

**Packaging Coatings Market by Technology (Waterborne, Solventborne, Energy Curable, Digital), Resin (Polyurethane, Epoxy, Acrylic, Polyester), Application (Rigid, Flexible, Paper), Printing Process, End-use Industry - Global Forecast to 2029**

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**Report description:**

The packaging coatings market is projected to grow from USD 4.21 billion in 2024 to USD 5.37 billion by 2029, at a CAGR of 5.0% between 2024 and 2029. Packaging coatings market in Asia-Pacific is growing at a fast pace because of various reasons such as Industrialization, urbanization and rising middle income consumers who are demanding packaged products from various industries including food & beverages, pharmaceuticals and personal care products. The increasing growth of e-commerce and retail companies in the region has increased the demand for protective packaging with high durability, and the growing consciousness of the consumer towards the environment has popularized green coating solutions. Now emerging as the largest market for packaging coatings, Asia Pacific boasts of a vast manufacturing industry, particularly in China, India, and SEA, together with growing investment in research & development of new products and meeting regulatory standards.

"The US, by country is forecasted to be the fastest growing packaging coatings market during the forecast period."

The US leads the packaging coatings market, driven by its highly developed industrial infrastructure, rising demand for packaged goods, and access to cutting-edge technology. High-growth sectors such as food & beverages, pharmaceuticals, healthcare, and personal care contribute significantly to the demand for advanced coatings that not only protect and preserve products but also enhance their visual appeal and durability. Strict food safety regulations and environmental standards further propel innovation in high-performance and eco-friendly coatings. Additionally, the US benefits from a mature consumer base that values premium, aesthetically appealing packaging, which increases the overall value of packaging coatings across various industries.

"Middle East & Africa is likely to account for the second largest CAGR in packaging coatings market in terms of volume."

Middle East & Africa region is the second fastest growing region in the packing coating market due to various reasons such as

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exponential growth of the food & beverages and consumer goods industries attributed to increased income per capita and changing customer preferences for packaged products. The region is also experiencing heightened growth of its industrial and manufacturing sectors, which in turn increases the need for packaging coatings that offer increased product life where the climate is unfavorable. In addition, the policies to diversify the economy of the gulf countries particularly in the area of retail health care and infrastructural developments are resulting in call for better packaged products. New environmental regulations and product safety requirements are also shown to be the force behind innovation in enhanced sustainable and high-performance coatings in the region.

**Interviews:**

- By Company Type: Tier 1 - 46%, Tier 2 - 36%, and Tier 3 - 18%
- By Designation: C Level - 21%, D Level - 23%, and Others - 56%
- By Region: North America - 37%, Europe - 26%, Asia Pacific - 23%, and South America - 4%, Middle East & Africa - 10%

The key companies profiled in this report are The Sherwin-Williams Company (US), PPG Industries, Inc. (US), AkzoNobel N.V. (The Netherlands), Altana Group (Germany), Axalta Coating Systems, LLC (US), DIC Corporation (Japan), and Stahl Holdings B.V. (The Netherlands).

**Research Coverage:**

The packaging coatings market has been segmented based on technology (Waterborne Coatings, Solvent-borne Coatings, Energy Curable (UV/EB) Coatings, Digital Inkjet Coatings, Other Technologies), resin type (Polyurethane, Acrylic, Epoxy, Polyester, and Other Resin Types), application (Rigid Packaging, Flexible Packaging, and Paper Packaging), printing process (Flexography, Gravure, Digital, Lithography, and Other Printing Process), End-use Industry (Food & Beverage, Medical & Pharma, Industrial Goods, and Other Industries) 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, restraints, opportunities, and challenges influencing the growth of the packaging coatings market.
- Product Development/Innovation: Detailed insight into upcoming technologies, research & development activities, and new product launches in the packaging coatings market.
- Market Development: Comprehensive information about markets - the report analyses the packaging coatings market across varied regions.
- Market Diversification: Exclusive information about the new products & services untapped geographies, recent developments, and investments in the packaging 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, Inc. (US), AkzoNobel N.V. (The Netherlands), Altana Group (Germany), Axalta Coating Systems, LLC (US), DIC Corporation (Japan), and Stahl Holdings B.V. (The Netherlands) among other in the packaging coatings market.

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