

## Report Information

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# Powder Coatings Market Research Report - Global Forecast till 2030

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### Description:

#### Powder Coatings Market Overview

The market size for powder coatings is projected to grow from USD 12.1 billion in 2021 to USD 18.1 billion by 2030, at a CAGR of 7.2% during the forecast period.

Powder Coating is used as a dry finishing that has various advantages like high resistance to diminished coatings quality that reduces scratches, corrosion, chipping, fading, and other wear issues. This powder coating is processed by the finely ground particles of pigment and resin that are charged electrostatically and these are sprayed on the grounded parts.

Rising application of powder coatings in automotive industries and consumer goods due to their high abrasion and anti-corrosive property. Due to these factors, powder coatings play a vital role in protecting metallic and non-metallic substrates. Powder coatings have various advantages compared to other coatings like immediate availability, lower operating costs, excellent appearance, negligible VOC emissions, and uniform thickness. Moreover, it reduces the health hazards to the operators by washing off easily when contacted with human skin. Arkema will work with businesses to explore and improve post-consumer PET recycling (from bottles and other plastic items). To create and develop polyester powder resin for the coating market, it is desired to recover monomers from post-consumer PET for usage as raw materials. According to Arkema, its capabilities and expertise in powder coating enable the business to produce waterborne, UV/LED/EB, high-solid systems, and low-volatile organic compound solutions for the coatings sector. According to the manufacturer, powder coatings are ideally positioned to advance sustainability thanks to an improved coating process that requires little energy, waste, and time and allows for collecting, recycling, and even reusing unused powder. Numerous industries, including those that manufacture cars, sports arenas, home furnishings, and appliances, use powder coatings in various ways.

#### COVID-19 Analysis:

The COVID-19 outbreak is drastically impacted the global powder coatings market by the lockdowns and disruptions of supply chains. The coronavirus spread all over the world and affected human life. To control the spread of the virus, most of the emerging countries are implementing lockdowns and stringent rules to maintain social distance by closing public places like restaurants, theatres, colleges, and restricting travel. In 2020, according to the report of OICA (Organization Internationale des Constructures d' Automobiles), 77.62 million vehicles were produced and is lower by 16% in 2019.

Due to these factors, paints and coatings manufacturers faced various challenges and halted production. By the suspension of the construction activities, the demand and sales of paints and coatings were reduced. This leads to the reduction of demand for powder coatings. Hence, the pandemic is negatively impacted on powder coatings. The post-COVID-19, rapidly the construction activities are restarted, governments lift the lockdowns which increase the demand for powder coatings.

#### Market Dynamics:

##### Drivers:

Growing demand for powder coatings in the various end-use industries such as automotive, aerospace, consumer goods & appliances, electronics, construction, and furniture is accelerating the powder coatings market growth. A surge in the demand for medical devices and increasing automobiles production are the major factors driving the growth of the market in developing nations like China, India, Brazil, and Mexico during the assessment period.

Owing to its superior characteristics like low operational costs, excellent performance, color availability, and custom properties like anti-corrosion and anti-bacterial functions, powder coatings are highly adopted in the furniture sector. By converting from an enamel coating technique to a powder coating for its new line of electric-powered cookers, ESSE, one of the most prominent names in British industry, is assisting Interpon, the pioneering powder coatings brand from AkzoNobel, in becoming even more sustainable. It wasn't easy to find an enamel substitute, and this search was not just motivated by environmental concerns. The powder coating still needed to function and safeguard the cooker at extremely high temperatures while providing the same quality and "feel" as an expensive item. Because Interpon shares ESSE's commitment to innovation, they were suggested as a partner. The technical specialists at Interpon advised on how to use their HT line of powder coatings with extremely high heat resistance qualities and how to set up the new line and pre-treatment process.

##### Restraint:

Due to its energy-intensive manufacturing process and fluctuations in raw material prices, the cost of the powder coatings may be expensive which is predicted to restrict the market growth. Complications for obtaining thin films may hinder the market growth during the forecast period.

##### Opportunities:

The end-users are preferring the low VOC and solvent-free coatings which are expected to create opportunities for the key players in the coming years. Growing investment in the automotive sector is predicted to escalate market growth.

#### **Challenges:**

Due to the rising concerns regarding the management of wastewater may face several environmental challenges. The competition from liquid coatings is the challenging factor of powder coatings.

#### **Study Objectives -**

- To provide detailed information about the global market structure along with various forecast segments and sub-segments for the next 10 years.
- To provide the factors that are affecting the growth of the powder coatings market value.
- To analyze the powder coatings market industry analysis based on porter's five force analysis, factors-price analysis, supply chain analysis, etc.
- To provide history and forecast revenue segments and sub-segments of the powder coatings market revenue for the main geographies.
- To provide the country-level analysis of the current powder coatings market size and future prospective.
- To provide country-level analysis of the powder coatings market industry growth by region, form, and application.
- To track and analyze new product developments, strategic alliances, and global coatings market research.

#### **Segment Overview:**

The powder coatings method has been divided into five segments based on substrate, resin type, coating method, application, and region.

##### **Based on Substrate**

The global powder coatings market based on the substrate is bifurcated into metal and non-metal. Among them, the metal segment is predicted to hold the largest market share with a maximum CAGR of 7.2% during the forecast period (2022-2030).

##### **Based on Resin Type**

The global coatings market based on resin type is classified into two types as thermoset and thermoplastic. Out of these two, the thermoset segment is predicted to be the fastest-growing segment and estimated to be more extensive to reach a significant CAGR of 6% during the review period.

##### **Based on Coating Method**

Based on the coating method, the powder coatings method market is analyzed into four types as fluidized bed coating, electrostatic spray coating, electrostatic fluidized bed process, and flame spraying. Among them, in 2018, the electrostatic spray coating method is dominating the largest market share of 50% owing to its majorly used manufacturing processes preferable for its low cost and maintenance. This segment is estimated to grow at a significant CAGR of 6.5% in the coming years.

##### **Based on Application**

The powder coatings applications are categorized into various types such as construction equipment, automotive & transportation, consumer goods & appliances, architecture & furniture, and others. Among these applications, due to the rising house sector and the ongoing technological advancements, the consumer goods & appliances segment is projected to acquire the maximum share in the global market.

##### **Based on Region**

Region-wise, the powder coatings market based on regions is divided into five main geographies like Asia-Pacific, North America, Latin America, Europe, and the Middle East & Africa. Out of these regions, Asia-Pacific is holding the largest market share due to the rapid growth of the automotive and electronics sector in various countries across this region.

#### **Regional Analysis -**

Geographically, the powder coatings market is analyzed into five major regions such as North America, Latin

America, Asia-Pacific, Europe, and the Middle East & Africa. Owing to the rapid growth of the automotive and electronics sector in various countries across the APAC region, Asia-Pacific is leading the maximum powder coatings market share and offers lucrative opportunities for the key players to increase the demand for the market. The surging sales and production of passenger and commercial vehicles are boosting the market growth in this region. Due to their superior characteristics like enhancing fuel efficiency and lower emissions, governments related to developing economies are preferring powder coatings for the lightweight body.

Owing to the surging automobile production in Germany, Austria, the UK, and Hungary, Europe is expected to dominate the highest market share during the assessment period. Moreover, the presence of prominent key players like Volkswagen, Chevrolet, and Mercedes-Benz, are strengthening the market in this region. Due to the product's ongoing technical development and the expansion of the automobile sector, North America is predicted to develop a significant market share coupled with a healthy CAGR in the future years. Due to the sluggish development of the economy, the Middle East & Africa is procuring the smallest market share. To improve cyclist visibility, PPG announces that it will give Lyft the earliest commercial retroreflective powder coating for use on the company's Divvy bike-share program's e-bikes. According to reports, the agreement marks the introduction of retroreflective e-bikes in the US. PPG's Envirocron Lum coating is a revolutionary, patent-pending proprietary coating that reflects as much light as possible back to its source. PPG Envirocron Lum coating is the first retroreflective powder coating; retroreflective liquid coatings are typically used to make pavement markings and street signs more visible.

#### **Competitive Landscape**

The prominent key players in the powder coatings market outlook are the following:

- Axalta Coating Systems Limited (US)
- TCI Powder (US)
- BASF SE (Germany)
- Jotun (Norway)
- Akzo Nobel N.V. (Netherlands)
- DSM (Netherlands)
- Kansai Paint Co.Ltd (Japan)
- Nippon Paint Holdings Co. Ltd (Japan)
- The Sherwin-Williams Company (US)
- Berger Paints India Limited (India)
- Asian Paints PPG Pvt Limited (India)
- PPG Industries Inc.(US)

#### **Recent Developments**

- **In December 2020**, the highly populated UK-based paints manufacturer, HMG paints partnered with another UK-based key player, Symphony Coatings, and decided to provide industrial coatings from HMG, and color matching facilities will be from the three branches of Symphony Coating.
- **In January 2021**, PPG is planning to acquire Wörlag, a world-renowned developer of powder coatings for automotive and industrial applications. Wörlag's rich expertise in powder coatings is expected to complement PPG's robust business and could help PPG boost its product offerings. Wörlag's inclusion in PPG will also help foster the customer base across key regions worldwide.
- **In September 2020**, AkzoNobel acquired Stahl Performance Powder Coatings, with the deal offering the company a number of lucrative market opportunities. Stahl Performance Powder Coating's low curing technology has been acquired by AkzoNobel, which uses both thermally and UV curing powders and will allow the company to enter the ultra-low cure field, opening new avenues based on powder application to temperature-sensitive materials like plywood, MDF, composites and thermoplastics.
- **Apr 2021** Akzo Nobel has invested in coatings application technology from Qlayers. The expertise from Qlayers, opening up new potentials in industrial coatings, has driven Akzo Nobel to obtain a stake in the startup. Qlayers' coating technology presents a fully automated result that is better, more reliable and faster than the physical coating processes used nowadays in the industry. By eradicating overspray, it is deemed as a sustainable solution that saves expenses.
- **Oct 2020** Stardust Powder Coatings, a producer of powder coatings based in Italy, has confirmed for the first time and with optimistic

results an antiviral coating that can constrain the human Coronavirus NL63. These coatings can prevent the viruses existing on the metal surfaces around us, such as furniture and light fittings, thus reducing the danger of the active virus coming into contact with humans due to a dirty surface.

## Report Overview:

Globally, the powder coatings market research includes the Market Overview, COVID-19 analysis, Market Dynamics, Study Objectives, Segment Overview, Regional Analysis, Competitive Landscape, Recent developments, Segmentation Table, and FAQs. The coatings market scenario includes the market drivers, restraints, challenges, and opportunities. The powder coatings method market forecast segments are five types such as substrate, resin type, coating method, application, and region.

## Segmentation Table

The powder coatings market trends have been segmented globally based on the substrate, resin type, coating method, application, and region.

### By Substrate

Metal and non-metal.

### By Resin Type

Thermoset and thermoplastic.

### By Coating Method

Fluidized bed coating, electrostatic spray coating, electrostatic fluidized bed process, and flame spraying are the four coating methods.

### By Application

Construction equipment, automotive & transportation, consumer goods & appliances, architecture & furniture, and others are a few applications.

### By Region

Asia-Pacific, Europe, North America, and the rest of the world are the four main geographies included in the powder coatings market. AkzoNobel's Interpon Redox powder coatings are assisting HAGS, one of the top producers of outdoor play equipment in Europe, to shield its items against the effects of pricey and ugly corrosion, particularly in challenging coastal locations with a high salt concentration in the air. One of the first companies to move from a solvent-based paint system to an Interpon powder coating that was much more sustainable and completely supported its sustainability initiatives was HAGS, which recently celebrated a 25-year partnership with Interpon.

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