

# Fighting Fingerprints: Strategies and Developments in the Anti-Fingerprint Coating Market 2024

*The Business Research Company's Anti-Fingerprint Coating Global Market Report 2024 – Market Size, Trends, And Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 17, 2024 /EINPresswire.com/ -- Anti-fingerprint coatings, specialized surface treatments applied to

materials like glass, metal, or plastic,

are witnessing increased demand globally. These coatings minimize the appearance of fingerprints, smudges, and oily residues, enhancing the surface's aesthetics and ease of cleaning. The market for these coatings has seen substantial growth in recent years and is expected to continue on a strong growth trajectory.



The anti-fingerprint coating market size is expected to see strong growth in the next few years. It will grow to \$1.23 billion in 2028 at a compound annual growth rate (CAGR) of 7.3%."

*The Business Research Company*

## Market Size and Growth

The [anti-fingerprint coating market](#) is projected to grow from \$0.87 billion in 2023 to \$0.93 billion in 2024, representing a compound annual growth rate (CAGR) of 7.0%. Looking ahead, the market is expected to reach \$1.23 billion by 2028, growing at a CAGR of 7.3%. This growth can be attributed to several factors, including the rising adoption of touchscreen devices, growing awareness of hygiene and cleanliness, and advancements in material science.

## Key Drivers of Market Growth

One of the key drivers of the anti-fingerprint coating market is the increasing demand for electronic devices. With expanding connectivity and the growing need for convenience, electronic devices such as smartphones, computers, and televisions are in high demand. Anti-fingerprint coatings on these devices reduce smudging and streaking on screens, enhancing the user experience.



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Explore comprehensive insights into the global anti-fingerprint coating market with a detailed sample report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=15114&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=15114&type=smp)

### Major Players and Market Trends

Major companies in the anti-fingerprint coating market, including Dow Inc., Daikin Industries Ltd, and Henkel AG & Co. KGaA, are focusing on developing water-based and additive-free matting resin formulations to gain a competitive edge. These formulations address environmental concerns and supply-side challenges in the coatings industry, offering enhanced properties and performance.

### Trends in the Forecast Period

In the forecast period, the anti-fingerprint coating market is expected to witness trends such as enhanced durability, self-healing coatings, improved transparency, anti-reflective properties, and adoption of biomimetic designs. These trends reflect the industry's efforts to meet consumer expectations for premium experiences and environmentally friendly solutions.

### Segments

The anti-fingerprint coating market covered in this report is segmented –

- 1) By Type: Hydrophobic Coating, Oleophobic Coating
- 2) By Technology: Vacuum Deposition, Sol Gel, Other Technologies
- 3) By Material Type: Silicon, Titanium, Fluorine, Other Material Types
- 4) By Applications: Consumer Goods, Building And Construction, Automotive, Stainless Steel, Other Applications

### Geographical Insights

North America dominated the anti-fingerprint coating market in 2023, driven by factors such as consumer electronics boom and technological advancements. However, Europe is expected to be the fastest-growing region in the forecast period, fueled by increasing demand and adoption of anti-fingerprint coatings across various industries.

Access the complete report for an in-depth analysis of the global anti-fingerprint coating market:

<https://www.thebusinessresearchcompany.com/report/anti-fingerprint-coating-global-market-report>

Anti-Fingerprint Coating Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Anti-Fingerprint Coating Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on anti-fingerprint coating market size, anti-fingerprint coating market drivers and trends, anti-fingerprint coating market major players, competitors' revenues, market positioning, and market growth across geographies. The anti-fingerprint coating market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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