

United States Powder Coatings Market Report and Forecast 2023-2028

Market Report | 2023-10-24 | 170 pages | EMR Inc.

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Report description:

United States Powder Coatings Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the United States powder coatings market reached a value of USD 2.21 billion in 2022. Aided by rapidly growing automotive manufacturing industry and growing demand for domestic appliances, the market is projected to further grow at a CAGR of 7.2% between 2023 and 2028 to reach a value of USD 3.35 billion by 2028.

Powder coating is a dry coating/metal finishing process, widely favoured for its durability and high-quality finish in a spectrum of colours and textures. It is predominantly used for coating metals, from household appliances to automotive parts. These coatings not only enhance the product's aesthetic appeal but also offer protection against corrosion, wear, and harsh environments.

One of the main drivers behind the United States powder coatings market growth is the growing concern for the environment.

Unlike traditional liquid paints, powder coatings do not require solvents, which means they emit zero or near-zero volatile organic compounds (VOC). This eco-friendly aspect aligns with the rising sustainable initiatives and the stringent environmental regulations prevalent in the U.S.

Growing momentum towards more technologically advanced applications has proved to be one of the major United States powder coatings market trends. The architectural industry, for instance, has been leaning towards powder coatings for their ability to withstand extreme conditions and their UV resistance, making them ideal for outdoor structures. Similarly, the automotive industry, with its aim to provide rust-free and long-lasting finishes, often opts for powder coatings to enhance the lifespan and aesthetic value of vehicles.

Another compelling factor bolstering the United States powder coatings market demand is their economic viability. Given that powder coatings typically have a higher coverage rate and minimal wastage compared to liquid coatings, manufacturers often find them to be a cost-effective alternative. This, combined with their longevity and low maintenance, makes powder coatings an attractive choice for both manufacturers and consumers.

The United States powder coatings market analysis highlights the importance of the appliance sector in the market's expansion. From washing machines to refrigerators, powder coatings show a sleek finish, paired with resistance to chemicals, stains, and scratches. Their durability ensures that appliances not only look new for longer but also can endure daily wear and tear, leading to increased product lifespans.

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Market Segmentation

The market can be divided based on resin type, coating method, application, and region.

Market Breakup by Resin Type

- Thermoset
- o□ Epoxy
- o□ Polyester
- o□ Epoxy Polyester Hybrid
- o□ Acrylic
- Thermoplastic
- o□ Polyvinyl Chloride (PVC)
- o□ Nylon
- o□ Polyolefin
- o□ Polyvinylidene Fluoride (PVDF)

Market Breakup by Coating Method

- Electrostatic Spray
- Fluidized Bed

Market Breakup by Application

- Appliances
- Automotive
- Architectural
- Furniture
- Agriculture, Construction, And Earthmoving Equipment (ACE)
- General Industrial
- Others

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States powder coatings market. Some of the major players explored in the report by Expert Market Research are as follows:

- Akzo Nobel NV
- Axalta Coating Systems Ltd
- BASF SE
- IFS Coatings, Inc.
- PPG Industries, Inc.
- American Powder Coatings Inc.
- Powdercoating USA, Inc.
- Others

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