

# Global Thermoplastic Marking Paint Market Expected to Reach US\$ 3,432 Million by 2031 | Astute Analytica

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[/EINPresswire.com/](https://www.einpresswire.com/) -- The global [thermoplastic marking paint market](#) witnessed a valuation of  $US\$ 1,800.0$  million in 2023, according to a comprehensive market report released today. With an anticipated Compound Annual Growth Rate (CAGR) of  $10.00\%$  over the forecast period of 2024–2031, the market is poised to reach a significant valuation of  $US\$ 3,432$  million by 2031.

For more information, contact [astute@astuteanalytica.com](mailto:astute@astuteanalytica.com) or visit <https://www.astuteanalytica.com/request-sample/thermoplastic-marking-paint-market>



Market Overview

Thermoplastic marking paint finds extensive applications in various sectors such as roadways, parking lots, airports, and sports fields due to its durability, reflectivity, and ease of application. The increasing focus on road safety measures, coupled with the growing investments in infrastructure development projects worldwide, is driving the demand for thermoplastic marking paint.

Market Drivers

**Infrastructure Development:** The surge in infrastructure development projects, especially in emerging economies, is fueling the demand for thermoplastic marking paint for effective delineation of roads, parking lots, and other traffic management applications.

**Stringent Regulations:** Stringent regulations and standards regarding road safety are prompting government bodies and regulatory authorities to adopt advanced road marking solutions, thus boosting the market growth of thermoplastic marking paint.

**Technological Advancements:** Ongoing advancements in material science and technology are

leading to the development of innovative thermoplastic marking paint formulations with enhanced durability, reflectivity, and environmental sustainability, further driving market expansion.

## Regional Analysis

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### By Type

Polyurethane Base Material

Epoxy Base Material

Chlorinated Rubber Base Material

Others

### By Application

Roads & Streets

Parking Lot

Airport

Others

### By Region

North America

The U.S.

Canada

Mexico

Europe

Western Europe

The UK

Germany

France

Italy

Spain

Rest of Western Europe

Eastern Europe

Poland

Russia

Rest of Eastern Europe

Asia Pacific

China

India

Japan  
Australia & New Zealand  
South Korea  
ASEAN  
Rest of Asia Pacific  
Middle East & Africa (MEA)  
Saudi Arabia  
South Africa  
UAE  
Rest of MEA  
South America  
Argentina  
Brazil  
Rest of South America

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3M  
Sherwin-Williams  
Swarco AG  
Nippon Paint  
Ennis Flint  
Hempel  
Geveko Markings  
PPG Industries  
Asian Paints PPG  
SealMaster  
LANINO  
TATU  
Other Prominent Players

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The global thermoplastic marking paint market is poised for significant growth over the forecast period, driven by factors such as infrastructure development, road safety regulations, and technological advancements. With increasing investments in infrastructure projects and rising awareness regarding road safety, the market is expected to witness substantial expansion, presenting lucrative opportunities for key players in the industry.

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Aamir Beg

Astute Analytica

+1 888-429-6757

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