

# **Water-Based Barrier Coatings Market by Component (Water, Filler, Binder, and Additives), Barrier Type (Water Vapor, Oil/Grease), Substrate (Paper & Cardboard), End-Use Industry (Food & Beverage), and Region - Global Forecast to 2028**

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## **Abstracts**

The global water-based barrier coatings market size is projected to grow from USD 1.2 billion in 2023 to USD 1.6 billion, at a CAGR of 6.3%. Ongoing innovations and advancements further catalyze the market growth of water-based barrier coatings. Manufacturers continue to invest in R&D to enhance the performance and sustainability of these coatings, making them even more appealing to a broad spectrum of industries. Water-based barrier coatings are experiencing robust growth in the market, driven by their alignment with sustainability, product protection, and regulatory compliance. As consumers and industries demand eco-friendly and safe packaging solutions, these coatings have emerged as a pivotal player in shaping the packaging industry's future. Their ability to address critical industry challenges while meeting evolving consumer expectations positions them as a compelling choice for businesses seeking a competitive edge and a sustainable future in the packaging landscape.

The oil/grease segment is expected to register one of the highest market share during the forecast period

Oil and grease barrier-type water-based coatings represent a specialized subset within water-based barrier coatings, indicating exceptional resistance to oily substances. These coatings are meticulously formulated, incorporating water as the primary solvent along with selective fillers, additives, and binders. The amalgamation of these constituents results in a coherent and water-based coating matrix with specific attributes tailored to repel oil and grease.

The core function of these coatings is to establish a robust and enduring barrier against the penetration and absorption of oily substances. Water-based barrier coatings hold paramount importance in diverse applications such as food packaging and automotive components. These coatings play a pivotal role in safeguarding product quality, extending equipment lifespan, and ensuring the long-term functionality and durability of automotive parts exposed to challenging environments.

The paper and cardboard segment in substrate is expected to register one of the highest CAGR during the forecast period

The use of cellulose as the primary raw material in producing paper and cardboard packages underscores the value of sustainable sourcing. Cellulose, obtained from specially cultivated plants and trees, serves as the foundation for these packaging materials. The decision to use paper and cardboard is driven by their advantageous properties, including ease of treatment, favorable cargo handling characteristics, and inherent durability. These materials offer versatility, allowing for creating an extensive range of cardboard packages in various shapes and forms due to the availability of diverse cardboard materials in terms of quality and quantity.

Paper, as a constituent of cardboard-based materials, shares similar ease of treatment and adaptability. The contemporary production of package paper encompasses various shapes and forms, enhancing the flexibility of packaging solutions. Paper and cardboard packages are recognized as one of the most cost-effective methods of packaging, offering economic advantages while meeting the demands of various industries. Advancements in technology have further refined cardboard production, enabling the creation of robust yet thinner, lighter, and more cost-efficient cardboard materials. This progress has significantly improved the production process and economic advantages associated with paper and cardboard packaging.

North American water-based barrier coatings market is estimated to capture one of the highest share in terms of volume during the forecast period

The North American food and beverage and packaging industries share a symbiotic relationship. The industry's evolving consumer preferences, globalization, sustainability efforts, and emphasis on innovation directly influence the packaging solutions used. Packaging, in turn, plays a critical role in product preservation, branding, and meeting regulatory requirements, eventually contributing to the success and growth of the food and beverage industry.

The break-up of the profile of primary participants in the water-based barrier coatings market:

By Company Type: Tier 1 – 46%, Tier 2 – 43%, and Tier 3 – 27%

By Designation: C Level – 21%, D Level – 23%, and Others – 56%

By Region: North America – 37%, Europe – 23%, Asia Pacific– 26%, Middle East & Africa – 10%, and South America – 4%

The key companies profiled in this report are Altana Group (Germany), BASF SE (Germany), H.B. Fuller Company (US), Kuraray Co., Ltd (Japan), Sonoco Products Company (US), Michelman, Inc (US), Imerys (France), Solenis (US), Dow Inc (US), Omya AG (Switzerland), and others.

#### Research Coverage:

The water-based barrier coatings market is segmented by Component (Water, Filler, Binder, and Additives), Barrier Type (Water Vapor, Oil/Grease), Substrate (Paper & Cardboard, and Others), End-Use Industry (Food & Beverage, and Other), and Region (North America, Europe, Asia Pacific, the Middle East & Africa, and South America). The study's coverage covers detailed information on the key factors influencing the growth of the water-based barrier coatings market, such as drivers, constraints, challenges, and opportunities. A thorough examination of the top industry players was carried out in order to provide insights into their company overview, solutions, and services; essential strategies; contracts, partnerships, and agreements. There includes coverage of new product and service launches, mergers and acquisitions, and ongoing developments in the water-based barrier coatings market. A competitive analysis of emerging companies in the water-based barrier coatings business ecosystem is included in this study. Reasons to buy this report: The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall water-based barrier coatings market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Growing demand for water-based barrier coatings in emerging economies), restraints (volatility in raw material prices), opportunities (collaboration of distributors in untapped markets), and challenges (multiple substitutes and high price).

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

Market Development: Comprehensive information about lucrative markets – the report analyses the water-based barrier coatings market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the water-based barrier coatings market

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Altana Group (Germany), BASF SE (Germany), H.B. Fuller Company (US), Kuraray Co., Ltd (Japan), Sonoco Products Company (US), Michelman, Inc (US), Imerys (France), Solenis (US), Dow Inc (US), Omya AG (Switzerland). The report also helps stakeholders understand the pulse of the water-based barrier coatings market and provides them information on key market drivers, restraints, challenges, and opportunities.

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\*Details on Business overview, Products/Solutions/Services offered, Recent developments & MnM View might not be captured in case of unlisted companies.

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