

North America Coating Additives Market Report and Forecast 2025-2034

Market Report | 2025-06-05 | 130 pages | EMR Inc.

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Report description:

The North America coating additives market size was valued at USD 3.18 Billion in 2024. The market is further projected to grow at a CAGR of 4.20% between 2025 and 2034, reaching a value of USD 4.80 Billion by 2034.

According to the North America coating additives market analysis, a shortage of houses on the market in the United States is prompting the demand for single-family housing projects. The country's infrastructural sector is also receiving robust governmental support, which aids the demand for additives in coatings. For instance, in January 2024, the government announced over USD 4.9 billion in funding to 37 projects through two major grant programs, the Infrastructure for Rebuilding America (INFRA) grant program and the National Infrastructure Project Assistance (Mega) grant program.

Additionally, the demand for sustainable coatings is rising in the market as the region focusses on reducing the carbon footprint of its construction sector, thus impacting the North America coatings additives market growth. These paints have low VOC and high bio-content. Paint producers are capitalising on this trend by offering these products to contractors and manufacturers who want to improve the sustainability credits for their projects. The use of organic rheology modifiers is free of VOCs and can be easily added to solventless and VOC-compliant solvent-based systems. These are derived from renewable, bio-based materials, like castor, and can increase the sustainability of paints and coating. Rheology modifiers are crucial additives in coating formulations, controlling their stability, application properties, and sag resistance.

Market Segmentation

North America Coating Additives Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments.

Market Breakup by Product Type

- Defoamers

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- Wetting and Dispersing Agents
- Rheology Modifiers
- Others

Market Breakup by Formulation

- Water-borne
- Solvent-borne
- Others

Market Breakup by Application

- Architectural Coatings
- Can and Coil Coatings
- General Industrial Coatings
- Automotive and Transportation Coatings
- Wood and Furniture Coatings
- Others

Market Breakup by Country

- United States of America
- Canada

Competitive Landscape

The key players in the coating additives market in North America are producing high-quality coating additives to enhance the quality of coatings to stay ahead in the market.

- Dow Inc.
- Eastman Chemical Company
- Ashland Inc.
- The Lubrizol Corporation

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- Evonik Industries AG
- BASF SE
- Nouryon Chemicals Holding B.V.
- Clariant Ltd
- Arkema SA
- Atlanta AG
- Others

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