

# Global Primer Market Study by Price, Revenue and Gross Margin Analysis with its important Types and Application 2022

*Primer Market Info by Ingredients (Dispersants, Epoxy Resins, Biocides), by Application (Construction, Industrial, Automotive) and Region- Forecast to 2022.*

PUNE, MAHARASHTRA, INDIA,  
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Market Highlights

A primer is a preparatory coating put on materials before painting. Priming ensures better adhesion of paint to the surface, increases paint durability, and provides additional protection for the material being painted. The key drivers of primer market are the growing demand for high quality interior and exterior view and better shelf life of materials, walls etc. The market is anticipated to be driven by industries such as automotive, construction, industrial & marine coatings with Asia Pacific being the most influencing market.



The market for paints and ancillary products in India is expected to grow at 1.5 times to 2 times GDP in the next five years. With GDP growth expected to be between 6-7% levels, the top players are likely to clock above industry growth rates in the future, considering they have a strong brand and good reach.



Key Players: BASF  
Performance Products,  
AkzoNobel N.V., Asian Paints  
Limited, Sherwin-Williams  
Co., PPG Industries Inc.,  
Axalta Coating Systems, The  
Valspar Corp., ”  
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Major Key players

- BASF Performance Products,
- AkzoNobel N.V.,
- Asian Paints Limited,
- Sherwin-Williams Co.,

- PPG Industries Inc.,

- Axalta Coating Systems,
- The Valspar Corp.,
- Kansai Paint Co. Ltd.,
- Nippon Paint Company Ltd.

Primer is an essential coating for various surfaces that are not water-resistant and are exposed to extreme weather and usage conditions. Another benefit of primers is that they can be used on surfaces that were previously painted or cannot be cleaned and need a fresh paint. Application of primer ensures that fewer layers of paints are needed to get the desired finish. For metal surfaces, the layer of primer helps in reducing or eliminating the damage (corrosion or oxidation) caused when the metal is consistently exposed to moisture. Primers are applied on a plastic surface mostly when its color needs to be changed. Application of primer in this scenario helps reduce the number of layers of paint needed for changing the color.

Increasing demand for high-durability and extended shelf life of finished products which include exterior wall paints, interior wall paints, wood finishes and enamel and ancillary products such as primers, putties etc. augment the market growth. The global primer market is expected to grow in coming time. The market is anticipated to be driven by industries such as automotive, construction, industrial & marine coatings with Asia Pacific being the most influencing market.

Taste the market data and market information presented through more than 85 market data tables and figures spread in 118 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "[Global Primer Market Information from 2014 to 2022](#)"

## Market Research Analysis

The market is highly application based. Main factors behind the growth of primer market is scope of vast infrastructure and construction sector. Also the rise in demand of automotive sector due to increasing disposable income fuels the growth of the market.

As per the market analysis, the primer market is expected to grow fastest in the region of APAC. The rapid urbanization and industrialization in the countries of China and India have led to the increased demand of automotive industry. Automotive industry is one of the major end-use industries and thus drives the primer market in these countries. Furthermore the APAC region is seen as an opportunity by the companies to cater to the growing demand in the construction and infrastructure industries.

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## Scope of the report

This study provides an overview of the [global primer industry](#), tracking across four geographic regions. The report studies key players, providing a five-year annual trend analysis that highlights market size, volume and share for North America, Europe, Asia Pacific, and Rest of the World. The report also provides a forecast, focusing on the market opportunities for the next five years for each region. The scope of the study segments the primer market as Ingredients, Companies, Application and Region

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## Market Segmentation

### By Ingredients

- Dispersants

- Epoxy resins
- Biocides

#### By Companies

- BASF Performance Products
- AkzoNobel N.V
- Asian Paints Limited
- Nippon Paint Company Ltd
- Others

#### By Applications

- Construction
- Industrial applications
- Bedding & furniture
- Automotive paints

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Contact:

Akash Anand,

Market Research Future

+1 646 845 9312

Email: [akash.anand@marketresearchfuture.com](mailto:akash.anand@marketresearchfuture.com)

Akash Anand

Market Research Future

+1 646 845 9312

[email us here](#)

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