

Brazil Metal Finishing Market Size Analysis Report - Market Share, Forecast Trends and Outlook (2025-2034)

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Report description:

The Brazil metal finishing market size is projected to grow at a CAGR of 4.80% between 2025 and 2034. Growing automotive industry in the country is expected to be a key market driver.

Brazil Metal Finishing Market Growth

As per the Associacao Brasileira dos Fabricantes de Tintas, the production of paints and coatings in Brazil reached 1,647 billion litres in 2022. Nearly 75% of the domestic production can be attributed to the top 10 largest producers, including PPG Industries Inc. and The Sherwin-Williams Company. In 2022, \$240 million worth of products were exported, which further cemented Brazil's image as the leading producer of paints and coatings in Latin America. In 2022, Brazil's aftermarket automotive painting sector witnessed a capacity expansion of 71 million litres. It accounts for 4.3% of the overall production of paints and coatings in Brazil. As per Brazil metal finishing market analysis, this is expected to favour the demand for inorganic metal finishings that improve the mechanical strength and wear resistance properties of automotives, apart from being corrosion resistance.

Brazil's consumer goods industry is anticipated to witness a surge in demand for various products, such as furniture, household appliances, kitchenware, lighting fixtures, and electronics items. This can be attributed to its high Gini coefficient (48.9 in 2020) and the increasing number of people per family. As per the United Nations, nearly 47% of Brazilian households had 2-3 people in 2019, and 32% had 4-5 people. With a population of nearly 214.7 million, the World Bank estimated its per capita GDP at USD 14,385 PPP in 2020. This is expected to raise the demand for organic metal finishing on decorative pieces and various consumer goods items, thereby contributing to the market growth.

Key Trends and Developments

Rise of data analytics; emergence of graphene plating and green electroplating; and increasing demand for nanotech coatings are

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the major trends impacting the Brazil metal finishing market growth

April 13, 2023

BASF SE invested BRL 50 million for the development of a new paint production plant, which uses fewer ingredients (15, instead of 25) to produce decorative paints. This is expected to enhance profitability by 1-1.5 pp, and result in cost savings of BRL 35- BRL 40 million annually.

August 17, 2022

MKS Instruments, Inc. acquired Atotech Limited, a leading global manufacturer of miniature electronic devices to enhance its capabilities to produce advanced electronic devices. Moreover, this acquisition has also expanded the portfolio of decorative and functional surface finishings provided by MKS Instruments, leading to Brazil metal finishing market development.

August 1, 2022

Brazilian steel giant Gerdau Graphene, a subsidiary of the Brazilian steel manufacturing company Gerdau, began the commercial production of graphene paints C-Fix in Brazil. This is being marketed as an abrasion-resistant industrial paint that is ideal for application on metal floors, asphalt, and concrete.

June 1, 2021

Oerlikon acquired Coeurdor, a French company engaged in designing, manufacturing, and coating metallic components of luxury goods. This is expected to boost its capabilities to serve luxury goods companies worldwide, thereby fuelling Brazil metal finishing market expansion.

Increasing reliance on data analytics

Data analytics tools can enable engineers to implement workflow improvements aimed at improving metal finishing outcomes.

Rising appeal for graphene plating

With the expansion of renewable energy production, graphene plating is expected to find increasing application in solar cell production for boosting its efficiency. This can lead to improved Brazil metal finishing market outlook.

Emergence of green electroplating

By dissolving aluminium in water, the environmental impact of chromium electroplating has been minimised, thereby increasing its preference among numerous industries.

Increasing demand for nanotech coatings

The automotive industry is using nanotech coatings for making car surfaces extremely resistant to abrasion without affecting its other qualities.

Brazil Metal Finishing Market Trends

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The use of data analytics tools can enable engineers to discover multiple solutions for their unique problems. For example, data analytics tools can enable engineers to discover if an electroplating process is using too much of energy and increasing the cost of production, thereby prompting them to adjust the proportion of solvents or use manage other parts of the workflow to minimise power consumption. This is expected to favour market growth over the forecast period.

Brazil Metal Finishing Industry Segmentation

The EMR's report titled "Brazil Metal Finishing Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type:

- Inorganic Metal Finishing
- Organic Metal Finishing
- Hybrid Metal Finishing

Market Breakup by Application:

- Automotive
- Appliances
- Hardware
- Jewellery
- Electronics
- Construction
- Aerospace
- Others

Market Breakup by Region:

- Sao Paulo
- Minas Gerais
- Rio de Janeiro
- Bahia
- Rio Grande do Sul

Brazil Metal Finishing Market Share

Based on region, the market is segmented into Sao Paulo, Minas Gerais, Rio de Janeiro, Bahia, and Rio Grande do Sul. Bahia is projected to dominate the market, representing 12% of the overall market share. Over the forecast period, is Sao Paulo expected to grow at a CAGR of 5.6%, as major market players are adopting data analytics tools to automate their workflows.

Leading Companies in the Brazil Metal Finishing Market

Major players are offering green electroplating to minimise the negative environmental effects associated with metal finishing processes; and water-based coatings to prevent the release of harmful VOCs (volatile organic compounds) into the atmosphere, which is also increasing the Brazil metal finishing market share.

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J & N Metal Products, LLC

J & N Metal Products, LLC is based in Brazil, Indiana and offers metal coating services such as anodizing, powder coating, and electroplating. Founded in 2006, the company focuses on providing ISO-compliant services tailored to the needs of transportation and medical sectors.

MKS Instruments, Inc.

MKS Instruments, Inc. is a global leader in the design and manufacture of instruments and systems for various applications in the semiconductor and industrial markets. Established in 1961 and headquartered in Andover, Massachusetts, the company has grown significantly over the years.

BASF SE

BASF SE is one of the world's largest chemical producers, founded in 1865 and headquartered in Ludwigshafen, Germany. According to Brazil metal finishing market analysis, the company operates across sectors, such as chemicals, plastics, performance products, agricultural solutions.

OC Oerlikon Management AG

OC Oerlikon Management AG is a Swiss multinational company known for its advanced materials and surface solutions. Founded in 1906 and headquartered in Pfaffikon, Switzerland, it operates across various sectors including aerospace, automotive, and energy.

Other players included in the Brazil metal finishing market report are Fedrizzi Industria e Comercio LTDA, Elementis PLC, Indusmek SA, and Quaker Chemical Corporation, among others.

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