

**India Primer Market Research Report Information by Type (Solvent based and Water based. Based on the material, the market has been segmented into Alkyd, Epoxy, Polyurethane, Acrylic, and others) by Surface (Cement, Concrete, Plaster, Metal, Plastic, Wood, Flooring Tiles, and Others), by Price (Premium, Mid, and Economy), by Application (Interior & Exterior), by End Use (Residential Construction and Non-Residential Construction), by Distribution Channel (Online & Offline)-Forecast to 2032**

Market Report | 2024-09-10 | 138 pages | Market Research Future

**AVAILABLE LICENSES:**

- Single User Price \$2950.00
- Enterprisewide Price \$5250.00

**Report description:**

India Primer Market Research Report Information by Type (Solvent based and Water based. Based on the material, the market has been segmented into Alkyd, Epoxy, Polyurethane, Acrylic, and others) by Surface (Cement, Concrete, Plaster, Metal, Plastic, Wood, Flooring Tiles, and Others), by Price (Premium, Mid, and Economy), by Application (Interior & Exterior), by End Use (Residential Construction and Non-Residential Construction), by Distribution Channel (Online & Offline)-Forecast to 2032

**Market Overview**

The India primer market has witnessed steady growth in recent years, driven by factors such as increasing infrastructure development, rising demand for luxury residential and commercial projects, and the growing repair and maintenance activities in the country. Primers serve as the foundation for the coating system, providing a smooth and uniform surface for subsequent layers of paints. They help seal porous surfaces, prevent moisture penetration, and improve the adhesion of the final coat. A primer is a fundamental component used in various industries to prepare surfaces for the application of coatings. It acts as a preparatory layer that helps enhance the adhesion, durability, and overall performance of the subsequent coating. Primers are

**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)

designed to create a smooth and uniform surface, ensuring better bonding between the substrate and the coating. They are typically applied before the topcoat to improve the coverage, promote better color retention, and provide protection against corrosion, moisture, and other environmental factors. Primers find application for various surfaces such as cement, concrete, wood, metal, plastic, plaster, flooring tiles, and others.

The primers market in India is influenced by a range of factors that collectively shape the industry's performance. One of the major factors driving the demand for primer in India is the growth of construction activities in the country. However, stringent environmental regulations are anticipated to restrain the growth of the market. The need for compliance with regulations related to VOC emissions and hazardous substances may require manufacturers to invest in research and development to develop eco-friendly and low-VOC primer formulations. Meeting these regulatory requirements can add complexity and cost to the production process, potentially affecting the growth of the primer market.

**Market Segmentation**

Based on the type, the India primer market has been segmented into Solvent based and Water based. Based on the material, the market has been segmented into Alkyd, Epoxy, Polyurethane, Acrylic, and others.

Based on the surface, the market has been segmented into cement, concrete, plaster, metal, plastic, wood, flooring tiles, and others.

Based on price, the India primer market has been segmented into premium, mid, and economy.

Based on application, the market has been segmented into interior and exterior.

Based on end-user, the India primer market has been segmented into residential construction and non-residential construction.

Based on distribution channel, the market has been segmented into online and offline.

**Major Players**

The key players in the India Primer Market include Nippon Paint (India) Private Limited, Asian Paints, AkzoNobel India Ltd, Kansai Nerolac Paints Limited, Surfa Coats, Jotun, Berger Paints India Limited, Indigo Paints Ltd, Shalimar Paint, and MRF Corp Ltd.

**Table of Contents:**

TABLE OF CONTENTS

1EXECUTIVE SUMMARY18

2MARKET INTRODUCTION24

2.1DEFINITION24

2.2SCOPE OF THE STUDY24

2.3RESEARCH OBJECTIVE24

2.4MARKET STRUCTURE25

3RESEARCH METHODOLOGY26

3.1OVERVIEW26

3.2DATA FLOW29

3.2.1DATA MINING PROCESS29

3.3PURCHASED DATABASE:30

3.4SECONDARY SOURCES:31

3.4.1SECONDARY RESEARCH DATA FLOW:32

3.5PRIMARY RESEARCH:33

3.5.1PRIMARY RESEARCH DATA FLOW:34

3.6APPROACHES FOR MARKET SIZE ESTIMATION:35

3.6.1TRADE ANALYSIS APPROACH35

3.7DATA FORECASTING35

3.7.1DATA FORECASTING TECHNIQUE36

3.8DATA MODELING37

3.8.1	DATA MODELING:	37
3.9	TEAMS AND ANALYST CONTRIBUTION	38
4	MARKET DYNAMICS	40
4.1	INTRODUCTION	40
4.2	DRIVERS	41
4.2.1	GROWING DEMAND FROM CONSTRUCTION INDUSTRY IN INDIA	41
4.2.2	GROWTH IN INFRASTRUCTURE DEVELOPMENT FUELS PRIMER MARKET	42
4.3	RESTRAINTS	43
4.3.1	STRINGENT ENVIRONMENTAL REGULATIONS	43
4.4	OPPORTUNITY	44
4.4.1	GROWING RENOVATION ACTIVITIES IN INDIA	44
4.5	IMPACT ANALYSIS OF COVID-19	45
4.5.1	IMPACT ON SUPPLY CHAIN OF PRIMER	45
4.5.2	IMPACT ON MARKET DEMAND OF PRIMER	45
5	MARKET FACTOR ANALYSIS	46
5.1	SUPPLY/VALUE CHAIN ANALYSIS	46
5.1.1	RAW MATERIAL ANALYSIS	47
5.1.1.1	LIST OF RAW MATERIAL SUPPLIERS	47
5.1.2	MANUFACTURERS	49
5.1.3	DISTRIBUTION AND SALES CHANNEL	49
5.1.4	END USERS	50
5.2	PORTER'S FIVE FORCES MODEL	50
5.2.1	THREAT OF NEW ENTRANTS	51
5.2.2	BARGAINING POWER OF SUPPLIERS	51
5.2.3	THREAT OF SUBSTITUTES	51
5.2.4	BARGAINING POWER OF BUYERS	51
5.2.5	INTENSITY OF RIVALRY	51
5.3	PRICING ANALYSIS, 2018-2032	52
5.3.1	PRICING ANALYSIS, BY REGION (2018-2032)	52
5.3.2	PRICING ANALYSIS, BY TYPE (2018-2032)	52
5.4	PRODUCTION CAPACITY OF KEY PLAYERS & UTILIZATION RATE, 2022	52
6	INDIA PRIMER MARKET, BY TYPE	53
6.1	INTRODUCTION	53
6.2	SOLVENT BASED	54
6.3	WATER BASED	54
7	INDIA PRIMER MARKET, BY MATERIAL	55
7.1	INTRODUCTION	55
7.2	ALKYD	56
7.3	EPOXY	57
7.4	POLYURETHANE	57
7.5	ACRYLIC	57
7.6	OTHERS	57
8	INDIA PRIMER MARKET, BY SURFACE	58
8.1	INTRODUCTION	58
8.2	CEMENT	59
8.3	CONCRETE	60
8.4	PLASTER	60

**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	METAL	60
8.6	PLASTIC	60
8.7	WOOD	60
8.8	FLOORING TILES	61
8.9	OTHERS	61
9	INDIA PRIMER MARKET, BY PRICE CATEGORY	62
9.1	INTRODUCTION	62
9.2	PREMIUM	63
9.3	MID	63
9.4	ECONOMY	63
10	INDIA PRIMER MARKET, BY APPLICATION	64
10.1	INTRODUCTION	64
10.2	INTERIOR	65
10.3	EXTERIOR	66
11	INDIA PRIMER MARKET, BY END-USER	67
11.1	INTRODUCTION	67
11.2	RESIDENTIAL CONSTRUCTION	68
11.3	NON-RESIDENTIAL CONSTRUCTION	69
12	INDIA PRIMER MARKET, BY DISTRIBUTION CHANNEL	70
12.1	INTRODUCTION	70
12.2	ONLINE	71
12.3	OFFLINE	71
13	INDIA PRIMER MARKET, BY REGION	72
13.1	OVERVIEW	72
13.1.1	NORTH INDIA	73
13.1.2	EAST & NORTHEAST INDIA	79
13.1.3	WESTERN INDIA	85
13.1.4	SOUTH INDIA	92
14	COMPETITIVE LANDSCAPE	98
14.1	INTRODUCTION	98
14.2	COMPETITION DASHBOARD	98
14.3	COMPANY MARKET SHARE ANALYSIS, 2022 (%)	99
14.3.1	VALUE (INR CRORE)	99
14.3.2	VOLUME (LITRES)	99
14.4	COMPETITIVE BENCHMARKING	100
14.5	LEADING PLAYERS IN TERMS OF THE NUMBER OF DEVELOPMENTS IN THE PRIMER MARKET	101
14.6	COMPARATIVE ANALYSIS: KEY PLAYERS FINANCIAL, 2022	101
14.7	KEY DEVELOPMENTS & GROWTH STRATEGIES	102
14.7.1	NEW PRODUCT LAUNCH/SERVICE DEPLOYMENT	102
14.7.2	PARTNERSHIP	102
14.7.3	CAPACITY EXPANSION	102
14.7.4	ACQUISITION	103
15	COMPANY PROFILES	104
15.1	NIPPON PAINT (INDIA) PRIVATE LIMITED	104
15.1.1	COMPANY OVERVIEW	104
15.1.2	FINANCIAL OVERVIEW	104
15.1.3	PRODUCTS OFFERED	104

**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)

15.1.4	KEY DEVELOPMENTS	105
15.1.5	SWOT ANALYSIS	105
15.1.6	KEY STRATEGY	106
15.2	ASIAN PAINTS	107
15.2.1	COMPANY OVERVIEW	107
15.2.2	FINANCIAL OVERVIEW	108
15.2.3	PRODUCTS OFFERED	108
15.2.4	KEY DEVELOPMENTS	108
15.2.5	SWOT ANALYSIS	109
15.2.6	KEY STRATEGY	109
15.3	AKZONOBEL INDIA LTD	110
15.3.1	COMPANY OVERVIEW	110
15.3.2	FINANCIAL OVERVIEW	110
15.3.3	PRODUCTS OFFERED	111
15.3.4	KEY DEVELOPMENTS	111
15.3.5	SWOT ANALYSIS	112
15.3.6	KEY STRATEGY	113
15.4	KANSAI NEROLAC PAINTS LIMITED	114
15.4.1	COMPANY OVERVIEW	114
15.4.2	FINANCIAL OVERVIEW	115
15.4.3	PRODUCTS OFFERED	115
15.4.4	KEY DEVELOPMENTS	116
15.4.5	SWOT ANALYSIS	116
15.4.6	KEY STRATEGY	116
15.5	SURFA COATS	117
15.5.1	COMPANY OVERVIEW	117
15.5.2	FINANCIAL OVERVIEW	117
15.5.3	PRODUCTS OFFERED	117
15.5.4	KEY DEVELOPMENTS	118
15.5.5	SWOT ANALYSIS	118
15.5.6	KEY STRATEGY	118
15.6	JOTUN	119
15.6.1	COMPANY OVERVIEW	119
15.6.2	FINANCIAL OVERVIEW	120
15.6.3	PRODUCTS OFFERED	120
15.6.4	KEY DEVELOPMENTS	121
15.6.5	SWOT ANALYSIS	121
15.6.6	KEY STRATEGY	122
15.7	BERGER PAINTS INDIA LIMITED	123
15.7.1	COMPANY OVERVIEW	123
15.7.2	FINANCIAL OVERVIEW	124
15.7.3	PRODUCTS OFFERED	124
15.7.4	KEY DEVELOPMENTS	125
15.7.5	SWOT ANALYSIS	125
15.7.6	KEY STRATEGY	126
15.8	INDIGO PAINTS LTD	127
15.8.1	COMPANY OVERVIEW	127

**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)

15.8.2	FINANCIAL OVERVIEW	128
15.8.3	PRODUCTS OFFERED	128
15.8.4	KEY DEVELOPMENTS	129
15.8.5	SWOT ANALYSIS	129
15.8.6	KEY STRATEGY	130
15.9	SHALIMAR PAINT	131
15.9.1	COMPANY OVERVIEW	131
15.9.2	FINANCIAL OVERVIEW	132
15.9.3	PRODUCTS OFFERED	132
15.9.4	KEY DEVELOPMENTS	133
15.9.5	SWOT ANALYSIS	133
15.9.6	KEY STRATEGY	133
15.10	MRF CORP LTD.	134
15.10.1	COMPANY OVERVIEW	134
15.10.2	FINANCIAL OVERVIEW	135
15.10.3	PRODUCTS OFFERED	135
15.10.4	KEY DEVELOPMENTS	135
15.10.5	SWOT ANALYSIS	136
15.10.6	KEY STRATEGY	136

?

**India Primer Market Research Report Information by Type (Solvent based and Water based. Based on the material, the market has been segmented into Alkyd, Epoxy, Polyurethane, Acrylic, and others) by Surface (Cement, Concrete, Plaster, Metal, Plastic, Wood, Flooring Tiles, and Others), by Price (Premium, Mid, and Economy), by Application (Interior & Exterior), by End Use (Residential Construction and Non-Residential Construction), by Distribution Channel (Online & Offline)-Forecast to 2032**

Market Report | 2024-09-10 | 138 pages | Market Research Future

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 Price	\$2950.00
	Enterprisewide Price	\$5250.00
		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"/>

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

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

www.scotts-international.com

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"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-13"/>
		Signature	<input type="text"/>