Mexico Paints And 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 Paints And Coatings Market Analysis

The Mexico Paints And Coatings market is expected to grow from USD 3.75 billion in 2025 to USD 3.91 billion in 2026 and is forecast to reach USD 4.83 billion by 2031 at 4.31% CAGR over 2026-2031. A steady pipeline of federal housing, rail, and data-center projects, combined with near-shoring-driven factory construction, anchors long-term demand. Companies are shifting product portfolios toward low-VOC water-borne systems that meet stricter SEMARNAT(Secretariat of Environment and Natural Resources) rules, while raw-material volatility-especially titanium dioxide-forces tighter procurement strategies. Competitive intensity is rising as multinationals expand retail footprints and local firms leverage price advantages, yet capacity additions by global leaders signal confidence in sustained volume growth. Digital retail adoption and a do-it-yourself culture also reshape distribution, boosting premium interior paints and color-matching technologies.

Mexico Paints And Coatings Market Trends and Insights

Infrastructure boom tied to flagship federal housing and rail programs

Federal housing plans budget MXN 752 billion (USD 37.4 billion) to erect 1.1 million homes, creating a predictable volume for interior and exterior architectural finishes. Parallel rail investments worth USD 58 billion will add more than 3,000 km of passenger lines, each requiring heavy-duty protective and maintenance coatings for tracks, stations, and rolling stock. Construction employment rose 1.8% by April 2025, accelerating coatings consumption among contractors. Concentrated housing near new rail nodes improves logistics for distributors, cutting lead times and inventory costs. Multi-year program funding ensures visibility, encouraging manufacturers to sign supply agreements that stabilize factory utilization.

Near-shoring of US supply chains spurs industrial building coatings

Foreign direct investment reached USD 32.9 billion through Q3 2023, of which 48% came from first-time entrants that need new plants rather than incremental expansions. Demand for clean-room and chemical-resistant finishes is climbing as electronics and auto-parts makers specify higher performance standards. Northern border industrial absorption exceeded 3.3 million ft□ in Monterrey during 2022, with comparable growth in Saltillo. Each USD 1 billion automotive investment adds up to 10 million ft□ of logistics space, expanding the addressable market for floor, roof, and equipment coatings. Sustainability commitments by multinationals push low-VOC systems, accelerating technology migration across the Mexico paints and coatings market.

Stricter SEMARNAT VOC and lead limits

NOM-172-SEMARNAT-2023 lowered PM2.5 thresholds effective July 2024 and requires further tightening by January 2026, forcing reformulation of solvent-heavy lines. The new Environmental Electronic Platform mandates digital reporting from January 2025, increasing audit frequency. Compliance drives capital spending on water-borne upgrades and R&D, straining smaller operators that lack financing. Export-oriented producers face US EPA (United States Environmental Protection Agency) architectural VOC caps of 150-450 g/L, aligning domestic and cross-border standards. The transition accelerates the migration to sustainable chemistries within the Mexico paints and coatings market but compresses margins during the learning curve.

Other drivers and restraints analyzed in the detailed report include:

Mexico's automotive repaint cycle accelerates with EV component exportsGrowing DIY culture and e-commerce paint retail channels

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

Segment Analysis

Acrylic grades held 40.92% of the Mexico paints and coatings market share in 2025, buoyed by weatherability across humid coasts and arid northlands. The segment is forecast to grow 5.28% annually to 2031 as builders favor quick-drying, color-stable finishes for large housing tracts. Alkyd products retain niches in cost-sensitive rural markets, yet SEMARNAT rules erode solvent-based demand. Polyurethane adoption is climbing in automotive and industrial floors because of high abrasion resistance. Epoxies dominate marine and petrochemical maintenance along the Gulf coast, while polyester resins underpin appliance powder lines for export. R&D is shifting toward bio-based and recycled content systems to satisfy multinational procurement policies.

Sustainability targets spur migration to water-borne acrylics, driving capital upgrades in domestic plants. Mexico, already the world's fourth-largest polyurethane consumer, expects 5-7% volume growth in 2025, fed by OEM (original equipment manufacturer) investments that raise the Mexico paints and coatings market size for high-performance resins. Meanwhile, local startups explore soy-oil alkyds and sugar-cane acrylics, using proximity to agricultural feedstocks as a cost hedge. Resin substitution represents risk and opportunity for formulators that balance cost, durability and compliance.

The Mexico Paint and Coatings Market Report is Segmented by Resin Type (Acrylic, Alkyd, Polyurethane, Epoxy, Polyester, and Other Resin Types), Technology (Water-Borne, Solvent-Borne, Powder Coatings, and UV-Cured Coating), and End-User Industry (Architectural, Automotive, Wood, Protective Coating, General Industrial, Transportation, and Packaging). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Akzo Nobel N.V. Axalta Coating Systems BASF Beckers Group Benjamin Moore Berel Mexico Grupo Sur Hempel A/S Jotun Kansai Paint Co., Ltd. MASCO Corporation Neuce Nippon Paint Holdings Co., Ltd. PPG Industries, Inc. RPM International Inc. The Sherwin-Williams Company WEG

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

5.1.5 Polyester
5.1.6 Other Resin Types
5.2 By Technology
5.2.1 Water-borne
5.2.2 Solvent-borne
5.2.3 Powder Coatings
5.2.4 UV-cured Coating
5.3 By End-user Industry
5.3.1 Architectural
5.3.2 Automotive
5.3.3 Wood
5.3.4 Protective Coating
5.3.5 General Industrial
5.3.6 Transportation
5.3.7 Packaging

6 Competitive Landscape
6.1 Market Concentration
6.2 Strategic Moves
6.3 Market Share (%)/Ranking Analysis
6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
6.4.1 Akzo Nobel N.V.
6.4.2 Axalta Coating Systems
6.4.3 BASF
6.4.4 Beckers Group
6.4.5 Benjamin Moore
6.4.6 Berel Mexico
6.4.7 Grupo Sur
6.4.8 Hempel A/S
6.4.9 Jotun
6.4.10 Kansai Paint Co., Ltd.
6.4.11 MASCO Corporation
6.4.12 Neuce
6.4.13 Nippon Paint Holdings Co., Ltd.
6.4.14 PPG Industries, Inc.
6.4.15 RPM International Inc.
6.4.16 The Sherwin-Williams Company
6.4.17 WEG

7 Market Opportunities and Future Outlook
7.1 White-space and Unmet-need Assessment

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