

An Overview of the Global Green Coatings Market: Lucrative Growth Opportunities and Competitive Landscape, 2021-2030

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EINPresswire.com/ -- The [green coatings market](#) report by Allied Market Research evaluates the demographics, suitability, and growth potential of the industry throughout the study period. This analysis is important for assessing the sector's size and provides a framework for understanding how the market will sustain its growth track. The report also identifies current and future investment opportunities across

various segments, offering detailed insights aimed at keeping stakeholders informed about the evolving investment landscape. Notably, the market is projected to reach approximately \$104.0 billion by 2030, growing at a CAGR of 4.3% during the forecast period.



Green Coatings Market

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Allied Market Research (AMR)

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Key facets responsible for the market expansion

The green coatings industry has observed significant growth due to the continuous expansion of construction activities across the globe. These coatings are widely used as protective as well as decorative paints on walls, roofs,

windows, panels, and door frames. Moreover, the increasing use of these paints on various consumer products such as ventilation and air conditioning units, furniture, dryer drums, and electronic boxes are expected to create wider growth opportunities for the sector in the coming period. On the other hand, the rise in demand for waterborne and powder-based coatings has

increased the manufacturing of these coatings. This is mainly due to the growing environmental awareness among consumers globally. Nonetheless, supportive government policies to promote sustainability and rapid industrialization are expected to drive the industry's growth in the future.

Regional analysis

The regional analysis presented in the report provides a thorough understanding of local consumer behaviors, economic conditions, and cultural influences that affect purchasing decisions. By utilizing these insights, companies can develop tailored strategies to enhance customer satisfaction, optimize their product offerings, and stimulate overall business growth. As per the regional analysis, the Asia-Pacific region is projected to rise at a CAGR of 5.2% during the estimated period. This is mainly due to the rapid expansion of the construction industry in China, India, and many Southeast Asian countries across the region.

Recent advancements in green coatings technology

The sector has undergone huge transformation due to notable technological innovations, regulatory pressures, and increasing consumer demand for sustainable products. Nowadays, green coatings are developed with enhanced properties such as better adhesion, durability, and weather resistance. These improvements make green coatings more competitive with traditional options, broadening their application across various industries, including construction, automotive, and aerospace. In addition, manufacturers are increasingly using natural materials such as castor oil, milk, clay, vegetable oils, and soybean in their formulations. These ingredients reduce VOC emissions and improve the safety and health conditions for users during application.

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Furthermore, waterborne technology is gaining traction in this field due to its low environmental impact. These coatings are applied to various substrates like wood, metal, and plastics, making them suitable for a wide range of architectural applications. The demand for waterborne coatings is particularly strong in North America and Europe. In addition, innovations in radiation-cured coatings are gaining popularity in the sector. They utilize low-energy electron beams or ultraviolet rays for curing, which offers faster processing times and addresses notable environmental concerns.

Competitive scenario

The AMR report provides a comprehensive analysis of the competitive landscape within the market, employing scientific analytical frameworks such as Porter's Five Forces. Its primary objective is to assist companies in gaining a thorough understanding of the industry dynamics. In

addition, the report also features interviews with the major stakeholders of the landscape and offers profiles of the key businesses in the sector. The top companies listed in the report include:

The Sherwin-Williams Company

Akzo Nobel N.V.

PPG Industries

BASF SE

Arkema Group

Lifetime Green Coatings

Axalta Coating Systems Ltd.

Jotun A/S

Berger Paints India Limited

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In conclusion, the AMR study highlights essential growth drivers and opportunities that guide companies in the green coatings industry formulating their future strategies. The comprehensive market insights provided in the report empower businesses to make informed investment decisions, leading the way for sustained long-term success.

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