

Decorative Coatings Market CAGR to be at 5% from 2025 to 2029 | \$109.44 Billion Industry Revenue by 2029

*The Business Research Company's
Decorative Coatings Global Market
Report 2025 – Market Size, Trends, And
Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED
KINGDOM, October 20, 2025

/EINPresswire.com/ -- What Is The
Projected Market Size & [Growth Rate](#)
[Of The Decorative Coatings Market?](#)

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The size of the decorative coatings market has progressively expanded over the last few years. It is predicted to escalate from \$87.28 billion in 2024 to \$90.01 billion in 2025, with a compound annual growth rate (CAGR) of 3.1%. The growth observed in the historic phase can be ascribed to

the amplified attention towards architectural and interior design trends, expansion of the real estate and construction sector, refurbishment and remodeling undertakings, preferences for color and aesthetics, in addition to the commercial and hospitality field.

Prospects of significant expansion are anticipated in the decorative coatings market for the coming few years. The market is projected to rise to \$109.44 billion by 2029, growing at a compound annual growth rate (CAGR) of 5.0%. The reason for this progression during the

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forecasted timeline can be tied to factors such as increasing health and wellness awareness, a shift towards customization and personalization, an aging demographic and universal design, the boom in e-commerce and online sales, growth in emerging markets, along with urbanization and infrastructure development. Key trends in the forecast period include a move towards sustainable and low-voc coatings, digital color matching and visualization, smart and functional coatings, advanced technology developments, and the introduction of antimicrobial or allergen-reducing properties.

Download a free sample of the decorative coatings market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=5911&type=smp>

What Is The Crucial Factor Driving The Global Decorative Coatings Market?

The global increase in urbanization is projected to fuel the expansion of the decorative coatings market. Urbanization is characterized by the shift of population from rural to urban regions and the growing concentration of people in urban localities. This trend leads to a rise in demand for both residential and non-residential buildings, thereby boosting the growth of the decorative coatings sector. For example, the United Nations Department of Economic and Social Affairs has estimated that by 2050, urban areas will be home to 68% of the world's population, equivalent to 2.5 billion individuals. Hence, the surge in urbanization across the world stimulates the development of the decorative coatings market.

Who Are The Emerging Players In The Decorative Coatings Market?

Major players in the Decorative Coatings include:

- PPG Industries Inc.
- Akzonobel NV
- Sherwin-Williams Co.
- Valspar Corp.
- Asian Paints Ltd.
- Berger Paints Ltd.
- Cabot Corporation
- DAW SE
- Jotun Paints Ltd.
- Masco Corp.

What Are Some Emerging Trends In The Decorative Coatings Market?

Revolutionary product developments are becoming an important trend in the decorative coatings market. Leading businesses in this industry are concentrating on creating superior products to bolster their standing. For example, Kapci Coatings, a chemical production firm based in Egypt, introduced new decorative items Elegant 555 and Elegant 545 in June 2022. These new decorative goods feature a rapid-drying formula. As part of their Earth Friendly initiative, the aim of these products is to encourage the adoption of more eco-friendly, water-based alternatives in the decorative paint market.

What Segments Are Covered In The [Decorative Coatings Market Report](#)?

The decorative coatingsmarket covered in this report is segmented –

- 1) By Product Type: Emulsion, Wood Coatings, Enamels, Other Product Types
- 2) By Resin Type: Acrylic, Alkyd, Vinyl, Polyurethane, Other Resin Types
- 3) By Formulation: Water Based, Solvent Based, Powder Based
- 4) By Application: Residential, Non-Residential

Subsegments:

- 1) By Emulsion: Acrylic Emulsions, Vinyl Acetate Emulsions, Styrene-Butadiene Emulsions
- 2) By Wood Coatings: Stains, Varnishes, Sealants, Lacquers
- 3) By Enamels: Oil-Based Enamels, Water-Based Enamels, Spray Enamels
- 4) By Other Product Types: Primers, Specialty Coatings, Thinners and Additives

View the full decorative coatings market report:

<https://www.thebusinessresearchcompany.com/report/decorative-coatings-global-market-report>

Which Region Is Projected To Hold The Largest Market Share In The Global Decorative Coatings Market?

In 2024, the decorative coatings market was led by the Asia-Pacific region. North America is anticipated to undergo the most rapid growth during the projected period. The report encompasses regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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