

Powder Coatings Market by Coating Method (Electrostatic Spray, Fluidized Bed), Resin Type (Thermoset, Thermoplastic), End-Use Industry (Appliances, Automotive, General Industrial, Architectural, Furniture) and Region - Global Forecast to 2029

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Report description:

The powder coating market size is projected to reach USD 20.2 billion by 2029 at a CAGR of 5.5% from USD 15.4 billion in 2024. Asia pacific is estimated to account for the largest share in terms of value of the powder coating market in 2024. As a popular finishing technique, Powder coating finds extensive use in sectors such as automotive, architectural, furniture and general industrial. Its ability to provide high-quality finish resistant to chipping, scratching, and fading, fuels its demand globally. Additionally, increasing research and development activities focused on exploring new applications and improving product characteristics further propel the growth of the powder coating market.

"Appliances is projected to be the fastest growing application segment of powder coating market."

In the appliances sector, thermosetting powder coatings are prominently utilized to coat various products such as refrigerators, washing machines, and dryers. These coatings offer a superior finish that is highly resistant to chipping, scratching, and fading, rendering them well-suited for household appliance applications.

Notably, thermosetting powder coatings are environmentally friendly, devoid of volatile organic compounds (VOCs), and generate minimal waste. They boast ease of application and rapid curing times, thereby enhancing manufacturing productivity. The global appliances market is witnessing growth propelled by technological advancements, expansion in sectors, rapid urbanization, increasing per capita income, elevated living standards, shifts in consumer lifestyles, and a rising number of smaller households. Consumers exhibit a preference for eco-friendly and energy-efficient appliances, further stimulating the demand for powder coatings in this sector. North America's appliance market is mature and has significant product penetration. The industry is dominated by substitute goods and consumers making discretionary investments to improve their current homes. In South America Brazil is the region's largest appliance market, dominated by a few significant manufacturers. Built-in products and air

conditioners continue to have modest market penetration, but are increasing.

"Europe is likely to account for the second largest share of powder coating market in terms of value."

Europe emerges as the second-largest market for powder coatings, driven by substantial investments in transportation and broadband infrastructure. Notably, developments in rail and road services, coupled with government and private sector-funded infrastructure projects, have bolstered industrial growth in the region.

Western Europe is a fragmented market with diverse consumer needs across countries and multiple producers, brands, and retailers. Overcapacity and price pressures have prompted industrial consolidation to attain economies of scale. Consumers are gaining more power and access to information online, making this an essential industry development. Direct-to-consumer sales are also growing significantly. Although Eastern Europe has lower penetration rates than Western Europe, there is a growing market for substitute items. Western producers dominate the market.

The heightened demand for powder coatings in these applications has prompted significant increases, with key vendors strategically expanding their presence within the region to capture a larger market share.

Interviews:

- By Company Type: Tier 1 39%, Tier 2 34%, and Tier 3 27%
- By Designation: C Level 30%, D Level 30%, and Others 40%
- -🛮 By Region: North America 20%, Europe 20%, Asia Pacific 40%, Middle East & Africa 10% and South America 10%

The key companies profiled in this report are PPG Industries, Sherwin-Williams, Akzonobel N.V., Axalta Coating Systems, Kansai Paint Limited.

Research Coverage:

The powder coating market has been segmented based on Resin Type (Thermosets and Thermoplastic), Application (Appliances, Automotive, General Industrial, Architectural, Furniture and Other Applications), and by Region (Asia Pacific, North America, Europe, Middle East & Africa, and South America).

This report provides insights on the following pointers:

- Analysis of key drivers (Application growth in appliances, automotive, general industrial) restraints (Difficulty in obtaining thin films), opportunities (Increasing use of powder coating in automotive industry), and challenges (Growing environmental challenges) influencing the growth of the powder coating market.
- Product Development/Innovation: Detailed insight into research & development activities, and new product launches in the powder coating market.
- Market Development: Comprehensive information about markets the report analyses the powder coating market across varied regions.
- Market Diversification: Exclusive information about the new products & services untapped geographies, recent developments, and investments in the powder coating market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like PPG Industries, Sherwin-Williams, Akzonobel N.V., Axalta Coating Systems, Kansai Paint Limited in the Powder Coating market.

Table of Contents:

1 | Introduction | 57

1.1 | Study objectives | 57

1.2 | Market definition | 57

1.2.1 | Inclusions and exclusions | 58

Table 1 | Inclusions and exclusions | 58

Scotts International, EU Vat number: PL 6772247784

- 1.2.2 DEFINITION AND INCLUSIONS, BY RESIN TYPE 58
- 1.2.3 DEFINITION AND INCLUSIONS, BY COATING METHOD 59
- 1.2.4 DEFINITION AND INCLUSIONS, BY END-USE INDUSTRY 59
- 1.3 MARKET SCOPE 60

FIGURE 1□POWDER COATINGS MARKET SEGMENTATION□60

- 1.3.1 ⊓REGIONS COVERED ∏61
- 1.3.2 YEARS CONSIDERED 61
- 1.4 CURRENCY CONSIDERED 62
- 1.5 UNITS CONSIDERED 62
- 1.6 STAKEHOLDERS 62
- 1.7∏SUMMARY OF CHANGES∏62
- 1.7.1 RECESSION IMPACT 63
- 2 RESEARCH METHODOLOGY 64
- 2.1 RESEARCH DATA 64

FIGURE 2□POWDER COATINGS MARKET: RESEARCH DESIGN□64

- 2.1.1 ☐ SECONDARY DATA ☐ 65
- 2.1.1.1 Key data from secondary sources 65
- 2.1.2 PRIMARY DATA 66
- 2.1.2.1 Key data from primary sources 66
- 2.1.2.2 Breakdown of primaries 66
- 2.1.2.3 Key primary interview participants 67
- 2.1.2.4 Key industry insights 67
- 2.2∏MARKET SIZE ESTIMATION∏68
- 2.2.1 TOP-DOWN APPROACH 68

FIGURE 3∏MARKET SIZE ESTIMATION: TOP-DOWN APPROACH∏68

FIGURE 4 POWDER COATINGS MARKET SIZE ESTIMATION, BY VALUE 69

FIGURE 5 POWDER COATINGS MARKET SIZE ESTIMATION, BY REGION 69

FIGURE 6□POWDER COATINGS MARKET SIZE ESTIMATION, BY RESIN TYPE□69

FIGURE 7 POWDER COATINGS MARKET SIZE ESTIMATION: BY END-USE INDUSTRY (BOTTOM-UP APPROACH) 70

FIGURE 8[]POWDER COATINGS MARKET SIZE ESTIMATION, BY END-USE INDUSTRY[]70

?

- 2.3 MARKET FORECAST 11
- 2.3.1 □ SUPPLY-SIDE FORECAST □ 7.1

FIGURE 9 POWDER COATINGS MARKET: SUPPLY-SIDE FORECAST 71

FIGURE 10 SUPPLY-SIDE SIZING OF POWDER COATINGS MARKET 71

2.3.2 DEMAND-SIDE FORECAST 72

FIGURE 11 POWDER COATINGS MARKET: DEMAND-SIDE FORECAST 72

2.4□FACTOR ANALYSIS□72

FIGURE 12 FACTOR ANALYSIS OF POWDER COATINGS MARKET 72

2.5 □ DATA TRIANGULATION □ 73

FIGURE 13 POWDER COATINGS MARKET: DATA TRIANGULATION 73

- 2.6 RESEARCH ASSUMPTIONS 74
- 2.7 RESEARCH LIMITATIONS 74
- 2.8 GROWTH RATE ASSUMPTIONS 74
- 2.9 RISK ASSESSMENT 75
- 2.10 RECESSION IMPACT 75
- 3∏EXECUTIVE SUMMARY∏76

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TABLE 2 POWDER COATINGS MARKET SNAPSHOT (2023 VS. 2029) 77

FIGURE 14 THERMOSET SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD 77

FIGURE 15 APPLIANCES TO BE LARGEST SEGMENT DURING FORECAST PERIOD 78

FIGURE 16 \square ASIA PACIFIC TO DOMINATE POWDER COATINGS MARKET DURING FORECAST PERIOD \square 79 4 \square PREMIUM INSIGHTS \square 80

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN POWDER COATINGS MARKET 80

FIGURE 17 EMERGING ECONOMIES TO OFFER LUCRATIVE GROWTH POTENTIAL FOR MARKET PLAYERS 180

4.2 POWDER COATINGS MARKET, BY RESIN TYPE 80

FIGURE 18 THERMOSET SEGMENT TO WITNESS HIGHER GROWTH DURING FORECAST PERIOD 80

4.3∏ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY AND COUNTRY∏81

FIGURE 19 CHINA ACCOUNTED FOR LARGEST MARKET SHARE IN 2023 81

4.4∏POWDER COATINGS MARKET: DEVELOPED VS. DEVELOPING ECONOMIES∏81

FIGURE 20 DEMAND FOR POWDER COATINGS TO GROW FASTER IN DEVELOPING COUNTRIES 181

4.5 POWDER COATINGS MARKET, BY COUNTRY 82

FIGURE 21 INDIA TO WITNESS HIGHEST GROWTH DURING FORECAST PERIOD 82

5⊓MARKET OVERVIEW⊓83

5.1□INTRODUCTION□83

5.2 MARKET DYNAMICS 84

FIGURE 22 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN POWDER COATINGS MARKET 84

- 5.2.1 DRIVERS 84
- 5.2.1.1 Eco-friendly properties and reduced carbon footprints 84
- 5.2.1.2 Surge in demand for automotive parts and components 84
- 5.2.1.3 Integration of AI technology 85
- 5.2.1.4 Growing preference for sustainable coatings 86
- 5.2.2 RESTRAINTS 86
- 5.2.2.1 Difficulty in achieving thin films 86
- 5.2.3 OPPORTUNITIES 87
- 5.2.3.1 Customization and personalization 87
- 5.2.3.2∏Applications in shipbuilding and pipeline Industries ☐87
- 5.2.3.3 Growing demand for high-performance fluorine resin-based coatings 88
- 5.2.3.4 Development of new application processes 88
- 5.2.4⊓CHALLENGES⊓88
- 5.2.4.1 Growing environmental challenges 88
- 5.3 PORTER'S FIVE FORCES ANALYSIS 89

TABLE 3 POWDER COATINGS MARKET: PORTER'S FIVE FORCES ANALYSIS 89

FIGURE 23 PORTER'S FIVE FORCES ANALYSIS: POWDER COATINGS 89

- 5.3.1 THREAT OF SUBSTITUTES 90
- 5.3.2 BARGAINING POWER OF BUYERS 90
- 5.3.3 THREAT OF NEW ENTRANTS 90
- 5.3.4 BARGAINING POWER OF SUPPLIERS 90
- 5.3.5 INTENSITY OF COMPETITIVE RIVALRY 90
- 5.4 MACROECONOMICS INDICATOR 91
- 5.4.1 □INTRODUCTION □91
- 5.4.2 GDP TRENDS AND FORECAST 91

TABLE 4 \square GDP PERCENTAGE (%) CHANGE, KEY COUNTRY, 2020-2028 \square 91

5.4.3 TRENDS IN GLOBAL CONSTRUCTION INDUSTRY 93

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

5.4.4 TRENDS IN GLOBAL AUTOMOTIVE INDUSTRY 93

TABLE 5 TRENDS OF GLOBAL AUTOMOTIVE INDUSTRY 94

5.4.5 TRENDS IN GLOBAL APPLIANCES INDUSTRY 95

6□INDUSTRY TRENDS□96

6.1 SUPPLY CHAIN ANALYSIS 96

FIGURE 24 POWDER COATINGS: SUPPLY CHAIN ANALYSIS 96

6.2□ECOSYSTEM MAP□97

TABLE 6 POWDER COATINGS MARKET: ROLE IN ECOSYSTEM 97
FIGURE 25 PAINTS & COATINGS MARKET: ECOSYSTEM MAPPING 99

FIGURE 26∏ECOSYSTEM: POWDER COATINGS MARKET∏99

6.3 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS 100

FIGURE 27 POWDER COATING MANUFACTURERS: TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS 100 ?

6.4 KEY STAKEHOLDERS AND BUYING CRITERIA 100

6.4.1 KEY STAKEHOLDERS IN BUYING PROCESS 100

FIGURE 28 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS 100

TABLE 7 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR

TOP INDUSTRIES (%)□101

6.4.2□BUYING CRITERIA□101

FIGURE 29 KEY BUYING CRITERIA FOR POWDER COATINGS 101

TABLE 8 KEY BUYING CRITERIA FOR POWDER COATINGS 101

6.5 PRICING ANALYSIS 102

6.5.1 □ AVERAGE SELLING PRICE TREND, BY REGION □ 102

FIGURE 30∏AVERAGE SELLING PRICE TREND, BY REGION, 2022-2029∏102

6.5.2□AVERAGE SELLING PRICE TREND, BY RESIN TYPE□102

FIGURE 31 AVERAGE SELLING PRICE TREND, BY RESIN TYPE, 2022-2029 102

6.5.3 AVERAGE SELLING PRICE TREND, BY END-USE INDUSTRY 103

FIGURE 32∏AVERAGE SELLING PRICE TREND, BY END-USE INDUSTRY, 2022-2029∏103

6.5.4 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY END-USE INDUSTRY 103

FIGURE 33 \square AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY END-USE INDUSTRY, 2023 \square 103

6.6 TRADE ANALYSIS 104

6.6.1 □ EXPORT SCENARIO OF POWDER COATING □ 104

FIGURE 34 POWDER COATING EXPORT, BY KEY COUNTRY, 2019-2023 (USD THOUSAND) 104

TABLE 9[COUNTRY-WISE EXPORT DATA, 2022-2023 (USD THOUSAND)[104

6.6.2 IMPORT SCENARIO OF POWDER COATING 106

FIGURE 35∏POWDER COATING IMPORT, BY KEY COUNTRY, 2019-2023 (USD THOUSAND)∏107

TABLE 10 COUNTRY-WISE IMPORT DATA, 2022-2023 (USD THOUSAND) 107

6.7 GLOBAL ECONOMIC SCENARIO AFFECTING MARKET GROWTH 110

6.7.1 RUSSIA-UKRAINE WAR 110

6.7.2∏CHINA∏110

6.7.2.1 Decreasing investments lowering growth trajectory 110

6.7.2.2 Environmental commitments 111

6.7.3∏EUROPE∏111

6.7.3.1 Political and economic instability in Germany 111

6.7.3.2 Energy crisis in Europe 111

6.8 REGULATORY LANDSCAPE 112

TABLE 11 INTERNATIONALLY RECOGNIZED TEST METHODS I112

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TABLE 12 RELEVANT STANDARDS 1113

6.8.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 114

TABLE 13∏NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS∏114

TABLE 14∏EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS∏114

TABLE 15∏MIDDLE EAST & AFRICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS∏115

TABLE 16∏ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS∏115

6.9 PATENT ANALYSIS 116

FIGURE 36 MAJOR PATENTS FOR POWDER COATING, 2015-2024 116

6.9.1 MAJOR PATENTS 117

6.10 CASE STUDY ANALYSIS 118

6.10.1 CASE STUDY 1: PPG PARTNERED WITH LAS VEGAS RAIDERS 118

6.10.2 CASE STUDY 2: DECORAL CONDUCTS 5-YEAR LONG TEST, MEETS Q-LAB STANDARDS 118

6.10.3 CASE STUDY 3: DESIGN AND CONSTRUCTION OF MODERN DECORATIVE PAINT MANUFACTURING FACILITY 119

6.11 | TECHNOLOGY ANALYSIS | 120

6.11.1 KEY TECHNOLOGY 120

6.11.1.1 Low cure technology 120

6.11.1.2 Nano Technology 121

6.11.2□COMPLEMENTARY TECHNOLOGY□122

6.11.2.1 Waterborne powder coating technology 122

6.11.3 □ ADJACENT TECHNOLOGY □ 123

6.12 KEY CONFERENCES AND EVENTS, 2024 124

TABLE 17 POWDER COATINGS MARKET: KEY CONFERENCES AND EVENTS, 2024 124

6.13 INVESTMENT AND FUNDING SCENARIO 124

TABLE 18 INVESTMENT AND FUNDING SCENARIO 125

7□POWDER COATINGS MARKET, BY COATING METHOD□126

7.1□INTRODUCTION□126

7.2□ELECTROSTATIC SPRAY□126

7.2.1∏INCREASING DEMAND FOR DURABLE AND HIGH-QUALITY COATINGS TO DRIVE MARKET∏126

TABLE 19 ADVANTAGES AND DISADVANTAGES OF ELECTROSTATIC SPRAY 127

FIGURE 37∏POWDER COATING GUN∏127

7.3 FLUIDIZED BED 128

7.3.1 ⊓ REGULATORY COMPLIANCE AND SAFETY STANDARDS TO DRIVE MARKET ☐ 128

TABLE 20 \square ADVANTAGES AND DISADVANTAGES OF FLUIDIZED BED \square 128

FIGURE 38 FLUIDIZED POWDER BED 129

7.4 OTHER COATING METHODS 129

7.4.1 ELECTROSTATIC FLUIDIZED BED 129

7.4.2 FLAME SPRAYING 130

8 POWDER COATINGS MARKET, BY RESIN TYPE 131

8.1□INTRODUCTION□132

FIGURE 39∏THERMOSET TYPE TO DOMINATE MARKET DURING FORECAST PERIOD∏132

TABLE 21 APPLICATION VS. RESIN MAPPING 132

TABLE 22 POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 133

TABLE 23 POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) □133

TABLE 24 POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) 133

TABLE 25 POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) 134

8.1.1 THERMOSET AND THERMOPLASTIC RESIN 134

8.2 THERMOSET 135

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```
8.2.1 ADVANCEMENTS IN RESIN TECHNOLOGIES TO DRIVE MARKET 135
TABLE 26 THERMOSET: POWDER COATINGS MARKET, RESIN TYPE, 2021-2023 (USD MILLION) 135
TABLE 27 THERMOSET: POWDER COATINGS MARKET, RESIN TYPE, 2024-2029 (USD MILLION) 135
TABLE 28∏THERMOSET: POWDER COATINGS MARKET, RESIN TYPE, 2021-2023 (KILOTON)∏136
TABLE 29∏THERMOSET: POWDER COATINGS MARKET, RESIN TYPE, 2024-2029 (KILOTON)∏136
TABLE 30∏THERMOSET: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)∏136
TABLE 31 THERMOSET: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION) 137
TABLE 32 THERMOSET: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON) 137
TABLE 33 THERMOSET: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON) 137
8.2.2 POLYESTER 138
TABLE 34∏POLYESTER: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)∏138
TABLE 35 POLYESTER: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION) 138
TABLE 36∏POLYESTER: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON)∏139
TABLE 37∏POLYESTER: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON)∏139
8.2.3 HYBRID (EPOXY POLYESTER) 139
TABLE 38∏EPOXY POLYESTER HYBRID: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)∏140
TABLE 39∏EPOXY POLYESTER HYBRID POWDER COATINGS MARKET, REGION, 2024-2029 (USD MILLION)∏140
TABLE 40∏EPOXY POLYESTER HYBRID: POWDER COATINGS MARKET, REGION, 2021-2023 (KILOTON)∏140
TABLE 41 POXY POLYESTER HYBRID: POWDER COATINGS MARKET, REGION, 2024-2029 (KILOTON) 141
8.2.4∏EPOXY∏141
TABLE 42 EPOXY: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION) 141
TABLE 43 POXY: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION) 142
TABLE 44∏EPOXY: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON)∏142
TABLE 45 PPOXY: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON) 142
8.2.5 | ACRYLIC | 143
TABLE 46∏ACRYLIC: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)∏143
TABLE 47□ACRYLIC: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION)□143
TABLE 48∏ACRYLIC: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON)∏144
TABLE 49 ACRYLIC: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON) 144
8.2.6 □ POLYURETHANE □ 144
TABLE 50∏POLYURETHANE: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)∏145
TABLE 51∏POLYURETHANE: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION)∏145
TABLE 52∏POLYURETHANE: POWDER COATINGS MARKET. BY REGION. 2021-2023 (KILOTON)∏145
TABLE 53∏POLYURETHANE: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON)∏146
FIGURE 40 CHARACTERISTICS OF THERMOSET POWDER COATINGS 146
8.3 THERMOPLASTICS 146
8.3.1 LOWER OPERATIONAL TEMPERATURE REQUIREMENTS TO DRIVE MARKET 146
TABLE 54∏THERMOPLASTIC: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)∏147
TABLE 55∏THERMOPLASTIC: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION)∏147
TABLE 56 THERMOPLASTIC: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON) 147
TABLE 57 THERMOPLASTIC: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON) 148
8.3.2 POLYVINYL CHLORIDE 148
8.3.3 POLYVINYL FLUORIDE 148
9 POWDER COATINGS MARKET, BY END-USE INDUSTRY 149
```

9.1□INTRODUCTION□150

FIGURE 41∏APPLIANCE INDUSTRY TO DOMINATE POWDER COATINGS MARKET DURING FORECAST PERIOD∏150 TABLE 58 POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 151

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TABLE 59 POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 151
TABLE 60 POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) 151
TABLE 61 POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 152
9.2 APPLIANCES 152

9.2.1_INCREASING DEMAND FOR HIGH-QUALITY AND LONG-LASTING FINISH TO DRIVE MARKET_152
TABLE 62_APPLIANCES: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)_153
TABLE 63_APPLIANCES: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION)_153
TABLE 64_APPLIANCES: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON)_153
TABLE 65_APPLIANCES: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON)_154
9.2.2_LIST OF CUSTOMERS_154

9.2.3 □ OPERATIONAL DRIVERS AND OPPORTUNITIES □ 155

9.3∏AUTOMOTIVE∏155

9.3.1_IINCREASING DEMAND FROM ELECTRIC AND AUTONOMOUS VEHICLES TO DRIVE MARKET_155
TABLE 66_AUTOMOTIVE: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)_156
TABLE 67_AUTOMOTIVE: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION)_157
TABLE 68_AUTOMOTIVE: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON)_157
TABLE 69_AUTOMOTIVE: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON)_157
9.3.2_LIST OF CUSTOMERS_158

9.3.3 OPERATIONAL DRIVERS AND OPPORTUNITIES 159

9.4∏GENERAL INDUSTRIAL∏160

9.4.1 DURABILITY AND EASY MAINTENANCE TO DRIVE MARKET 160

TABLE 70 GENERAL INDUSTRIAL: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION) 161 TABLE 71 GENERAL INDUSTRIAL: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION) 161 TABLE 72 GENERAL INDUSTRIAL: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON) 161 TABLE 73 GENERAL INDUSTRIAL: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON) 162 9.4.2 LIST OF CUSTOMERS 162

9.4.3 OPERATIONAL DRIVERS AND OPPORTUNITIES 163

9.5∏ARCHITECTURAL∏163

9.5.1_IINCREASING EMPHASIS ON SUSTAINABILITY AND LOW-EMISSION PRODUCTS TO DRIVE MARKET_163 TABLE 74_ARCHITECTURAL: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION)_164 TABLE 75_ARCHITECTURAL: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION)_164 TABLE 76_ARCHITECTURAL: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON)_164 TABLE 77_ARCHITECTURAL: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON)_165 9.5.2_LIST OF CUSTOMERS_165

9.5.3 \square OPERATIONAL DRIVERS AND OPPORTUNITIES \square 167

?

9.6 FURNITURE 167

9.6.1 IMPROVED LIVING STANDARDS TO DRIVE MARKET 167

TABLE 78 FURNITURE: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION) 168 TABLE 79 FURNITURE: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION) 168 TABLE 80 FURNITURE: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON) 168 TABLE 81 FURNITURE: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON) 169

9.6.2 LIST OF CUSTOMERS 169

9.6.3 OPERATIONAL DRIVERS AND OPPORTUNITIES 170

9.7□OTHER END-USE INDUSTRIES□171

TABLE 82 OTHER END-USE INDUSTRIES: POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION) 171 TABLE 83 OTHER END-USE INDUSTRIES: POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION) 172

Scotts International. EU Vat number: PL 6772247784

```
TABLE 84 OTHER END-USE INDUSTRIES: POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON) 172
TABLE 85[OTHER END-USE INDUSTRIES: POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON)[]172
9.7.1 LIST OF CUSTOMERS 173
9.7.2 OPERATIONAL DRIVERS AND OPPORTUNITIES 175
9.8 CUSTOMERS' KEY REQUIREMENTS 175
9.9□LIST OF CUSTOMERS (COATERS)□177
10 POWDER COATINGS MARKET, BY REGION 183
10.1∏INTRODUCTION∏184
FIGURE 42 ASIA PACIFIC TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD 184
TABLE 86 POWDER COATINGS MARKET, BY REGION, 2021-2023 (USD MILLION) 185
TABLE 87∏POWDER COATINGS MARKET, BY REGION, 2024-2029 (USD MILLION)∏185
TABLE 88∏POWDER COATINGS MARKET, BY REGION, 2021-2023 (KILOTON)∏185
TABLE 89∏POWDER COATINGS MARKET, BY REGION, 2024-2029 (KILOTON)∏186
10.2∏ASIA PACIFIC∏186
10.2.1 RECESSION IMPACT 187
FIGURE 43∏ASIA PACIFIC: POWDER COATINGS MARKET SNAPSHOT∏188
TABLE 90∏ASIA PACIFIC: POWDER COATINGS MARKET, BY COUNTRY, 2021-2023 (USD MILLION)∏188
TABLE 91∏ASIA PACIFIC: POWDER COATINGS MARKET, BY COUNTRY, 2024-2029 (USD MILLION)∏189
TABLE 92 ASIA PACIFIC: POWDER COATINGS MARKET, BY COUNTRY, 2021-2023 (KILOTON) 189
TABLE 93∏ASIA PACIFIC: POWDER COATINGS MARKET, BY COUNTRY, 2024-2029 (KILOTON)∏190
TABLE 94[ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)[190
TABLE 95 ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 190
TABLE 96∏ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)∏190
TABLE 97∏ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏191
TABLE 98∏ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION)∏191
TABLE 99∏ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏191
TABLE 100∏ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏192
TABLE 101∏ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏192
10.2.2 CHINA 193
10.2.2.1 | Industrial growth and urbanization to drive market | 193
TABLE 102∏CHINA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)∏193
TABLE 103∏CHINA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)∏194
TABLE 104 TCHINA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) T194
TABLE 105 CHINA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) 194
TABLE 106∏CHINA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION)∏194
TABLE 107∏CHINA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏195
TABLE 108⊓CHINA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏195
TABLE 109∏CHINA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏195
10.2.3□INDIA□196
10.2.3.1 Rapid growth in automotive industry to drive market 196
```

TABLE 110 INDIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 197 TABLE 111 INDIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 197

TABLE 112 | INDIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) | 197

TABLE 113∏INDIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏197

TABLE 114 INDIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 198 TABLE 115 INDIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 198 TABLE 116 INDIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) 198

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```
TABLE 117∏INDIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏199
?
10.2.4 | JAPAN | 199
10.2.4.1 □Increasing demand for advanced coating solutions to drive market □199
TABLE 118 JAPAN: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 200
TABLE 119 | IAPAN: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) | | 1200
TABLE 120∏APAN: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)∏201
TABLE 121□JAPAN: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)□201
TABLE 122 DAPAN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 201
TABLE 123∏APAN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏202
TABLE 124 | JAPAN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) | | 2021-2023 | |
TABLE 125 | IAPAN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) | | 1202
10.2.5 | THAILAND | 203
10.2.5.1 Increasing investments in public infrastructure to drive market 203
TABLE 126 THAILAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 204
TABLE 127∏THAILAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)∏204
TABLE 128 THAILAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) ☐ 204
TABLE 129 THAILAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) 204
TABLE 130 THAILAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 205
TABLE 131 THAILAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 7205
TABLE 132∏THAILAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏205
TABLE 133∏THAILAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏206
10.2.6 SOUTH KOREA 206
10.2.6.1 Government initiatives for promoting new technologies to drive market 206
TABLE 134∏SOUTH KOREA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)∏207
TABLE 135∏SOUTH KOREA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)∏207
TABLE 136 SOUTH KOREA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) 207
TABLE 137□SOUTH KOREA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)□208
TABLE 138 SOUTH KOREA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 208
TABLE 139∏SOUTH KOREA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏208
TABLE 140 SOUTH KOREA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) 209
TABLE 141 SOUTH KOREA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 209
10.2.7⊓INDONESIA⊓209
10.2.7.1 | Increasing investment in construction sector to drive market | 209
TABLE 142∏INDONESIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)∏210
TABLE 143∏INDONESIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)∏211
TABLE 144∏INDONESIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)∏211
TABLE 145∏INDONESIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏211
TABLE 146 | INDONESIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) | | 211
TABLE 147 | INDONESIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) | 1212
TABLE 148 | INDONESIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) | | 1212
TABLE 149 INDONESIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 212
10.2.8 MALAYSIA 213
10.2.8.1 Growing demand for protective and aesthetically appealing finishes to drive market 1213
TABLE 150 MALAYSIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 1213
TABLE 151∏MALAYSIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)∏213
TABLE 152 MALAYSIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) 1214
```

```
TABLE 153∏MALAYSIA: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏214
TABLE 154 MALAYSIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 214
TABLE 155 MALAYSIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 1214
TABLE 156∏MALAYSIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏215
TABLE 157 MALAYSIA: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 1215
10.2.9 □ AUSTRALIA & NEW ZEALAND □ 215
10.2.9.1 High consumer spending to drive market 215
TABLE 158∏AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) ☐216
TABLE 159□AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)□216
TABLE 160∏AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)∏216
TABLE 161∏AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏216
TABLE 162∏AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION)∏217
TABLE 163∏AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏217
TABLE 164∏AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏217
TABLE 165∏AUSTRALIA & NEW ZEALAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏218
10.2.10 REST OF ASIA PACIFIC 218
TABLE 166 | REST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) | 1218
TABLE 167 REST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 1219
TABLE 168 REST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) 219
TABLE 169 TREST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) T219
TABLE 170 REST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 219
TABLE 171 REST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 220
TABLE 172 REST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) 220
TABLE 173 | REST OF ASIA PACIFIC: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) | 1220
10.3□EUROPE□221
10.3.1 RECESSION IMPACT 221
FIGURE 44∏EUROPE: POWDER COATINGS MARKET SNAPSHOT[]222
TABLE 174 TEUROPE: POWDER COATINGS MARKET, BY COUNTRY, 2021-2023 (USD MILLION) T222
TABLE 175□EUROPE: POWDER COATINGS MARKET, BY COUNTRY, 2024-2029 (USD MILLION)□223
TABLE 176∏EUROPE: POWDER COATINGS MARKET, BY COUNTRY, 2021-2023 (KILOTON)∏223
TABLE 177∏EUROPE: POWDER COATINGS MARKET, BY COUNTRY, 2024-2029 (KILOTON)∏224
TABLE 178 TEUROPE: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) T224
TABLE 179 TEUROPE: POWDER COATINGS MARKET. BY RESIN TYPE, 2024-2029 (USD MILLION) T224
TABLE 180∏EUROPE: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)∏224
TABLE 181∏EUROPE: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) ☐ 225
TABLE 182∏EUROPE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION)∏225
TABLE 183 | EUROPE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) | | 1225
TABLE 184 TEUROPE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) 226
TABLE 185 TEUROPE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 226
10.3.2 | GERMANY | 227
10.3.2.1 Rising demand for electric vehicles to drive market 227
TABLE 186 GERMANY: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 227
TABLE 187 GERMANY: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 227
TABLE 188 GERMANY: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) 228
TABLE 189 GERMANY: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) 228
TABLE 190 GERMANY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 228
TABLE 191 GERMANY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 229
```

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```
TABLE 192∏GERMANY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏229
TABLE 193 GERMANY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 229
10.3.3∏ITALY∏230
10.3.3.1 Surge in industrial robot installations to drive market 230
TABLE 194∏ITALY: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)∏230
TABLE 195 ITALY: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) IT 231
TABLE 196 | ITALY: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) | 231
TABLE 197 TALY: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) 231
TABLE 198 [ITALY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) [231
TABLE 199∏ITALY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏232
TABLE 200 | ITALY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) | | 232
TABLE 201 | ITALY: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) | | 232
10.3.4∏FRANCE∏233
10.3.4.1 Reviving economy and infrastructure to drive market 233
TABLE 202 ☐ FRANCE: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) ☐ 233
TABLE 203 | FRANCE: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) | | 1233
TABLE 204∏FRANCE: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)∏234
TABLE 205∏FRANCE: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏234
TABLE 206 FRANCE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 234
TABLE 207 | FRANCE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) | 235
TABLE 208∏FRANCE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏235
TABLE 209∏FRANCE: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏235
10.3.5∏UK∏236
10.3.5.1 Increasing demand for SUVs and zero-emission vehicles to drive market 236
TABLE 210∏UK: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)∏236
TABLE 211∏UK: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)∏236
TABLE 212□UK: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)□237
TABLE 213□UK: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)□237
TABLE 214 TUK: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 237
TABLE 215∏UK: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏238
TABLE 216 TUK: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) T238
TABLE 217 TUK: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) T238
10.3.6 □ SPAIN □ 239
10.3.6.1 | Increasing demand for machinery & equipment to drive market | 239
TABLE 218 SPAIN: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 239
TABLE 219∏SPAIN: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION)∏239
TABLE 220 □ SPAIN: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) □ 240
TABLE 221 SPAIN: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) 240
TABLE 222∏SPAIN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION)∏240
TABLE 223∏SPAIN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)∏241
TABLE 224∏SPAIN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏241
TABLE 225 SPAIN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 241
10.3.7 | POLAND | 242
10.3.7.1 Growing demand for appliances to drive market 242
```

TABLE 226 POLAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) 242 TABLE 227 POLAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 242 TABLE 228 POLAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) 242

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```
TABLE 229∏POLAND: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏243
TABLE 230 POLAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 243
TABLE 231 POLAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 243
TABLE 232∏POLAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON)∏244
TABLE 233∏POLAND: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏244
10.3.8 NETHERLANDS □244
10.3.8.1 Government initiatives and investments to drive market 244
TABLE 234∏NETHERLANDS: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)∏245
TABLE 235 NETHERLANDS: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 245
TABLE 236 NETHERLANDS: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) ☐ 245
TABLE 237 | NETHERLANDS: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON) | 1246
TABLE 238 NETHERLANDS: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) ☐ 246
TABLE 239⊓NETHERLANDS: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION)□246
TABLE 240 NETHERLANDS: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) 1247
TABLE 241 NETHERLANDS: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) 247
10.3.9 | SWEDEN | 247
10.3.9.1 □Increasing investments in rails and road construction to drive market □247
TABLE 242∏SWEDEN: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION)∏248
TABLE 243 SWEDEN: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 248
TABLE 244 | SWEDEN: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON) | 248
TABLE 246 SWEDEN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION) 249
TABLE 247 SWEDEN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (USD MILLION) 249
TABLE 248 □ SWEDEN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) □ 249
TABLE 249∏SWEDEN: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON)∏250
10.3.10 BELGIUM 250
10.3.10.1 Availability of skilled labor to drive market 250
TABLE 250 | BELGIUM: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (USD MILLION) | 250
TABLE 251 BELGIUM: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (USD MILLION) 251
TABLE 252∏BELGIUM: POWDER COATINGS MARKET, BY RESIN TYPE, 2021-2023 (KILOTON)∏251
TABLE 253∏BELGIUM: POWDER COATINGS MARKET, BY RESIN TYPE, 2024-2029 (KILOTON)∏251
```

TABLE 254∏BELGIUM: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (USD MILLION)∏251

TABLE 255\(\text{TBELGIUM}\): POWDER COATINGS MARKET. BY END-USE INDUSTRY, 2024-2029 (USD MILLION)\(\text{T252}\)

TABLE 256 | BELGIUM: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2021-2023 (KILOTON) | | 1252

TABLE 257 | BELGIUM: POWDER COATINGS MARKET, BY END-USE INDUSTRY, 2024-2029 (KILOTON) | 252

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