

Road Marking Materials Market to Reach \$9.1 Billion by 2029 with 7.8% CAGR

The Business Research Company's Road Marking Materials Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, November 7, 2025

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What Is The [Road Marking Materials Market](#) Size And Growth?

The market for road marking materials has been experiencing robust growth of late. It is estimated to expand from a size of \$6.38 billion in 2024 to \$6.74 billion in 2025, representing a compound annual growth rate (CAGR) of 5.6%. Factors contributing to the growth during the historical period include road safety regulations, expansion of transport infrastructure, urban and population growth, maintenance and retrofit projects, innovation in road marking materials, and environmental concerns.



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The market for road marking materials is predicted to experience significant growth in the coming years, with a

projection of \$9.1 billion by 2029 and a compound annual growth rate of 7.8%. This upward trajectory during the forecast period is due to factors such as intelligent road marking material for autonomous vehicles, high-visibility, and reflective road markings, green and sustainable road marking materials, advanced weather-resistant substances, and custom road markings for traffic control. Upcoming trends during this prediction period encompass solar-based road markings for energy conservation, three-dimensional and interactive road markings, road marking materials that are anti-skid and anti-icing, dynamic lane markings for improved traffic control, smart tolling via RFID-based road markings and augmented reality navigation using road markings.

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What Are The Current Leading Growth Drivers For Road Marking Materials Market?

Advancements in infrastructure and road constructions in developing countries are anticipated to drive the expansion of the road marking materials industry. As the number of road projects escalates, passenger safety becomes increasingly critical, thus spurring the demand for road marking materials. For example, data from the Infrastructure and Projects Authority, a governmental agency in the UK, showed in February 2024 that the planned £164 billion investment for significant infrastructure and construction projects in 2024/25 surpasses that of 2023/24, indicating substantial economic development. Predictions suggest that in the following ten years, overall anticipated investments will range from £700 billion to £775 billion. Consequently, the surge in infrastructure and road projects in developing economies fuels the growth of the road marking materials market.

Which Companies Are Currently Leading In The Road Marking Materials Market?

Major players in the Road Marking Materials include:

- The Sherwin-Williams Company
- Minnesota Mining and Manufacturing Company
- Ennis Flint Inc.
- Evonik Industries AG
- Geveko Marking UK Ltd.
- Hempel AS
- Kelly Bros Ltd.
- Ozark Materials LLC
- Sealmaster of Pennsylvania Inc.
- SWARCO Industries Inc.

What Are Some Emerging Trends In The Road Marking Materials Market?

The surge in tech advancements is a notable trend emerging in the road marking materials industry. For instance, Röhm GmbH, a chemical firm based in Germany, introduced DEGAROUTE proTerra 100 to the market in April 2022. This innovative binder for cold plastic road markings showcases a more environmentally-friendly profile, with a carbon footprint almost 20% less than that of comparable materials made from virgin raw materials, as it comprises 30% recycled PMMA. DEGAROUTE-based road markings are reactive and free from solvents. They hardly ever emit volatile organic compounds (VOCs), and they don't require external heat sources for their utilization.

How Is The [Road Marking Materials Market Segmented](#)?

The road marking materials market covered in this report is segmented –

- 1) By Type: Paint-Based Marking, Solvent-Based Paints, Water-Based Paints, Performance-Based Marking, Thermoplastics, Cold Plastics
- 2) By Application: Road Markings, Factory Markings, Car Park Markings, Airport Markings, Anti-

Skid Markings

Subsegments:

- 1) By Paint-Based Marking: Conventional Paints, Reflective Paints, High-Performance Paints
- 2) By Solvent-Based Paints: Alkyd-Based Solvent Paints, Acrylic-Based Solvent Paints, Epoxy-Based Solvent Paints
- 3) By Water-Based Paints: Acrylic Water-Based Paints, Latex Water-Based Paints, Low-VOC Water-Based Paints
- 4) By Performance-Based Marking: High-Visibility Marking, Durable Marking Solutions, Specialized Marking for Extreme Conditions
- 5) By Thermoplastics: Pre-formed Thermoplastic Markings, Hot-Applied Thermoplastic Materials, Reflective Thermoplastic Markings
- 6) By Cold Plastics: Two-Component Cold Plastic Markings, High-Performance Cold Plastic Materials, Cold Plastic Temporary Markings

View the full road marking materials market report:

<https://www.thebusinessresearchcompany.com/report/road-marking-materials-global-market-report>

Which Is The Dominating Region For The Road Marking Materials Market?

In 2024, the Asia-Pacific region dominated the market for road marking materials and is anticipated to be the quickest expanding region in the upcoming forecast period. The market report for road marking materials comprises of regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa.

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