

## **Automotive Coating Market Growth Analysis Report - Market Size, Share, Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-07-15 | 150 pages | EMR Inc.

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### **Report description:**

The global automotive coating market attained a value of nearly USD 28.72 Billion in 2024 . The market is further expected to grow at a CAGR of 5.80% during the forecast period of 2025-2034 to reach a value of USD 50.47 Billion by 2034 .

### **Key Trends in the Market**

An automotive coating is a material used as a layer on top of automotive components for protective, decorative, and functional purposes. Important characteristics of these coatings include an excellent elastomeric finish and increased surface hardness. Various types of automotive coatings are available for specific material types such as metals, composites, and polymers. The coatings can be used internally, externally, as primer, basecoat, or clear coat, among others.

- With the rising vehicle production, the market is expected to witness significant growth during the forecast period. As automotive coatings improve the aesthetics and durability of automobiles and shield them from harsh weather conditions such as rain, extreme temperatures, UV radiation, and foreign particles, the automotive coating market is expected to witness significant growth.

- There have been several technological advancements in automotive coatings, including their properties of deposition, improvements in monitoring droplets during application, and new insights into materials used. The market demand for automotive coatings is anticipated to increase as a result of these factors in the upcoming years.

- Rising per capita income, growing population, and increasing vehicle use are additional drivers propelling the global market for automotive coatings. Around the world, there are an increasing number of people who own cars as a hobby and invest in the

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aesthetic appearance of their cars by changing coatings regularly. This is promoting market expansion.

## Global Automotive Coating Market Segmentation

Global Automotive Coating Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

### Breakup by Resin Type

- Polyurethane
- Epoxy
- Acrylic
- Others

### Breakup by Technology

- Solvent-Borne
- Water-Borne
- Powder Coating
- Others

### Breakup by Coat Type

- Internal Coating
- External Coating
- E-Coat
- Primer
- Basecoat
- Clearcoat
- Others

### Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

### Market Share by Technology

Water-borne technology is expected to grow rapidly in the automotive coating market in the forecast period due to its easy availability, high coverage ratio, and low VOC content which help to reduce air radiation. The need for water-based vehicle coatings is rising as a result of the ever-changing environmental standards. While the pigments and binders in water-based coatings are the same as those in solvent-based coatings, their transporting agents are different. Mild co-solvent reducers and additives have been made available in recent years to speed up the drying process and enhance the performance of water-based coatings. Therefore, during the forecast period, as the importance of protecting the environment increases, the demand for

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water-borne for automotive coatings will also increase.

## Market Share by Region

Asia Pacific is expected to be one of the key regions in the automotive coating market, followed by North America and Europe. The need for automotive coatings in the region is projected to increase as a result of the increasing automobile production in China, India, and ASEAN countries. The demand for automotive coatings is also projected to rise as a result of increasing sales of pre-owned cars, growth of cab services, and expanding network of auto body and repair shops in Asian nations. Some of the countries where the automotive industry is growing in terms of sales and production include China, Japan, India, and South Korea. Due to its extensive base of auto manufacturing, China is predicted to experience significant growth.

## Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the global automotive coating market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

### BASF SE

BASF SE, headquartered in Germany and founded in 1865, is one of the largest chemical producers in the world. Among the products manufactured, marketed, and sold by this company are chemicals, crop protection products, polymers, and performance goods. Their business segments include, Chemicals, Nutrition and Care, Industrial Solutions, Materials, Agricultural Solutions and Surface Technologies.

### PPG Industries, Inc.

PPG Industries, Inc., a global producer of paints, coatings, and specialty materials, is headquartered in Pennsylvania in the United States. The company provides goods for a variety of global industries, including manufacturing, building, automotive, chemical processing, and others. Additionally, it produces flat glass, fabricated glass goods, continuous-strand fibre glass products, industrial and specialty chemicals, protective and decorative coatings, and other glass products.

### Kansai Paint Co., Ltd

Kansai Paint Co., Ltd, founded in 1918 with its headquarters in Japan, produces and markets a variety of paints and related goods. Products from the company are utilised in ships, construction, and vehicles. It also oversees and performs painting projects in addition to designing, producing, and selling coating equipment.

Other market players include Nippon Paint Holdings Co., Ltd. and KCC Corporation, among others.

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