

# Key Drivers of the 2024 Plastic Coatings Market: Growing Demand in Automotive and Transportation

*The Business Research Company's Plastic Coatings Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033*

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Plastic Coatings Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033

The plastic coatings market has experienced steady growth in recent years, expected to increase from \$6.42 billion in 2023 to \$6.68 billion in 2024, at a compound annual growth rate (CAGR) of

4.0%. This growth is driven by factors such as the expansion of the automotive industry, increased use of protective coatings, advancements in packaging technologies, heightened awareness of environmental protection, and the growth in medical device manufacturing.

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The plastic coatings market size is expected to see steady growth in the next few years. It will grow to \$7.90 billion in 2028 at a compound annual growth rate (CAGR) of 4.3%.”

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Company*

What Is the Future Market Size of the [Global Plastic Coatings Market](#) and Its Yearly Growth Rate?

The plastic coatings market is projected to experience steady growth, reaching \$7.90 billion by 2028 at a

compound annual growth rate (CAGR) of 4.3%. This growth is driven by the expansion of anti-microbial coatings, increasing use of nanotechnology, the rise of functional coatings, advancements in lightweighting initiatives, and the adoption of smart coatings.

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### What Are the Main Factors Driving Plastic Coatings Market Expansion?

The growing demand for automotive and transportation is expected to drive the plastic coatings market forward. Automotive and transportation encompass the design, manufacturing, and operation of vehicles and systems that transport people and goods, including cars, trucks, buses, trains, airplanes, and supporting infrastructure. Factors such as urbanization, rising incomes, population growth, and the need for efficient mobility solutions contribute to the increasing demand. Plastic coatings in the automotive and transportation sectors provide protection for vehicle components against corrosion, wear, and environmental damage, while also enhancing durability and aesthetics.

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### Who Are the Main Competitors Driving the Plastic Coatings Market Forward?

Key players in the plastic coatings market include BASF SE, DOW Chemical Company, Wanhua Chemical Group Co. Ltd., Sherwin-Williams Company, PPG Industries Inc., Evonik Industries AG, Solvay, AkzoNobel N.V., Sika AG, Nan Ya Plastics Corporation, Nippon Paint Holdings Co., Ltd., Wacker Chemie AG, Masco Corporation, Huntsman Corporation, RPM International Inc., Axalta Coating Systems, Asian Paints Ltd., Kansai Paint Co., Ltd., Jotun Group, Pidilite Industries Limited, Rust-Oleum Corporation, Berger Paints, Hempel A/S, CTM Coatings

### How Are New Trends Transforming the Plastic Coatings Market Size?

Leading companies in the plastic coatings market are concentrating on developing innovative solutions like textured epoxy coating technology to improve bond strength, damage tolerance, and corrosion resistance for both horizontal and vertical concrete applications. Textured epoxy coating is an epoxy-based finish with a rough or textured surface that offers a non-slip quality while enhancing both aesthetic appeal and functional performance. This coating is widely used in environments demanding durability, chemical resistance, and slip resistance.

### What Are the Key Segments Within the Global Plastic Coatings Market?

- 1) By Material Type: Polyesters, Polyurethane (PU), Acrylic, Epoxy, Silicone, Other Material Types
- 2) By Process Type: Spray Coating, Dip Coating, Powder Coating, Electrophoretic Painting, Other Process Types
- 3) By End-Use Industry: Building And Construction, Automotive, Aerospace And Defense, Medical, Other End-Use Industries

## North America's Role as the Foremost Player in the Plastic Coatings Market

North America was the largest region in the market in 2023. Asia-Pacific is expected to be the fastest-growing region in the report during the forecast period. The regions covered in the report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### What Does The Plastic Coatings Market Definition?

Plastic coatings are protective or decorative layers made from or incorporating polymers (plastics) that are applied to various surfaces. These coatings create a durable, flexible, and often weather-resistant barrier, safeguarding the underlying substrate from corrosion, abrasion, chemicals, moisture, and other environmental factors. Plastic coatings are commonly used on metal, wood, or plastic surfaces to enhance their performance, longevity, and appearance.

The Plastic Coatings Global Market Report 2024 from The Business Research Company includes the following key information:

- Market size data for both historical and future periods
- Analysis of both macro and microeconomic factors that have impacted the market over the past five years
- Regional market analysis covering Asia-Pacific, China, Western Europe, Eastern Europe, North America, the USA, South America, and the Middle East and Africa
- Country-specific market analysis for Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the UK, and the USA.

### [Overview of the Global Plastic Coatings Market](#) Report: Trends, Opportunities, Strategies, and More

The Plastic Coatings Global Market Report 2024 from The Business Research Company is an extensive resource that delivers insights into plastic coatings market size, plastic coatings market drivers and trends, plastic coatings competitors' revenues, and plastic coatings market growth across geographies. This report provides valuable in-depth insights into potential opportunities and strategies. Companies can utilize the information presented to target segments with the greatest growth potential.

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