

Anti-Viral Coatings Market - Increasing Demand from Medical Industry in Emerging Countries to Drive Demand Growth

Rise in demand for protective clothing amidst pandemic and increase in application in the medical industry drive the growth of the anti-viral coatings market.

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EINPresswire.com/ -- Rise in demand for protective clothing amidst pandemic and increase in application in the medical industry drive the growth of the global [anti-viral coatings market](#). However, lack of R&D activities hampers the market growth. On the contrary, surge in investment from market players and government is expected to create lucrative opportunities for the market players in the future.

According to the report, the global anti-viral coatings industry was pegged at \$0.5 billion in 2019, and is projected to reach \$1.3 billion by 2027, growing at a CAGR of 13.3% from 2020 to 2027.

COVID-19 scenario:

- Anti-viral coatings are said to be effective against microorganisms, bacteria, and viruses, which has boosted the demand for anti-viral coatings during the pandemic.
- However, disrupted supply chain and lack of raw materials have created a supply-demand gap.

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The high-performance coatings segment dominated the market:

By type of coatings, the high-performance coatings segment held the largest share in 2019, accounting for nearly half of the global anti-viral coatings market, owing to its wide use. However, the nano-coating segment is expected to register the highest CAGR of 13.7% from 2020



to 2027, due to ease of incorporating nanoparticles into the coating material.

The medical segment to portray the highest CAGR through 2027:

By application, the medical segment is expected to register the highest CAGR of 13.8% during the forecast period. Moreover, the segment held the largest share in 2019, contributing to more than one-third of the global anti-viral coatings market, owing to wide use in medical products, surfaces, door handles, and devices that require regular cleaning and disinfection purposes.

North America held the lion's share:

By region, the market across North America held the lion's share in 2019, accounting for around two-fifths of the market, owing to rise in demand from across the world during the COVID-19 pandemic as these coatings are effective in preventing the spread of the virus. However, the global anti-viral coatings market across [Asia-Pacific is projected to manifest the highest CAGR](#) of 13.4% during the forecast period, as it was highly affected by the pandemic and as soon as the economies recover, the investments in the anti-viral products will increase as it is a preventative measure.

Major market players

- Arkema
- Hydromer
- Dais Corporation
- Bano Care Deutschland AG
- Kobe Steel, Ltd.
- EnvisionSQ
- Nippon Paints
- Bio-Gate AG
- Bio-Fence
- GrapheneCA

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