

## **Colombia Paints Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

Market Report | 2025-07-15 | 134 pages | EMR Inc.

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### **Report description:**

The Colombia paints market size reached around USD 1035.70 Million in 2024. The market is estimated to grow at a CAGR of CAGR% during 2025-2034 to reach a value of USD 1547.89 Million by 2034.

The growth in the Colombian housing sector is a crucial factor driving the demand for paints and coatings. Consumers are increasingly adopting decorative paints to enhance the aesthetic appeal of their homes.

The expanding urbanisation and population growth in Colombia is supporting the construction of transportation infrastructure, including roads and airports. The government's attention to public infrastructure development and modernisation of roads, subways, and highways, such as the ongoing construction of Bogota's subway scheduled to start operating in 2028, supports the paints market development.

Paint protects automobiles from corrosion. The Colombian automotive sector is specialised in the production, painting, and assembly of cars and motorcycles. Colombia's manufacturing sector is also a crucial consumer of paints. In 2022, its y-o-y output expanded by 11.26%, contributing to the market growth.

### **Key Trends and Developments**

May 2023

PPG unveiled its collaboration strategy by introducing PPG Advanced Surface Technologies, a fresh joint venture developed in partnership with entrotech, Inc., a reputable supplier of technologically advanced film solutions.

Apr 2022

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Akzo Nobel N.V. completed the acquisition of Grupo Orbis, a prominent paints and coatings company situated in Colombia.

#### Housing sector expansion in Colombia

Expansion of Colombia's housing infrastructure to support its economic development favours the market growth.

#### Health and sustainability concerns

With rising health and environmental concerns, there is a growing consumer demand for paints that are low in VOCs, water-based, and derived from biological sources.

#### Growing aviation sector

The growing demand for new aircraft as well as expanding aircraft maintenance is expected to support the use of thin, eco-friendly, scratch-proof, and dirt-resistant paints.

#### Development of paints for aggressive environments

Companies are consistently dedicating their efforts towards the industrial maintenance sector, specifically aiming to develop paints with high chemical resistance suited for environments with severe conditions, including chemical plants, petrochemical industries, and the maritime sector.

#### Colombia Paints Market Trends

Paints act as a protective barrier and enhance the aesthetic appeal of structures. Rising demand for affordable housing is increasing the consumption of paints and coatings solutions. The growth of Colombia's infrastructure sector is driven by the government's need to improve the country's economy. The ongoing construction of Bogota Metro Rail, Line 1, El Dorado Airport expansion, and RegioTram Bogot, provide an opportunity for players.

Colombia has devised the Intermodal Transport Master Plan (PMTI) 2021-2051, as a strategic roadmap for the nation's intermodal connectivity over the next two decades, impacting 294 prioritised municipalities through 86 projects with approximately USD 48 billion investment. Colombia ranks third in the World Bank's assessment of efficiency in PPP programs through efficient formulation and execution of public-private initiatives, with a project portfolio exceeding USD 10 billion. The Community Roads for Peace initiative is slated to receive an estimated USD 1.6 billion investment for the rehabilitation of 33,000 km of roads.

Further, paints are crucial for manufacturing machinery to protect it against corrosion, enhance its lifespan, and ensure productivity. The country's manufacturing output was USD 35.59 billion in 2021, which increased to USD 39.59 billion in 2022. The increasing demand for manufacturing machinery and equipment supports the Colombia paints market expansion.

Moreover, consumers are transitioning towards sustainable paints with limited impact on environment and human health. Manufacturers can capitalise on this trend by incorporating more bio-based raw materials, adopting refillable packaging, reducing water and energy use, and enhancing carbon neutrality in the production process.

#### Market Segmentation

"Colombia Paints Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following

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segments:

#### Market Breakup by Raw Material

- Resin
- Pigments and Fillers
- Additives
- Solvents

#### Market Breakup by Technology

- Water-Borne
- Solvent-Borne
- Powder-Based
- Others

#### Market Breakup by Application

- Architectural/Decorative
- Industrial

Resins are sub-divided by type into acrylic, polyurethane, alkyd, and epoxy, among others.

The industrial applications of paints are further categorised into general industrial, automotive and transportation, wood, aerospace and marine, and protective, among others, while the architectural/decorative applications include indoor and outdoor segments.

Resins, among other raw materials, dominate the Colombia paints market share

Acrylics, epoxies, and polyurethane resins are widely consumed in low-VOC water-based paints. The growing inclination towards low volatile organic compounds (VOCs)-based paints is increasing the demand for these resins.

Alkyd resin serves as a film-forming agent in interior paints and clear coatings and improves the drying time of paints. Further, acrylic resins are deployed in automotive and architectural paints due to their exceptional weather resistance and durability.

A combination of polyurethane paint with epoxy primers results in a heavy-duty anti-corrosion coating system, ideal for internally coating metal sewage tanks, pipelines, storage tanks, and pipelines.

Solvent-based paints are ideal for humid environments that increase the difficulty of letting water-borne coatings cure properly. Additionally, these paints work efficiently on surfaces contaminated with grease and dirt.

Water-borne technology is most widely preferred in the Colombia paints market

Water-borne paints predominantly use water as a dispersion media, which makes them environmentally friendly and easy-to-apply. The growing concerns regarding environmental safety and pollution make water-borne paints a desired option.

According to the Colombia paints market analysis, powder-based paints are also gaining popularity in the region; they are applied

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on metals by spray application. Surfaces coated with powder coating have high-quality finishes and are thicker in nature. The key companies offering powder-based paint solutions include Sherwin-Williams Company and PPG Industries, Inc.

## Competitive Landscape

The market players are focusing on developing paints and coatings solutions that are environmental friendly, driven by the growing need to lower environmental impact and reduce carbon emissions

Other notable players operating in the Colombia paints market include WEG S.A., Pinturas Super LTDA, Organizacion Corona S A, Akzo Nobel N.V., INVESA SA, CLQ / COLORQUIMICA SAS, and Sun Chemical Corporation, among others. The manufacturers are upgrading their product portfolios and incorporating the latest capabilities to innovate their offerings and meet the evolving demands of consumers.

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