

## **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:**

Paints And Coatings Market Analysis

Paints And Coatings Market size in 2026 is estimated at USD 192.46 billion, growing from 2025 value of USD 185.74 billion with 2031 projections showing USD 229.9 billion, growing at 3.62% CAGR over 2026-2031. Steady demand from residential construction, infrastructure upgrades and sustainable product innovation underpins this moderate expansion even as raw-material costs swing sharply and environmental regulations tighten. Asia-Pacific holds structural advantages, rapid urban migration, large-scale capital projects and expanding industrial output, that collectively fuel regional consumption at a noticeably faster rate than mature economies. Across technologies, the migration to low-VOC water-borne chemistries remains the single most influential trend, reinforced by government emission caps and customer preference for greener specifications. Simultaneously, producers are digitizing color-matching, plant scheduling and quality-control workflows to mitigate labor shortages and compress time-to-market. Competitive intensity is rising as the top dozen suppliers pursue targeted acquisitions and divestitures that create leaner portfolios and unlock scale efficiencies in the global paints and coatings industry.

Global Paints And Coatings Market Trends and Insights

Surge in Global Residential Construction Activity

North American legislation such as the Infrastructure Investment and Jobs Act is funneling capital toward roads, bridges and utilities, lifting demand for protective and decorative coatings on both new and renovated assets. In parallel, Asia-Pacific

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governments continue to prioritize affordable housing programs that stimulate fresh residential starts and interior repaint cycles. Historically low mortgage rates in several economies have revived remodeling budgets, channeling incremental gallons into premium zero-VOC wall finishes that qualify for green-building credits. Suppliers are responding with fast-dry water-borne lines that meet stringent indoor-air benchmarks without sacrificing application speed. Combined, these factors reinforce a stable base of volume for the paints and coatings industry during the forecast window.

#### Expanding Automotive Production Volumes

Light-vehicle output rebounded in 2024 and is projected to regain its pre-pandemic trajectory by 2026, with China, India and Southeast Asia capturing the lion's share of incremental capacity additions. Modern body shops increasingly specify water-borne basecoats and low-temperature bake clearcoats to cut cycle times and VOC emissions, strengthening technology convergence between OEM and refinish lines. Strategic partnerships among resin formulators, spray-booth makers and carmakers are accelerating the adoption of integrated coating platforms that lower energy use per unit sprayed. This ongoing production expansion delivers a meaningful uplift to industrial consumption boosts the paints and coatings market trends.

#### Stringent Global VOC Regulations

California's South Coast Air Quality Management District periodically tightens Rule 1113, forcing reformulation or withdrawal of non-compliant products and raising research and development costs for smaller suppliers. Europe's upcoming CLP amendments add endocrine-disruptor labeling, obliging producers to review raw-material portfolios and update safety data sheets. China's proposed unified architectural standard will extend VOC limits to auxiliary materials such as primers and sealers, broadening compliance complexity. Collectively, these regulations compress margins in the paints and coatings industry and elevate the importance of agile product-development pipelines.

Other drivers and restraints analyzed in the detailed report include:

Rapid Urban Population Growth in APAC  
Government Incentives for Green Building (Low-VOC)  
Longer Drying/Curing Times for Water-Borne Systems

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

#### Segment Analysis

Acrylic chemistries delivered 35.78% paints and coatings industry share in 2025 and are projected to post a 3.98% CAGR through 2031, underpinned by proven weatherability, color retention and low-VOC credentials that meet architectural and light-industrial demands. Formulators continue to refine cross-linked structures that boost scrub resistance and stain blocking, giving do-it-yourself and professional painters longer service intervals. Growth momentum stems from emerging market urbanization where acrylic emulsion paints dominate new housing interiors. Producers are scaling regional reactor capacity to shorten lead times and localize color assortments, a strategy that enhances competitiveness against solvent-borne rivals.

The resin landscape is gradually consolidating as multinationals streamline portfolios toward high-margin acrylic dispersion platforms. Alkyds maintain niche relevance in metal and wood finishes but face margin pressure from soybean-oil price fluctuations. Epoxy demand remains steady in heavy-duty maintenance; however, price stability achieved in 2025 reflects balanced capacity rather than a structural upswing. Polyurethane and polyester systems occupy specialized performance niches, abrasion-resistant floors and powder coatings respectively, yet lack the broad-based volume of acrylics. Overall, acrylics will continue to anchor formulators' growth strategies across the paints and coatings market.

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The Paints and Coatings Report is Segmented by Resin (Acrylic, Alkyd, Polyurethane, Epoxy, and More), Technology (Water-Borne, Solvent-Borne, Powder Coating, and UV-Cured Coating), End-User Industry (Architectural, Automotive, Wood, Protective Coating, and More), and Geography (Asia-Pacific, North America, Europe, South America, Middle-East, and Africa). The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

Asia-Pacific contributed 46.21% of worldwide sales in 2025 and is tracking a robust 4.91% CAGR to 2031. The region's paints and coatings market size benefits from ongoing megacity development, industrial reshoring and sustained public infrastructure outlays that collectively require ever larger volumes of protective and decorative finishes.

North America is buoyed by federally funded transport corridors and an accelerating residential remodeling cycle boosted by stable mortgage rates. The push for ESG-aligned assets cats up adoption of certified low-emission interior paints, positioning water-borne suppliers for incremental share gains in the paints and coatings industry. Europe shows a measured recovery as major economies work through housing shortages and energy-retrofit pipelines tied to the EU's Green Deal; however, tightening labeling frameworks under the updated CLP regulation add costs across supply chains.

South America provides selective upside, headlined by Brazil where Sherwin-Williams' purchase of BASF's decorative unit instantly enlarges store footprints and gives contractors easier access to branded formulations. The Middle-East and Africa offer early-stage growth premised on mega-projects and resource-driven infrastructure, yet political risk and financing limitations restrain volume relative to Asia-Pacific. Harsh desert and coastal climates underpin specification of high-performance polysiloxane and fluoropolymer topcoats that protect capital assets.

## List of Companies Covered in this Report:

Akzo Nobel N.V. Asian Paints Axalta Coating Systems Ltd. BASF Beckers Group Benjamin Moore & Co. Berger Paints India Chugoku Marine Paints, Ltd. DAW SE Hempel A/S Jazeera Paints Jotun Kansai Paint Co. Ltd Masco Corporation NATIONAL PAINTS FACTORIES CO. LTD. Nippon Paint Holdings Co., Ltd. NOROO Paint & Coatings co.,Ltd. PPG Industries, Inc. RPM International Inc. Russian Paints Company SK Kaken Co. Ltd The Sherwin-Williams Company

## Additional Benefits:

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

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