

# Water-Borne Paints & Inks Market to Reach USD 110.78 Billion by 2035 Growing at 4.9% CAGR Driven by Environmental Demand

*The USA leads innovation in water-borne inks and paints, focusing on*

*sustainability and consumer safety, with a projected CAGR of 4.7% from 2025 to 2035.*

NEWARK, DE, UNITED STATES, May 14, 2025 /EINPresswire.com/ -- The global [water-borne inks and paints market](#) is projected to reach approximately USD 68,904.5 million in 2025 and is expected to grow steadily at a CAGR of 4.9%, reaching around USD 110,780.3 million by 2035. This growth is driven by increasing environmental regulations, rising demand for eco-friendly formulations, and expanding applications across packaging, automotive, and construction industries.

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The shift toward eco-friendly solutions and regulatory compliance is propelling strong growth in the water-borne inks and paints market across key industries.”

*Nikhil Kaitwade*

As industries shift toward sustainable alternatives to solvent-based products, water-borne inks and paints are emerging as a preferred solution, offering a combination

of low toxicity, low volatile organic compound (VOC) emissions, and high performance.

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## Sustainability and Regulations Fuel Demand

The push for sustainability is no longer a niche trend—it has become a key driver influencing product development and market dynamics. Water-borne formulations utilize water as the primary solvent, replacing harmful organic solvents traditionally used in coating and ink products. As environmental regulations grow more stringent across major markets including North America, Europe, and parts of Asia—manufacturers are under pressure to reduce VOC content in their products.

Water-borne inks and paints address these requirements by significantly lowering VOC emissions, thereby improving air quality and reducing health hazards for workers and end-users

alike. This regulatory shift is fueling a surge in demand for water-borne alternatives, with industries aligning their operations to meet environmental compliance while maintaining operational efficiency.

### Expanding Applications Across Industries

The versatility and superior performance of water-borne inks and paints have led to their increased adoption across diverse end-use sectors. In the packaging industry, water-borne inks are gaining traction due to their excellent printability, adhesion, and color vibrancy on a variety of substrates including paper, cardboard, and flexible plastics. As sustainable packaging becomes a key focus for brand owners, water-borne inks are emerging as an ideal fit for eco-friendly label and package printing.

The construction sector is another key contributor to market expansion, with water-borne paints increasingly being used for interior and exterior applications. These paints offer advantages such as fast drying, minimal odor, and low environmental impact, making them suitable for residential, commercial, and infrastructure projects. Additionally, growing urbanization and increased investment in building renovation and maintenance are expected to sustain market growth in this segment.

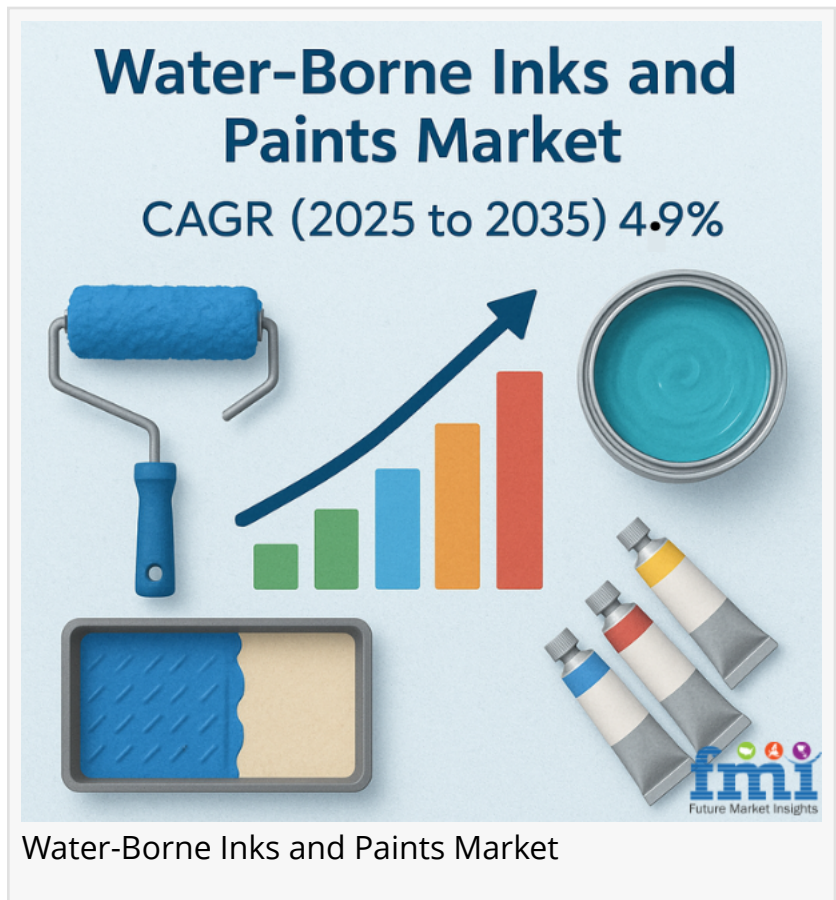
In the automotive industry, water-borne paints are being used for both OEM and refinishing purposes. These paints provide high corrosion resistance, excellent finish, and enhanced durability. As automakers move toward greener production lines, water-borne solutions are being integrated into their manufacturing and repainting processes.

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### Asia-Pacific Leads Global Growth

While North America and Europe have traditionally been early adopters of water-borne technologies due to their strict environmental regulations, the Asia-Pacific region is rapidly



becoming the dominant force in the global water-borne inks and paints market. The region's fast-paced industrialization, growing population, and rising disposable incomes are fueling demand for consumer goods, automobiles, and infrastructure—all of which are key consumers of inks and paints.

Countries such as China, India, and Southeast Asian nations are witnessing increased demand for eco-friendly and non-toxic solutions, further supported by government initiatives promoting sustainable development. Moreover, the expansion of the printing and packaging industry in these countries is bolstering the growth of water-borne ink solutions.

#### Leading Players in the Water-Borne Inks and Paints Market

- AkzoNobel N.V.
- Sherwin-Williams Company
- PPG Industries, Inc.
- DIC Corporation
- Siegwerk Druckfarben AG & Co. KGaA
- Kansai Paint Co., Ltd.
- Flint Group
- Toyo Ink SC Holdings Co., Ltd.
- RPM International Inc.
- Nippon Paint Holdings Co., Ltd.
- Tikkurila Oyj (AkzoNobel subsidiary)
- ALTANA AG
- BASF SE (dispersions & pigments)
- Hempel A/S

Coatings, Inks, Adhesives & Sealants Industry Analysis:

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#### Key Segmentation

By Resin Type:

- Acrylic
- Polyurethane
- Epoxy

By Application:

- Packaging
- Automotive
- Architectural

By Region:

- North America
- Latin America
- Western Europe
- Eastern Europe
- East Asia
- South Asia Pacific
- Middle East and Africa

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