

# **Molecular Breeding Market – Global Industry Size, Share, Trends, Opportunity, & Forecast 2018-2028F Segmented By Marker (Simple Sequence Repeat, Single Nucleotide Polymorphism, Expressed Sequence Tags, Others), By Application (Plant, Livestock), By Process (Marker Assisted Selection, QTL Mapping, Marker assisted back crossing), By Region, Competition**

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## **Abstracts**

Global Oem Coatings Market has valued at USD68.35 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 4.65% through 2028. OEM coatings play a crucial role in the manufacturing process of a wide range of equipment and machinery, spanning industries such as automotive, aerospace, and industrial machinery. These coatings are specifically designed to enhance the durability, corrosion resistance, and overall appearance of the products they are applied to.

The growth of the OEM coatings market has been significantly driven by the rapid expansion of the transportation industry, particularly in the automotive sector. With the increasing demand for vehicles worldwide, coupled with the shift towards electric and hybrid vehicles, the demand for OEM coatings has witnessed a substantial rise.

Furthermore, technological advancements in coating formulations have paved the way for the development of more efficient and environmentally friendly products. These advanced coatings now offer superior performance characteristics, including improved scratch resistance and anti-corrosion properties, making them highly sought after in various industries.

One notable emerging trend in the market is the growing of demand for waterborne are gaining popularity due to and gaining popularity due to their lower volatile powder coatings. These types of coatings are gaining popularity due to their lower volatile organic compound (VOC) emissions compared to traditional solvent-based coatings. As environmental regulations continue to tighten, the demand for these eco-friendly coatings is expected to experience a further surge.

## Key Market Drivers

### Growth in Automotive Industry

The automotive industry has long been a significant end-user of Original Equipment Manufacturer (OEM) coatings. These coatings play a crucial role in enhancing a vehicle's durability, corrosion resistance, and overall appearance. As the automotive industry continues to experience robust growth, the demand for high-quality OEM coatings has also surged.

One key factor driving the growth of the automotive OEM coatings market is the evolving consumer preferences. In today's market, consumers are not only looking for vehicles that are functional but also aesthetically appealing. This shift in consumer demand has led to an increased focus on the development and availability of high-quality OEM coatings that can enhance a vehicle's appearance, leading to further growth in the OEM coatings market.

Furthermore, the rising environmental consciousness among consumers has also contributed to the growth of the OEM coatings market. With a growing emphasis on sustainability, there is a rising demand for eco-friendly coatings in the automotive industry. Waterborne and powder coatings, for example, are gaining popularity due to their lower emission of volatile organic compounds (VOCs) compared to traditional solvent-based coatings. This eco-friendly aspect of OEM coatings appeals to environmentally conscious consumers, further driving the growth of the market.

### Surge in Technological Advancements

In recent years, technological advancements have played a significant role in driving the growth of the OEM coatings market. These advancements have revolutionized the industry, leading to the development of innovative coating formulations that offer not only improved performance but also enhanced environmental sustainability.

For instance, extensive research and development efforts have resulted in coatings with superior scratch resistance, anti-corrosion properties, and exceptional thermal stability. These properties are particularly crucial for industries like automotive, where coatings not only enhance the vehicle's appearance but also ensure its long-lasting durability even in challenging conditions.

Furthermore, the rise of electric vehicles has introduced new requirements for coatings. These vehicles demand specialized coatings with excellent electrical insulation properties to meet the unique challenges posed by their advanced technology. Manufacturers have responded to this need by developing cutting-edge coatings specifically tailored to the electric vehicle market.

Sustainability has emerged as another key driver for research and development in the OEM coatings market. With environmental regulations becoming increasingly stringent, there is a growing demand for coatings with significantly lower volatile organic compound (VOC) emissions. Coating manufacturers are actively investing in sustainable solutions to meet these regulatory requirements and address the industry's environmental concerns.

In summary, technological advancements, coupled with the specific needs of industries like automotive and electric vehicles, have fueled the growth of the OEM coatings market. As research and development efforts continue to push the boundaries of innovation, we can expect to see even more advanced coatings that offer superior performance, increased durability, and reduced environmental impact.

## Key Market Challenges

### Volatility in Price of Raw Materials

The fluctuating prices of raw materials have a direct and significant impact on the production costs of OEM coatings. These coatings, widely used in various industries including automotive, construction, and electronics, rely on key components such as resins, pigments, and solvents. However, the prices of these components often experience sudden and unpredictable changes due to various factors.

Supply chain disruptions, caused by natural disasters or geopolitical tensions, can disrupt the availability and distribution of raw materials. Additionally, changes in commodity markets, influenced by global economic conditions and trade policies, can

also contribute to price fluctuations. These factors collectively create a volatile environment for manufacturers, making it challenging to maintain stable production costs.

The consequences of this volatility extend beyond the manufacturers themselves. The end consumers, who rely on products that utilize OEM coatings, may experience increased prices as a result. For example, in the automotive industry, the fluctuating costs of OEM coatings can directly impact the overall cost of vehicles. This presents a challenge for manufacturers as they strive to balance the need for high-quality coatings that enhance a vehicle's appearance and longevity, with the necessity of keeping production costs manageable.

In order to mitigate the impact of raw material price fluctuations by unpredictable raw material costs, manufacturers must carefully navigate this complex landscape. Managing material costs requires a strategic approach and ongoing adaptation. This includes building strong relationships with suppliers, exploring alternative sourcing options, and implementing efficient inventory management systems. By doing so, manufacturers can minimize the negative effects of volatile raw material costs and continue to deliver high-quality products to the market.

Navigating the challenges posed by unpredictable raw material costs requires a strategic approach and ongoing adaptation. As the OEM coatings market continues to evolve, it becomes increasingly important for manufacturers to stay agile and proactive in managing their supply chains and production processes. By doing so, they can not only mitigate the risks associated with price fluctuations but also seize opportunities for growth and innovation in the industry.

## Key Market Trends

### Growing Shift Towards High-Performance Coatings

High-performance coatings offer a wide range of benefits that are highly sought after by various industries, including the automotive, aerospace, and industrial equipment sectors. These coatings are meticulously designed to provide exceptional durability, superior corrosion resistance, and an appealing aesthetic, all of which are indispensable in these industries.

In today's competitive market, consumers have become increasingly discerning, demanding vehicles that not only excel in functionality but also captivate with their visual appeal. This is where high-performance coatings come into play. These coatings not only enhance a vehicle's appearance but also safeguard it against harsh environmental conditions, effectively prolonging its lifespan.

Furthermore, the demand for high-performance coatings is not limited to the automotive industry. In aerospace and industrial equipment sectors, these coatings are equally crucial. They offer unmatched protection against extreme temperatures, corrosive substances, and wear and tear, ensuring the longevity and reliability of critical components.

As industries continue to prioritize exceptional performance, durability, and environmental considerations, the shift towards high-performance coatings is becoming increasingly prominent. This noteworthy trend is poised to shape the future of the OEM coatings market, driving innovation and advancement in coating technologies.

## Segmental Insights

### Type Insights

Based on the category of type, the water-borne coatings segment emerged as the dominant player in the global market for oem coatings in 2022. Water-borne coatings are a more environmentally friendly option compared to traditional solvent-borne coatings. They have lower volatile organic compound (VOC) emissions, making them a preferred choice in the OEM coatings market. This aligns with the global push towards reducing environmental impact, a trend driven by both consumer demand and regulatory pressures. Additionally, water-borne coatings are non-toxic and non-flammable, further enhancing their eco-friendliness.

Despite their environmental benefits, water-borne coatings do not compromise on performance. In fact, they offer similar or even superior properties compared to solvent-based alternatives. These coatings provide excellent durability, corrosion resistance, and aesthetic appeal. Moreover, their low odor and quick drying time contribute to a more efficient and pleasant coating application process.

Due to their exceptional qualities, water-borne coatings have gained significant popularity in various industries. They are particularly appealing to the automotive sector, where coatings play a critical role in enhancing a vehicle's appearance and extending

its lifespan. Additionally, water-borne coatings are widely used in industries such as construction, furniture, and electronics, where sustainability and high performance are paramount.

### Application Insights

The transportation segment is projected to experience rapid growth during the forecast period. OEM coatings play a crucial role in the transportation industry, especially in automotive manufacturing. These coatings not only protect vehicles from environmental elements but also provide an extra layer of defense against scratches, corrosion, and UV damage. Moreover, they enhance the aesthetic appeal of vehicles, making them more visually appealing and desirable to consumers. By extending the longevity of vehicles, OEM coatings contribute to reducing the overall environmental impact of the automotive industry.

Technological advancements in the transportation sector have significantly impacted the growth of the OEM coatings market. With the rapid development of electric and autonomous vehicles, the requirements for coatings have evolved. The rise of electric vehicles has brought about the need for specialized thermal management coatings that can effectively dissipate heat generated by batteries and powertrain components. Additionally, autonomous vehicles require coatings that are compatible with various sensors and LiDAR systems, ensuring optimal performance and accuracy. As a result, the demand for advanced and specialized OEM coatings has witnessed a substantial increase, driving innovation and further development in this industry.

### Regional Insights

Asia Pacific emerged as the dominant player in the Global Oem Coatings Market in 2022, holding the largest market share in terms of value. The Asia-Pacific region holds a dominant position in the global OEM coatings market, primarily driven by the substantial growth in automobile production within the region. Notably, countries such as China, India, and Japan have emerged as major players in the global automotive manufacturing landscape, generating significant demand for OEM coatings.

Moreover, the presence of a multitude of original equipment manufacturers (OEMs) and the availability of cost-effective labor and raw materials have further solidified the position of Asia-Pacific as a prominent manufacturing hub for the automotive industry. This has facilitated the establishment of robust supply chains and efficient production processes, contributing to the region's overall competitiveness in the OEM coatings

market.

## Key Market Players

The Lubrizol Corporation

BASF SE

Kao Corporation

PPG Industries, Inc.

Hempel A/S

Jotun A/S

The Sherwin-Williams Company

Akzo Nobel N.V.

Nippon Paint Holdings Co., Ltd

Allnex GMBH

## Report Scope:

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

### Global Oem Coatings Market, By Type:

Powder Coatings

Water-borne Coatings

Solvent-borne Coatings

Radiation Curable Coatings



## Global Oem Coatings Market, By Application:

Transportation

Consumer Products

Heavy Equipment

Machinery

## Global Oem 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

Kuwait

Turkey

Egypt

## Competitive Landscape

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

## Available Customizations:

Global Oem Coatings Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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