

Eco-Friendly Paint & Coatings Chemicals Market Forecasts to 2032 – Global Analysis By Product Type (Water-based Paints, Powder Coatings, High-solid Coatings, UV-curable Coatings and Bio-based Finished Paints), Raw Material, Technology, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Eco-Friendly Paint & Coatings Chemicals Market is accounted for \$138.41 billion in 2025 and is expected to reach \$234.16 billion by 2032 growing at a CAGR of 7.8% during the forecast period. Eco-friendly paint and coatings chemicals are developed to lessen ecological harm while ensuring high-quality performance and durability. These products often feature low or no volatile organic compounds (VOCs), helping to reduce air pollution and health risks. Suitable for residential, commercial, and industrial use, they deliver vibrant colors, smooth finishes, and long-lasting results. The rise of bio-based resins, waterborne solutions, and non-toxic additives reflects increasing regulatory pressures and eco-conscious consumer demand. Manufacturers are focusing on sustainable processes to produce coatings that are safe for users, environmentally responsible, and in line with global sustainability efforts, promoting greener practices in the industry.

According to the U.S. Department of Energy (DOE), Reflective roof coatings can reduce building cooling energy use by 10–15% in hot climates, supporting their role in sustainable construction.

Market Dynamics:

Driver:

Rising demand from construction and infrastructure

Expansion in construction and infrastructure sectors is significantly boosting the eco-friendly paint and coatings chemicals market. Rapid urbanization, new housing developments, and large commercial projects demand sustainable materials, including environmentally safe paints. Architects and developers prefer coatings with low VOC content, non-toxic formulations, and extended longevity to comply with green building requirements. Government incentives and green certification programs, such as LEED, also encourage the use of eco-friendly materials. The combined effect of infrastructure growth, urban development, and sustainability-focused construction practices ensures steady market demand for green paints and coatings across residential, commercial, and industrial projects worldwide.

Restraint:

High production costs

A significant challenge for the eco-friendly paint and coatings chemicals market is the elevated production cost relative to traditional paints. Eco-friendly products incorporate bio-based resins, waterborne technologies, and non-toxic additives, all of which are pricier than conventional materials. Additional expenses arise from research and development, specialized manufacturing techniques, and regulatory compliance. Consequently, the retail price of sustainable paints is higher, potentially limiting adoption in cost-sensitive regions and markets. This price disparity can hinder widespread acceptance, particularly in emerging economies or among consumers and businesses seeking affordable solutions, restraining the overall growth of the eco-friendly coatings market.

Opportunity:

Growth in green building projects

The expansion of green building initiatives worldwide offers a major growth opportunity for the eco-friendly paint and coatings chemicals market. With sustainability taking center stage, developers and architects increasingly prefer low-VOC, non-toxic coatings that adhere to standards like LEED and BREEAM. Eco-friendly paints are being integrated into residential, commercial, and industrial construction to achieve environmentally responsible and energy-efficient objectives. This trend motivates

manufacturers to develop innovative products and broaden their sustainable offerings. Rising demand for green construction materials presents a lasting growth prospect, enhancing the global adoption and market potential of eco-friendly paints and coatings.

Threat:

Competition from conventional paints

Traditional paints continue to pose a major threat to the eco-friendly paint and coatings market because of their cost-effectiveness and widespread accessibility. Conventional products often offer quicker drying times, strong durability, and diverse finishes, appealing to consumers and industries prioritizing price and convenience. Many customers remain reluctant to adopt eco-friendly alternatives due to concerns regarding cost, effectiveness, and application methods. The strong presence of established conventional paint brands in multiple regions adds to the competitive challenge. Manufacturers of eco-friendly coatings must address these concerns while maintaining sustainability, affordability, and quality to compete effectively in the market.

Covid-19 Impact:

The COVID-19 outbreak initially disrupted the eco-friendly paint and coatings chemicals market due to halted construction, supply chain interruptions, and reduced production, leading to lower demand for sustainable coatings. Industrial and commercial slowdowns also limited adoption in multiple regions. Conversely, post-pandemic recovery and heightened awareness of indoor air quality increased demand for low-VOC, non-toxic paints in residential and office spaces. Government initiatives promoting green building practices and healthier environments further encouraged the use of eco-friendly coatings. Thus, while COVID-19 caused short-term challenges, it ultimately underscored the value of environmentally safe and health-conscious paint solutions, fostering long-term market growth.

The water-based paints segment is expected to be the largest during the forecast period

The water-based paints segment is expected to account for the largest market share during the forecast period. These coatings are preferred because they emit lower VOCs, align with environmental standards, and offer a reduced ecological footprint compared to solvent-based alternatives. Their broad use in construction, automotive, and industrial sectors stems from their adaptability, user-friendly application, and

enhanced performance features like good adhesion and durability. The increasing focus on sustainability and regulatory pressure to lower emissions further reinforce the leading role of water-based paints in the eco-friendly coatings market.

The bio-based solvents segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the bio-based solvents segment is predicted to witness the highest growth rate. Increasing environmental regulations and the shift toward sustainable product formulations are driving paint manufacturers to adopt bio-based solvent alternatives that reduce VOC emissions and enhance environmental performance. The expanding application of these solvents in greener coatings reflects both stronger regulatory frameworks and heightened consumer demand for environmentally responsible materials. As a result, bio-based solvents are poised for significant growth compared with other segments.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by fast-paced industrial growth, expanding construction activity, and stronger environmental policies promoting sustainable materials. Countries like China, India, and Japan are major contributors to demand for environmentally safe coatings, including low-VOC and water-based products across varied end-use sectors. Increasing urbanization and heightened awareness of health and ecological concerns are boosting adoption of green paints and coatings. Government efforts to enforce strict emission norms and support green building standards further accelerate uptake. These factors collectively establish Asia-Pacific as the primary regional market for eco-friendly paint and coatings chemicals.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as a result of accelerated industrial growth, urban development, and rising construction and automotive activities. Key economies like China, India, and Japan are at the forefront of adopting sustainable coatings, driven by tough environmental rules and government policies favoring low-VOC and eco-friendly products. Greater environmental and health awareness among consumers also boosts demand. Strong production infrastructure and substantial investments in various sectors support this trend, making Asia-Pacific the region with the fastest expansion in the global

eco-friendly paint and coatings chemicals market.

Key players in the market

Some of the key players in Eco-Friendly Paint & Coatings Chemicals Market include AkzoNobel N.V., PPG Industries, Axalta Coating Systems, BASF SE, Sherwin-Williams Company, Asian Paints Limited, Nippon Paint Holdings, Kansai Paint Co. Ltd., Hempel A/S, Jotun, Berger Paints, Indigo Paints, Khadi Prakritik Paint, Gaumaya Paints and Little Greene.

Key Developments:

In August 2025, PPG announced the extension of its joint venture agreement in India with Asian Paints Ltd. The 15-year renewal will allow the companies to continue serving the country's industrial, protective, marine, packaging, automotive and powder coatings customers with industry-leading solutions that solve customers' biggest challenges. The extension will take effect in 2026 and run through 2041.

In June 2025, Akzo Nobel N.V. has signed an agreement to sell its shareholding in Akzo Nobel India Limited (ANIL) to the JSW Group, one of India's leading diversified conglomerates. The transaction is based on a total enterprise value of approximately €1.4 billion, representing an EV/EBITDA multiple of 22x, and includes AkzoNobel's liquid paints and coatings business in India.

In May 2024, The Hempel Foundation, in agreement with the Hempel A/S Board of Directors, has agreed to invite CVC Funds to become a minority investor in Hempel A/S to help accelerate Hempel's ambitious long-term organic and inorganic growth strategy. CVC is a leading global private markets manager with approximately €186 billion of assets under management and a global network of 29 offices throughout EMEA, the Americas and Asia.

Product Types Covered:

Water-based Paints

Powder Coatings

High-solid Coatings

UV-curable Coatings

Bio-based Finished Paints

Raw Materials Covered:

Natural Resins

Bio-based Solvents

Low-VOC Additives

Eco-friendly Pigments & Fillers

Technologies Covered:

Nanotechnology-enabled Coatings

Smart/self-healing Coatings

Enzymatic & Bio-Catalytic Processes

Applications Covered:

Architectural Coatings

Industrial Coatings

Packaging Coatings

Wood & Furniture Coatings

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

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

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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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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