

Europe Aerosol Paints Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Raw Material (Acrylic, Alkyd, Epoxy, Polyurethane, and Others), Technology (Solvent-Borne and Water-Borne), and Application [Construction Industry, Automotive & Transportation (OEM and Refinish), Wood & Furniture Industry, Packaging, Arts & Crafts, DIY Home Improvement, and Others]

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Abstracts

The Europe aerosol paints market was valued at US\$ 2.98 billion in 2023 and is projected to reach US\$ 4.49 billion by 2031; it is estimated to record a CAGR of 5.3% from 2023 to 2031.

Aerosol paints are manufactured by using pigments, solvents, and propellants. Tin-plated steel or aluminum cans are used for packaging aerosol paints. White pigments, color pigments, and inert pigments are the types of pigments used in aerosol paints. Solvents carry the rest of the paint ingredients. The solvent selection also affects the pigment dispersion stability. Some solvents may absorb onto the outer layer of the particle and cause swelling (this interaction helps dispersion stabilize). Moreover, gasses force the paint out of the can by rapidly expanding when the valve is opened. Butane & propane, chlorofluorocarbon gasses, and hydrocarbon propellants are majorly used in aerosol paint cans. The manufacturing process of aerosol paints varies according to the technology, such as solvent-borne and water-borne. Water-borne aerosol paints are formulated with a water-based solution, and solvent-borne aerosol paints are formulated with a solvent or oil-based solution.

Based on the technology, the Europe aerosol paints market is segmented into solvent-borne and water-borne. The water-borne segment accounted for the largest Europe aerosol paints market share in 2023. Water-borne aerosol paints are formulated with a water-based solution rather than a traditional solvent or oil-based solution. The use of a water-soluble solution makes it less toxic and better for the environment as compared to traditional oil or solvent based aerosol paints. Water-based aerosol paints are used for canvas art, graffiti and street art, arts and crafts, DIY, fine art, and many other applications. The various advantages of using water-based aerosol paint as an alternative to solvent based formulas is boosting its demand from various applications. Water-based aerosol paint reduces the need to wear a mask as the formula they're made from is nontoxic. It does not let off toxic fumes and nasty chemicals as traditional solvent-based formulas do. Also, they have little to no odor and are free from toxins. However, water-based aerosol paint is a relatively new technology. This makes it more expensive to produce in scale as compared to traditional solvent based paints.

The Sherwin-Williams Co, PPG Industries Inc, RPM International Inc, Kobra Paint–Spray Art Technologies, European Aerosols Group B.V., TECHNIMA GROUP, WRX Trade Brands, Black Country Paints Ltd, Peter Kwasny GmbH, and TA Paints Ltd are among the prominent players profiled in the Europe aerosol paints market report. Players operating in the market focus on providing high-quality products to fulfill customer demand. Also, they focus on adopting various strategies such as new product launches, capacity expansions, partnerships, and collaborations in order to stay competitive in the market. For instance, in April 2023, Rust-Oleum announced the launch of Custom Spray 5-in-1, its latest evolution in spray paint technology. This unique spray paint innovation allows painters to easily switch spray patterns with just a click of a dial, making it easier to use. The Custom Spray 5-in-1 dial offers five spray patterns such as high output, standard, low output, vertical fan, and horizontal fan. In April 2022, PPG introduced PPG INNOVEL PRO technology, an upgraded version of its non-bisphenol beverage can coatings. PPG INNOVEL PRO is a next-generation, high-performance internal spray acrylic coating for the infinitely recyclable aluminum beverage can that provides more robust application properties and uses no bisphenol-A (BPA) or bisphenol starting substances.

The overall Europe aerosol paints market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical

insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the Europe aerosol paints market.

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