

# **OEM Coatings Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Powder Coatings, Water-borne Coatings, Solvent-borne Coatings, Radiation Curable Coatings), By Application (Transportation, Consumer Products, Heavy Equipment, Machinery), By Region and Competition, 2020-2030F**

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## **Abstracts**

Global OEM Coatings Market was valued at USD 75.33 Billion in 2024 and is anticipated to project robust growth in the forecast period with a CAGR of 4.80% through 2030. 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. According to the World Bank, the global transport market is valued at USD4.2 trillion, representing 6.8% of the world's GDP. Much like the broader global economy, the transport sector has evolved into a highly complex, interdependent, and technology-driven industry. It remains a major consumer of energy and natural resources, underscoring its critical role in global economic activity. 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.

## **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. Preliminary estimates indicate that the automobile industry recorded sales of approximately 4.3 million vehicles in 2024, reflecting a growth of nearly 5% from the 4.11 million units sold in 2023. This expansion was primarily fueled by the strong demand for SUVs, which accounted for 54% of total sales. While some automakers view this growth rate as a positive sign, particularly given the high sales base of previous years, others remain cautious, anticipating continued challenges in the year

## 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.

## 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.

### 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:

### OEM Coatings Market, By Type:

Powder Coatings

Water-borne Coatings

Solvent-borne Coatings

Radiation Curable Coatings

OEM Coatings Market, By Application:

Transportation

Consumer Products

Heavy Equipment

Machinery

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

## 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, TechSci Research offers customizations according to a company's specific needs. The following

*OEM Coatings Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Powde...*

customization options are available for the report:

#### Company Information

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

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