

## **Mexico Architectural Coatings - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

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### **Report description:**

Mexico Architectural Coatings Market Analysis

The Mexico Architectural Coatings market is expected to grow from USD 1.86 billion in 2025 to USD 1.93 billion in 2026 and is forecast to reach USD 2.31 billion by 2031 at 3.67% CAGR over 2026-2031. Mexico's federal housing push, the rapid adoption of waterborne technology, and the growing trend of nearshoring construction collectively underpin this modest yet steady pace of expansion. Regulatory limits on volatile organic compounds are accelerating the shift to sustainable product chemistries, while digital color-visualization tools encourage premium purchases that help offset price sensitivity. At the same time, volatile titanium dioxide supply and fluctuating petrochemical feedstock costs inject earnings uncertainty for producers that rely on imported inputs. Competitive intensity is increasing as global suppliers deepen local footprints and as antitrust actions curb domestic consolidation, keeping price discipline tight even as demand gradually rises in the Mexico Architectural Coatings market.

Mexico Architectural Coatings Market Trends and Insights

Residential Construction Boom & Affordable-Housing Push

Mexico's goal of completing 1.1 million new homes by 2030 with more than USD 31 billion in committed federal funding sets a demand floor for the Mexico Architectural Coatings market. The federal mortgage agency INFONAVIT now requires reflective roof coatings that meet thermal-performance benchmarks, creating opportunities for upselling high-performance paints. Berel and other domestic leaders already supply low-emissivity products that conform to these specifications, letting them capture volume

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without sacrificing margin. Still, sluggish permit approvals resulted in 2024 housing completions of 128,147 units, signaling that actual coating demand hinges on smoother execution. Land-title regularization and streamlined credit disbursements remain critical for the program's full rollout, but once resolved, they could increase annual coatings consumption in low-income housing by nearly 10% per year in the Mexican architectural coatings market.

#### Urbanisation-Led DIY Interior Renovation Wave

More than 63% of Mexicans reside in urban areas, and rising home-improvement mindsets are evident in digital storefront traffic. Comex's mobile app and Berel's augmented-reality color tool together recorded double-digit monthly active user growth during 2024, proving that visualization features reduce purchase hesitation. Water-borne acrylics with low odor gain the most from this trend because occupants prefer repainting rooms without vacating them overnight. DIY renovation also lengthens repaint cycles, distributing demand throughout the year instead of clustering after the rainy season. Over the next 24 months, major retailers expect online orders of architectural paints to increase by 15-18%, translating into a significant pull-through for the Mexican architectural coatings market.

#### Volatile Petrochemical Resin & TiO<sub>2</sub> Input Prices

Chemours' 2024 shutdown of both titanium dioxide lines in Altamira cut local pigment supply by 150,000 t/y, forcing spot purchases at premiums of up to 22%. Simultaneous polyester-resin tariff hikes from 25% to 35% exacerbated cost inflation for smaller paint makers that cannot hedge. Peso strength against USD helps imports, yet exchange swings widen budgeting uncertainty. High pigment loadings in architectural whites leave manufacturers little room to down-formulate without compromising opacity, so margins compress unless end-prices pass through, which is difficult in the price-sensitive Mexico architectural coatings market.

Other drivers and restraints analyzed in the detailed report include:

Regulatory Shift to Low-VOC / Water-Borne CoatingsNear-Shoring Manufacturing Hub Driving Worker-Housing DemandStricter VOC / PFAS & Lead-Content Compliance Costs

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Acrylic coatings already account for 62.10% of the Mexico Architectural Coatings market share, and their 4.08% CAGR through 2031 signals continued leadership as performance upgrades intersect with sustainability targets. Product development now centers on functional additives-thermal barrier spheres, bio-based plasticizers, and antimicrobial agents-that let producers trade thinner film builds for equal hiding power. These incremental innovations improve cost-in-use and keep acrylics aligned with tighter indoor-air-quality norms. The resin's inherent compatibility with water-borne dispersions also allows compliant formulations without exotic solvents, limiting capital outlays for manufacturers re-engineering existing lines. Within the Mexico architectural coatings market, acrylic-polyurethane hybrids are emerging for patio floors and facades exposed to acid rain, a niche expected to expand once tariffs on imported isocyanates stabilize.

Rising tariff walls on polyester resins, along with the Chemours pigment disruption, further tilt substitution economics in favor of acrylics. Larger producers hedge pigment risk with long-term purchase options and rapid colorant-dispersion systems that lower TiO<sub>2</sub> loading by up to 7% while keeping Lab values inside specification. Smaller regional paint manufacturers are increasingly licensing pre-compounded acrylic bases from multinationals rather than financing in-house labs, consolidating technology leadership among the top ten suppliers. As a result, acrylic volume could exceed 650?million liters by 2030, equal to almost

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two-thirds of total gallons sold in the Mexico Architectural Coatings market.

The Mexico Architectural Coatings Market Report is Segmented by Resin Type (Acrylic, Alkyd, Polyurethane, Epoxy, Polyester, and Other Resin Types), Technology (Water-Borne and Solvent-Borne), and End-User (Residential and Commercial). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Benjamin Moore & Co. Champion Coat Paints and Coatings Corev de Mexico Osel Paintings Pinturas Acuario Pinturas Berel, S.A. de C.V. PPG Industries, Inc. PRISA RPM International Inc. Sensacolor The Sherwin-Williams Company

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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