

# **Architectural Coatings Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, By Resin Type (Acrylic, Alkyd, Vinyl, Polyurethane, and Others), By Technology (Waterborne Coatings, Solvent borne Coatings, and Powder Coatings), By Application (Residential, and Non-Residential), By User Type (DIY, and Professional), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Architectural Coatings Market is projected to expand from USD 91.81 Billion in 2025 to USD 118.53 Billion by 2031, registering a CAGR of 4.35%. This industry encompasses a wide variety of paints, lacquers, and varnishes utilized on the interior and exterior surfaces of residential, institutional, and commercial buildings for both protection and decoration. The fundamental forces propelling this market include accelerating urbanization, robust infrastructure development, and a steady requirement for the renovation and upkeep of existing properties. These core economic drivers ensure a level of sustained consumption volume that transcends fleeting design fads or temporary aesthetic preferences.

However, the sector faces substantial obstacles arising from economic volatility within the construction industry, which can significantly depress consumption rates. Fluctuating raw material costs and elevated interest rates frequently postpone new housing starts and remodeling initiatives, introducing uncertainty for manufacturers. This vulnerability is highlighted by data from the German Paint and Printing Ink Industry Association in 2025, which noted a 5% drop in architectural paint sales volume the previous year resulting from sluggish residential construction activity. Such statistics

demonstrate how regional economic downturns can directly hinder the broader trajectory of market growth.

### **Market Driver**

A primary engine for the Global Architectural Coatings Market is the uptick in residential repainting and renovation projects, which helps insulate the industry from cyclical slumps in new construction. As housing stocks in developed nations age, property managers and homeowners are placing greater emphasis on aesthetic improvements and maintenance, securing a steady demand for protective layers and high-quality finishes. This resilience in the maintenance sector effectively counterbalances weaknesses elsewhere by providing reliable consumption volume. For example, Sherwin-Williams reported in its Third Quarter 2024 Financial Results in October 2024 that its Paint Stores Group achieved a 3.2% rise in net sales, a performance explicitly attributed to sustained volume growth in the residential repaint and protective marine categories.

Concurrently, escalating consumer interest in sustainable and eco-friendly coatings is driving manufacturers to transform their product portfolios toward water-borne and low-VOC technologies. This shift has evolved from a niche preference to a major commercial necessity, as health-conscious consumer trends and regulatory pressures combine to phase out solvent-based alternatives. According to the 2023 ESG Report by PPG Industries in May 2024, over 44% of the company's total sales came from sustainably advantaged products, underscoring the significant revenue now tied to green innovation. Broader market stability supports this transition; AkzoNobel noted in 2024 that it attained 1% organic sales growth in the third quarter, proving that global volume demand remains intact even as the industry shifts toward these higher-value, sustainable formulations.

### **Market Challenge**

Economic volatility within the construction sector represents a major barrier to the advancement of the Global Architectural Coatings Market. Persistent inflation and climbing interest rates have driven up building costs, resulting in widespread delays for commercial developments and new housing starts. When construction activity slows, the immediate requirement for architectural coatings falls sharply, as fewer surfaces need decorative or protective applications. Additionally, financial instability forces property owners to postpone renovation and maintenance tasks, thereby diminishing the volume of repainting work that typically supports the market during times of reduced

new construction.

This link between the health of the construction industry and market performance is clearly reflected in recent industrial output data. According to the China Coatings Industry Association in 2025, the total output of the coatings industry in 2024 fell by 1.60% to 35.34 million tons, a decline attributed to the significant impact of the real estate market. This contraction illustrates how sectoral economic instability directly limits production capabilities and impedes the broader expansion of the market.

## **Market Trends**

The increasing demand for solar-reflective and cool roof coatings is becoming a pivotal trend, fueled by the critical need for climate adaptation and energy efficiency in urban settings. Distinct from standard decorative paints, these functional coatings utilize infrared-reflective pigments to limit heat absorption, substantially lowering the thermal burden on structures and reducing energy usage for cooling. This transition is increasingly driven by sustainability certifications and green building codes, elevating solar reflectivity from a niche characteristic to a fundamental performance requirement for exterior uses. Highlighting the commercial strength of this segment, Coatings World reported in January 2025 that the green buildings market realized a compound annual growth rate of roughly 9.4% between 2023 and 2024, a rise AkzoNobel cites as a key driver for the uptake of its 'Cool Chemistry' energy-saving products.

At the same time, the digitalization of color selection through VR and AR tools is transforming the consumer buying process by mitigating the hesitation often linked to aesthetic choices. Manufacturers are utilizing artificial intelligence and augmented reality to enable professionals and homeowners to visualize finishes in real time, effectively closing the gap between digital concepts and physical application. This technological integration streamlines the sales process and strengthens brand loyalty by providing a seamless, tech-enhanced retail experience. The efficacy of such digital-first strategies is reflected in corporate results; Asian Paints reported in May 2024 that it achieved robust volume growth of 10% in its domestic decorative business for the fiscal year ended March 31, 2024, a success attributed to expanded market reach enabled by digital innovation and distribution efforts.

## **Key Market Players**

Akzo Nobel N.V.

PPG Industries, Inc.

Sherwin-Williams Company

Kansai Paints Co. Ltd.

Asian Paints Limited

Nippon Paint Holdings Co. Ltd.

Masco Corporation

BASF SE

RPM International Inc.

Jotun Group

## **Report Scope**

In this report, the Global Architectural Coatings Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Architectural Coatings Market, By Resin Type

Acrylic

Alkyd

Vinyl

Polyurethane

Others

### Architectural Coatings Market, By Technology

Waterborne Coatings

Solvent borne Coatings

Powder Coatings

Architectural Coatings Market, By Application

Residential

Non-Residential

Architectural Coatings Market, By User Type

DIY

Professional

Architectural Coatings Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

## Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Architectural Coatings Market.

## **Available Customizations:**

Global Architectural Coatings Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following

*Architectural Coatings Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, By Resin Type...*

customization options are available for the report:

### **Company Information**

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