

Marking Coating Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032

Market Report | 2024-08-23 | 310 pages | Global Market Insights

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Report description:

The Global Marking Coating Market was valued at approximately USD 16.4 billion in 2023 and is expected to grow at a robust CAGR of over 3.5% from 2024 to 2032. This growth is driven by several key factors. Rapid urbanization and infrastructure development are major contributors, as cities around the world expand road networks and enhance public transportation systems. This surge in construction projects necessitates high-quality marking coatings for clear road markings and improved traffic management.

Stricter road safety regulations globally are also boosting the demand for advanced marking solutions. Governments and regulatory bodies are enforcing stringent standards to enhance visibility and safety on roads, which is driving the market for innovative marking coatings. Furthermore, advancements in marking coating technologies, including the development of reflective and durable materials, are transforming the industry. These innovations improve the performance and longevity of road markings, thereby enhancing both safety and appearance and fueling market growth.

The marking coating market is segmented by type, application, and formulation.

Thermoplastic coatings dominated the market in 2023, holding a significant share of USD 7.2 billion, and are expected to continue growing with a CAGR of 3.2% through 2032. These coatings are popular due to their durability, quick drying time, and ease of application. They are applied by heating until melted and then harden as they cool, forming a strong bond with the surface.

Thermosetting coatings, although less common, are valued for their chemical and heat resistance, making them suitable for harsh environments. Specialty coatings, including reflective, anti-slip, and eco-friendly options, cater to specific needs, but thermoplastic coatings remain the market leader due to their superior performance and cost-effectiveness.

In terms of application, the market is divided into road marking, industrial marking, commercial marking, and institutional marking. Road marking accounted for the largest market share in 2023 and is projected to continue growing at a CAGR of 3% through 2032. This segment includes markings on highways, streets, and intersections to provide clear, durable lines and symbols for vehicle and pedestrian guidance. The growth in this segment is supported by ongoing infrastructure investments and road safety regulations. The industrial marking segment, which involves coatings for equipment and machinery, is also significant but has a smaller market share compared to road marking.

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Regarding formulation, the market includes solvent-based, water-based, powder, and other coatings. Solvent-based marking coatings led the market in 2023 and are projected to grow at a CAGR of 3.2% through 2032. These coatings are favored for their strong adhesion, durability, and performance in various weather conditions. They use organic solvents to carry pigments and resins, allowing for quick drying and resistance to traffic wear and environmental stress. Although solvent-based coatings are currently dominant, there is a growing shift towards water-based and UV-curable coatings due to stricter environmental regulations and a push for more sustainable options.

The Asia Pacific region is a major player in the global marking coating market, driven by rapid urbanization, infrastructure improvements, and increased investment in transportation. Countries like China and India are experiencing significant growth in road networks and urban development. The region's emphasis on enhancing road safety standards and using advanced marking solutions further fuels demand. Additionally, Asia Pacific's strong manufacturing base and access to cost-effective raw materials reinforce its position as a key driver in global market trends.

Table of Contents:

Report Content

Chapter 1 Methodology and Scope

1.1 Market scope and definition

1.2 Base estimates and calculations

1.3 Forecast calculation

1.4 Data sources

1.4.1 Primary

1.4.2 Secondary

1.4.2.1 Paid sources

1.4.2.2 Public sources

Chapter 2 Executive Summary

2.1 Industry 360 synopsis

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Key manufacturers

3.1.2 Distributors

3.1.3 Profit margins across the industry

3.2 Industry impact forces

3.2.1 Growth drivers

3.2.2 Market challenges

3.2.3 Market opportunity

3.2.3.1 New opportunities

3.2.3.2 Growth potential analysis

3.3 Raw material landscape

3.3.1.1 Manufacturing trends

3.3.1.2 Technology evolution

3.3.1.3 Sustainability in raw materials

3.4 Sustainable manufacturing

3.4.1.1 Green practices

3.4.1.2 Decarbonization

3.5 Pricing trends (USD/Ton), 2021 to 2032

3.5.1.1 North America

3.5.1.2 Europe

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- 3.5.1.3 Asia Pacific
- 3.5.1.4 Latin America
- 3.5.1.5 Middle East and Africa
- 3.6 Regulations and market impact
- 3.7 Porter's analysis
- 3.8 PESTEL analysis
- Chapter 4 Competitive Landscape, 2023
 - 4.1 Introduction
 - 4.2 Company matrix analysis
 - 4.3 Company market share analysis
 - 4.3.1 Company Market share analysis by region
 - 4.3.1.1 North America
 - 4.3.1.2 Europe
 - 4.3.1.3 Asia Pacific
 - 4.3.1.4 Latin America
 - 4.3.1.5 Middle East Africa
 - 4.4 Competitive positioning matrix
 - 4.5 Strategic dashboard
- Chapter 5 Market Size and Forecast, By Type, 2021-2032 (USD Billion, Kilo Tons)
 - 5.1 Key trends
 - 5.2 Thermoplastic coatings
 - 5.2.1 Acrylic
 - 5.2.2 Polyester
 - 5.2.3 Polycarbonate
 - 5.3 Thermosetting coatings
 - 5.3.1 Epoxy
 - 5.3.2 Polyurethane
 - 5.3.3 Epoxy-polyester blends
 - 5.4 Specialty coatings
 - 5.4.1 Glow-in-the-dark
 - 5.4.2 Reflective
 - 5.4.3 Anti-slip coatings
- Chapter 6 Market Size and Forecast, By Application, 2021-2032 (USD Billion, Kilo Tons)
 - 6.1 Key trends
 - 6.2 Road marking
 - 6.2.1 Highways
 - 6.2.2 Road
 - 6.2.3 Parking lots
 - 6.3 Industrial marking
 - 6.3.1 Warehouses
 - 6.3.2 Factories
 - 6.3.3 Production facilities
 - 6.4 Commercial marking
 - 6.4.1 Retail spaces
 - 6.4.2 Shopping centers
 - 6.4.3 Office buildings
 - 6.5 Institutional marking

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6.5.1 Educational institutions

6.5.2 Hospitals

6.5.3 Government buildings

Chapter 7 Market Size and Forecast, By Formulation, 2021-2032 (USD Billion, Kilo Tons)

7.1 Key trends

7.2 Solvent-based marking coatings

7.3 Water-based marking coatings

7.4 Powder coatings

7.5 Other (UV-Curable)

Chapter 8 Market Size and Forecast, By Region, 2021-2032 (USD Billion, Kilo Tons)

8.1 Key trends

8.2 North America

8.2.1 U.S.

8.2.2 Canada

8.3 Europe

8.3.1 Germany

8.3.2 UK

8.3.3 France

8.3.4 Italy

8.3.5 Spain

8.4 Asia Pacific

8.4.1 China

8.4.2 India

8.4.3 Japan

8.4.4 South Korea

8.4.5 Australia

8.5 Latin America

8.5.1 Brazil

8.5.2 Mexico

8.5.3 Argentina

8.6 MEA

8.6.1 Saudi Arabia

8.6.2 UAE

8.6.3 South Africa

Chapter 9 Company Profiles

9.1 Aervoe industries Inc

9.2 Aexcel corp

9.3 BASF SE

9.4 Benjamin moore

9.5 Diamond vogel

9.6 Dow Inc.

9.7 Grainger

9.8 H G helios group

9.9 NCP coatings

9.10 Sherwin williams

9.11 Swarco AG

9.12 Teknos

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9.13 U-C coatings

9.14 US specialty coatings

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