About Waterborne Architectural Coatings

Coatings are used to protect a surface and/or enhance its appearance. Architectural coatings are applied to commercial and residential buildings. They protect buildings from elements such as moisture, UV radiation, and microbes. Paints, primers, lacquers, varnishes, and stains are some of the major types of architectural coating products. These products are manufactured using resins such as acrylics, alkyds, polyesters, and polyurethanes. The market can be broadly classified into two major types: solvent-borne and waterborne coatings. Waterborne coatings use water as their solvent, thereby making these coatings environmentally friendly and easy to apply. Increasing awareness of VOC emissions is expected to lead to a rise in demand for waterborne coatings over the coming years.

The analysts forecast the global waterborne architectural coatings market to post a CAGR of 6.29% during the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the global waterborne architectural coatings market for the period 2015-2019.

To arrive at a ranking of the leading vendors in the market and to calculate the market size, the report considers revenue generated through sales of waterborne architectural coatings by vendors. It also presents the vendor landscape and a corresponding detailed analysis of the top ten vendors in the global waterborne architectural coatings market. The report also provides data on the different segments of the market based on the following:
- Resins (acrylics, polyesters, alkyds, epoxies, polyurethanes, and others such as PTFE and PVDF)
- End-users (residential and commercial end-users)
- Type of consumers (professional and DIY consumers)
- Applications (interior and exterior applications)
- Distribution channels (company-owned stores, independent distributors, and large retailers and wholesalers)
- Geography (APAC, the Americas, and EMEA)

In addition, the report discusses the major drivers that influence the growth of the market. It also outlines the challenges faced by the vendors and the market at large, as well as the key trends that are emerging in the market.

Key Vendors
- Akzo Nobel
- Asian Paints
- BASF
- Benjamin Moore
- DAW
- Masco
- Nippon Paint
- PPG Industries
- Sherwin-Williams
- Valspar

Other Prominent Vendors
- Adex
- Axalta
- Berger Paints
- Brillux
- Colorado Paint
- DULUX Australia
- Dunn-Edwards
- IFS Coatings
- Jotun
- Kansai
- KEIM Mineral Coatings of America
- Kelly-Moore Paints
- Materis
- Meffert
- Morrells
- Pintuco
- RPM International
- Schaepman
- Tikkurila
- Tnemec

Market Driver
- Recovery of Housing Market in APAC
  - For a full, detailed list, view our report

Market Challenge
- Stringent Regulations
  - For a full, detailed list, view our report

Market Trend
- Focus on New Color Schemes
  - For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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