

# North America Solvent Borne Coatings Market By Type (One Component, Two Component), By Application (Automotive, Industrial, Printing Inks, Others), By Country, Competition, Forecast and Opportunities, 2019-2029F

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## Abstracts

North America Solvent Borne Coatings Market was valued at USD 9.19 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 4.81% through 2029.

The North America solvent-borne coatings market occupies a central position across diverse industries, offering indispensable protective and decorative solutions for surfaces in automotive, construction, aerospace, and industrial sectors. This market is characterized by its dynamic nature, driven by a myriad of factors including technological advancements and environmental regulations. At the nexus of technological innovation, environmental responsibility, and industrial demand, the North America solvent-borne coatings market represents a complex and evolving landscape. Companies operating in this market must navigate through various challenges while capitalizing on key drivers to shape the future of coatings.

In this dynamic and competitive market, success hinges on the ability to adapt and innovate continually. Companies are tasked with finding a delicate balance between performance, sustainability, and regulatory compliance. This requires a proactive approach to address emerging trends, invest in research and development, and embrace eco-friendly practices.

As the industry progresses, stakeholders in the North America solvent-borne coatings market must remain agile, responsive, and forward-thinking. By leveraging technological

advancements, adhering to stringent environmental standards, and meeting evolving industrial demands, companies can position themselves for sustained growth and competitiveness in the marketplace.

## Key Market Drivers

### Performance and Durability

The North America solvent-borne coatings market stands as a cornerstone within a myriad of industries, offering indispensable solutions for surface protection and adornment across automotive, construction, aerospace, and industrial sectors. This market, characterized by its dynamism, is propelled by a multifaceted interplay of factors, encompassing technological advancements and environmental regulations, among others.

Situated at the nexus of technological innovation, environmental stewardship, and industrial exigencies, the North America solvent-borne coatings market represents a complex and evolving landscape. Companies operating within this domain must deftly navigate through a plethora of challenges while seizing upon key drivers to sculpt the trajectory of coatings.

In this ever evolving and fiercely competitive market, success is contingent upon the ability to adapt and innovate incessantly. Companies face the onus of striking a delicate equilibrium between performance, sustainability, and regulatory adherence. This necessitates a proactive stance towards addressing emergent trends, committing to robust research and development endeavors, and embracing eco-conscious practices.

As the industry marches forward, stakeholders entrenched in the North America solvent-borne coatings market must espouse traits of agility, responsiveness, and forward-thinking. By harnessing the power of technological progress, upholding exacting environmental benchmarks, and meeting the evolving needs of industries, companies can strategically position themselves for enduring growth and competitiveness within the marketplace.

### Ease of Application

Solvent-borne coatings have earned their stripes in the business landscape, primarily due to their ease of application. The simplicity and efficiency of the application process streamline operations in industries where time and precision are of the essence.

Whether it's coating a massive industrial structure or fine-tuning the finish on an intricate component, the ease of application significantly contributes to operational efficiency.

Industries, especially those with high-volume coating requirements like automotive manufacturing, benefit from the uniform and consistent finish provided by solvent-borne coatings. The ease with which these coatings can be applied ensures that surfaces receive an even layer, enhancing the aesthetic appeal of the final product. This consistency is a critical aspect, particularly in sectors where quality and visual appeal are paramount.

The straightforward application process of solvent-borne coatings translates into time and cost savings for manufacturers. The quick and efficient application reduces downtime and labor costs, making solvent-borne coatings an attractive option for industries that value both speed and cost-effectiveness.

The versatility of solvent-borne coatings extends beyond industries to the types of surfaces they can effectively coat. From metals to plastics, these coatings adapt seamlessly, showcasing their applicability across a diverse range of substrates. This versatility broadens the market reach of solvent-borne coatings, making them a go-to solution for various coating needs.

### Growing Demand from Automotive Sector

The automotive sector's affinity for solvent-borne coatings runs deep, driven by the dual allure of aesthetic appeal and protective prowess. Far from being mere cosmetic enhancements, these coatings serve as formidable shields, safeguarding vehicles against a gamut of challenges encountered in their daily journeys, from corrosive weather conditions to the rigors of everyday usage.

Automotive exteriors endure a relentless barrage of adversities, ranging from fluctuating temperatures to abrasive road debris. Solvent-borne coatings, renowned for their exceptional adhesion and durability, are impeccably suited to withstand such formidable trials. Their unparalleled endurance renders them indispensable in an industry where longevity and resilience reign supreme.

Versatility lies at the heart of solvent-borne coatings' appeal to the automotive sector. Whether it's furnishing a luxury car with a glossy finish or fortifying heavy-duty vehicles with robust protection, these coatings seamlessly adapt to a diverse array of applications. This inherent adaptability aligns seamlessly with the multifaceted demands

of automotive manufacturers, facilitating their widespread adoption across the industry spectrum.

In tandem with advancements in automotive technologies, the bar for coatings standards continues to ascend. Solvent-borne coatings not only meet but often surpass the stringent criteria stipulated by the automotive industry. This unwavering adherence ensures that vehicles not only boast visually appealing exteriors but also adhere to the loftiest benchmarks of safety and performance, providing consumers with both peace of mind and aesthetic gratification.

## Key Market Challenges

### Strict Environmental Regulations

One of the primary challenges facing the North America solvent-borne coatings market stems from the imperative to reduce volatile organic compound (VOC) emissions. Traditionally, solvent-borne coatings contain solvents rich in VOCs, contributing to air pollution and posing health hazards. With regulatory standards tightening, companies must heavily invest in research and development to formulate low-VOC alternatives that maintain performance standards.

Compliance with environmental regulations necessitates a substantial transformation in manufacturing practices. Companies are compelled to invest in sustainably sourced raw materials, adopt energy-efficient production processes, and implement waste reduction initiatives. Such a transition demands significant capital investment and strategic realignment of operational frameworks.

Developing eco-friendly formulations is essential to meeting regulatory requirements. Manufacturers must explore alternative solvents and resins that minimize environmental impact while upholding the performance benchmarks expected from solvent-borne coatings. Achieving sustainability goals often involves rigorous formulation testing and adjustments to ensure compliance with regulatory standards.

The fragmented regulatory landscape presents an additional challenge for market players. Environmental regulations vary across regions and countries, creating a complex compliance scenario for North America solvent-borne coatings manufacturers. Adapting to diverse standards requires nuanced adjustments, adding layers of complexity to supply chain management.

## Shift Towards Waterborne and Powder Coatings

The North America solvent-borne coatings market faces a significant challenge as industries increasingly favor waterborne and powder coatings due to their lower volatile organic compound (VOC) levels and environmental sustainability. Adapting solvent-borne formulations to meet stringent environmental standards while maintaining performance is crucial.

Achieving this balance requires substantial investments in research and development. Manufacturers must innovate formulations to not only meet but exceed the performance of waterborne and powder coatings. This necessitates meticulous adjustments to minimize environmental impact without compromising product efficacy.

The transition to waterborne and powder coatings represents a technological shift in coating applications. Manufacturers must upgrade production processes, application techniques, and equipment to integrate with these new technologies. This transition presents a learning curve and requires significant financial investment.

The rising popularity of waterborne and powder coatings intensifies market competition. Solvent-borne coatings must differentiate themselves to remain competitive. Strategies may include emphasizing unique performance characteristics, exploring niche applications, or leveraging established brand reputation to stand out in a crowded market.

## Key Market Trends

### Innovations in Formulation Technologies

Innovation in formulation technologies is propelling solvent-borne coatings to new heights of performance excellence. Manufacturers are investing in research and development to engineer coatings with enhanced adhesion, resistance to environmental factors, and superior durability. These high-performance characteristics respond to the demands of industries where coatings must withstand rigorous conditions without compromising aesthetics.

One of the most prominent trends is the integration of sustainability into formulation technologies. As environmental awareness grows, manufacturers are focused on reducing the environmental impact of solvent-borne coatings. Innovations include the development of low-VOC formulations and the use of eco-friendly solvents, aligning with

North America efforts to promote environmentally conscious practices.

The trend of customization for specific applications is reshaping the solvent-borne coatings landscape. Manufacturers recognize the diverse needs of industries, from automotive and aerospace to industrial and construction. Formulation technologies are being tailored to address these unique requirements, offering specialized coatings that deliver optimal performance in specific applications.

The integration of digital technologies is a transformative trend in coating processes. Innovations include advanced application techniques, monitoring systems, and quality control measures that optimize efficiency. Moreover, the adoption of smart coating technologies, such as self-healing properties or corrosion monitoring, reflects a new frontier in functionality and performance.

### Rise of Low-VOC and Green Coatings

One of the defining trends propelling the solvent-borne coatings market is the relentless pursuit of low-VOC formulations. Traditionally, solvent-borne coatings have been associated with higher VOC levels, contributing to air pollution and environmental degradation. Innovations in formulation technologies are challenging this notion, with manufacturers engineering coatings that not only meet but often exceed stringent emission standards.

The green coatings movement extends beyond VOC reduction to the sourcing of eco-friendly solvents and raw materials. Manufacturers are embracing sustainable practices by exploring alternatives that minimize environmental impact without compromising on the performance characteristics expected from solvent-borne coatings. This shift towards eco-friendly sourcing aligns with North America initiatives to create a more sustainable and responsible coatings industry.

The rise of low-VOC and green coatings is significantly influenced by changing consumer preferences. Consumers, increasingly conscientious about the environmental footprint of products, are driving the demand for coatings that align with sustainable practices. This shift in consumer sentiment is compelling manufacturers to innovate and deliver coatings that not only meet regulatory standards but also resonate with eco-conscious consumers.

Environmental regulations worldwide are becoming more stringent, necessitating compliance and adaptation from coatings manufacturers. The rise of low-VOC and



green coatings is, in part, a response to these regulations. Manufacturers aiming for North America market access understand the importance of formulating coatings that adhere to diverse and evolving regulatory standards.

### Development of High-Performance Resins

At the heart of this paradigm shift is the relentless pursuit of performance excellence. High-performance resins, meticulously engineered through cutting-edge research and development, are revolutionizing the capabilities of solvent-borne coatings. Manufacturers are pushing the boundaries of what coatings can achieve, meeting and exceeding the stringent demands of industries such as automotive, aerospace, and industrial manufacturing.

The hallmark of high-performance resins is their ability to provide exceptional adhesion and durability. Whether applied to automotive finishes or industrial machinery, these resins form coatings that withstand the rigors of harsh environments, mechanical stress, and exposure to corrosive elements. The result is coatings that not only protect surfaces but also contribute to the longevity of the coated structures.

One of the compelling aspects of high-performance resins is their versatility across diverse industries. From the intricacies of electronic components to the vast expanse of architectural structures, these resins can be tailored to meet the specific needs of different applications. The ability to provide bespoke solutions positions solvent-borne coatings with high-performance resins as indispensable across a wide spectrum of industries.

The development of high-performance resins is also aligned with the evolving regulatory landscape and environmental demands. Manufacturers are investing in formulations that not only excel in performance but also adhere to stringent environmental standards. This dual focus on efficacy and eco-friendliness positions solvent-borne coatings with high-performance resins as leaders in responsible coatings solutions.

### Segmental Insights

#### Type Insights

Based on the type segment, the one-component segment dominated North America Solvent Borne Coatings Market till 2029, The One-component solvent-borne coatings simplify the application process by eliminating the need for mixing different components

before use. These coatings are pre-formulated and ready to apply, offering convenience and time efficiency. They are often used in scenarios where simplicity and quick application are priorities. One-component coatings are suitable for a range of applications, including maintenance coatings, where ease of use and rapid turnaround times are essential.

In contrast, two-component solvent-borne coatings involve the blending of two separate components—a base and a curing agent—before application. This dynamic mixing process activates the coating's curing mechanism, leading to enhanced performance characteristics. Two-component coatings are favored in applications demanding superior durability, chemical resistance, and adhesion. They are commonly used in industrial settings, such as protective coatings for pipelines, tanks, and heavy machinery.

### Application Insights

Based on the application, Automotive coatings constitute one of the largest and most critical segments of the solvent-borne coatings market. These coatings are employed for a myriad of purposes, ranging from enhancing the visual appeal of vehicle exteriors to providing protective layers that withstand the rigors of weather, road debris, and UV exposure. The high gloss and durability offered by solvent-borne coatings make them the preferred choice for achieving flawless finishes in automotive manufacturing.

The industrial sector relies extensively on solvent-borne coatings for a variety of applications. From machinery and equipment coatings to protective layers for infrastructure such as bridges and pipelines, solvent-borne coatings provide a durable and resilient shield. Their ability to adhere to various substrates and withstand challenging environmental conditions positions them as essential components in ensuring the longevity and performance of industrial assets.

Solvent-borne coatings play a vital role in the formulation of printing inks, contributing to the vibrancy, adhesion, and drying characteristics of the inks. The printing industry, encompassing packaging, labels, and commercial printing, benefits from the versatility and compatibility of solvent-borne coatings in achieving high-quality print results. The fast-drying nature of these coatings is particularly advantageous in high-speed printing processes.

The versatility of solvent-borne coatings extends beyond automotive, industrial, and printing ink applications. They find use in various other sectors, including aerospace,



marine, and architectural coatings. In the aerospace industry, solvent-borne coatings contribute to the protection of aircraft surfaces against environmental factors and provide a sleek finish. In the marine sector, these coatings guard vessels against corrosion and marine conditions. Architectural coatings leverage the aesthetic and protective properties of solvent-borne coatings in applications such as exterior paints and wood finishes.

## Country Insights

At the forefront of the North America solvent-borne coatings market is the United States, an industrial powerhouse and a leader in innovation. The country's diverse manufacturing sector, combined with a culture of continuous improvement, has fueled the demand for high-performance coatings. Solvent-borne coatings, known for their fast-drying properties and excellent adhesion, are extensively used in the automotive and aerospace industries. The U.S. is a key driver in shaping the market's trajectory through technological advancements and research in coating formulations.

Mexico's strategic location and robust manufacturing capabilities have positioned it as a vital contributor to the regional solvent-borne coatings market. The automotive, electronics, and construction industries in Mexico have witnessed a surge in demand for solvent-borne coatings due to their ability to provide a durable and protective finish. As Mexico continues to attract foreign investments and foster a favorable business environment, the demand for solvent-borne coatings is on the rise, making it an integral segment in the regional market.

Canada's influence on the solvent-borne coatings market is characterized by a focus on specialty applications. The Canadian market has seen a growing preference for coatings tailored to specific industry needs, such as protective coatings for harsh weather conditions. Canadian industries are increasingly adopting solvent-borne coatings for their versatility and ability to meet stringent performance requirements. This emphasis on specialized applications adds a layer of diversity to the North America solvent-borne coatings market.

The interconnectedness of the United States, Mexico, and Canada has facilitated collaborative initiatives in research and development within the solvent-borne coatings sector. Cross-border partnerships between companies and research institutions promote knowledge exchange and innovation. This collaborative approach accelerates the development of coatings with enhanced properties, ensuring that North America remains at the forefront of solvent-borne coating technologies.

The combined efforts of the United States, Mexico, and Canada are propelling the North America solvent-borne coatings market towards sustained growth. As these nations continue to invest in research, technology, and sustainability, the market is poised for expansion into new applications and industries. The versatility of solvent-borne coatings makes them integral to future advancements in coating technologies, promising a dynamic landscape for the North American market.

### Key Market Players

BASF SE

PPG Industries Inc.

The Sherwin-Williams Company

Akzo Nobel N.V.

RPM International, Inc

Axalta Coating Systems Ltd.

Glass Paint Technology

The Lubrizol Corporation

NEI Corporation

DOW Chemical Company

### Report Scope:

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

North America Solvent Borne Coatings Market, By Type:

One Component

Two Component

North America Solvent Borne Coatings Market, By Application:

Automotive

Industrial

Printing Inks

Others

North America Solvent Borne Coatings Market, By Country:

United States

Mexico

Canada

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Solvent Borne Coatings Market.

Available Customizations:

North America Solvent Borne Coatings market report with the given market data, TechSci 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).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Applications
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. IMPACT OF COVID-19 ON NORTH AMERICA SOLVENT BORNE COATINGS MARKET**

### **5. NORTH AMERICA SOLVENT BORNE COATINGS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value & Volume
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (One Component, Two Component)
  - 5.2.2. By Application (Automotive, Industrial, Printing Inks, Others)
  - 5.2.3. By Country

- 5.2.4. By Company (2023)
- 5.3. Market Map

## **6. UNITED STATES SOLVENT BORNE COATINGS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value & Volume
- 6.2. Market Share & Forecast
  - 6.2.1. By Type
  - 6.2.2. By Application

## **7. MEXICO SOLVENT BORNE COATINGS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value & Volume
- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By Application

## **8. CANADA SOLVENT BORNE COATINGS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value & Volume
- 8.2. Market Share & Forecast
  - 8.2.1. By Type
  - 8.2.2. By Application

## **9. MARKET DYNAMICS**

- 9.1. Drivers
- 9.2. Challenges

## **10. MARKET TRENDS & DEVELOPMENTS**

- 10.1. Recent Developments
- 10.2. Product Launches
- 10.3. Mergers & Acquisitions

## **11. NORTH AMERICA SOLVENT BORNE COATINGS MARKET: SWOT ANALYSIS**

*North America Solvent Borne Coatings Market By Type (One Component, Two Component), By Application (Automotive...*

## **12. PORTER'S FIVE FORCES ANALYSIS**

- 12.1. Competition in the Industry
- 12.2. Potential of New Entrants
- 12.3. Power of Suppliers
- 12.4. Power of Customers
- 12.5. Threat of Substitute Product

## **13. PESTLE ANALYSIS**

## **14. PRICING ANALYSIS**

## **15. COMPETITIVE LANDSCAPE**

- 15.1. BASF SE
  - 15.1.1. Business Overview
  - 15.1.2. Company Snapshot
  - 15.1.3. Products & Services
  - 15.1.4. Financials (As Reported)
  - 15.1.5. Recent Developments
- 15.2. PPG Industries Inc.
- 15.3. The Sherwin-Williams Company
- 15.4. Akzo Nobel N.V.
- 15.5. RPM International, Inc
- 15.6. Axalta Coating Systems Ltd.
- 15.7. Glass Paint Technology
- 15.8. The Lubrizol Corporation
- 15.9. NEI Corporation
- 15.10. DOW Chemical Company

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**



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