

**India Paint Roller Market, By Product (Woven, Knit), By Fabric (Nylon, Polyester, Wool), By End User (Residential, Commercial, Industrial, Infrastructure), By Pile Depth (Shorter Pile, Medium Pile, High Pile), By Region, Competition Forecast & Opportunities, 2028**

Market Report | 2022-11-01 | 73 pages | TechSci Research

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**Report description:**

The India paint roller market is anticipated to grow at a steady pace in the forecast period, 2023E-2028F. The demand for the paint roller market is increasing due to the growth in the infrastructure sector in India. Increasing socioeconomic developments and housing subsidies by the government will positively influence the market in residential areas.

A paint roller is used for applying paint to large, flat surfaces like walls or ceilings. The kind of paint to be used and the type of surface that must be painted affect how to choose the right cover for rollers. Even after several uses, it can be reused, making it a very cost-effective option. The Indian market for paint rollers is anticipated to witness significant growth as customer interest in home interior design increases. Increasing demand for new-age painting is one of the trends in the Indian paint roller market. The advantage of using a paint roller is that it helps minimize the wastage of paint, which is the primary growth factor for the paint roller market.

The development of the paint roller business is also being favourably impacted by a number of improvements, such as the ability to apply color to the roller at the chosen speed by pushing a button. A lot more paints with unique effects are being used in house interiors for aesthetic and visual appeal. As a result, the need for texture rollers is increasing, which is fueling growth of the market. Furthermore, surging trend of do-it-yourself painting is gaining traction since COVID, which is resulting in increased demand for paint rollers as well.

Need for Painting and Paint Rollers Increased due to Surge in Urban Population in India

India roller paint market is increasing due to rising population, fast industrialization, and more foreign investment finance across developing nation. Manufacturers in the sector benefit from consumers growing propensity for renovating run-down,

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underdeveloped homes, public buildings, and private structures.

According to estimations and predictions made by the WHO, the urban population is anticipated to increase rapidly in India due to which, the need for painting and painting supplies such as paint rollers will also likely to rise as more people are moving into cities. Favorable government policies and rise in FDI inflows are key growth drivers for the paint rollers industry in India.

Government Initiatives such as Housing For All

"India housing for All" is aiming to help the population financially, due to which demand for the paint roller is expected to increase.

The Government of India has launched a project with the goal of providing 20 million affordable homes to the urban poor.

According to Union Budget 2021, to support initiatives such as 'Housing for All' and 'Smart Cities Mission, the government allocated Rs. 13,750 crores (USD 1.89 billion) to AMRUT and Smart Cities Mission. Increase in construction of residential and commercial buildings is likely to drive the growth of the India Paint Roller market.

Limitations for the Paint Roller Market in India

The price of paint rollers and the capacity of the producers to make paint rollers are both impacted by the fluctuating high cost of raw materials like metals and textiles. High cost is the major challenge faced by paint roller manufacturers. For instance, if the price of steel, metal, and aluminum goes up, the price of paint roller manufacturing also rises rapidly, directly affecting the sales of paint roller.

Market Segmentation

India Paint Roller Market is divided based on Product, Fabric, End-user, Pile depth., region and company. Based on product, the market is divided into Woven and Knit. Based on End User, the market is segmented into residential, commercial, industrial, infrastructure. Based on pile depth, the market is divided into shorter pile, medium pile, high pile. Based on fabric, market is split into Nylon, Polyester, Wool.

There are different types of brushes used in India Roller Brush, Texture Roller, Ragging Roller. In India, textured paint rollers are in trend due to increased construction in urban areas. The increasing trend of using textural design in cultural monuments across India is propelling the demand for paint rollers.

Market Players

Major market players in the India Paint Roller Market are Micro Tech Converter, Arjun Brush Industries LLC, Aadi Polymer Pvt. Ltd, Hylite Brushware Company, Hatix Rollers, Premier Paint Roller Company LLC, N.S. Tools, Pro Roller Co, Angel Painting Tools, A-One Painting Tools.

Report Scope:

In this report, the India paint roller market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

-□ India Paint Roller Market, By Product:

o□ Woven

o□ Knit

-□ India Paint Roller Market, By Fabric:

o□ Nylon

o□ Polyester

o□ Wool

-□ India Paint Roller Market, By End-User:

o□ Residential

o□ Commercial

o□ Industrial

o□ Infrastructure

-□ India Paint Roller Market, By Pile Depth:

o□ Shorter Pile

o□ Medium Pile

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o High Pile

- India Paint Roller Market, By Region:

o North

o West

o South

o East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India paint roller market.

Available Customizations:

Along 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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The data given for any year represents the market during the period, i.e., 1st April of the former year to 31st March of latter year.  
Eg: For FY2023E, the data represents the period, 1st April 2022 to 31st March 2023.

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