

Exterior Coatings Market Forecasts to 2034 – Global Analysis By Coating Type (Acrylic, Epoxy, Polyurethane, Alkyd and Specialty Coatings), Technology, Application, End User and By Geography

<https://marketpublishers.com/r/E0B8E19DEB0AEN.html>

Date: May 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: E0B8E19DEB0AEN

Abstracts

According to Statistics MRC, the Global Exterior Coatings Market is accounted for \$14.4 billion in 2026 and is expected to reach \$23.5 billion by 2034 growing at a CAGR of 6.3% during the forecast period. Exterior coatings serve as protective finishes applied to the outer surfaces of structures, automobiles, and industrial assets, improving both appearance and durability. Designed to resist challenging environmental elements like sunlight, humidity, temperature changes, and chemicals, these coatings ensure long-term performance. Popular variants include acrylic, epoxy, polyurethane, and powder-based options, each tailored for specific uses. In building applications, they enhance resistance to weather and extend lifespan, while in automotive and industrial uses, they guard against corrosion and wear. Recent innovations focus on environmentally friendly, low-VOC solutions that support sustainability goals without compromising effectiveness or the quality of surface protection.

According to the American Coatings Association (ACA), the U.S. architectural coatings segment represents over 50% of total coatings demand, with exterior coatings being a critical share due to construction and maintenance of residential and commercial buildings.

Market Dynamics:

Driver:

Rising construction and infrastructure development

Expanding construction activities and infrastructure development play a crucial role in driving the exterior coatings market. Increasing urban growth, rising population levels, and higher spending on residential, commercial, and public projects are fueling the need for effective coating solutions. These coatings protect buildings from environmental damage such as rain, heat, and pollution, thereby extending structural life. Both government bodies and private sector developers are adopting advanced construction methods that rely on durable coatings. Moreover, refurbishment and repair of older structures also generate strong demand, supporting continuous market expansion across emerging and developed economies around the world consistently.

Restraint:

High initial application and maintenance costs

Elevated costs related to applying and maintaining exterior coatings act as a key challenge for market growth. High-performance coatings with enhanced durability are often expensive, which can discourage price-sensitive buyers. The need for proper surface preparation, skilled workforce, and multiple layers adds to the total application cost. Ongoing maintenance and recoating requirements further increase long-term expenses. In regions with limited financial resources, such costs can restrict widespread adoption. Consequently, customers may choose more affordable but less effective options, reducing demand for premium coatings and hindering the overall expansion of the exterior coatings market globally over time.

Opportunity:

Growing demand for eco-friendly coatings

Rising interest in sustainable solutions is creating strong growth prospects for eco-friendly exterior coatings. Increasing environmental concerns and stricter rules on VOC emissions are driving the shift toward water-based and low-emission products. Both consumers and industries prefer coatings that minimize ecological impact without sacrificing durability and efficiency. To meet this need, manufacturers are focusing on developing bio-based materials and greener technologies. As sustainability gains importance globally, demand for environmentally responsible exterior coatings is expected to grow steadily across various sectors and regions in the coming years.

Threat:

Rising competition from substitute technologies

The development of alternative surface protection solutions presents a growing threat to the exterior coatings industry. Options such as modern cladding, pre-coated materials, and protective films are increasingly replacing traditional coatings in some applications. These alternatives often provide enhanced durability, require less maintenance, and simplify installation processes. As more industries adopt these technologies, the demand for conventional coatings may decrease. Ongoing improvements in substitute products further boost their attractiveness. This competitive pressure can reduce market share, influence pricing, and compel manufacturers to accelerate innovation efforts to maintain their position in the global market.

Covid-19 Impact:

The outbreak of COVID-19 notably affected the exterior coatings market by disrupting key industries such as construction and manufacturing. Restrictions, workforce shortages, and logistical challenges caused project delays and reduced demand for coating products. Production facilities faced operational limitations, while shortages of raw materials led to increased costs. As conditions improved, the market began to recover with the restart of construction projects and a rise in maintenance and renovation work. Growing emphasis on durability and hygiene also supported demand for specialized coatings.

The acrylic segment is expected to be the largest during the forecast period

The acrylic segment is expected to account for the largest market share during the forecast period owing to its wide applicability, affordability, and reliable performance. Acrylic-based coatings are commonly utilized across residential, commercial, and industrial sectors due to their strong resistance to weather conditions, ultraviolet exposure, and fading. They are known for fast drying times, ease of application, and the ability to provide durable surface protection. Water-based acrylic options also meet environmental standards, increasing their acceptance among users.

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

Over the forecast period, the automotive industry segment is predicted to witness the highest growth rate, driven by rising vehicle manufacturing and demand for advanced

protective solutions. Coatings are essential for improving the appearance of vehicles and safeguarding them from rust, sunlight, and environmental wear. The increasing shift toward electric vehicles is also boosting the need for durable and efficient coating materials. Furthermore, technological advancements, including self-repairing, scratch-resistant, and environmentally friendly coatings, are becoming more popular.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, supported by fast-paced urban growth, increasing construction projects, and ongoing industrial expansion in major economies like China, India, and Southeast Asia. Rising population levels and improved income standards are fueling demand for housing and commercial buildings, which in turn increases the need for coatings. The region's strong manufacturing sector and growing automotive production also enhance market demand. Furthermore, government initiatives focused on infrastructure and smart city development play a key role.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, supported by strong economic development, rapid urban expansion, and rising infrastructure spending in emerging economies. Growing population and improved lifestyles are driving demand for residential and commercial construction projects. At the same time, the development of automotive and industrial sectors is increasing the need for advanced coating solutions. Greater awareness of long-lasting and environmentally friendly coatings is also encouraging adoption, positioning Asia-Pacific as the fastest-growing regional market.

Key players in the market

Some of the key players in Exterior Coatings Market include The Sherwin-Williams Company, PPG Industries Inc., AkzoNobel N.V., BASF Coatings GmbH, Nippon Paint, RPM International Inc., Kansai Paint Co., Ltd., Asian Paints Ltd., The Valspar Corporation, Kelly-Moore Paint Company, Inc., Axalta Coating Systems Ltd., Jotun A/S, Hempel A/S, Masco Corporation, Diamond Vogel Paints, Berger Paints India Limited, Benjamin Moore & Co. and Tikkurila Oyj.

Key Developments:

In November 2025, Asian Paints has partnered with the Board of Control for Cricket in India (BCCI) as an official colour partner for three years, covering 110 matches for Team India, for an undisclosed amount. The partnership includes men's, women's and domestic series played in the country.

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.

Coating Types Covered:

Acrylic

Epoxy

Polyurethane

Alkyd

Specialty Coatings

Technologies Covered:

Solvent-based Coatings

Water-based Coatings

Powder Coatings

UV-curable Coatings

Applications Covered:

Residential & Commercial Buildings

Automotive Exterior Finishes

Civil Infrastructure Projects

Marine & Aerospace Structures

Industrial Equipment & Outdoor Assets

End Users Covered:

Construction Industry

Automotive Industry

Industrial Equipment Manufacturers

Marine & Aerospace Operators

Public Sector & Utilities

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL EXTERIOR COATINGS MARKET, BY COATING TYPE

- 5.1 Acrylic
- 5.2 Epoxy
- 5.3 Polyurethane
- 5.4 Alkyd
- 5.5 Specialty Coatings

6 GLOBAL EXTERIOR COATINGS MARKET, BY TECHNOLOGY

- 6.1 Solvent-based Coatings
- 6.2 Water-based Coatings
- 6.3 Powder Coatings
- 6.4 UV-curable Coatings

7 GLOBAL EXTERIOR COATINGS MARKET, BY APPLICATION

- 7.1 Residential & Commercial Buildings
- 7.2 Automotive Exterior Finishes
- 7.3 Civil Infrastructure Projects
- 7.4 Marine & Aerospace Structures
- 7.5 Industrial Equipment & Outdoor Assets

8 GLOBAL EXTERIOR COATINGS MARKET, BY END USER

- 8.1 Construction Industry
- 8.2 Automotive Industry
- 8.3 Industrial Equipment Manufacturers
- 8.4 Marine & Aerospace Operators
- 8.5 Public Sector & Utilities

9 GLOBAL EXTERIOR COATINGS MARKET, BY GEOGRAPHY

- 9.1 North America
 - 9.1.1 United States

- 9.1.2 Canada
- 9.1.3 Mexico
- 9.2 Europe
 - 9.2.1 United Kingdom
 - 9.2.2 Germany
 - 9.2.3 France
 - 9.2.4 Italy
 - 9.2.5 Spain
 - 9.2.6 Netherlands
 - 9.2.7 Belgium
 - 9.2.8 Sweden
 - 9.2.9 Switzerland
 - 9.2.10 Poland
 - 9.2.11 Rest of Europe
- 9.3 Asia Pacific
 - 9.3.1 China
 - 9.3.2 Japan
 - 9.3.3 India
 - 9.3.4 South Korea
 - 9.3.5 Australia
 - 9.3.6 Indonesia
 - 9.3.7 Thailand
 - 9.3.8 Malaysia
 - 9.3.9 Singapore
 - 9.3.10 Vietnam
 - 9.3.11 Rest of Asia Pacific
- 9.4 South America
 - 9.4.1 Brazil
 - 9.4.2 Argentina
 - 9.4.3 Colombia
 - 9.4.4 Chile
 - 9.4.5 Peru
 - 9.4.6 Rest of South America
- 9.5 Rest of the World (RoW)
 - 9.5.1 Middle East
 - 9.5.1.1 Saudi Arabia
 - 9.5.1.2 United Arab Emirates
 - 9.5.1.3 Qatar
 - 9.5.1.4 Israel

- 9.5.1.5 Rest of Middle East
- 9.5.2 Africa
 - 9.5.2.1 South Africa
 - 9.5.2.2 Egypt
 - 9.5.2.3 Morocco
 - 9.5.2.4 Rest of Africa

10 STRATEGIC MARKET INTELLIGENCE

- 10.1 Industry Value Network and Supply Chain Assessment
- 10.2 White-Space and Opportunity Mapping
- 10.3 Product Evolution and Market Life Cycle Analysis
- 10.4 Channel, Distributor, and Go-to-Market Assessment

11 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 11.1 Mergers and Acquisitions
- 11.2 Partnerships, Alliances, and Joint Ventures
- 11.3 New Product Launches and Certifications
- 11.4 Capacity Expansion and Investments
- 11.5 Other Strategic Initiatives

12 COMPANY PROFILES

- 12.1 The Sherwin-Williams Company
- 12.2 PPG Industries Inc.
- 12.3 AkzoNobel N.V.
- 12.4 BASF Coatings GmbH
- 12.5 Nippon Paint
- 12.6 RPM International Inc.
- 12.7 Kansai Paint Co., Ltd.
- 12.8 Asian Paints Ltd.
- 12.9 The Valspar Corporation
- 12.10 Kelly-Moore Paint Company, Inc.
- 12.11 Axalta Coating Systems Ltd.
- 12.12 Jotun A/S
- 12.13 Hempel A/S
- 12.14 Masco Corporation
- 12.15 Diamond Vogel Paints

12.16 Berger Paints India Limited

12.17 Benjamin Moore & Co.

12.18 Tikkurila Oyj

List Of Tables

LIST OF TABLES

Table 1 Global Exterior Coatings Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Exterior Coatings Market Outlook, By Coating Type (2023-2034) (\$MN)

Table 3 Global Exterior Coatings Market Outlook, By Acrylic (2023-2034) (\$MN)

Table 4 Global Exterior Coatings Market Outlook, By Epoxy (2023-2034) (\$MN)

Table 5 Global Exterior Coatings Market Outlook, By Polyurethane (2023-2034) (\$MN)

Table 6 Global Exterior Coatings Market Outlook, By Alkyd (2023-2034) (\$MN)

Table 7 Global Exterior Coatings Market Outlook, By Specialty Coatings (2023-2034) (\$MN)

Table 8 Global Exterior Coatings Market Outlook, By Technology (2023-2034) (\$MN)

Table 9 Global Exterior Coatings Market Outlook, By Solvent-based Coatings (2023-2034) (\$MN)

Table 10 Global Exterior Coatings Market Outlook, By Water-based Coatings (2023-2034) (\$MN)

Table 11 Global Exterior Coatings Market Outlook, By Powder Coatings (2023-2034) (\$MN)

Table 12 Global Exterior Coatings Market Outlook, By UV-curable Coatings (2023-2034) (\$MN)

Table 13 Global Exterior Coatings Market Outlook, By Application (2023-2034) (\$MN)

Table 14 Global Exterior Coatings Market Outlook, By Residential & Commercial Buildings (2023-2034) (\$MN)

Table 15 Global Exterior Coatings Market Outlook, By Automotive Exterior Finishes (2023-2034) (\$MN)

Table 16 Global Exterior Coatings Market Outlook, By Civil Infrastructure Projects (2023-2034) (\$MN)

Table 17 Global Exterior Coatings Market Outlook, By Marine & Aerospace Structures (2023-2034) (\$MN)

Table 18 Global Exterior Coatings Market Outlook, By Industrial Equipment & Outdoor Assets (2023-2034) (\$MN)

Table 19 Global Exterior Coatings Market Outlook, By End User (2023-2034) (\$MN)

Table 20 Global Exterior Coatings Market Outlook, By Construction Industry (2023-2034) (\$MN)

Table 21 Global Exterior Coatings Market Outlook, By Automotive Industry (2023-2034) (\$MN)

Table 22 Global Exterior Coatings Market Outlook, By Industrial Equipment Manufacturers (2023-2034) (\$MN)

Table 23 Global Exterior Coatings Market Outlook, By Marine & Aerospace Operators
(2023-2034) (\$MN)

Table 24 Global Exterior Coatings Market Outlook, By Public Sector & Utilities
(2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

I would like to order

Product name: Exterior Coatings Market Forecasts to 2034 – Global Analysis By Coating Type (Acrylic, Epoxy, Polyurethane, Alkyd and Specialty Coatings), Technology, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/E0B8E19DEB0AEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E0B8E19DEB0AEN.html>