

## **North America Paints and Coatings Market Report and Forecast 2025-2034**

Market Report | 2025-06-06 | 105 pages | EMR Inc.

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### **Report description:**

The North America paints and coatings market size attained a value of USD 42.43 Billion in 2024. The market is expected to grow at a CAGR of 3.60% between 2025 and 2034, reaching almost USD 60.43 Billion by 2034.

Paints are primarily used for their aesthetic appeal, whereas coatings are mainly employed to protect surfaces from deterioration or corrosion. Both paints and coatings are commonly applied to prevent surfaces from oxidizing and being exposed to sunlight. Coatings are extensively utilised across various industries including automotive, transportation, construction, and wood industries, with a particular emphasis in construction for shielding buildings from external damage.

Additionally, paints and coatings play a vital role in various applications such as enhancing the appearance of residential and non-residential building structures, industrial equipment, industrial wood, automotive, marine, and more, aiding the North America paints and coatings market development. These materials possess structural properties such as adhesion, waterproofing, and corrosion resistance, which are applied to surfaces to prevent corrosion, rusting, and erosion, thus averting soil spoilage.

As per Statistics Canada, the construction of residential and non-residential buildings saw a 0.3% growth in December 2023 compared to November 2023. This uptick in construction activity contributes to the rising demand for the paints and coatings market in North America.

INVESTMENT IN BUILDING CONSTRUCTION, DECEMBER 2023, \$ BILLION

### Key Trends and Developments

The North America paints and coatings market development is driven by expanding architectural industry, organic paints and coatings, automotive and marine industries.

February 2024

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Nova Scotia's Pure Paint Technologies created eco-friendly plant-based paint, distinguishing itself in North America with durability, coverage, and environmental consciousness.

January 2024

CoolWorx, a coating product developed by Nu-Calgon and enhanced with GMG Graphene technology, was launched.

October 2023

The Protech Group acquired MF Paints Inc., thereby expanding its presence in the Canadian market. \_x000D\_

September 2023

US university scientists created a silicon-based coating to halt fire spread by averting materials from contacting flames, offering fire protection.

Growing demand from architectural sector

Protection and aesthetic improvement for buildings, safeguard against harsh weather and UV exposure, tailored for specific purposes like roof coatings and wall paints\_x000D\_

Use of organic paints and coatings

Block-resistant organic paints and coatings without VOCs, made from natural ingredients, eco-friendly coatings reducing harmful effects of infrared and UV radiation\_x000D\_

Increasing demand from automotive industry

Colour retention, abrasion resistance, flexibility, and protective properties, annual injection of over USD 1 trillion into the US economy by auto manufacturing\_x000D\_

Growing use in marine sector

Shield against saltwater corrosion and marine organism growth, prolong lifespan, diminish maintenance frequency, yield cost savings through rust prevention and decay mitigation

North America Paints and Coatings Market Trends

As per the North America paints and coatings market report, strict environmental regulations in the sector drive the preference for water-based paints over solvent-based ones. Poorly ventilated work environments expose workers to hazardous vapours from solvent-based products, leading many projects, such as those involving fuel storage and railroad tanks, to opt for water-based coatings.

Additionally, water-based coatings help reduce the concentration of flammable substances. State and local governments often impose regulations limiting the amount of volatile organic compounds (VOCs) businesses can emit.

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## Market Segmentation

North America Paints and Coatings Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

### Market Breakup by Resin Type

- Epoxy
- Acrylics
- Alkyd
- Polyurethane
- Polyester
- Others

### Market Breakup by Technology

- Water-Borne
- Solvent-Borne
- Powder Coating
- UV-Cured Coating

### Market Breakup by End Use

- Automotive
- Protective Coatings
- Transportation
- Architectural
- Packaging
- Others

### Market Breakup by Country

- United States of America
- Canada

Acrylic resin dominates the North America paints and coatings market share owing to its outstanding color retention, durability, and resilience against weathering

Acrylic is water-based coatings that are adaptable, and suitable for architectural, automotive, and industrial uses, with fast drying and low environmental impact, favoured in diverse sectors.

Alkyd coatings are valued for strong adhesion and durability, commonly used in industrial and architectural sectors. Additionally, polyurethane coatings, known for superior finish and resistance, are widely applied in the automotive, wood, and aerospace industries.

Waterborne coatings, based on technology, pushing the North America paints and coatings market growth, primarily due to their reduced environmental footprint, emitting fewer volatile organic compounds (VOCs) than solvent-based alternatives

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Water-based coatings, using water as a solvent, are eco-friendly and easy to clean. Their adaptability and safety make them popular in automotive and architectural applications, with continuous advancements improving durability and drying rates.

As per the North America paints and coatings market report, solvent-based coatings excel in adhesion, resilience, and aesthetics and are considered ideal for industrial and demanding environments. Additionally, powder coatings are eco-friendly and waste-efficient and are gaining momentum for their cost-effectiveness and superior quality, favored in appliances, automotive parts, and furniture applications.

Based on end use, paints and coatings market in North America is being supplemented by rising demands within the residential and commercial construction sectors

The architectural sector comprises various products for interior and exterior uses, such as wall paints and wood finishes, driven by global construction, urbanisation, and increased aesthetic and protective needs.

The automotive, transportation, and protective coatings sector encompasses specialised coatings sought for their superior durability, corrosion resistance, and ability to withstand extreme conditions. Technological progress drives the segment's expansion toward more efficient, eco-friendly coatings, thereby propelling the North America paints and coatings market growth.

### Competitive Landscape

The increasing competitiveness in the market can be characterised by the introduction of various types of paints and increasing number of mergers and acquisitions.

Other North America paints and coatings market key players are Benjamin Moore & Co., RPM International Inc., 3M Co., Akzo Nobel N.V., Masco Corporation, and Cloverdale Paint Inc., among others.

### North America Paints and Coatings Market Analysis by Country

The United States is leading the way as the demand flourishes in the automotive, construction, and industrial fields. Green coatings are propelled by regulations and consumer consciousness, nurturing a competitive environment with continuous R&D investments. As reported by the Office for Coastal Management, the marine economy experienced a 7.4 per cent rise in its GDP contribution and a 10.5 per cent surge in sales in 2021, thus, driving the North American paints and coatings market.

### ANNUAL GROSS DOMESTIC PRODUCT (VALUE ADDED) FOR MARINE SECTORS, IN USD BILLION

Canada's construction, automotive, and other sectors are also thriving, accompanied by an increasing demand for sustainable and environmentally friendly paints. This trend bolsters the demand for the paints and coatings market.

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