

Water-Soluble Paints Market Report by Material (Acrylic, Polyurethane, Polyester, Vinylic, Alkyd, Epoxy, Epoxy Esters, and Others), Application (Residential, Commercial, Infrastructure, Automotive, and Others), and Region 2025-2033

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Report description:

The global water-soluble paints market size reached USD 28.3 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 40.6 Billion by 2033, exhibiting a growth rate (CAGR) of 3.86% during 2025-2033. The significant growth in the construction industry, extensive research and development (R&D) activities, and rapid advancements in product design and manufacturing processes to improve the performance and durability of water-soluble paints represent some of the key factors driving the market.

Water-soluble paints, or water-based paints, refer to colorants that use water as their primary solvent instead of traditional solvents. They are composed of pigments, binders, additives, and water. Acrylic, polyurethane, polyester, vinylic, alkyd, epoxy, and epoxy esters are some of the commonly used binder materials. Water-soluble paints are widely used for painting walls, floors, ceilings, furniture, plastics, and art and craft applications. They can be applied using brushes, rollers, and sprayers. As compared to traditional solvent-based paints, water-soluble paints are easy to clean up, environmentally friendly, less flammable, have lower levels of volatile organic compounds (VOCs), and offer quick drying time. As a result, they find extensive applications across the residential, commercial, infrastructure, and automotive industries.

Water-Soluble Paints Market Trends:

The significant growth in the construction industry across the globe is one of the key factors creating a positive outlook for the market. In line with this, the increasing renovation and remodeling activities, both in residential and commercial sectors, to refresh the appearance of spaces is acting as another growth-inducing factor. Water-soluble paints are used due to the availability of a wide range of colors and finishes, providing versatility and options for different painting projects. Additionally, the widespread product adoption owing to its smooth consistency and easy-to-clean properties is contributing to the market growth. Apart from

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this, various product innovations, such as specialty water-soluble paints that are designed for specific applications, such as high-moisture environments like bathrooms and kitchens, are providing an impetus to the market growth. Moreover, the growing awareness about environmental sustainability and the need for eco-friendly products is positively influencing the market growth. Furthermore, manufacturers are focusing on improving the formulation of water-soluble paints to enhance their performance characteristics, such as coverage, durability, color retention, resistance to fading and yellowing, and drying time, which in turn is providing a considerable boost to the market growth. Other factors, including increasing demand for decorative paints, extensive research and advancements to improve the performance and durability of water-soluble paints, the implementation of various government initiatives to use eco-friendly products, and rising demand for low VOC paints to improve indoor air quality, are propelling the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global water-soluble paints market report, along with forecasts at the global, regional, and country levels from 2025-2033. Our report has categorized the market based on material and application.

Material Insights:

- Acrylic
- Polyurethane
- Polyester
- Vinyllic
- Alkyd
- Epoxy
- Epoxy Esters
- Others

The report has provided a detailed breakup and analysis of the water-soluble paints market based on the material. This includes acrylic, polyurethane, polyester, vinyllic, alkyd, epoxy, epoxy esters, and others. According to the report, acrylic represented the largest segment.

Application Insights:

- Residential
- Commercial
- Infrastructure
- Automotive
- Others

The report has provided a detailed breakup and analysis of the water-soluble paints market based on the application. This includes residential, commercial, infrastructure, automotive, and others. According to the report, residential represented the largest segment.

Regional Insights:

- North America
- United States
- Canada

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- Asia Pacific
- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Others
- Europe
- Germany
- France
- United Kingdom
- Italy
- Spain
- Russia
- Others
- Latin America
- Brazil
- Mexico
- Others
- Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico and others) and the Middle East and Africa.

According to the report, Asia Pacific was the largest market for water-soluble paints. Some of the factors driving the Asia Pacific water-soluble paints market included extensive research and development (R&D) activities, stringent safety regulations enforced by the regional governments, and rising demand for eco-friendly products.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global water-soluble paints market. Detailed profiles of all major companies have been provided. Some of the companies covered include Akzo Nobel NV, Asian Paints Ltd., Axalta Coating Systems Ltd., BASF SE, Berger Paints Ltd, Brillux GmbH and Co. KG, Chenyang Group Ltd., Diamond Vogel, Dunn-Edwards Corporation (Nippon Paint Holdings Co. Ltd.), Jotun, PPG Industries Inc., The Sherwin-Williams Company, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

- How has the global water-soluble paints market performed so far, and how will it perform in the coming years ?
- What are the drivers, restraints, and opportunities in the global water-soluble paints market ?
- What is the impact of each driver, restraint, and opportunity on the global water-soluble paints market ?
- What are the key regional markets ?
- Which countries represent the most attractive water-soluble paints market ?
- What is the breakup of the market based on the material ?
- Which is the most attractive material in the water-soluble paints market ?
- What is the breakup of the market based on the application ?
- Which is the most attractive application in the water-soluble paints market ?
- What is the competitive structure of the global water-soluble paints market ?

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-[]Who are the key players/companies in the global water-soluble paints market ?

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