

**Paints & Coatings Market by Resin Type (Acrylic, Alkyd, Epoxy, Polyurethane, Fluoropolymer, Vinyl, Polyester), Technology (Waterborne Coatings, Solvent-borne Coatings, Powder Coatings), End Use (Architectural, Industrial), Region - Global Forecast to 2029**

Market Report | 2024-07-26 | 453 pages | MarketsandMarkets

**AVAILABLE LICENSES:**

- Single User \$4950.00
- Multi User \$6650.00
- Corporate License \$8150.00
- Enterprise Site License \$10000.00

**Report description:**

The paints & coatings market size is projected to reach USD 227.5 billion by 2029 at a CAGR of 3.2% from USD 194.5 billion in 2024. Asia Pacific accounted for the largest share of the market in terms of value in 2023. The paints & coatings market in the region is projected to grow at the highest CAGR between 2024 and 2029 in terms of value. China, Japan, India, and Southeast Asian (ASEAN) countries such as Thailand and Indonesia are the important markets in the Asia Pacific.

The key players in the paints & coatings market are The Sherwin-Williams Company (US), PPG Industries (US), AkzoNobel N. V. (Netherlands), Nippon Paint Holdings (Japan), RPM International (US), Axalta Coating Systems (US), Jotun A/S (Norway), and Asian Paints (India). They have adopted various developmental strategies such as acquisitions, product launches, and contracts & agreements to increase their share in the market.

"India, by country is forecasted to be the fastest growing paints & coatings market during the forecast period."

India's expanding manufacturing sector, driven by government initiatives like "Make in India," has increased the demand for paints & coatings across various industries including automotive, packaging, electronics, construction, and healthcare. The automotive sector, in particular, is witnessing significant growth with increasing production and consumption, thereby boosting the need for paints & coatings for applications such as bonding, surface protection, and to name a few.

"Water-borne coatings is likely to account for the largest share of architectural paints & coatings market in terms of value."

Water-borne coatings are made by emulsifying the binders, pigments, and additives with water. Single-component emulsion

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

coatings generate films by allowing polymer particles to agglomerate when water evaporates. Waterborne coatings are extensively employed in a variety of end-use sectors, including automotive, furniture, rail coatings, electrical and electronics, energy, and general industrial. Rising disposable income and purchasing power in Asia Pacific and South America are driving up consumer expenditure on autos, electrical and electronic devices, and appliances. Water-borne paint & coating producers have possibilities to leverage on the rise in growing nations such as China, India, and Brazil, which continue to spend considerably on automotive, furniture, rail, transportation, electrical, and other industrial applications.

"Solvent-borne coatings is likely to account for the largest share of industrial paints & coatings market in terms of value."

A solvent-borne coating is a liquid protective layer made up typically of organic chemicals and applied to a material's surface to prevent corrosion. Solvent-borne coatings are often more durable than aqueous coatings throughout the cure process. Solvents are used in paints & coatings to dissolve or distribute other ingredients such as pigments, resins, and additives. Solvent-borne coatings remove the substrate's structure, resulting in no apparent scratches or tarnish. Primers, topcoats, and direct-to-metal paints are made from high-solid solventborne alkyd and alkyd-copolymers. Solventborne one-component (1K) and two-component (2K) polyurethane systems are employed in a wide range of industrial applications in the automotive sector.

Interviews:

-□By Company Type: Tier 1 - 33%, Tier 2 - 40%, and Tier 3 - 27%

-□By Designation: C Level - 21%, D Level - 23%, and Others - 56%

-□By Region: North America - 37%, Europe - 23%, Asia Pacific - 26%, Middle East & Africa - 10% and South America - 4%

The key companies profiled in this report are The Sherwin-Williams Company (US), PPG Industries (US), AkzoNobel N. V. (Netherlands), Nippon Paint Holdings (Japan), RPM International (US), Axalta Coating Systems (US), Jotun A/S (Norway), and Asian Paints (India).

Research Coverage:

The paints & coatings market has been segmented based on architectural resin type (Acrylic, Alkyd, Vinyl, Polyurethane, and Others), Industrial Resin Type (Polyurethane, Epoxy, Acrylic, Polyester, Alkyd, Fluoropolymer, and Others), Architectural Technology (Solvent-borne Coatings, Powder Coatings, Water-borne Coatings), Industrial Technology (Solvent-borne Coatings, Powder Coatings, Water-borne Coatings, and Others) Architectural End-use Industry (Residential, Non-residential), Industrial End-use Industry (General Industrial, Protective, Automotive Refinish, Wood, Marine, Coil, Packaging, Aerospace, Rail) 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 (Growing demand from automotive refinish industry, Increasing use of paints & coatings in multifarious end-use industries, Improvements in building & construction sector in emerging countries) restraints (Volatility in prices of raw materials), opportunities (Merger and Acquisition with established medium scale player in emerging economies), and challenges (Implementation of stringent regulatory policies, Significant competition posing challenges for new entrants) influencing the growth of the paints & coatings market.

-□Product Development/Innovation: Detailed insight into upcoming technologies, research & development activities, and new product launches in the paints & coatings market.

-□Market Development: Comprehensive information about markets - the report analyses the paints & coatings market across varied regions.

-□Market Diversification: Exclusive information about the new products & services untapped geographies, recent developments, and investments in the paints & coatings market.

-□Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like The Sherwin-Williams Company (US), PPG Industries (US), AkzoNobel N. V. (Netherlands), Nippon Paint Holdings (Japan), RPM International (US), Axalta Coating Systems (US), Jotun A/S (Norway), and Asian Paints (India) among other in the paints & coatings market.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

1	INTRODUCTION	41
1.1	STUDY OBJECTIVES	41
1.2	MARKET DEFINITION	41
1.3	STUDY SCOPE	42
1.3.1	YEARS CONSIDERED	43
1.3.2	INCLUSIONS & EXCLUSIONS	43
1.4	CURRENCY CONSIDERED	45
1.5	UNITS CONSIDERED	45
1.6	STAKEHOLDERS	45
1.7	SUMMARY OF CHANGES	46
2	RESEARCH METHODOLOGY	47
2.1	RESEARCH DATA	47
2.1.1	SECONDARY DATA	48
2.1.1.1	Key data from secondary sources	48
2.1.2	PRIMARY DATA	48
2.1.2.1	Key data from primary sources	49
2.1.2.2	Breakdown of interviews with experts	49
2.1.2.3	Key primary participants	50
2.1.2.4	Key industry insights	50
2.2	MARKET SIZE ESTIMATION	50
2.2.1	BOTTOM-UP APPROACH	51
2.2.2	TOP-DOWN APPROACH	52
2.2.3	SUPPLY-SIDE FORECAST	53
2.3	FACTOR ANALYSIS	54
2.4	DATA TRIANGULATION	55
2.5	ASSUMPTIONS	56
2.6	RESEARCH LIMITATIONS	56
2.7	GROWTH FORECAST	57
3	EXECUTIVE SUMMARY	58
4	PREMIUM INSIGHTS	64
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN PAINTS & COATINGS MARKET	64
4.2	PAINTS & COATINGS MARKET, BY RESIN TYPE	65
4.3	PAINTS & COATINGS MARKET, DEVELOPED VS. EMERGING COUNTRIES	65
4.4	ASIA PACIFIC PAINTS & COATINGS MARKET, BY END-USE INDUSTRY AND COUNTRY	66
4.5	PAINTS & COATINGS MARKET, BY KEY COUNTRY	66
5	MARKET OVERVIEW	67
5.1	INTRODUCTION	67
5.2	MARKET DYNAMICS	67
5.2.1	DRIVERS	68
5.2.1.1	Environmental regulations boosting demand for VOC-free coatings	68
5.2.1.2	Increasing demand from construction and automotive industries	68
5.2.1.3	Product enhancements to improve performance of coatings	69
5.2.1.4	Growing popularity of elastomeric coatings in tilt-up concrete in building & construction industry	70
5.2.1.5	Technological advancements in powder coating technology	70
5.2.1.6	Integration of AI technology	70
5.2.1.7	Growing preference for sustainable coatings	71

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

5.2.2	RESTRAINTS	72
5.2.2.1	Requirement of more drying time for waterborne coatings	72
5.2.2.2	Difficulty in obtaining thin films in powder coatings	72
5.2.2.3	Raw material shortage in paints & coatings industry	72
5.2.3	OPPORTUNITIES	73
5.2.3.1	Increasing applications of fluoropolymers in building & construction industry	73
5.2.3.2	Attractive prospects for powder coatings in shipbuilding and pipeline industries	73
5.2.3.3	Customization and personalization	73
5.2.3.4	Growing demand for high-performance fluorine resin-based coatings	74
5.2.4	CHALLENGES	74
5.2.4.1	Stringent regulatory policies	74
5.2.4.2	Environmental challenges concerning wastewater discharge	74
5.3	PORTER'S FIVE FORCES ANALYSIS	75
5.3.1	THREAT OF NEW ENTRANTS	76
5.3.2	THREAT OF SUBSTITUTES	76
5.3.3	BARGAINING POWER OF BUYERS	76
5.3.4	BARGAINING POWER OF SUPPLIERS	76
5.3.5	INTENSITY OF COMPETITIVE RIVALRY	77
5.4	MACROECONOMIC OUTLOOK	77
5.4.1	INTRODUCTION	77
5.4.2	GDP TRENDS AND FORECAST	77
5.4.3	TRENDS AND FORECAST OF GLOBAL CONSTRUCTION INDUSTRY	79
5.4.4	TRENDS IN AUTOMOTIVE INDUSTRY	79
?		
6	INDUSTRY TRENDS	82
6.1	SUPPLY CHAIN ANALYSIS	82
6.2	ECOSYSTEM ANALYSIS	83
6.3	TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS	85
6.4	KEY STAKEHOLDERS AND BUYING CRITERIA	86
6.4.1	KEY STAKEHOLDERS AND BUYING PROCESS	86
6.4.2	BUYING CRITERIA	87
6.5	PRICING ANALYSIS	88
6.5.1	AVERAGE SELLING PRICE TREND, BY REGION	88
6.5.2	AVERAGE SELLING PRICE TREND, BY TECHNOLOGY	89
6.5.3	AVERAGE SELLING PRICE TREND, BY RESIN	90
6.5.4	AVERAGE SELLING PRICE TREND, BY END-USE INDUSTRY	90
6.5.5	AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY END-USE INDUSTRY	91
6.6	TRADE ANALYSIS	91
6.6.1	EXPORT SCENARIO OF PAINTS & COATINGS	91
6.6.2	IMPORT SCENARIO OF PAINTS & COATINGS	96
6.7	GLOBAL ECONOMIC SCENARIO AFFECTING MARKET GROWTH	103
6.7.1	RUSSIA-UKRAINE WAR	103
6.7.2	CHINA	103
6.7.2.1	Decreasing investments lowers growth trajectory	103
6.7.2.2	Environmental commitments	104
6.7.3	EUROPE	104
6.7.3.1	Political and economic instability in Germany	104

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

6.7.3.2	Energy crisis in Europe	104
6.8	REGULATORY LANDSCAPE	105
6.8.1	REGULATIONS RELATED TO PAINTS & COATINGS	105
6.8.1.1	Key regulations on PFAS	106
6.8.1.2	Regional regulations on PFAS	107
6.8.1.2.1	PFAS regulations in Europe	107
6.8.1.2.2	PFAS regulations in North America	107
6.8.1.2.3	PFAS regulations in Latin America and Asia	108
6.8.1.3	PFAS impact on market	108
6.8.2	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	111
6.9	PATENT ANALYSIS	113
6.9.1	LIST OF MAJOR PATENTS	115
6.10	CASE STUDY ANALYSIS	116
6.10.1	CASE STUDY 1: PPG PARTNERS WITH LAS VEGAS RAIDERS	116
6.10.2	CASE STUDY 2: DECORAL AMERICA APPROACHED Q-LAB FOR DIRECT INLAND TESTING	116
6.10.3	CASE STUDY 3: DESIGN AND CONSTRUCTION OF A MODERN DECORATIVE PAINT MANUFACTURING FACILITY	117
6.11	TECHNOLOGY ANALYSIS	118
6.11.1	KEY TECHNOLOGIES	118
6.11.1.1	Self-healing coatings	118
6.11.1.1.1	Advantages of self-healing coatings	118
6.11.1.1.2	Organic micro/nanocontainers: A vital component in self-healing materials	118
6.11.1.2	Nanocoatings	118
6.11.2	COMPLEMENTARY TECHNOLOGIES	119
6.11.2.1	Bio-based additives	119
6.11.3	ADJACENT TECHNOLOGIES	119
6.11.3.1	Antimicrobial treatment	119
6.12	IMPACT OF AI/GEN AI ON PAINTS & COATINGS	120
6.13	KEY CONFERENCES AND EVENTS IN 2024-2025	121
6.14	INVESTMENT AND FUNDING SCENARIO	121
7	PAINTS & COATINGS MARKET, BY TECHNOLOGY	123
7.1	INTRODUCTION	124
7.2	WATERBORNE COATINGS	127
7.2.1	USE OF ENVIRONMENT-FRIENDLY RAW MATERIALS TO DRIVE DEMAND	127
7.3	SOLVENTBORNE COATINGS	132
7.3.1	RISING PREFERENCE IN HUMID ENVIRONMENTS TO BOOST DEMAND	132
7.4	POWDER COATINGS	135
7.4.1	LOW VOC EMISSION AND COST EFFICIENCY TO DRIVE MARKET	135
7.5	OTHER TECHNOLOGIES	138
8	PAINTS & COATINGS MARKET, BY RESIN TYPE	141
8.1	INTRODUCTION	142
8.2	ACRYLIC	147
8.2.1	HIGH DEMAND IN AUTOMOTIVE, MEDICAL DEVICE, AND BUILDING & CONSTRUCTION INDUSTRIES TO DRIVE MARKET	147
8.3	ALKYD	152
8.3.1	WIDE APPLICATION ON WOOD AND CONCRETE WALLS TO BOOST DEMAND	152
8.4	EPOXY	156
8.4.1	GOOD ADHESION AND HIGH CHEMICAL RESISTANCE TO BOOST MARKET	156
8.5	POLYESTER	158

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

8.5.1	RISING DEMAND IN LOW-VOC WATERBORNE FORMULATIONS TO DRIVE MARKET	158
8.6	POLYURETHANE	160
8.6.1	SURGE IN USE OF CONVENTIONAL SOLVENT-BORNE TECHNOLOGIES TO BOOST MARKET	160
8.7	FLUOROPOLYMER	164
8.7.1	GOOD THERMAL STABILITY TO INCREASE DEMAND IN WINDSHIELD WIPER BLADES AND ELECTRICAL CABLE SEALS	164
8.8	VINYL	166
8.8.1	EXCELLENT TOUGHNESS AND GOOD WATER & CHEMICAL RESISTANCE TO DRIVE MARKET	166
8.9	OTHER RESIN TYPES	168
9	PAINTS & COATINGS MARKET, BY END-USE INDUSTRY	172
9.1	INTRODUCTION	173
9.2	ARCHITECTURAL	174
9.2.1	RESIDENTIAL	176
9.2.1.1	New construction	179
9.2.1.1.1	High income levels and economic growth to drive market	179
9.2.1.2	Remodel and repaint	180
9.2.1.2.1	Increased expenditure on home renovation projects to drive demand	180
9.2.2	NONRESIDENTIAL	182
9.2.2.1	Commercial	184
9.2.2.1.1	Growing investment in private sector and increasing commercial office spaces to drive market	184
9.2.2.2	Industrial	186
9.2.2.2.1	Growth in industrial sector to boost demand for architectural coatings	186
9.2.2.3	Infrastructure	187
9.2.2.3.1	Rise in infrastructural developments in emerging economies to boost market	187
9.3	INDUSTRIAL	190
9.3.1	GENERAL INDUSTRIAL	192
9.3.1.1	Surge in use of powder-coated products to fuel demand for general industrial equipment	192
9.3.2	PROTECTIVE	194
9.3.2.1	Wide applications in consumer products and heavy machinery to boost demand	194
9.3.3	AUTOMOTIVE REFINISH	195
9.3.3.1	Increase in vehicle use and rise in accidents to propel demand for coatings	195
9.3.4	AUTOMOTIVE OEMS	197
9.3.4.1	Pressing need for electric vehicles to drive market	197
9.3.5	WOOD	199
9.3.5.1	Increasing construction and infrastructure activities to drive demand for wood coatings	199
9.3.6	MARINE	201
9.3.6.1	Rise in offshore drilling to boost demand for marine coatings	201
9.3.7	COIL	202
9.3.7.1	Wide application in automotive and construction sector to drive demand	202
?		
9.3.8	PACKAGING	204
9.3.8.1	Improved lifestyles and changing food habits to fuel demand for packaging coatings	204
9.3.9	AEROSPACE	206
9.3.9.1	Development of chrome-free coating technology to drive market	206
9.3.10	RAIL	208
9.3.10.1	Advancements in high-speed train industry to boost market	208
10	PAINTS & COATINGS MARKET, BY REGION	210
10.1	INTRODUCTION	211

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

10.2	ASIA PACIFIC	213
10.2.1	CHINA	227
10.2.1.1	Rapid industrial and urbanization to drive market	227
10.2.2	INDIA	230
10.2.2.1	Rapid growth in automotive industry to drive market	230
10.2.3	JAPAN	232
10.2.3.1	Increased investments in infrastructural sector by public and private sectors to boost demand	232
10.2.4	INDONESIA	234
10.2.4.1	Increasing penetration of Japanese car manufacturers to drive market	234
10.2.5	THAILAND	235
10.2.5.1	Growth in automotive industry to propel market	235
10.2.6	REST OF ASIA PACIFIC	237
10.3	EUROPE	238
10.3.1	GERMANY	254
10.3.1.1	Rising demand for electric vehicles to drive market	254
10.3.2	UK	255
10.3.2.1	Increasing demand for SUVs and zero-emission vehicles to drive market	255
10.3.3	FRANCE	257
10.3.3.1	Reviving economy and infrastructure to drive market	257
10.3.4	ITALY	258
10.3.4.1	Surge in industrial robot installations to drive market	258
10.3.5	SPAIN	260
10.3.5.1	Increasing demand for machinery & equipment to drive market	260
10.3.6	TURKEY	261
10.3.6.1	Rapid urbanization and diversification in consumer goods to drive market	261
10.3.7	REST OF EUROPE	263
10.4	NORTH AMERICA	265
10.4.1	US	278
10.4.1.1	Presence of major manufacturers to boost market	278
?		
10.4.2	CANADA	279
10.4.2.1	Rising demand from construction industry to drive market	279
10.4.3	MEXICO	281
10.4.3.1	Investment in energy and commercial construction projects to fuel demand for coatings	281
10.5	MIDDLE EAST & AFRICA	282
10.5.1	GCC COUNTRIES	296
10.5.1.1	UAE	296
10.5.1.1.1	Government policies and R&D investments to drive market	296
10.5.1.2	Saudi Arabia	298
10.5.1.2.1	Increasing government investments in chemical manufacturing to drive market	298
10.5.1.3	Rest of GCC countries	300
10.5.2	SOUTH AFRICA	301
10.5.2.1	Significant demand for architectural coatings in building projects to boost market	301
10.5.3	EGYPT	302
10.5.3.1	Surge in construction activity to drive market	302
10.5.4	REST OF MIDDLE EAST & AFRICA	304
10.6	SOUTH AMERICA	305

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

10.6.1	BRAZIL	318
10.6.1.1	Investment partnership program to promote private sector participation in infrastructure development	318
10.6.2	ARGENTINA	319
10.6.2.1	Increasing population and improved economic conditions to drive demand	319
10.6.3	REST OF SOUTH AMERICA	321
11	COMPETITIVE LANDSCAPE	323
11.1	OVERVIEW	323
11.2	KEY PLAYER STRATEGIES/RIGHT TO WIN	323
11.2.1	OVERVIEW OF STRATEGIES ADOPTED BY KEY MARKET PLAYERS	323
11.3	MARKET SHARE ANALYSIS	326
11.3.1	MARKET RANKING ANALYSIS	328
11.4	REVENUE ANALYSIS OF TOP FIVE PLAYERS	329
11.5	COMPANY VALUATION AND FINANCIAL METRICS, 2023	329
11.5.1	COMPANY VALUATION	329
11.5.2	FINANCIAL METRICS	330
11.6	BRAND/PRODUCT COMPARISON	331
11.7	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	333
11.7.1	STARS	333
11.7.2	EMERGING LEADERS	333
11.7.3	PERVASIVE PLAYERS	333
11.7.4	PARTICIPANTS	333
11.7.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	335
11.8	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023	340
11.8.1	PROGRESSIVE COMPANIES	340
11.8.2	RESPONSIVE COMPANIES	340
11.8.3	DYNAMIC COMPANIES	340
11.8.4	STARTING BLOCKS	340
11.8.5	COMPETITIVE BENCHMARKING	342
11.8.5.1	Competitive benchmarking of key startups/SMES	343
11.9	COMPETITIVE SCENARIO AND TRENDS	344
11.9.1	PRODUCT LAUNCHES	344
11.9.2	DEALS	352
11.9.3	EXPANSIONS	358
12	COMPANY PROFILES	360
12.1	KEY COMPANIES	360
12.1.1	AKZO NOBEL N.V.	360
12.1.1.1	Business overview	360
12.1.1.2	Products/Services/Solutions offered	361
12.1.1.3	Recent developments	364
12.1.1.3.1	Product launches	364
12.1.1.3.2	Deals	366
12.1.1.3.3	Expansions	367
12.1.1.4	MnM view	368
12.1.1.4.1	Right to win	368
12.1.1.4.2	Strategic choices	368
12.1.1.4.3	Weaknesses and competitive threats	368
12.1.2	PPG INDUSTRIES	369



12.1.2.1	Business overview	369
12.1.2.2	Products/Services/Solutions offered	370
12.1.2.3	Recent developments	373
12.1.2.3.1	Product launches	373
12.1.2.3.2	Deals	375
12.1.2.3.3	Expansions	377
12.1.2.4	MnM view	378
12.1.2.4.1	Right to win	378
12.1.2.4.2	Strategic choices	378
12.1.2.4.3	Weaknesses and competitive threats	378
12.1.3	THE SHERWIN-WILLIAMS COMPANY	379
12.1.3.1	Business overview	379
12.1.3.2	Products/Services/Solutions offered	380
?		
12.1.3.3	Recent developments	383
12.1.3.3.1	Product launches	383
12.1.3.3.2	Deals	385
12.1.3.3.3	Expansions	386
12.1.3.4	MnM view	386
12.1.3.4.1	Right to win	386
12.1.3.4.2	Strategic choices	386
12.1.3.4.3	Weaknesses and competitive threats	386
12.1.4	AXALTA COATING SYSTEMS LLC	387
12.1.4.1	Business overview	387
12.1.4.2	Products/Services/Solutions offered	388
12.1.4.3	Recent developments	389
12.1.4.3.1	Product launches	389
12.1.4.3.2	Deals	390
12.1.4.3.3	Expansions	391
12.1.4.4	MnM view	392
12.1.4.4.1	Right to win	392
12.1.4.4.2	Strategic choices	392
12.1.4.4.3	Weaknesses and competitive threats	392
12.1.5	OTUN A/S	393
12.1.5.1	Business overview	393
12.1.5.2	Products/Services/Solutions offered	394
12.1.5.3	Recent developments	397
12.1.5.3.1	Product launches	397
12.1.5.3.2	Deals	398
12.1.5.3.3	Expansions	398
12.1.5.4	MnM view	399
12.1.5.4.1	Right to win	399
12.1.5.4.2	Strategic choices	399
12.1.5.4.3	Weaknesses and competitive threats	399
12.1.6	NIPPON PAINT HOLDINGS CO., LTD.	400
12.1.6.1	Business overview	400
12.1.6.2	Products/Services/Solutions offered	401

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

12.1.6.3	Recent developments	402
12.1.6.3.1	Product Launches	402
12.1.6.3.2	Deals	403
12.1.6.3.3	Expansions	403
12.1.6.4	MnM view	404
12.1.6.4.1	Right to win	404
12.1.6.4.2	Strategic choices	404
12.1.6.4.3	Weaknesses and competitive threats	404
	?	
12.1.7	ASIAN PAINTS LIMITED	405
12.1.7.1	Business overview	405
12.1.7.2	Products/Services/Solutions offered	406
12.1.7.3	Recent developments	407
12.1.7.3.1	Product launches	407
12.1.7.3.2	Deals	408
12.1.7.4	MnM view	408
12.1.7.4.1	Right to win	408
12.1.7.4.2	Strategic choices	408
12.1.7.4.3	Weaknesses and competitive threats	408
12.1.8	KANSAI PAINT CO., LTD.	409
12.1.8.1	Business overview	409
12.1.8.2	Products/Services/Solutions offered	410
12.1.8.3	Recent developments	411
12.1.8.3.1	Product launches	411
12.1.8.3.2	Deals	412
12.1.8.4	MnM view	413
12.1.8.4.1	Right to win	413
12.1.8.4.2	Strategic choices	413
12.1.8.4.3	Weaknesses and competitive threats	413
12.1.9	RPM INTERNATIONAL INC.	414
12.1.9.1	Business overview	414
12.1.9.2	Products/Services/Solutions offered	415
12.1.9.3	Recent developments	417
12.1.9.3.1	Product launches	417
12.1.9.3.2	Expansions	418
12.1.9.4	MnM view	418
12.1.9.4.1	Right to win	418
12.1.9.4.2	Strategic choices	418
12.1.9.4.3	Weaknesses and competitive threats	418
12.1.10	BASF COATINGS GMBH	419
12.1.10.1	Business overview	419
12.1.10.2	Products/Services/Solutions offered	420
12.1.10.3	Recent developments	420
12.1.10.3.1	Product launches	420
12.1.10.3.2	Deals	421
12.1.10.3.3	Expansions	421
12.1.10.4	MnM view	422

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

12.1.10.4.1	Right to win	422
12.1.10.4.2	Strategic choices	422
12.1.10.4.3	Weaknesses and competitive threats	422
	?	
12.2	OTHER PLAYERS	423
12.2.1	HEMPEL A/S	423
12.2.1.1	Products/Services/Solutions offered	423
12.2.2	BERGER PAINTS INDIA LIMITED	425
12.2.2.1	Products/Services/Solutions offered	425
12.2.3	SHALIMAR PAINTS	426
12.2.3.1	Products/Services/Solutions offered	426
12.2.4	MASCO CORPORATION	427
12.2.4.1	Products/Services/Solutions offered	427
12.2.5	S.K. KAKEN CO., LTD.	428
12.2.5.1	Products/Services/Solutions offered	428
12.2.6	BECKERS GROUP	429
12.2.6.1	Products/Services/Solutions offered	429
12.2.7	DUNN-EDWARDS CORPORATION	430
12.2.7.1	Products/Services/Solutions offered	430
12.2.8	TIGER COATINGS GMBH & CO. KG	431
12.2.8.1	Products/Services/Solutions offered	431
12.2.9	SACAL INTERNATIONAL GROUP LTD.	432
12.2.9.1	Products/Services/Solutions offered	432
12.2.10	DIAMOND VOGEL PAINT COMPANY	433
12.2.10.1	Products/Services/Solutions offered	433
12.2.11	VISTA PAINT CORPORATION	434
12.2.11.1	Products/Services/Solutions offered	434
12.2.12	INDIGO PAINTS PVT. LTD.	435
12.2.12.1	Products/Services/Solutions offered	435
12.2.13	BENJAMIN MOORE & CO.	436
12.2.13.1	Products/Services/Solutions offered	436
12.2.14	DAW SE	437
12.2.14.1	Products/Services/Solutions offered	437
12.2.15	HIS PAINT MANUFACTURING COMPANY	438
12.2.15.1	Products/Services/Solutions offered	438
13	ADJACENT & RELATED MARKETS	440
13.1	INTRODUCTION	440
13.2	LIMITATIONS	440
13.3	POWDER COATINGS MARKET	440
13.3.1	MARKET DEFINITION	440
13.4	MARKET OVERVIEW	441
13.5	POWDER COATINGS MARKET, BY END-USE INDUSTRY	442
13.6	POWDER COATINGS MARKET, BY REGION	443
	?	
14	APPENDIX	446
14.1	DISCUSSION GUIDE	446
14.2	KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL	449

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

14.3	CUSTOMIZATION OPTIONS	451
14.4	RELATED REPORTS	451
14.5	AUTHOR DETAILS	452

**Paints & Coatings Market by Resin Type (Acrylic, Alkyd, Epoxy, Polyurethane, Fluoropolymer, Vinyl, Polyester), Technology (Waterborne Coatings, Solvent-borne Coatings, Powder Coatings), End Use (Architectural, Industrial), Region - Global  
Forecast to 2029**

Market Report | 2024-07-26 | 453 pages | MarketsandMarkets

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User	\$4950.00
	Multi User	\$6650.00
	Corporate License	\$8150.00
	Enterprise Site License	\$10000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Zip Code\*

Country\*

Date

Signature