

# **Porcelain Enamel Coatings Market Forecasts to 2030 – Global Analysis By Product Type (Glass-Based Porcelain Enamel, Metal-Based Porcelain Enamel, and Other Product Types), Resin Type, Substrate Type, Process, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Porcelain Enamel Coatings Market is accounted for \$1.77 billion in 2024 and is expected to reach \$2.40 billion by 2030 growing at a CAGR of 5.2% during the forecast period. Porcelain enamel coatings are vitreous, glass-like coatings fused to metal or other substrates at high temperatures. They provide durable, heat-resistant, and corrosion-resistant surfaces, making them ideal for use in cookware, home appliances, automotive parts, and industrial equipment. These coatings offer excellent aesthetic qualities, smooth finishes, and resistance to wear, chemicals, and high temperatures. Porcelain enamels are commonly used for both decorative and functional purposes, enhancing the longevity and performance of the underlying materials in various industries.

Market Dynamics:

Driver:

Rising demand in home appliances

The longevity, aesthetic appeal, and resistance to heat, corrosion, and stains of these coatings make them particularly desirable for use in kitchen appliances such as stoves, ovens, refrigerators, and dishwashers. Consumers increasingly prefer porcelain enamel-

coated appliances for their long-lasting finishes, easy-to-clean surfaces, and ability to maintain aesthetic appeal over time. As the demand for energy-efficient, durable, and visually appealing home appliances continues to grow, porcelain enamel coatings are expected to remain a key material choice in the industry.

#### Restraint:

##### High manufacturing costs

Porcelain enamel is made by burning it at a high temperature and using specialized, sometimes costly raw ingredients like metal powders and glass frits. Additionally, the intricate process of applying and curing the coatings requires significant energy consumption, further increasing production costs. These factors contribute to the higher overall cost of porcelain enamel-coated products compared to alternative coatings, making it less cost-effective for some manufacturers, especially in price-sensitive industries. As a result, the high manufacturing costs can limit broader market adoption.

#### Opportunity:

##### Rising consumer preference for cookware

Cookware with porcelain enamel coating is becoming more and more popular among consumers because of its many benefits, such as superior heat distribution, non-stick qualities, and simplicity of cleaning. Even with continuous usage, porcelain enamel coatings offer a long-lasting, scratch-resistant surface that keeps its beauty over time. These coatings are also non-toxic and devoid of dangerous substances like PFOA and PTFE, which are present in some non-stick substitutes. Porcelain enamel has grown in popularity in the cookware business as health-conscious consumers look for cookware that is safer, more durable, and aesthetically appealing.

#### Threat:

##### Limited colour variations

Compared to other coating options, porcelain enamel coatings have less colour changes, which is a drawback. While porcelain enamel offers durable, high-quality finishes, the colour palette is generally more restricted, which can be a disadvantage for industries requiring a wide range of aesthetic choices. This limitation is due to the nature of the enamel coating process, where achieving consistent colour in high-

temperature firings can be challenging. As a result, some manufacturers may prefer alternative coatings that offer greater flexibility in colour options, particularly in sectors like automotive and consumer goods, where vibrant or custom colour choices are important for product differentiation.

### Covid-19 Impact

The COVID-19 pandemic had a mixed impact on the porcelain enamel coatings market. Initially, lockdowns and supply chain disruptions led to production delays and reduced demand in sectors like automotive and construction. However, as industries adapted, there was a gradual recovery, driven by increased demand in home appliances and cookware as consumers spent more time at home. The pandemic also highlighted the importance of durable, easy-to-clean products, boosting the demand for porcelain enamel coatings in both residential and industrial applications.

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

The epoxy-based segment is estimated to be the largest, due to their exceptional performance at high temperatures, resistance to corrosion, and longevity. These coatings are frequently utilized in areas where long-lasting protection is essential, like cookware, automobile parts, and appliances. Epoxy-based coatings are perfect for severe conditions because of their exceptional adherence to metal surfaces and resistance to wear. Additionally, the use of epoxy-based porcelain enamels in a range of sectors is facilitated by developments in epoxy resin technologies as well as a growing emphasis on environmentally friendly, low-VOC formulas.

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

The home appliances segment is anticipated to witness the highest CAGR during the forecast period. Porcelain enamel provides home appliances with enhanced durability, heat resistance, and corrosion protection, making it ideal for products like stoves, ovens, and refrigerators. The rising consumer preference for long-lasting, easy-to-clean, and aesthetically appealing appliances has fueled the adoption of porcelain enamel coatings. Additionally, as home appliances become more energy-efficient and design-oriented, the durable and attractive finish offered by porcelain enamel remains highly sought after in this sector.

Region with largest share:

Asia Pacific is expected to have the largest market share during the forecast period due to the booming construction, automotive, and home appliance sectors are key drivers, as porcelain enamel coatings offer high resistance to heat, corrosion, and wear. Additionally, increased disposable incomes and changing lifestyles are driving demand for long-lasting, aesthetically pleasing home appliances and cookware. The region's growing manufacturing base and infrastructure development further contribute to the expanding adoption of porcelain enamel coatings.

#### Region with highest CAGR:

During the forecast period, the North America region is anticipated to register the highest CAGR, owing to the region's well-established manufacturing base and high consumer preference for durable, easy-to-maintain home appliances fuel the adoption of porcelain enamel coatings in products like stoves, refrigerators, and dishwashers. Additionally, the increasing focus on sustainable and long-lasting materials boosts the demand for porcelain enamel, as it is considered environmentally friendly.

#### Key players in the market

Some of the key players profiled in the Porcelain Enamel Coatings Market include Esmalglass-Itaca Grupo, Vitriflame, Moments Coatings, Ceramic Enamels Pvt. Ltd., Oerlikon Metco, Praxair Surface Technologies, Kremsmu?nster Coatings, Hindustan Enamel & Coatings Ltd., BASF SE, Sika AG, Heraeus Holding GmbH, Zhengzhou Jinhai Metal Materials Co., Ltd., Enameltech, Incoe Corporation, National Enameling and Stamping Company (NESCO), TCL Corporation, Meyer Corporation, AkzoNobel, and Ferro Corporation.

#### Key Developments:

In July 2023, Vitriflam expanded its portfolio by introducing a new range of porcelain enamel coatings with enhanced color options for use in home appliances, automotive, and industrial applications. This new offering aimed to meet the increasing demand for aesthetic and durable finishes.

In May 2023, Esmalglass-Itaca launched a next-generation porcelain enamel coating designed to offer superior resistance to high temperatures and chemical wear. This innovation targets industrial applications, such as machinery and construction, to improve durability and lifespan.

In March 2023, Ferro Corporation unveiled a new line of eco-friendly porcelain enamel coatings, designed to reduce the carbon footprint during production. These coatings are optimized for use in home appliances, ensuring both durability and environmental sustainability.

#### Product Types Covered:

Glass-Based Porcelain Enamel

Metal-Based Porcelain Enamel

Other Product Types

#### Resin Types Covered:

Epoxy-Based

Silicone-Based

Polyester-Based

#### Substrate Types Covered:

Metal

Ceramic

#### Processes Covered:

Dry Process

Wet Process

#### Distribution Channels Covered:

Direct Sales

Retail & Wholesale

Applications Covered:

Decorative Applications

Functional Applications

Other Applications

End Users Covered:

Automotive

Architectural & Construction

Home Appliances

Industrial

Cookware

Electrical & Electronics

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 2022, 2023, 2024, 2026, and 2030
- 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 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 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 PORCELAIN ENAMEL COATINGS MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Glass-Based Porcelain Enamel
- 5.3 Metal-Based Porcelain Enamel
- 5.4 Other Product Types

## **6 GLOBAL PORCELAIN ENAMEL COATINGS MARKET, BY RESIN TYPE**

- 6.1 Introduction
- 6.2 Epoxy-Based
- 6.3 Silicone-Based
- 6.4 Polyester-Based

## **7 GLOBAL PORCELAIN ENAMEL COATINGS MARKET, BY SUBSTRATE TYPE**

- 7.1 Introduction
- 7.2 Metal
- 7.3 Ceramic

## **8 GLOBAL PORCELAIN ENAMEL COATINGS MARKET, BY PROCESS**

- 8.1 Introduction
- 8.2 Dry Process
- 8.3 Wet Process

## **9 GLOBAL PORCELAIN ENAMEL COATINGS MARKET, BY DISTRIBUTION CHANNEL**

- 9.1 Introduction
- 9.2 Direct Sales
- 9.3 Retail & Wholesale

## **10 GLOBAL PORCELAIN ENAMEL COATINGS MARKET, BY APPLICATION**

- 10.1 Introduction
- 10.2 Decorative Applications
- 10.3 Functional Applications

## 10.4 Other Applications

# 11 GLOBAL PORCELAIN ENAMEL COATINGS MARKET, BY END USER

- 11.1 Introduction
- 11.2 Automotive
- 11.3 Architectural & Construction
- 11.4 Home Appliances
- 11.5 Industrial
- 11.6 Cookware
- 11.7 Electrical & Electronics
- 11.8 Other End Users

# 12 GLOBAL PORCELAIN ENAMEL COATINGS MARKET, BY GEOGRAPHY

- 12.1 Introduction
- 12.2 North America
  - 12.2.1 US
  - 12.2.2 Canada
  - 12.2.3 Mexico
- 12.3 Europe
  - 12.3.1 Germany
  - 12.3.2 UK
  - 12.3.3 Italy
  - 12.3.4 France
  - 12.3.5 Spain
  - 12.3.6 Rest of Europe
- 12.4 Asia Pacific
  - 12.4.1 Japan
  - 12.4.2 China
  - 12.4.3 India
  - 12.4.4 Australia
  - 12.4.5 New Zealand
  - 12.4.6 South Korea
  - 12.4.7 Rest of Asia Pacific
- 12.5 South America
  - 12.5.1 Argentina
  - 12.5.2 Brazil
  - 12.5.3 Chile

- 12.5.4 Rest of South America
- 12.6 Middle East & Africa
  - 12.6.1 Saudi Arabia
  - 12.6.2 UAE
  - 12.6.3 Qatar
  - 12.6.4 South Africa
  - 12.6.5 Rest of Middle East & Africa

## **13 KEY DEVELOPMENTS**

- 13.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 13.2 Acquisitions & Mergers
- 13.3 New Product Launch
- 13.4 Expansions
- 13.5 Other Key Strategies

## **14 COMPANY PROFILING**

- 14.1 Esmalglass-Itaca Grupo
- 14.2 Vitriflame
- 14.3 Moments Coatings
- 14.4 Ceramic Enamels Pvt. Ltd.
- 14.5 Oerlikon Metco
- 14.6 Praxair Surface Technologies
- 14.7 Kremssmu?nster Coatings
- 14.8 Hindustan Enamel & Coatings Ltd.
- 14.9 BASF SE
- 14.10 Sika AG
- 14.11 Heraeus Holding GmbH
- 14.12 Zhengzhou Jinhai Metal Materials Co., Ltd.
- 14.13 Enameltech
- 14.14 Incoe Corporation
- 14.15 National Enameling and Stamping Company (NESCO)
- 14.16 TCL Corporation
- 14.17 Meyer Corporation
- 14.18 AkzoNobel
- 14.19 Ferro Corporation

## List Of Tables

### LIST OF TABLES

Table 1 Global Porcelain Enamel Coatings Market Outlook, By Region (2022-2030) (\$MN)

Table 2 Global Porcelain Enamel Coatings Market Outlook, By Product Type (2022-2030) (\$MN)

Table 3 Global Porcelain Enamel Coatings Market Outlook, By Glass-Based Porcelain Enamel (2022-2030) (\$MN)

Table 4 Global Porcelain Enamel Coatings Market Outlook, By Metal-Based Porcelain Enamel (2022-2030) (\$MN)

Table 5 Global Porcelain Enamel Coatings Market Outlook, By Other Product Types (2022-2030) (\$MN)

Table 6 Global Porcelain Enamel Coatings Market Outlook, By Resin Type (2022-2030) (\$MN)

Table 7 Global Porcelain Enamel Coatings Market Outlook, By Epoxy-Based (2022-2030) (\$MN)

Table 8 Global Porcelain Enamel Coatings Market Outlook, By Silicone-Based (2022-2030) (\$MN)

Table 9 Global Porcelain Enamel Coatings Market Outlook, By Polyester-Based (2022-2030) (\$MN)

Table 10 Global Porcelain Enamel Coatings Market Outlook, By Substrate Type (2022-2030) (\$MN)

Table 11 Global Porcelain Enamel Coatings Market Outlook, By Metal (2022-2030) (\$MN)

Table 12 Global Porcelain Enamel Coatings Market Outlook, By Ceramic (2022-2030) (\$MN)

Table 13 Global Porcelain Enamel Coatings Market Outlook, By Process (2022-2030) (\$MN)

Table 14 Global Porcelain Enamel Coatings Market Outlook, By Dry Process (2022-2030) (\$MN)

Table 15 Global Porcelain Enamel Coatings Market Outlook, By Wet Process (2022-2030) (\$MN)

Table 16 Global Porcelain Enamel Coatings Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 17 Global Porcelain Enamel Coatings Market Outlook, By Direct Sales (2022-2030) (\$MN)

Table 18 Global Porcelain Enamel Coatings Market Outlook, By Retail & Wholesale

(2022-2030) (\$MN)

Table 19 Global Porcelain Enamel Coatings Market Outlook, By Application

(2022-2030) (\$MN)

Table 20 Global Porcelain Enamel Coatings Market Outlook, By Decorative Applications

(2022-2030) (\$MN)

Table 21 Global Porcelain Enamel Coatings Market Outlook, By Functional Applications

(2022-2030) (\$MN)

Table 22 Global Porcelain Enamel Coatings Market Outlook, By Other Applications

(2022-2030) (\$MN)

Table 23 Global Porcelain Enamel Coatings Market Outlook, By End User (2022-2030)

(\$MN)

Table 24 Global Porcelain Enamel Coatings Market Outlook, By Automotive

(2022-2030) (\$MN)

Table 25 Global Porcelain Enamel Coatings Market Outlook, By Architectural & Construction (2022-2030) (\$MN)

Table 26 Global Porcelain Enamel Coatings Market Outlook, By Home Appliances

(2022-2030) (\$MN)

Table 27 Global Porcelain Enamel Coatings Market Outlook, By Industrial (2022-2030)

(\$MN)

Table 28 Global Porcelain Enamel Coatings Market Outlook, By Cookware (2022-2030)

(\$MN)

Table 29 Global Porcelain Enamel Coatings Market Outlook, By Electrical & Electronics

(2022-2030) (\$MN)

Table 30 Global Porcelain Enamel Coatings Market Outlook, By Other End Users

(2022-2030) (\$MN)

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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