

Road Marking Materials Market (Type - Performance-based Markings and Paint-based Markings; Application - Airport Marking, Road Marking, Factory Marking, and Car Park Marking) - Global Industry Analysis Size Share Growth Trends and Forecast 2016 - 2024

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Abstracts

Global Road Marking Materials Market: Overview

Road marking materials provide visible signs on streets, motorways, curbs, berms, driveways, parking areas, sidewalks, and airfields. They are typically classified into two types: performance-based and paint-based markings. Performance-based markings are further divided into the following categories: thermoplastics and cold plastics. Paint-based markings include solvent-based, water-based, epoxy, and polyurethane-based paints. Paint-based markings are estimated to be a key segment of the global road marking materials market during the forecast period. The growing demand for water-based paints is expected to propel the road marking materials market over the forecast period.

The report provides in-depth analysis and forecast of the road marking materials market on the global as well as regional level. The report includes forecast for the period from 2016 to 2024 in terms of volume (kilo tons) and revenue (US\$ Mn). Quantitative data has been derived through extensive secondary research of the global road marking materials market. Secondary sources typically include company websites, relevant magazines, government documents, and press releases. The top-down approach has been adopted to derive the regional numbers from global revenue and volume figures. Furthermore, the bottom-up approach has been employed to derive data for various

type and application sectors based on demand for road marking materials in each geographical segment. A combination of top-down and bottom-up approaches helps in validation of the quantitative data of the market. The data was further validated with the help of primary research with industry experts to ensure accuracy of derived numbers.

Global Road Marking Materials Market: Scope of the Report

Detailed analysis of various factors driving the global road marking materials market has been included for astute decision making. Impact of these drivers during the forecast period has been included with data to substantiate research findings. Furthermore, factors restraining market growth have been included for better understanding of the market. Impact of these restraints has been analyzed over the forecast period. The report also comprises various opportunities available for market growth over the next eight years. Opportunities entail untapped or recently explored factors that are anticipated to drive the road marking materials market during the forecast period.

The report includes value chain analysis to help understand the industry thoroughly. Value chain analysis comprises detailed evaluation of the roles of various entities involved in the road marking materials industry, from raw material suppliers to end-users. Various processes employed in the manufacture of road marking materials have been included in the value chain analysis. Porter's Five Forces model has been included to determine the degree of competition in the market during the forecast period. Furthermore, market attractiveness analysis has been conducted to analyze application segments that are expected to be lucrative during the forecast period. This is based on various factors such as market size, growth rate, profitability, raw material procurement, and competition in each application segment.

Global Road Marking Materials Market: Segmentation

Based on type, the road marking materials market has been segmented into paint based marking and performance based marking. Based on application, the road marking materials market has been segmented into road marking, factory marking, airport marking, car park marking and others. The report comprises detailed analysis of all the segments in the regional and global markets and forecast based on current and future trends in the industry in terms of volume (kilo tons) and revenue (US\$ Mn). In terms of region, the market has been segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. Demand for road marking materials in each technology type has been analyzed and forecast for a period of eight years.

The report also comprises profiles of leading companies in the road marking materials market. These include The Sherwin-Williams Company, Geveko Markings, Aximum S.A., Kelly Bros Erinline, Swarco Limburger Lackfabrik GmbH, and Ozark Materials LLC. Various attributes of these companies such as company overview, business strategies, and recent developments form the core of the company profiles section.

This report segments the global road marking materials market as follows:

Road Marking Materials Market – Type Analysis

- Performance-based Markings

- Paint-based Markings

Road Marking Materials Market – Application Analysis

- Airport Marking

- Road Marking

- Factory Marking

- Car Park Marking

- Others

Road Marking Materials Market – Regional Analysis

- North America

 - U.S.

 - Canada

- Europe

 - France

U.K.

Germany

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan & Korea

ASEAN

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa (MEA)

GCC

South Africa

Rest of MEA

Contents

1. PREFACE

- 1.1. Report Scope & Market Segmentation
- 1.2. Research Highlights

2. ASSUMPTIONS AND RESEARCH METHODOLOGY

- 2.1. Research Methodology

3. EXECUTIVE SUMMARY

4. MARKET OVERVIEW

- 4.1. Introduction
- 4.2. Market Indicators
- 4.3. Market Dynamics
- 4.4. Drivers
- 4.5. Restraints
- 4.6. Opportunity Analysis
- 4.7. Porter's Analysis
- 4.8. Value Chain Analysis

5. GLOBAL ROAD MARKING MATERIALS MARKET ANALYSIS AND FORECAST, BY TYPE

- 5.1. Key Findings
- 5.2. Introduction
- 5.3. Global Road Marking Materials Market Volume Share Analysis, by Type
- 5.4. Global Road Marking Materials Market Forecast, by Type
- 5.5. Global Road Marking Materials Market Analysis, by Type
- 5.6. Type Comparison Matrix
- 5.7. Global Road Marking Materials Market Attractiveness Analysis, by Type

6. GLOBAL ROAD MARKING MATERIALS MARKET ANALYSIS AND FORECAST, BY APPLICATION

- 6.1. Key Findings

- 6.2. Introduction
- 6.3. Global Road Marking Materials Market Volume Share Analysis, by Application
- 6.4. Global Road Marking Materials Market Forecast, by Application
- 6.5. Global Road Marking Materials Market Analysis, by Application
- 6.6. Global Road Marking Materials Market Attractiveness Analysis, by Application

7. GLOBAL ROAD MARKING MATERIALS MARKET ANALYSIS, BY REGION

- 7.1. Global Growth Scenario
- 7.2. Global Road Marking Materials Market Volume Share Analysis, by Region
- 7.3. Global Road Marking Materials Market Forecast, by Region
- 7.4. Global Road Marking Materials Market Attractiveness Analysis, by Region
- 7.5. Market Trends

8. NORTH AMERICA ROAD MARKING MATERIALS MARKET ANALYSIS

- 8.1. Key Findings
- 8.2. North America Road Marking Materials Market Overview
- 8.3. North America Road Marking Materials Market Volume Share Analysis, by Product Type
- 8.4. North America Road Marking Materials Market Forecast, by Product Type
- 8.5. North America Road Marking Materials Market Volume Share Analysis, by Application
- 8.6. North America Road Marking Materials Market Forecast, by Application
- 8.7. North America Road Marking Materials Market Volume Share Analysis, by Country
- 8.8. North America Road Marking Materials Market Forecast, by Country
 - 8.8.1. U.S
 - 8.8.2. Canada
- 8.9. North America Road Marking Materials Market Analysis, by Country
- 8.10. North America Road Marking Materials Market Attractiveness Analysis

9. ASIA PACIFIC ROAD MARKING MATERIALS MARKET ANALYSIS

- 9.1. Key Findings
- 9.2. Asia Pacific Road Marking Materials Market Overview
- 9.3. Asia Pacific Road Marking Materials Market Volume Share Analysis, by Product Type
- 9.4. Asia Pacific Road Marking Materials Market Forecast, by Product Type
- 9.5. Asia Pacific Road Marking Materials Market Volume Share Analysis, by Application

- 9.6. Asia Pacific Road Marking Materials Market Forecast, by Application
- 9.7. Asia Pacific Road Marking Materials Market Volume Share Analysis, by Country / Sub-region
- 9.8. Asia Pacific Road Marking Materials Market Forecast, by Country / Sub-region
 - 9.8.1. China
 - 9.8.2. India
 - 9.8.3. Japan
 - 9.8.4. ASEAN
 - 9.8.5. Rest of Asia Pacific
- 9.9. Asia Pacific Road Marking Materials Market Analysis, by Country / Sub-region
- 9.10. Asia Pacific Road Marking Materials Market Attractiveness Analysis

10. EUROPE ROAD MARKING MATERIALS MARKET ANALYSIS

- 10.1. Key Findings
- 10.2. Europe Road Marking Materials Market Overview
- 10.3. Europe Road Marking Materials Market Volume Share Analysis, by Product Type
- 10.4. Europe Road Marking Materials Market Forecast, by Product Type
- 10.5. Europe Road Marking Materials Market Volume Share Analysis, by Application
- 10.6. Europe Road Marking Materials Market Forecast, by Application
- 10.7. Europe Road Marking Materials Market Volume Share Analysis, by Country / Sub-region
- 10.8. Europe Road Marking Materials Market Forecast, by Country / Sub-region
 - 10.8.1. U.K.
 - 10.8.2. Germany
 - 10.8.3. France
 - 10.8.4. Spain
 - 10.8.5. Italy
 - 10.8.6. Rest of Europe
- 10.9. Europe Road Marking Materials Market Analysis, by Country / Sub-region
- 10.10. Europe Road Marking Materials Market Attractiveness Analysis

11. MIDDLE EAST & AFRICA (MEA) ROAD MARKING MATERIALS, MARKET ANALYSIS

- 11.1. Key Findings
- 11.2. Middle East & Africa Road Marking Materials Market Overview
- 11.3. Middle East & Africa Road Marking Materials Market Volume Share Analysis, by Product Type

- 11.4. Middle East & Africa Road Marking Materials Market Forecast, by Product Type
- 11.5. Middle East & Africa Road Marking Materials Market Volume Share Analysis, by Application
- 11.6. Middle East & Africa Road Marking Materials Market Forecast, by Application
- 11.7. Middle East & Africa Road Marking Materials Market Volume Share Analysis, by Country / Sub-region
- 11.8. Middle East & Africa Road Marking Materials Market Forecast, by Country / Sub-region
 - 11.8.1. Egypt
 - 11.8.2. GCC
 - 11.8.3. South Africa
 - 11.8.4. Rest of Middle East & Africa
- 11.9. Middle East & Africa Road Marking Materials Market Analysis, by Country / Sub-region
- 11.10. Middle East & Africa Road Marking Materials Market Attractiveness Analysis

12. LATIN AMERICA ROAD MARKING MATERIALS MARKET ANALYSIS

- 12.1. Key Findings
- 12.2. Latin America Road Marking Materials Market Overview
- 12.3. Latin America Road Marking Materials Market Volume Share Analysis, by Product Type
- 12.4. Latin America Road Marking Materials Market Forecast, by Product Type
- 12.5. Latin America Road Marking Materials Market Volume Share Analysis, by Application
- 12.6. Latin America Road Marking Materials Market Forecast, by Application
- 12.7. Latin America Road Marking Materials Market Volume Share Analysis, by Country / Sub-region
- 12.8. Latin America Road Marking Materials Market Forecast, by Country / Sub-region
 - 12.8.1. Brazil
 - 12.8.2. Mexico
 - 12.8.3. Rest of Latin America
- 12.9. Latin America Road Marking Materials Market Analysis, by Country / Sub-region
- 12.10. Latin America Road Marking Materials Market Attractiveness Analysis

13. COMPETITIVE LANDSCAPE

- 13.1. Road Marking Materials Market Share Analysis, by Company
- 13.2. Competition Matrix

13.3. Company Profiles

13.3.1. The Sherwin-Williams Company

13.3.2. Company Details

13.3.3. SWOT Analysis

13.3.4. Financial Overview

13.3.5. Strategic Overview

13.4. Geveko Markings

13.4.1. Company Description

13.4.2. Business Overview

13.5. Kelly Bros

13.5.1. Company Description

13.5.2. Business Overview

13.6. Swarco Limburger Lackfabrik GmbH

13.6.1. Company Description

13.6.2. Business Overview

13.7. Ozark Materials LLC

13.7.1. Company Description

13.7.2. Business Overview

13.8. Ennis Flint

13.8.1. Company Description

13.8.2. Business Overview

13.9. Crown Technology, LLC

13.9.1. Company Description

13.9.2. Business Overview

13.10. AUTOMARK TECHNOLOGIES (INDIA) PRIVATE LTD

13.10.1. Company Description

13.10.2. Business Overview

13.11. Reda National Co

13.11.1. Company Description

13.11.2. Business Overview

13.12. SealMaster

13.12.1. Company Description

13.12.2. Business Overview

13.13. The Surya Min Chem

13.13.1. Company Description

13.13.2. Business Overview

13.14. Aximum S.A

13.14.1. Company Description

13.14.2. Business Overview

- 13.15. Dianal America, Inc
 - 13.15.1. Company Description
 - 13.15.2. Business Overview
- 13.16. Basler Lacke AG
 - 13.16.1. Company Description
 - 13.16.2. Business Overview
- 13.17. Kestrel Thermoplastics LTD
 - 13.17.1. Company Description
 - 13.17.2. Business Overview
- 13.18. Kataline Group
 - 13.18.1. Company Description
 - 13.18.2. Business Overview

14. KEY TAKEAWAYS

List Of Tables

LIST OF TABLES

Table 01: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Type, 2015–2024

Table 02: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Application, 2015–2024

Table 03: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Region, 2015–2024

Table 04: North America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Product Type, 2015–2024

Table 05: North America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Application, 2015–2024

Table 06: North America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Country, 2015–2024

Table 07: Asia Pacific Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Product Type, 2015–2024

Table 08: Asia Pacific Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Application, 2015–2024

Table 09: Asia Pacific Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Country / Sub-region, 2015–2024

Table 10: Europe Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Product Type, 2015–2024

Table 11: Europe Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Application, 2015–2024

Table 12: Europe Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Country / Sub-region, 2015–2024

Table 13: MEA Glass Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Product Type, 2015–2024

Table 14: MEA Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Application, 2015–2024

Table 15: MEA Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Country / Sub-region, 2015–2024

Table 16: Latin America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Product Type, 2015–2024

Table 17: Latin America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, by Application, 2015–2024

Table 18: Latin America Road Marking Materials Market Size (US\$ Mn) and Volume

(Kilo Tons) Forecast, by Country / Sub-region, 2015–2024

List Of Figures

LIST OF FIGURES

Figure 01: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, 2015–2024

Figure 02: Global Road Marking Materials Average Price (US\$/kg) 2015–2024

Figure 03: Global Road Marking Materials Market Volume Share Analysis, by Type, 2015 and 2024

Figure 04: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons), by Performance-based Markings, 2015–2024

Figure 05: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons), by Paint-based Markings, 2015–2024

Figure 06: Global Road Marking Materials Market Attractiveness Analysis, by Type

Figure 07: Global Road Marking Materials Market Volume Share Analysis, by Application, 2015 and 2024

Figure 08: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons), by Airport Marking, 2015–2024

Figure 09: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons), by Road Marking, 2015–2024

Figure 10: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons), by Factory Marking, 2015–2024

Figure 11: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons), by Car Park Marking, 2015–2024

Figure 12: Global Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons), by Others, 2015–2024

Figure 13: Global Road Marking Materials Market Attractiveness Analysis, by Application

Figure 14: Global Road Marking Materials Market Value Share Analysis, by Region, 2015 and 2024

Figure 15: Global Road Marking Materials Market Attractiveness Analysis, by Region

Figure 16: North America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, 2015–2024

Figure 17: North America Road Marking Materials Market Attractiveness Analysis, by Country

Figure 18: North America Road Marking Materials Market Volume Share Analysis, by Product Type, 2015 and 2024

Figure 19: North America Road Marking Materials Market Volume Share Analysis, by Application, 2015 and 2024

Figure 20: North America Road Marking Materials Market Volume Share Analysis, by Country, 2015 and 2024

Figure 21: U.S. Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 22: Canada Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 23: North America Road Marking Materials Market Attractiveness Analysis, by Product Type

Figure 24: North America Road Marking Materials Market Attractiveness Analysis, by Application

Figure 25: Asia Pacific Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, 2015–2024

Figure 26: Asia Pacific Road Marking Materials Market Attractiveness Analysis, by Country / Sub-region

Figure 27: Asia Pacific Road Marking Materials Market Volume Share Analysis, by Product Type, 2015 and 2024

Figure 28: Asia Pacific Road Marking Materials Market Volume Share Analysis, by Application, 2015 and 2024

Figure 29: Asia Pacific Road Marking Materials Market Volume Share Analysis, by Country / Sub-region, 2015 and 2024

Figure 30: China Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 31: India Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 32: Japan Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 33: ASEAN Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 34: Rest of Asia Pacific Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 35: Asia Pacific Road Marking Materials Market Attractiveness Analysis, by Product Type

Figure 36: Asia Pacific Road Marking Materials Market Attractiveness Analysis, by Application

Figure 37: Europe Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, 2015–2024

Figure 38: Europe Road Marking Materials Market Attractiveness Analysis, by Country / Sub-region

Figure 39: Europe Road Marking Materials Market Volume Share Analysis, by Product

Type, 2015 and 2024

Figure 40: Europe Road Marking Materials Market Volume Share Analysis, by Application, 2015 and 2024

Figure 41: Europe Road Marking Materials Market Volume Share Analysis, by Country / Sub-region, 2015 and 2024

Figure 42: U.K. Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 43: Germany Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 44: France Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 45: Spain Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 46: Italy Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 47: Rest of Europe Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 48: Europe Road Marking Materials Market Attractiveness Analysis, by Product Type

Figure 49: Europe Road Marking Materials Market Attractiveness Analysis, by Application

Figure 50: MEA Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, 2015–2024

Figure 51: MEA Road Marking Materials Market Attractiveness Analysis, by Country

Figure 52: MEA Road Marking Materials Market Volume Share Analysis, by Product Type, 2015 and 2024

Figure 53: MEA Road Marking Materials Market Volume Share Analysis, by Application, 2015 and 2024

Figure 54: MEA Road Marking Materials Market Value Share Analysis, by Country / Sub-region, 2015 and 2024

Figure 55: Egypt Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 56: GCC Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 57: South Africa Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 58: Rest of MEA Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 59: MEA Road Marking Materials Market Attractiveness Analysis, by Product

Type

Figure 60: MEA Road Marking Materials Market Attractiveness Analysis, by Application

Figure 61: Latin America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Forecast, 2015–2024

Figure 62: Latin America Road Marking Materials Market Attractiveness Analysis, by Country / Sub-region

Figure 63: Latin America Road Marking Materials Market Volume Share Analysis, by Product Type, 2015 and 2024

Figure 64: Latin America Road Marking Materials Market Volume Share Analysis, by Application, 2015 and 2024

Figure 65: Latin America Road Marking Materials Market Value Share Analysis, by Country / Sub-region, 2015 and 2024

Figure 66: Brazil Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 67: Mexico Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 68: Rest of Latin America Road Marking Materials Market Size (US\$ Mn) and Volume (Kilo Tons) Analysis, 2015–2024

Figure 69: Latin America Road Marking Materials Market Attractiveness Analysis, by Product Type

Figure 70: Latin America Road Marking Materials Market Attractiveness Analysis, by Application

Figure 71: Global Road Marking Materials Market Share Analysis, by Company (2015)

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