

Antimicrobial Zero VOC Latex Paint Market Size Expected to Reach US\$ 8,750 Million by 2035: Fact.MR Report

Surging demand for eco-friendly, health-safe coatings fuels growth in the antimicrobial zero VOC latex paint market across residential and commercial spaces.

ROCKVILLE, MD, UNITED STATES, May 12, 2025 /EINPresswire.com/ -- The worldwide [antimicrobial zero VOC latex paint market](#) size was worth USD 3,557 million in 2024 and is estimated to grow at a remarkable CAGR of 8.5% to reach USD 8,750 million by the end of 2035.



Antimicrobial zero-VOC latex paint is one of the emerging categories for the eco-friendly coatings industry that combines environmental safety with advanced protection capabilities. The industry has immense growth opportunities driven by growing indoor air quality and hygiene requirements across various industries. Healthcare facilities, educational institutions, and residential buildings are adopting these specialized coatings due to their double benefit of environmental friendliness and antimicrobial protection.

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Market Dynamics

What are the Drivers of Global Sales of Antimicrobial Zero VOC Latex Paint?

"Increased Emphasis on Health and Hygiene"

The global emphasis on health and hygiene, particularly in public places and healthcare environments, generates demand for antimicrobial paint products. These new-generation

coatings provide ongoing protection against pathogenic microorganisms while maintaining indoor air quality with zero VOC technology. Healthcare facilities increasingly specify these products in their building and reconstruction works to provide sterile environments.

Growing concern regarding pathogen surface transmission has extended the scope of use beyond the healthcare sector to residential buildings, schools, and commercial buildings. Technological advancements have enhanced product effectiveness while maintaining environmental safety standards.

Country-Wise Insights

The United States market is anticipated to grow to USD 1,068 million in 2025 and is expected to grow at a rate of CAGR 9.5% during 2035.

The Chinese market is estimated to grow to USD 1,347 million in 2035 at a CAGR of 8.9%. The market is expected to create an absolute opportunity of USD 775.0 million during the period 2025-2035.

Category-Wise Insights

Interior paint demand is forecast to grow at a CAGR of 8.6% during the period from 2025 to 2035. Interior paint uses lead the market because of greater emphasis on indoor air quality and surface cleanliness. Applications in healthcare facilities, schools, and residential areas where occupant health is a priority drive the segment's growth.

Professional contractors have a high degree of impact on market growth by virtue of their knowledge in specialized application methods and project requirements. Professional contractors' knowledge of performance demands and environmental regulations informs the selection of products for major projects. Professional contractors' focus on quality and compliance generates innovation within product development. Their contributions to healthcare and commercial projects significantly impact market direction and product uptake rates.

Competitive Landscape

Major companies in the antimicrobial zero VOC latex paint market include AkzoNobel N.V., Asian Paints Limited, BEHR Process Corporation, Benjamin Moore & Co., Kansai Paint Co., Ltd., Nippon Paint Holdings, PPG Industries, Sherwin-Williams Company, Teknos Group, and Tikkurila Oyj.

Firms invest a considerable amount of their income in R&D to solve issues and provide innovative solutions to attract new clients and remain competitive. Firms are creating tailored solutions for problems that address industry-specific requirements to compete with other firms.

In April 2022, Asian Paints, in January 2023, invested USD 240 million to establish a 400,000 kiloliters annual capacity water-based paint plant. The plant will produce green, low-VOC paints that are in line with the company's emphasis on sustainable products.

Fact.MR has included in-depth details regarding the price ranges of major producers of antimicrobial zero VOC latex paint placed across regions, sales development, manufacturing capacity, and hypothetical technological growth, in the recently released report.

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Segmentation of Antimicrobial Zero VOC Latex Paint Industry Research

By Product Type

Interior Paint

Exterior Paint

By Application

Healthcare Facilities

Residential

Commercial Buildings

Food & Beverage Industry

Others

By End-User

Professional Contractors

DIY Consumers

Industrial Users

Others

By Region

North America

Latin America

Western Europe

Eastern Europe

East Asia

South Asia & Pacific

Middle East & Africa

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According to a new study by Fact.MR, the [activated carbon market](#) in the GCC is valued at US\$ 134.5 million in 2024 and is projected to reach US\$ 257.5 million by 2034, growing at a CAGR of

7.6%.

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