

Packaging Primer Market Forecasts to 2034 – Global Analysis By Primer (Solvent-Based Coatings, Water-Based Coatings, Wax Coating, Poly Coating and Other Primers), Application (Film Makers, Paper Coaters, Aluminium Makers and Other Applications), End User and By Geography

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Abstracts

According to Statistics MRC, the Global Packaging Primer Market is accounted for \$2.31 billion in 2026 and is expected to reach \$4.50 billion by 2034 growing at a CAGR of 8.7% during the forecast period. The packaging primer market refers to the industry involved in the production and distribution of primers specifically designed for packaging materials. Primers play a crucial role in enhancing the adhesion and overall performance of inks, coatings, and adhesives on various packaging substrates such as plastic, metal, and paper. These primers are formulated to promote better print quality, durability, and resistance to environmental factors, ensuring that packaging materials maintain their integrity throughout the supply chain and shelf life.

According to the American Coatings Association, in 2021, the United States exported paint and coatings worth USD 1.1 billion to Canada and USD 632 million to Mexico, totaling USD 1.7 billion in total. In 2021, the total consumption volume of architectural paint in the United States will amount to approximately 868 million gallons.

Market Dynamics:

Driver:

Rising emphasis on branding and aesthetics

As consumer preferences become increasingly sophisticated, businesses are placing greater importance on the visual appeal and branding of their products. Packaging serves as a crucial touchpoint for consumers, influencing purchasing decisions and brand perception. In this context, packaging primers play a pivotal role by ensuring high-quality printing, vibrant colors, and durable coatings on various substrates. Additionally, these primers contribute to the creation of visually striking and aesthetically pleasing packaging that not only attracts consumers on the retail shelf but also communicates brand identity effectively.

Restraint:

High production costs

The development of advanced and specialized primer formulations often involves sophisticated technologies, research, and the use of specific raw materials. These factors contribute to an elevated overall production cost, making these primers more expensive compared to conventional alternatives. This cost factor becomes a notable challenge, particularly for smaller businesses and industries operating on tight budgets. However, as cost sensitivity plays a crucial role in purchasing decisions, businesses may be inclined to explore more economical alternatives, hindering the widespread adoption of high-cost packaging primers.

Opportunity:

Advancements in packaging technologies

As the packaging industry evolves, embracing innovations in materials, printing methods, and coating technologies, the demand for specialized primers has surged. Advanced packaging technologies, including novel substrates and printing techniques, necessitate tailored solutions to optimize adhesion and performance. Packaging primers play a pivotal role in ensuring the compatibility of inks and coatings with diverse materials, thereby enhancing the overall quality and functionality of packaging.

Threat:

Economic fluctuations

The industry's health is intricately linked to broader economic conditions, and periods of

economic downturn or uncertainty can significantly impact consumer spending habits and industrial investments. During economic contractions, businesses across various sectors may cut costs, leading to reduced demand for packaged goods and, consequently, packaging primer products. However, budget constraints may force companies to prioritize essentials over innovations, affecting the adoption of advanced and potentially more expensive primer formulations.

Covid-19 Impact:

Disruptions in global supply chains, manufacturing slowdowns, and restrictions on business operations resulted in a temporary contraction of the market. The pandemic-induced economic uncertainties led to reduced consumer spending and altered purchasing patterns, affecting the demand for packaged goods and, consequently, packaging primers. Industries heavily reliant on packaging, such as retail and hospitality, experienced downturns, further dampening the market. However, logistical hurdles and workforce shortages disrupted production schedules and distribution networks.

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

Water-Based Coatings segment is expected to be the largest during the forecast period. As environmental consciousness becomes increasingly integral to consumer and industry priorities, water-based coatings stand out for their low environmental impact and minimal volatile organic compound (VOC) emissions. This segment's boom is propelled by its ability to provide superior adhesion and print quality on diverse packaging substrates while aligning with stringent regulatory standards. Furthermore, businesses are increasingly opting for water-based coatings in packaging primers to meet sustainability goals and address consumer preferences for environmentally responsible products.

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

Aluminium Makers segment is expected to have the highest CAGR during the forecast period, due to the escalating demand for advanced packaging solutions in sectors such as food and beverages, pharmaceuticals, and cosmetics, where aluminum packaging is gaining widespread popularity. Aluminium, prized for its lightweight, durability, and recyclability, is a preferred choice for packaging materials. As a result, primer

formulations specifically designed for enhancing adhesion and performance on aluminum substrates have become increasingly essential for the market expansion.

Region with largest share:

Asia Pacific region commanded the largest share of the market over the projection period, due to the expanding manufacturing sectors and increasing consumer demand. Countries like China and India are witnessing a surge in industrial activities, driving the need for advanced packaging solutions. The region's robust e-commerce industry further contributes to the demand for high-quality packaging materials, where primers play a vital role in ensuring durability and visual appeal. Moreover, as regulatory authorities emphasize sustainable practices, there is a growing adoption of eco-friendly packaging solutions, including primers with lower environmental impact. These elements are boosting the regional growth.

Region with highest CAGR:

Asia Pacific region is projected to witness profitable growth throughout the extrapolated period. The region's robust economic growth and the need for more packaging primers have prompted local companies to grow their operations in the industry, which will support market expansion over the projected period. To protect consumer safety, several nations in the Asia Pacific are enforcing strict laws regarding packaging materials. Furthermore, the production and innovation of sustainable primers for the packaging sector are anticipated to increase as a result of these laws, supporting the growth of the Asia-Pacific market.

Key players in the market

Some of the key players in Packaging Primer market include ACTEGA Terra GmbH, Akzo Nobel N.V., Aqua Based Technologies, Axalta Coating Systems, BASF SE, DIC Corporation, Evonik Industries AG, National Paints Factories Co. Ltd., Ashland Global Holdings Inc, PPG Industries, Inc. and The Sherwin-Williams Company.

Key Developments:

In May 2023, UAE National Paints acquires Egypt state-owned PACHIN in \$25 mln deal after intense competition. This acquisition aligns with Egypt's goal of raising the private sector's share in the country's economic activity and development process to 65 percent, up from the current 30 percent, over the next three years. This aims to increase

the private sector's contribution to the country's GDP, investments, operations, exports and governmental revenues.

In April 2023, INX International Ink, Co., a major supplier of coating solutions announced the launch of a GB-XA oxygen barrier coating solution, EcoStage, especially designed for mono-material packaging and food preservation purposes. The new coating solution is expected to enhance the shelf life of food products while maintaining the color and clarity of external packaging material.

In June 2022, the most prominent global supplier of packaging labels and coatings, Siegwerk announced an important improvement in deinking. The improvement has been made especially for rigid plastic packaging materials. The invention aims to enhance mechanical recycling in the industry. As a result of this improvement, Siegwerk is aiming to offer a UV-curing primer that can work with pressure-sensitive materials.

Primers Covered:

Solvent-Based Coatings

Water-Based Coatings

Wax Coating

Poly Coating

Other Primers

Applications Covered:

Film Makers

Paper Coaters

Aluminium Makers

Other Applications

End Users Covered:

Flexible Packaging

Medical and Pharmaceutical Packaging

Metal Packaging

Other End Users

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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 3032

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

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL PACKAGING PRIMER MARKET, BY PRIMER

- 5.1 Introduction
- 5.2 Solvent-Based Coatings
- 5.3 Water-Based Coatings
- 5.4 Wax Coating
- 5.5 Poly Coating
- 5.6 Other Primers

6 GLOBAL PACKAGING PRIMER MARKET, BY APPLICATION

- 6.1 Introduction
- 6.2 Film Makers
- 6.3 Paper Coaters
- 6.4 Aluminium Makers
- 6.5 Other Applications

7 GLOBAL PACKAGING PRIMER MARKET, BY END USER

- 7.1 Introduction
- 7.2 Flexible Packaging
- 7.3 Medical and Pharmaceutical Packaging
- 7.4 Metal Packaging
- 7.5 Other End Users

8 GLOBAL PACKAGING PRIMER MARKET, BY GEOGRAPHY

- 8.1 Introduction
- 8.2 North America
 - 8.2.1 US
 - 8.2.2 Canada
 - 8.2.3 Mexico
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK
 - 8.3.3 Italy
 - 8.3.4 France
 - 8.3.5 Spain
 - 8.3.6 Rest of Europe

8.4 Asia Pacific

8.4.1 Japan

8.4.2 China

8.4.3 India

8.4.4 Australia

8.4.5 New Zealand

8.4.6 South Korea

8.4.7 Rest of Asia Pacific

8.5 South America

8.5.1 Argentina

8.5.2 Brazil

8.5.3 Chile

8.5.4 Rest of South America

8.6 Middle East & Africa

8.6.1 Saudi Arabia

8.6.2 UAE

8.6.3 Qatar

8.6.4 South Africa

8.6.5 Rest of Middle East & Africa

9 KEY DEVELOPMENTS

9.1 Agreements, Partnerships, Collaborations and Joint Ventures

9.2 Acquisitions & Mergers

9.3 New Product Launch

9.4 Expansions

9.5 Other Key Strategies

10 COMPANY PROFILING

10.1 ACTEGA Terra GmbH

10.2 Akzo Nobel N.V.

10.3 Aqua Based Technologies

10.4 Axalta Coating Systems

10.5 BASF SE

10.6 DIC Corporation

10.7 Evonik Industries AG

10.8 National Paints Factories Co. Ltd.

10.9 Ashland Global Holdings Inc

10.10 PPG Industries, Inc.

10.11 The Sherwin-Williams Company

List Of Tables

LIST OF TABLES

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

Table 2 Global Packaging Primer Market Outlook, By Primer (2023-2034) (\$MN)

Table 3 Global Packaging Primer Market Outlook, By Solvent-Based Coatings (2023-2034) (\$MN)

Table 4 Global Packaging Primer Market Outlook, By Water-Based Coatings (2023-2034) (\$MN)

Table 5 Global Packaging Primer Market Outlook, By Wax Coating (2023-2034) (\$MN)

Table 6 Global Packaging Primer Market Outlook, By Poly Coating (2023-2034) (\$MN)

Table 7 Global Packaging Primer Market Outlook, By Other Primers (2023-2034) (\$MN)

Table 8 Global Packaging Primer Market Outlook, By Application (2023-2034) (\$MN)

Table 9 Global Packaging Primer Market Outlook, By Film Makers (2023-2034) (\$MN)

Table 10 Global Packaging Primer Market Outlook, By Paper Coaters (2023-2034) (\$MN)

Table 11 Global Packaging Primer Market Outlook, By Aluminium Makers (2023-2034) (\$MN)

Table 12 Global Packaging Primer Market Outlook, By Other Applications (2023-2034) (\$MN)

Table 13 Global Packaging Primer Market Outlook, By End User (2023-2034) (\$MN)

Table 14 Global Packaging Primer Market Outlook, By Flexible Packaging (2023-2034) (\$MN)

Table 15 Global Packaging Primer Market Outlook, By Medical and Pharmaceutical Packaging (2023-2034) (\$MN)

Table 16 Global Packaging Primer Market Outlook, By Metal Packaging (2023-2034) (\$MN)

Table 17 Global Packaging Primer Market Outlook, By Other End Users (2023-2034) (\$MN)

Table 18 North America Packaging Primer Market Outlook, By Country (2023-2034) (\$MN)

Table 19 North America Packaging Primer Market Outlook, By Primer (2023-2034) (\$MN)

Table 20 North America Packaging Primer Market Outlook, By Solvent-Based Coatings (2023-2034) (\$MN)

Table 21 North America Packaging Primer Market Outlook, By Water-Based Coatings (2023-2034) (\$MN)

Table 22 North America Packaging Primer Market Outlook, By Wax Coating

(2023-2034) (\$MN)

Table 23 North America Packaging Primer Market Outlook, By Poly Coating

(2023-2034) (\$MN)

Table 24 North America Packaging Primer Market Outlook, By Other Primers

(2023-2034) (\$MN)

Table 25 North America Packaging Primer Market Outlook, By Application (2023-2034)

(\$MN)

Table 26 North America Packaging Primer Market Outlook, By Film Makers (2023-2034)

(\$MN)

Table 27 North America Packaging Primer Market Outlook, By Paper Coaters

(2023-2034) (\$MN)

Table 28 North America Packaging Primer Market Outlook, By Aluminium Makers

(2023-2034) (\$MN)

Table 29 North America Packaging Primer Market Outlook, By Other Applications

(2023-2034) (\$MN)

Table 30 North America Packaging Primer Market Outlook, By End User (2023-2034)

(\$MN)

Table 31 North America Packaging Primer Market Outlook, By Flexible Packaging

(2023-2034) (\$MN)

Table 32 North America Packaging Primer Market Outlook, By Medical and

Pharmaceutical Packaging (2023-2034) (\$MN)

Table 33 North America Packaging Primer Market Outlook, By Metal Packaging

(2023-2034) (\$MN)

Table 34 North America Packaging Primer Market Outlook, By Other End Users

(2023-2034) (\$MN)

Table 35 Europe Packaging Primer Market Outlook, By Country (2023-2034) (\$MN)

Table 36 Europe Packaging Primer Market Outlook, By Primer (2023-2034) (\$MN)

Table 37 Europe Packaging Primer Market Outlook, By Solvent-Based Coatings

(2023-2034) (\$MN)

Table 38 Europe Packaging Primer Market Outlook, By Water-Based Coatings

(2023-2034) (\$MN)

Table 39 Europe Packaging Primer Market Outlook, By Wax Coating (2023-2034)

(\$MN)

Table 40 Europe Packaging Primer Market Outlook, By Poly Coating (2023-2034)

(\$MN)

Table 41 Europe Packaging Primer Market Outlook, By Other Primers (2023-2034)

(\$MN)

Table 42 Europe Packaging Primer Market Outlook, By Application (2023-2034) (\$MN)

Table 43 Europe Packaging Primer Market Outlook, By Film Makers (2023-2034) (\$MN)

Table 44 Europe Packaging Primer Market Outlook, By Paper Coaters (2023-2034) (\$MN)

Table 45 Europe Packaging Primer Market Outlook, By Aluminium Makers (2023-2034) (\$MN)

Table 46 Europe Packaging Primer Market Outlook, By Other Applications (2023-2034) (\$MN)

Table 47 Europe Packaging Primer Market Outlook, By End User (2023-2034) (\$MN)

Table 48 Europe Packaging Primer Market Outlook, By Flexible Packaging (2023-2034) (\$MN)

Table 49 Europe Packaging Primer Market Outlook, By Medical and Pharmaceutical Packaging (2023-2034) (\$MN)

Table 50 Europe Packaging Primer Market Outlook, By Metal Packaging (2023-2034) (\$MN)

Table 51 Europe Packaging Primer Market Outlook, By Other End Users (2023-2034) (\$MN)

Table 52 Asia Pacific Packaging Primer Market Outlook, By Country (2023-2034) (\$MN)

Table 53 Asia Pacific Packaging Primer Market Outlook, By Primer (2023-2034) (\$MN)

Table 54 Asia Pacific Packaging Primer Market Outlook, By Solvent-Based Coatings (2023-2034) (\$MN)

Table 55 Asia Pacific Packaging Primer Market Outlook, By Water-Based Coatings (2023-2034) (\$MN)

Table 56 Asia Pacific Packaging Primer Market Outlook, By Wax Coating (2023-2034) (\$MN)

Table 57 Asia Pacific Packaging Primer Market Outlook, By Poly Coating (2023-2034) (\$MN)

Table 58 Asia Pacific Packaging Primer Market Outlook, By Other Primers (2023-2034) (\$MN)

Table 59 Asia Pacific Packaging Primer Market Outlook, By Application (2023-2034) (\$MN)

Table 60 Asia Pacific Packaging Primer Market Outlook, By Film Makers (2023-2034) (\$MN)

Table 61 Asia Pacific Packaging Primer Market Outlook, By Paper Coaters (2023-2034) (\$MN)

Table 62 Asia Pacific Packaging Primer Market Outlook, By Aluminium Makers (2023-2034) (\$MN)

Table 63 Asia Pacific Packaging Primer Market Outlook, By Other Applications (2023-2034) (\$MN)

Table 64 Asia Pacific Packaging Primer Market Outlook, By End User (2023-2034) (\$MN)

Table 65 Asia Pacific Packaging Primer Market Outlook, By Flexible Packaging (2023-2034) (\$MN)

Table 66 Asia Pacific Packaging Primer Market Outlook, By Medical and Pharmaceutical Packaging (2023-2034) (\$MN)

Table 67 Asia Pacific Packaging Primer Market Outlook, By Metal Packaging (2023-2034) (\$MN)

Table 68 Asia Pacific Packaging Primer Market Outlook, By Other End Users (2023-2034) (\$MN)

Table 69 South America Packaging Primer Market Outlook, By Country (2023-2034) (\$MN)

Table 70 South America Packaging Primer Market Outlook, By Primer (2023-2034) (\$MN)

Table 71 South America Packaging Primer Market Outlook, By Solvent-Based Coatings (2023-2034) (\$MN)

Table 72 South America Packaging Primer Market Outlook, By Water-Based Coatings (2023-2034) (\$MN)

Table 73 South America Packaging Primer Market Outlook, By Wax Coating (2023-2034) (\$MN)

Table 74 South America Packaging Primer Market Outlook, By Poly Coating (2023-2034) (\$MN)

Table 75 South America Packaging Primer Market Outlook, By Other Primers (2023-2034) (\$MN)

Table 76 South America Packaging Primer Market Outlook, By Application (2023-2034) (\$MN)

Table 77 South America Packaging Primer Market Outlook, By Film Makers (2023-2034) (\$MN)

Table 78 South America Packaging Primer Market Outlook, By Paper Coaters (2023-2034) (\$MN)

Table 79 South America Packaging Primer Market Outlook, By Aluminium Makers (2023-2034) (\$MN)

Table 80 South America Packaging Primer Market Outlook, By Other Applications (2023-2034) (\$MN)

Table 81 South America Packaging Primer Market Outlook, By End User (2023-2034) (\$MN)

Table 82 South America Packaging Primer Market Outlook, By Flexible Packaging (2023-2034) (\$MN)

Table 83 South America Packaging Primer Market Outlook, By Medical and Pharmaceutical Packaging (2023-2034) (\$MN)

Table 84 South America Packaging Primer Market Outlook, By Metal Packaging

(2023-2034) (\$MN)

Table 85 South America Packaging Primer Market Outlook, By Other End Users

(2023-2034) (\$MN)

Table 86 Middle East & Africa Packaging Primer Market Outlook, By Country

(2023-2034) (\$MN)

Table 87 Middle East & Africa Packaging Primer Market Outlook, By Primer

(2023-2034) (\$MN)

Table 88 Middle East & Africa Packaging Primer Market Outlook, By Solvent-Based Coatings (2023-2034) (\$MN)

Table 89 Middle East & Africa Packaging Primer Market Outlook, By Water-Based Coatings (2023-2034) (\$MN)

Table 90 Middle East & Africa Packaging Primer Market Outlook, By Wax Coating (2023-2034) (\$MN)

Table 91 Middle East & Africa Packaging Primer Market Outlook, By Poly Coating (2023-2034) (\$MN)

Table 92 Middle East & Africa Packaging Primer Market Outlook, By Other Primers (2023-2034) (\$MN)

Table 93 Middle East & Africa Packaging Primer Market Outlook, By Application (2023-2034) (\$MN)

Table 94 Middle East & Africa Packaging Primer Market Outlook, By Film Makers (2023-2034) (\$MN)

Table 95 Middle East & Africa Packaging Primer Market Outlook, By Paper Coaters (2023-2034) (\$MN)

Table 96 Middle East & Africa Packaging Primer Market Outlook, By Aluminium Makers (2023-2034) (\$MN)

Table 97 Middle East & Africa Packaging Primer Market Outlook, By Other Applications (2023-2034) (\$MN)

Table 98 Middle East & Africa Packaging Primer Market Outlook, By End User (2023-2034) (\$MN)

Table 99 Middle East & Africa Packaging Primer Market Outlook, By Flexible Packaging (2023-2034) (\$MN)

Table 100 Middle East & Africa Packaging Primer Market Outlook, By Medical and Pharmaceutical Packaging (2023-2034) (\$MN)

Table 101 Middle East & Africa Packaging Primer Market Outlook, By Metal Packaging (2023-2034) (\$MN)

Table 102 Middle East & Africa Packaging Primer Market Outlook, By Other End Users (2023-2034) (\$MN)

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