

2021 Road Marking Materials Market - Size, Share, COVID Impact Analysis and Forecast to 2027

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Abstracts

The global market size of road marking materials stood at around \$5.97 Billion during 2020. Further, over the forecast period, the market value is estimated to register 5.11% growth (CAGR) from 2020 to 2026 to reach \$8.05 Billion market size in 2026.

Road markings are used to convey continuous clear and understandable information to users about roadway alignment, vehicle positioning and other information. Road marking materials are engineered for durability, safety, and aesthetics for traffic control, positive guidance and communicate warnings.

Companies like Sherwin Williams, Ennis Flint, Gevoko markings and others are focusing on offering complete solutions for road marking including paints, line striping equipment and stencils.

Asia Pacific continues to dominate the global road marking materials market with 37.9% market share. Driven by smart city initiatives, new road construction and repair projects, increased adoption of high quality materials and increased emphasis of governments on road safety, the region is slated to dominate the global markets through the forecast period.

Lane Markings, cycle path markings, road works marking, construction zone markings, parking lot markings, airport markings, indoor markings, play area and school yard markings, race track markings and other application sectors are increasingly being targeted by companies offering marking solutions.

Of these, traffic marking dominates the global market with 62.4% market share during 2020.

Major Trends, Drivers and Challenges:

Increasing investments in Road Safety - Safety on roads remains the prominent market driver for marking materials industry as governments across countries are increasing investments in road safety. Globally over 1.3 million people are killed and over 50 million are injured on roads according the WHO.

Smart cities deploying Lane departure warning systems - The growth of smart cities worldwide is encouraging LDW systems for enhanced driving control and safety. Bosch, Delphi, Continental, Mobileye and Denso are among leading companies marketing lane departure warning systems.

Solvent Borne Paints face regulatory challenges - Solvent based coatings emit volatile organic compounds causing smog formation. Despite advantages of quick evaporation, long durability and low costs, governments are discouraging use of solvent borne markings.

Segmentation:

Global Road Marking Materials Market, By Application

Road and Highway

Area marking

Industrial and safety

Airport Marking

Others

Global Road Marking Materials Market, By Type

Thermoplastic

Cold Plastic

Waterborne

Solventborne

Others

Global Road Marking Materials Market, By Geography

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe)

Asia-Pacific (China, India, Japan, South Korea, Australia, Rest of APAC)

Middle East and Africa (Saudi Arabia, South Africa, Rest of MEA)

South and Central America (Brazil, Argentina, Chile, Rest of SCA)

Report Scope-

The report- '2021 Road Marking Materials Market - Size, Share, COVID Impact Analysis and Forecast to 2027' presents growth projections in the Road Marking Materials Market between 2021 and 2027 for companies operating across different types, applications, and end-user verticals.

Short-term and long-term trends affecting the market landscape are included in the research. Further, market drivers, restraints, and potential opportunities are also provided in the report.

The Road Marking Materials Market report computes the 2020 market value in revenue terms based on the average Road Marking Materials prices and sales/revenue models of key companies operating in the Road Marking Materials Industry. The study forecasts the market size to 2027 for different types of Road Marking Materials and provides respective market share and growth rates.

The study discusses technological innovations and the potential shift in demand among various products in the Road Marking Materials Market, over the forecast period. The leading five companies in the Road Marking Materials Industry together with their products, key strategies, and comparisons are provided.

The Road Marking Materials Market size, share, and outlook across different types and applications are provided at geographic levels of North America, Asia Pacific, Europe, Middle East Africa, South and Central America. Further, country-level Road Marking Materials Market value is also provided.

All recent developments in Road Marking Materials Industry including mergers, acquisitions, contract awards, licenses, product launches, and expansion plans are included in the report.

Base Year- 2020; Forecast period: 2021- 2027

Publication frequency- Every six months

Research Methodology- Data triangulation with top-down and Bottom-up approach are used for market size

Scope of the Report -

Global Road Marking Materials Industry size, 2020- 2027

Market trends, drivers, restraints, and opportunities

Porter's Five forces analysis

Types of Road Marking Materials , 2020-2027

Road Marking Materials applications and end-user verticals market size, 2020-2027

Road Marking Materials Market size across countries, 2020- 2027

5 leading companies in the industry- overview, key strategies, financials, and products

Latest market news and developments

Additional support -

All the data presented in tables and charts of the report is provided in a separate Excel document

Print authentication extended

10% free customization to include any specific data/analysis to match with the requirement

3 months of analyst support

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