

# **Saudi Arabia Surface Treatment Market By Chemical Type (Cleaners, Plating Chemicals, Conversion Coating, Others), By End User (Transportation, Construction, General Industry, Others), By Region, Competition, Forecast and Opportunities, 2019-2029F**

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## **Abstracts**

Saudi Arabia Surface Treatment Market was valued at USD 134.64 million in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 4.05% through 2029. The surface treatment market in Saudi Arabia is experiencing remarkable growth, propelled by the country's thriving industrial sector and ambitious national development plans. Surface treatment, a process aimed at modifying the surface properties of materials to enhance their appearance, durability, and resistance to corrosion or wear, holds great significance in various industries such as automotive, construction, electronics, and aerospace.

Saudi Arabia, known for its robust industrial sector, is making strides towards economic diversification through initiatives like Vision 2030, which emphasize non-oil industries including manufacturing and construction. As these sectors expand, the demand for surface treatment solutions is also on the rise. For instance, the automotive industry relies on surface treatments to improve the longevity and performance of vehicles, while the construction industry utilizes surface treatments to safeguard structures from harsh weather conditions and long-term wear.

Technological advancements serve as another driving force behind the growth of the Saudi Arabian surface treatment market. Extensive research and development efforts in this field have yielded innovative solutions tailored to meet diverse industrial needs. For instance, nano-coating technology, involving the application of an extremely thin layer of coating, provides exceptional corrosion resistance and durability. Such

advancements help address the evolving demands of different industries and contribute to market growth.

Sustainability is a key focus in Saudi Arabia, evident through initiatives like the Saudi Green Initiative, which aims to reduce the country's carbon footprint. These sustainability efforts have significant implications for the surface treatment market, as there is a growing demand for eco-friendly solutions. Additionally, regulations promoting the reduced use of harmful chemicals in surface treatment processes drive the market towards more sustainable practices. While the outlook for the Saudi Arabian surface treatment market appears positive, there are potential challenges to consider, such as fluctuations in raw material prices and the initial high investment required for technologically advanced surface treatment processes.

The growth drivers, including industrial expansion, technological advancements, and sustainability initiatives, are anticipated to outweigh these challenges. The surface treatment market in Saudi Arabia is poised for substantial growth, fueled by robust industrial expansion, technological advancements, and a strong emphasis on sustainability. As Saudi Arabia continues its journey towards economic diversification and invests in sustainable practices, the demand for surface treatment solutions is expected to surge, promising a prosperous future for this market.

## Key Market Drivers

### Growing Demand of Surface Treatment in Automotive Industry

Surface treatment plays a pivotal role in the automotive industry by encompassing a wide range of processes aimed at enhancing the durability and appearance of automotive parts. These treatments not only help resist corrosion and minimize wear and tear but also improve adhesion properties, thereby extending the lifespan of vehicles.

The automotive industry, known for its constant technological innovation, is at the forefront when it comes to surface treatments. Advanced surface treatment technologies, such as nano-coatings, have emerged as superior solutions that provide enhanced protection and performance. These innovative solutions are the result of ongoing research and development efforts, ensuring that they meet the evolving needs of the automotive industry and drive growth in the surface treatment market.

The growing demand for surface treatment in the automotive industry has been a

significant driver of growth in the Saudi Arabian surface treatment market. As the automotive industry continues to expand and further innovate, and with sustainability becoming an increasingly important aspect, the demand for surface treatment is expected to rise. This promising outlook indicates that the future of the Saudi Arabian surface treatment market will be shaped by the automotive industry's key role in driving its growth.

### Growing Demand of Surface Treatment in Construction Industry

Surface treatment plays a pivotal role in the construction industry, as it not only enhances the durability, aesthetic appeal, and longevity of structures, but also provides crucial protection against environmental damage, corrosion, and wear and tear. This comprehensive process encompasses various techniques such as cleaning, etching, and coating, which are carefully implemented to ensure optimal results.

One of the driving factors behind the growth of the surface treatment market is technological innovation. Recent advancements have paved the way for the development of innovative solutions specifically tailored to meet the unique requirements of the construction industry. These cutting-edge advancements include the introduction of eco-friendly coatings and advanced protective measures that can withstand even the harshest environmental conditions, thereby contributing to the overall lifespan and quality of structures. In addition to technological advancements, the increasing focus on sustainability has significant implications for the surface treatment market.

Initiatives such as the Saudi Green Initiative have fueled the demand for environmentally friendly surface treatment solutions that align with sustainable construction practices. This growing trend towards green building practices further fuels the expansion of the surface treatment market. The surging demand for surface treatment in the construction industry serves as a key driver for the Saudi Arabian surface treatment market. As the construction sector continues to expand, innovate, and embrace sustainable practices, the demand for effective surface treatment solutions is expected to surge. This positive trajectory points towards a promising future for the surface treatment market in Saudi Arabia, characterized by continued growth and advancement.

### Key Market Challenges

## Lack of Skilled Workforce

According to predictions, Saudi Arabia is expected to face a significant shortage of skilled workers, estimated to reach 663,000 by the year 2030. This looming crisis is not confined to a single sector; it poses a challenge for various industries, including the rapidly growing surface treatment market. The shortage of skilled workers is particularly critical for positions that demand specific technical expertise, which is vital for efficient surface treatment processes.

The potential shortfall in skilled workers can have far-reaching implications for the surface treatment market. It can hinder the industry's capacity to meet the ever-increasing demand for surface treatment solutions. As industries across sectors recognize the importance of surface treatment for enhancing product performance and durability, the demand for such services continues to grow. Without an adequate pool of skilled workers, the industry may struggle to keep up with this rising demand.

The shortage of skilled workers can impede the industry's ability to leverage technological advancements in the field of surface treatment. Many of these advancements require specialized skills for successful implementation. Whether it's adopting new surface treatment techniques or utilizing advanced equipment and materials, the industry heavily relies on the expertise of skilled workers. A shortage in this area may hinder the industry's progress in adopting and benefiting from these technological advancements.

The quality of surface treatment services may be compromised due to the shortage of skilled workers. Skilled workers with the necessary technical expertise and experience play a crucial role in delivering high-quality surface treatment solutions. Without a sufficient number of skilled workers, there is a risk of decreased customer satisfaction and potential damage to the industry's reputation.

Several factors contribute to the skilled worker shortage in the surface treatment market. One key issue is the predominant focus on degree-level education, which may not necessarily equip individuals with the specific technical skills required in industries like surface treatment. While academic qualifications have their value, there is a growing need for vocational training and certifications that focus on developing the practical skills needed for specialized industries. The COVID-19 pandemic has created unique career shocks globally, leading to unemployment and reduced wages. These circumstances further exacerbate the shortage of skilled workers in the surface treatment market, as individuals may choose different career paths or struggle to find

suitable employment opportunities.

## Key Market Trends

### Growing Use of Surface Treatment in Oil and Gas Industry Applications

Surface treatment plays a critical and multifaceted role in the oil and gas industry. It encompasses a wide range of processes that aim to enhance the durability, resilience, and overall performance of materials used in various oil and gas operations. These treatment methods are essential to protect the materials from corrosion, abrasion, and the challenging environmental conditions they encounter, thereby prolonging their lifespan and ensuring optimal operational efficiency.

As the world's leading oil exporter, Saudi Arabia boasts a thriving oil and gas industry that serves as a cornerstone of its economy. Given the industry's ongoing expansion, there is an ever-growing demand for advanced surface treatment solutions capable of withstanding the rigorous operational conditions associated with oil and gas extraction. These solutions must not only endure the harsh environments but also deliver long-lasting protection and reliability.

Technological advancements are a driving force behind the continuous evolution of the surface treatment market. The advent of innovative surface treatment technologies, such as advanced protective coatings and nano-coatings, has revolutionized the industry. These cutting-edge solutions offer superior levels of protection, performance, and durability. They effectively address the ever-changing demands of the oil and gas industry, stimulating further growth and development within the surface treatment market.

Sustainability has emerged as a pressing concern within the oil and gas industry, aligning with global trends and local initiatives like the Saudi Green Initiative. This shift towards sustainability has a substantial impact on the surface treatment market, leading to an increased demand for eco-friendly solutions that minimize emissions and possess minimal environmental impact. As the industry strives to reduce its carbon footprint and promote environmental stewardship, the adoption of sustainable surface treatment solutions becomes imperative.

## Segmental Insights

### Chemical Type Insights

*Saudi Arabia Surface Treatment Market By Chemical Type (Cleaners, Plating Chemicals, Conversion Coating, Other...*

Based on the category of chemical type, the plating chemicals emerged as the fastest growing segment in the Saudi Arabian market for Surface Treatment in 2023. Plating chemicals play a crucial role in a wide range of industries, including metalworking, automotive, aerospace, and electronics. With their ability to enhance the surface properties of substrates, such as improving wear resistance, corrosion resistance, and aesthetic appeal, these chemicals have become indispensable. In Saudi Arabia, where these industries are experiencing rapid growth, the demand for plating chemicals has significantly increased, reflecting the country's expanding industrial landscape.

Due to continuous technological advancements, innovative plating chemicals have emerged, offering superior performance and efficiency. For example, modern plating chemicals not only provide a more uniform coating but also contribute to reducing scrap rate and minimizing bath solution losses. These advancements have revolutionized the plating industry, making plating chemicals an attractive option for companies aiming to enhance the quality and efficiency of their operations. By leveraging these cutting-edge solutions, businesses can achieve higher productivity, cost savings, and improved customer satisfaction.

### End User Insights

The transportation segment is projected to experience rapid growth during the forecast period. Surface treatment processes play a crucial role in the transportation industry, particularly in the automotive and aerospace sectors. These processes go beyond aesthetics, as they not only enhance the durability and visual appeal of various parts and components but also make them highly resistant to corrosion, wear and tear, and environmental stresses. As the transportation sector in Saudi Arabia continues to experience rapid growth and expansion, the demand for these surface treatments is also on the rise, driven by the need to ensure the longevity and performance of critical components.

With the global shift towards electric vehicles (EVs), there is an increasing demand for specific surface treatments that are tailored to the unique requirements of these eco-friendly vehicles. These specialized treatments are designed to optimize the performance and durability of EV components, contributing to the overall efficiency and longevity of the vehicles. By incorporating advanced surface treatment techniques, EV manufacturers can ensure that their vehicles are equipped with components that can withstand the unique challenges posed by electric powertrains, thus further advancing the development and adoption of sustainable transportation solutions.



## Regional Insights

Northern & Central emerged as the dominant region in the Saudi Arabia Surface Treatment Market in 2023, holding the largest market share in terms of value. The Northern and Central regions of Saudi Arabia, known for their thriving industrial sectors, encompass a wide range of industries including metalworking, automotive, and aerospace. In these dynamic sectors, surface treatments play a crucial role in enhancing the durability, corrosion resistance, and aesthetic appeal of various parts and components. The adoption of surface treatment processes has become increasingly prevalent due to the high concentration of industrial activities in these regions, creating a surge in demand.

These regions are experiencing significant growth in infrastructure development, which further drives the need for effective surface treatment solutions in construction and transportation projects. Surface treatments are not only used to improve the longevity and performance of materials but also to enhance their resistance to wear, tear, and environmental stresses. This ensures that the materials used in these projects withstand the test of time and maintain their structural integrity, contributing to the overall success and sustainability of the region's infrastructure development efforts.

## Key Market Players

AkzoNobel Saudi Arabia Ltd

SABIC

BASF SE

The Dow Chemical Company

DUPONT SAUDI ARABIA LIMITED

## Report Scope:

In this report, the Saudi Arabia Surface Treatment Market has been segmented into the following categories, in addition to the industry trends which have

als%li%been detailed below:

#### Saudi Arabia Surface Treatment Market, By Chemical Type:

Cleaners

Plating Chemicals

Conversion Coating

Others

#### Saudi Arabia Surface Treatment Market, By End User:

Transportation

Construction

General Industry

Others

#### Saudi Arabia Surface Treatment Market, By Region:

Eastern

Western

Northern & Central

Southern

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Surface Treatment Market.

#### Available Customization:

*Saudi Arabia Surface Treatment Market By Chemical Type (Cleaners, Plating Chemicals, Conversion Coating, Other...*



Saudi Arabia Surface Treatment 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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