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Anti-Fingerprint Coating Market Forecasts to 2032 – Global Analysis By Product Type (Hydrophobic Coating, Oleophobic Coating, Omniphobic Coating, and Other Specialized Coatings), Substrate (Glass, Metal, Plastics/Polymers, Ceramics, and Other Substrates), Technology, Application, and By Geography

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Abstracts

According to Stratistics MRC, the Global Anti-Fingerprint Coating Market is accounted for $1.5 billion in 2025 and is expected to reach $2.6 billion by 2032, growing at a CAGR of 8.2% during the forecast period. The anti-fingerprint coating market involves thin surface layers that resist smudges, oils, and marks on touch-sensitive and decorative surfaces. It is widely used in smartphones, tablets, displays, stainless steel appliances, and automotive interiors. Growth is driven by increasing use of touch interfaces, demand for premium aesthetics, higher expectations for hygiene and cleanliness, and manufacturers' focus on improving product durability and user experience.

Market Dynamics:

Driver:

Consumer demand for pristine, easy-to-clean device surfaces

As touch-based interfaces become the global standard for smartphones, tablets, and interactive kiosks, users increasingly demand surfaces that resist oil and grease to maintain visual clarity. Furthermore, modern lifestyles that value time efficiency find the

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functional benefit of easier maintenance appealing. Manufacturers are responding by integrating advanced coatings as a differentiating premium feature. Additionally, the increasing use of high-resolution displays makes the presence of fingerprints more noticeable, further driving the adoption of these specialized surface treatments.

Restraint:

Potential impact on optical clarity and touch sensitivity if not applied precisely

Precision in the application process remains a critical challenge, as uneven coating thickness can significantly impair the user experience. If the coating is too thick or incorrectly cured, it may result in localized haziness or a reduction in the display's optical transparency. Moreover, excessive layers can diminish the capacitive sensitivity of touchscreens, leading to frustrating lags in response or input errors. Consequently, the high technical barriers and the potential for increased production scrap rates act as a significant deterrent for mid-range and budget-sensitive product lines.

Opportunity:

Development of multi-functional coatings

Integrating anti-fingerprint properties with antimicrobial, anti-reflective, or scratch-resistant features provides a compelling value proposition for various sectors. For instance, in healthcare and public transport, coatings that both hide fingerprints and kill bacteria are in high demand. Furthermore, the automotive industry is looking for coatings that offer thermal management alongside aesthetic benefits. Additionally, the development of eco-friendly, water-based formulations present a lucrative pathway to meet tightening environmental regulations while appealing to a growing segment of environmentally conscious corporate buyers.

Threat:

Supply chain disruptions for key coating precursors

Many of these essential raw materials are concentrated in a few geographic regions, making the industry vulnerable to geopolitical tensions and trade restrictions. Furthermore, recent shifts in international trade policies and the imposition of tariffs have led to unpredictable price hikes for specialty chemicals. Moreover, sudden

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disruptions in the production of these precursors can lead to significant delays in high-volume manufacturing lines. This dependency forces manufacturers to constantly reassess their procurement strategies to maintain operational stability.

Covid-19 Impact:

The COVID-19 pandemic initially hindered market growth due to widespread factory closures and logistics bottlenecks in the electronics and automotive sectors. However, it quickly sparked a significant shift in consumer behavior toward heightened hygiene awareness. This newfound focus on cleanliness accelerated the demand for easy-to-clean surfaces and antimicrobial-integrated coatings on public touchscreens and medical equipment. While the global supply chain faced severe strain, the long-term impact has been a reinforced necessity for advanced surface engineering, ultimately positioning anti-fingerprint solutions as an essential component in a post-pandemic, hygiene-conscious world.

The oleophobic coating segment is expected to be the largest during the forecast period

The oleophobic coating segment is expected to account for the largest market share during the forecast period because of its indispensable role in the burgeoning consumer electronics sector. These coatings are specifically engineered to repel oils secreted by human skin, making them the preferred choice for smartphones, wearables, and laptop trackpads. Furthermore, the increasing integration of high-resolution AMOLED and OLED displays necessitates superior smudge resistance to maintain the intended color accuracy and brightness. Additionally, the segment benefits from mature vacuum deposition technologies that allow for uniform, cost-effective application at scale.

The automotive segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the automotive segment is predicted to witness the highest growth rate as vehicles transition toward digital-heavy cockpits. Modern automotive design increasingly incorporates large, touch-sensitive infotainment screens and digital dashboards that are prone to unsightly smudging. Furthermore, the rise of shared mobility and autonomous driving technology necessitates durable, easy-to-clean interior surfaces for multi-passenger use. Manufacturers are also applying these coatings to external sensors and camera lenses to ensure unobstructed data collection for advanced driver-assistance systems. Additionally, the trend toward luxury aesthetics in the electric vehicle market is driving a rapid uptake of high-performance, long-lasting

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coating solutions.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to its status as a global hub for electronics and automotive manufacturing. Countries like China, Japan, and South Korea host the world's leading display and vehicle manufacturers, creating a massive, localized demand for industrial coatings. Furthermore, the region benefits from a robust supply chain for raw materials and advanced chemical processing facilities. The domestic demand for coated consumer goods is also being fueled by urbanization and rising disposable income in emerging economies.

Region with highest CAGR:

During the forecast period, the Asia Pacific region is expected to exhibit the highest CAGR, driven by the rapid digital transformation of its developing economies. The exponential growth in smartphone penetration and the expansion of the "smart home" market in India and Southeast Asia provide fertile ground for market acceleration. Furthermore, significant government investments in local manufacturing, including India's "Make in India" initiative, attract global coating suppliers to establish regional production bases. Additionally, the burgeoning automotive industry in these nations is increasingly adopting premium interior finishes to compete globally.

Key players in the market

Some of the key players in Anti-Fingerprint Coating Market include AGC Inc., Corning Incorporated, Nippon Electric Glass Co., Ltd., Daikin Industries, Ltd., Shin-Etsu Chemical Co., Ltd., Merck KGaA, 3M Company, DuPont de Nemours, Inc., Solvay S.A., BASF SE, Eastman Chemical Company, Nitto Denko Corporation, Toppan Inc., EssilorLuxottica S.A., and PPG Industries, Inc.

Key Developments:

In December 2025, 3M announced AI powered material innovation tools at CES 2026, including coatings for sharper displays with anti fingerprint and smudge resistant properties.

In November 2025, Shin Etsu promoted its SUBELYN® fluorinated anti smudge

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coating, designed for touchscreens and optical lenses to repel fingerprints and oils.

In September 2025, Nippon Electric Glass began mass production of cover glass with nano texturing technology, improving writing feel and incorporating anti fingerprint thin film coatings for tablets.

In January 2025, Corning launched Gorilla® Armor 2 on the Samsung Galaxy S25 Ultra, the industry's first anti reflective glass ceramic with anti fingerprint performance.

Product Types Covered:

- Hydrophobic Coating
- Oleophobic Coating
- Omniphobic Coating
- Other Specialized Coatings

Substrates Covered:

- Glass
- Metal
- Plastics/Polymers
- Ceramics
- Other Substrates

Technologies Covered:

- Vacuum Deposition
- Sol-Gel Process

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Spray Coating

Dip Coating

Other Technologies

Applications Covered:

Consumer Electronics

Automotive

Building & Construction

Medical & Healthcare

Solar Energy (PV Panels)

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

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- France
- Spain
- Rest of Europe

Asia Pacific

- Japan
- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE

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Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Contents

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9 GLOBAL ANTI-FINGERPRINT COATING MARKET, BY GEOGRAPHY

+357 96 030922
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10 KEY DEVELOPMENTS

11 COMPANY PROFILING

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List Of Tables

LIST OF TABLES

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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