON)

11.3.5 BIO-BASED COATINGS MARKET, BY REGION

TABLE 186 BIO-BASED COATINGS MARKET SIZE, BY REGION, 2018–2021 (USD
MILLION)

TABLE 187 BIO-BASED COATINGS MARKET SIZE, BY REGION, 2022–2027 (USD
MILLION)

TABLE 188 BIO-BASED COATINGS MARKET SIZE, BY REGION, 2018–2021
(KILOTON)

TABLE 189 BIO-BASED COATINGS MARKET SIZE, BY REGION, 2022–2027
(KILOTON)

12 APPENDIX

12.1 DISCUSSION GUIDE

12.2 KNOWLEDGESTORE: MARKETSDANDMARKETS' SUBSCRIPTION PORTAL

12.3 CUSTOMIZATION OPTIONS

12.4 RELATED REPORTS

12.5 AUTHOR DETAILS

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