

Saudi Arabia Powder Coatings Market By Type (Thermoset, Thermoplastic), By Application (Architectural, Furniture, Automotive, Consumer Goods, Metals, and Others), and By Region, Competition, Forecast, and Opportunities, 2028

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Abstracts

Saudi Arabia powder coatings market is anticipated to grow at an impressive rate during the forecast period. Due to their improved performance and positive effects on the environment, powder coatings, a type of dry finishing technique used to coat surfaces with a protective layer, have grown in popularity across a variety of industries in Saudi Arabia. The most challenging, resilient machinery and everyday household goods are both protected by powder coating. While still delivering an appealing appearance, it offers a more durable finish than liquid paints. Impact, moisture, chemicals, ultraviolet light, and other harsh weather conditions do not have the same effect on the coating quality of powder-coated objects as they do on other types of products.

Furthermore, almost every type of metal that is utilized by both consumers and industry can be given a protective and pleasing surface with powder coating. The powder is made up of a resin and pigment mixture that has been finely powdered. Typically, it is electrostatically sprayed onto any surface intended for coating. Charged particles are released during the process, and they adhere to electrically grounded surfaces. Once the powder has heated up and fused into a smooth covering, the painted surface is placed in the curing oven to finish curing. It has become one of the finishing technologies with the fastest-growing popularity due to its effectiveness. Among the primary beneficiaries of powder coating is the appliance sector. As per the Government of Saudi Arabia, the Kingdom aims to produce about 300,000 cars by 2030 and will account for 50 percent of car sales in the Gulf Cooperation Council countries by 2025 from about 1.15 million cars, 62,000 of which are electric cars.

Besides that, powder coating has developed into a reliable and well-liked alternative to porcelain enamel on a variety of dryer and washer elements. The method is also used to coat aluminum extrusions for door and window frames as well as modular furniture in the construction and architectural industries. Nowadays, powder coatings are used for most buildings and highway construction projects. Guardrails, light poles, posts, signs, and fencing all use it. Powder coatings are used in the automotive industry on door handles, bumpers, wheels, hubcaps, truck beds, filters, radiators, various engine components, and areas with decorative trim and accents. Moreover, a clear powder coating is always used to protect the car's body. For instance, the method has been embraced by Volvo and BMW, which are currently utilizing it on their most recent models. Also, Ford, Chrysler, and GM have formed a consortium to test the technology on each of their various cars.

Growing Demand for Powder Coatings in the Construction Industry

The construction industry is one of the key drivers of the powder coatings market in Saudi Arabia. With a rapidly growing population and increasing urbanization, there is a high demand for new construction projects in the country. Powder coatings are widely used in the construction industry for coating metal structures such as window frames, doors, and facades. The durability and weather resistance of powder coatings make them an ideal choice for these applications. Powder coatings are becoming increasingly popular in the construction industry due to their many benefits. These coatings are resistant to scratches, chips, and fading, making them ideal for use in areas with high traffic and exposure to harsh weather conditions. As per the world transactions on engineering and technology education, the construction industry is one of the most important industries in Saudi Arabia, with an annual growth rate of 4.5% and a total value of more than USD 30 billion. They also offer excellent corrosion resistance, making them ideal for use in marine environments, chemical plants, and other harsh environments. In addition, powder coatings are eco-friendly, as they do not contain any solvents or VOCs, making them an excellent choice for sustainable construction. Powder coatings have numerous applications in the construction industry, ranging from metal roofing and cladding to curtain walls, windows, and doors. These coatings are also used on steel structures, handrails, and fences to provide protection against corrosion and wear. Powder coatings are also used in the construction of stadiums, airports, and other large structures, as they can be applied quickly and efficiently. The construction industry is one of the key drivers of the Saudi Arabian economy, with massive infrastructure projects underway, such as the NEOM project, which aims to build a futuristic city in the northwestern region of the country. The construction industry

in Saudi Arabia is also being driven by the government's Vision 2030 plan, which aims to diversify the country's economy and reduce its dependence on oil exports. The plan includes significant investment in infrastructure projects such as roads, airports, and hospitals, which is driving the demand for powder coatings in the country.

Rising Demand from the Automotive Industry

The automotive industry is another major driver of the powder coatings market in Saudi Arabia. Powder coatings are widely used in the automotive industry for coating wheels, engine parts, and other metal components. Powder coatings provide a durable, scratch-resistant finish that is ideal for high-traffic areas such as car interiors and exteriors. With the growing number of automobiles on the roads in Saudi Arabia, the demand for powder coatings in this industry is expected to continue to rise. Powder coatings have numerous applications in the automotive industry, ranging from body panels and wheels to engine parts and suspension components. These coatings are also used on exterior trim and accessories, such as door handles, mirrors, and emblems. According to the International Trade Administration, the Middle East/North Africa (MENA) region is growing at an estimated 36%, with Saudi Arabia as the leading regional market. Saudi Arabia accounted for almost 52% of the vehicles sold in the Gulf Cooperation Council (GCC) and 35% in the MENA region in 2020. The total number of vehicles sold in Saudi Arabia in 2019 and 2020 was 556,000 and 436,000, respectively. Sales are projected to reach 543,000 units by 2025, with electric vehicles (EVs) making up only 32,000 units. Powder coatings are also used in the production of specialty vehicles, such as armored vehicles, military vehicles, and off-road vehicles. The automotive industry is a major contributor to the Saudi Arabian economy, with several major automotive manufacturers operating in the country, including General Motors, Ford, and Toyota. The growth of the automotive industry in Saudi Arabia is being driven by several factors, including government incentives, increasing demand for passenger and commercial vehicles, and the growth of the tourism industry. These factors are expected to drive the demand for powder coatings in the automotive industry in the country during the forecast period.

Market Segmentation

The Saudi Arabia powder coatings market is segmented based on type, application, and region. Based on type, the market is bifurcated into thermoset and thermoplastic. Based on application, the market is fabricated into architectural, furniture, automotive, consumer goods, metals, and others. Based on region, the market is divided into Northern & Central, Western, Southern, and Eastern.

Company Profiles

Jotun Saudi Arabia Co., Ltd., AkzoNobel Saudi Arabia Ltd, National Paints Factories Co., Ltd., Gulf Polyester Powder Coating Company (ALWAN), Sak Coat Powder Coatings, Arabian Industrial Metal Coating Co. (AIMCO), Zamil Industrial Coatings (ZINDCO) (Zamil Group), Axalta Coating Systems, BASF Saudi Arabia Limited, and PPG Industries are some of the key players in the Saudi Arabia powder coatings market.

Report Scope:

In this report, the Saudi Arabia powder coatings market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Saudi Arabia Powder Coatings Market, By Type:

Thermoset

Thermoplastic

Saudi Arabia Powder Coatings Market, By Application:

Architectural

Furniture

Automotive

Consumer Goods

Metals

Others

Saudi Arabia Powder Coatings Market, By Region:

Northern & Central

Western

Southern

Eastern

Competitive landscape

Company Profiles: Detailed analysis of the major companies in the Saudi Arabia powder coatings market.

Available Customizations:

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).

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