

US and Europe Cool Roof Coating Market Size and Forecast (2021-2031), Country and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Acrylic, Elastomeric, Polyurethane, Silicone, and Others), Technology (Water-Based and Solvent-Based), and End Use (Residential, Commercial, Industrial, and Institutional)

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Abstracts

The US and Europe cool roof coating market is anticipated to grow from US\$ 1.88 billion in 2023 to US\$ 3.23 billion by 2031; it is expected to register a CAGR of 7.0% from 2023 to 2031.

The cool roof coating market in the US and Europe is witnessing steady growth, driven by increasing demand for energy-efficient solutions, stringent environmental regulations, and rising awareness of sustainability. In the US, the market is strongly supported by government initiatives such as the ENERGY STAR program, local building codes, and incentives for energy-saving technologies. States like California and Florida, which experience higher temperatures, are major adopters of cool roof coating due to their effectiveness in reducing cooling costs and improving urban air quality by mitigating the heat island effect. The commercial, industrial, and residential sectors are all key contributors to the market's expansion, with a growing emphasis on the reduction of energy consumption and environmental impact.

In Europe, the cool roof coating market is propelled by the European Union's focus on sustainability and energy efficiency, aligned with the EU's Energy Performance of Buildings Directive (EPBD). Countries with warmer climates, such as Spain, Italy, and Greece, are leading the adoption of cool roof technologies. Additionally, green building

certifications like BREEAM (Building Research Establishment Environmental Assessment Method) and LEED are driving the adoption of cool roof coating in the construction sector.

Governments and regulatory bodies in the US and Europe continue to encourage sustainability and the need for reduced carbon emissions in residential and commercial buildings, especially in urban areas with hot climates. Cool roof coatings, which help regulate indoor temperatures by reflecting more sunlight and absorbing less heat than standard roofing materials, align with these sustainability goals, making them a popular choice for builders and property owners. Adopting green building codes such as Leadership in Energy and Environmental Design (LEED) encourages the use of materials such as cool roof coating that contribute to overall energy efficiency. Builders and developers are increasingly incorporating these coatings into their designs to meet these stringent standards and appeal to eco-conscious consumers. Similarly, in Europe, the push for energy efficiency is driven by the European Union's Green Deal and the commitment to become climate-neutral by 2050. This has resulted in stricter building regulations that promote the use of energy-saving technologies and materials. Cool roof coatings are a cost-effective solution to improve the energy performance of buildings, particularly in regions experiencing hotter summers due to climate change. With energy prices rising, homeowners and businesses are also motivated to invest in energy-efficient solutions that can lower utility bills and contribute to environmental sustainability. Thus, the increasing focus on energy-efficient buildings drives the US and Europe cool roof coating market.

A few key players operating in the US and Europe cool roof coating market are DIASEN s.r.l., Nanotech Inc, ISOMAT, Western Colloid, Home Shield Coating, BASF SE, Dow Inc, Sika AG, The Sherwin-Williams Co, and Holcim Ltd. Players operating in the market are highly focused on developing high-quality and innovative product offerings to fulfill customers' requirements.

The overall US and Europe cool roof coating market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the US and Europe cool roof coating 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 US and Europe

cool roof coating market.

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