

## **Morocco Paints And Coatings - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 80 pages | Mordor Intelligence

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### **Report description:**

Morocco Paints And Coatings Market Analysis

Morocco Paints And Coatings market size in 2026 is estimated at USD 448.2 million, growing from 2025 value of USD 425.27 million with 2031 projections showing USD 582.8 million, growing at 5.39% CAGR over 2026-2031. Demand grows steadily as the country becomes a regional manufacturing hub, supported by the National Development Model 2035 and large-scale reconstruction programs. The surge in automotive production to 535,825 vehicles in 2023 strengthens the consumption of OEM (original equipment manufacturer) and refinish coatings, while 6.3% construction growth underpins architectural volumes. Environmental regulations accelerate the shift toward low-VOC products, lifting water-borne and powder technologies even as volatile titanium-dioxide prices squeeze margins. Moderate market concentration, with five firms controlling more than 80% of sales, leaves headroom for niche suppliers specializing in heritage restoration, marine, and smart-function formulations.

Morocco Paints And Coatings Market Trends and Insights

Growing demand from construction industry

Construction output rose 6.3% in 2024 as tramway extensions, port upgrades, and Bouregreg valley redevelopment spurred material purchases. Housing policy now prioritizes buyer subsidies, accelerating residential transactions that require economical acrylic top-coats and high-solids primers. Urban renewal through ANRUR channels incremental volumes of heritage-compatible finishes for medina restoration. Mortgage portfolios worth USD 2.6 billion support private homebuilding, while Casablanca and

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Rabat transport projects specify low-VOC water-borne systems to meet energy codes. These dynamics sustain the Morocco paints and coatings market even when private developer incentives soften.

#### Growth in wood-furniture sector

Morocco's wood-furniture manufacturers straddle European and African markets, raising the call for premium wood finishes that boost export competitiveness. Imports of semi-processed timber feed value-added operations that rely on clear coats and pigmented lacquers to meet demanding customer standards. Tanger Med logistics connectivity trims transit times, helping producers reach clients that insist on defect-free surfaces. Policy dialogue under the Morocco-UAE Business Council channels investment into advanced machining and finishing lines, expanding capacity for high-grade coatings. National sustainability targets promote certified, low-VOC wood products, and with the urban population at 65.2% in 2024 and rising, domestic replacement cycles further enlarge the Morocco paints and coatings market for wood finishes.

#### Stringent VOC / hazardous-substance regulations

EU-equivalent VOC caps raise formulation costs, particularly for SMEs lacking R&D capacity. Compliance demands extensive toxicological data, 10-year dossier retention, and bilingual labeling, increasing overheads. Enforcement inconsistency fosters unfair competition when non-compliant imports bypass scrutiny. Yet gradual phase-in allows technology migration toward water-borne acrylic and high-solids alkyd blends.

Other drivers and restraints analyzed in the detailed report include:

Government housing and post-earthquake rebuild pipeline  
Automotive and aerospace cluster spill-over demand  
Volatile TiO<sub>2</sub> and petro-feedstock prices

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

#### Segment Analysis

Acrylic resins held 40.82% of Morocco Paints and Coatings market share in 2025, underpinned by cost-efficient durability for facades and automotive plastic parts. Polyurethane trails yet grows the fastest at 6% CAGR on OEM scratch-resistant clear-coat demand. Alkyds linger in price-sensitive rural trade sales, while epoxy and polyester address industrial floors and powder-coated appliances. The Morocco paints and coatings market size for polyurethane solutions is forecast to add USD 39.2 million between 2026 and 2031, signaling steady sub-segment uplift. Bio-based acrylic hybrids emerge as a compliance hedge once IMANOR publishes carbon-footprint labelling rules.

In practice, formulators blend acrylics with silicone additives to enhance dirt pick-up resistance in coastal climates exposed to salt spray. Polyurethane suppliers court automotive exporters with low-temperature-cure systems that shrink energy bills. Alkyd share gradually erodes as VOC caps tighten, yet remains relevant for heritage masonry where penetration and gloss retention outweigh eco classification. Polyester powder volumes climb as appliance plants in Tangier install more automated lines. Resin supply security hinges on imported monomers; thus, local producers negotiate multi-year contracts with petrochemical traders to limit price-surge exposure.

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

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## List of Companies Covered in this Report:

Akzo Nobel N.V. BASF ATLAS PEINTURES Colorado FACOP Hempel A/S Jotun Maroc SARL Kansai Paint Co. Ltd Mader Group NATIONAL PAINTS FACTORIES CO. LTD. O'DASSIA PPG Industries, Inc. The Sherwin-Williams Company

## Additional Benefits:

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

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