



# Strategic Growth Opportunities in Antimicrobial Coatings Market

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PRESENTED BY

Lucintel

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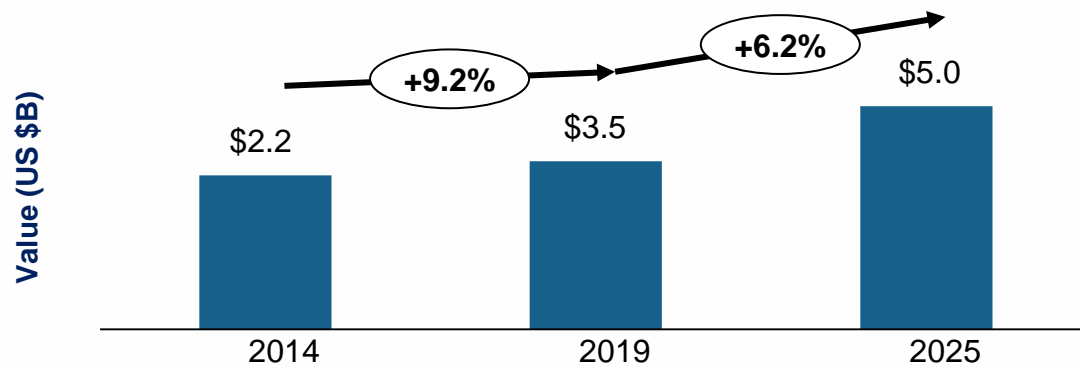
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Market Intelligence + Growth Consulting + Opportunity Screening + M&A Due Diligence + Benchmarking = **Your Company's Growth.**

[www.lucintel.com](http://www.lucintel.com)

# Future of Antimicrobial Coatings Market Looks Promising. Global Market to reach \$5.0 billion by 2025 with CAGR of 6.2%

Trend and Forecast for the Global Antimicrobial Coatings Market (US \$B) (2014-2025)



Source: Lucintel

## Top Companies in Antimicrobial Coatings Market

Akzonobel

Axalta Coating System

BASF

PPG Industries Inc.

Sherwin-Williams

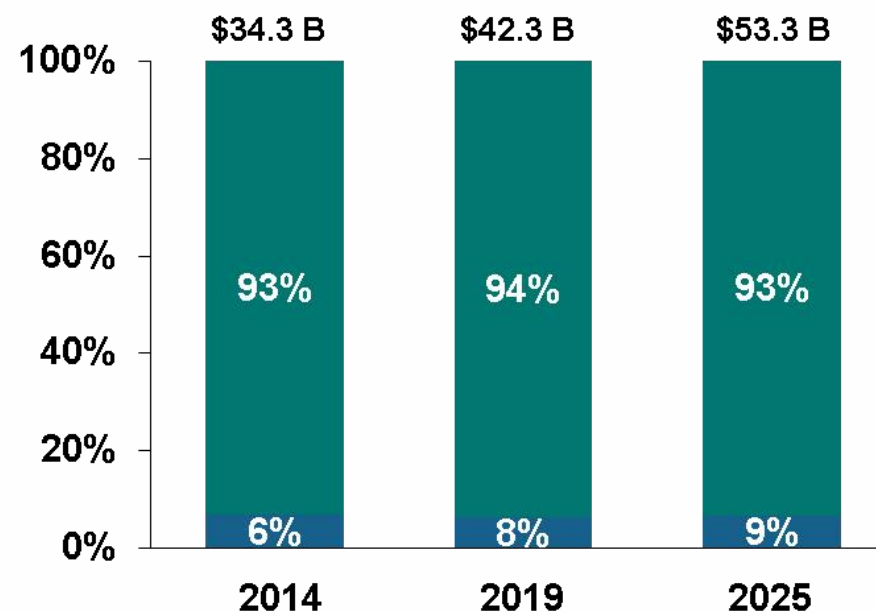
## Opportunities for Antimicrobial Coatings by Various End Use Industries, Biocides and Resin Type

End Use Industry	Biocides Type	Resin Type
<ul style="list-style-type: none"> <li>• Building &amp; Construction</li> <li>• Medical</li> <li>• Food &amp; Beverages</li> <li>• Textile</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Silver</li> <li>• Quaternary Ammonium Compounds</li> <li>• Zinc</li> <li>• Copper</li> <li>• Octylisothiazolinone</li> </ul>	<ul style="list-style-type: none"> <li>• Polyester</li> <li>• Acrylic</li> <li>• Polyurethane</li> <li>• Epoxy</li> <li>• Others</li> </ul>

## In terms of Overall Opportunity, Antimicrobial Coatings Market represents ~8% in the Global Protective Coatings



**Global Protective Coatings and Antimicrobial Coatings Market: 2014-2025**

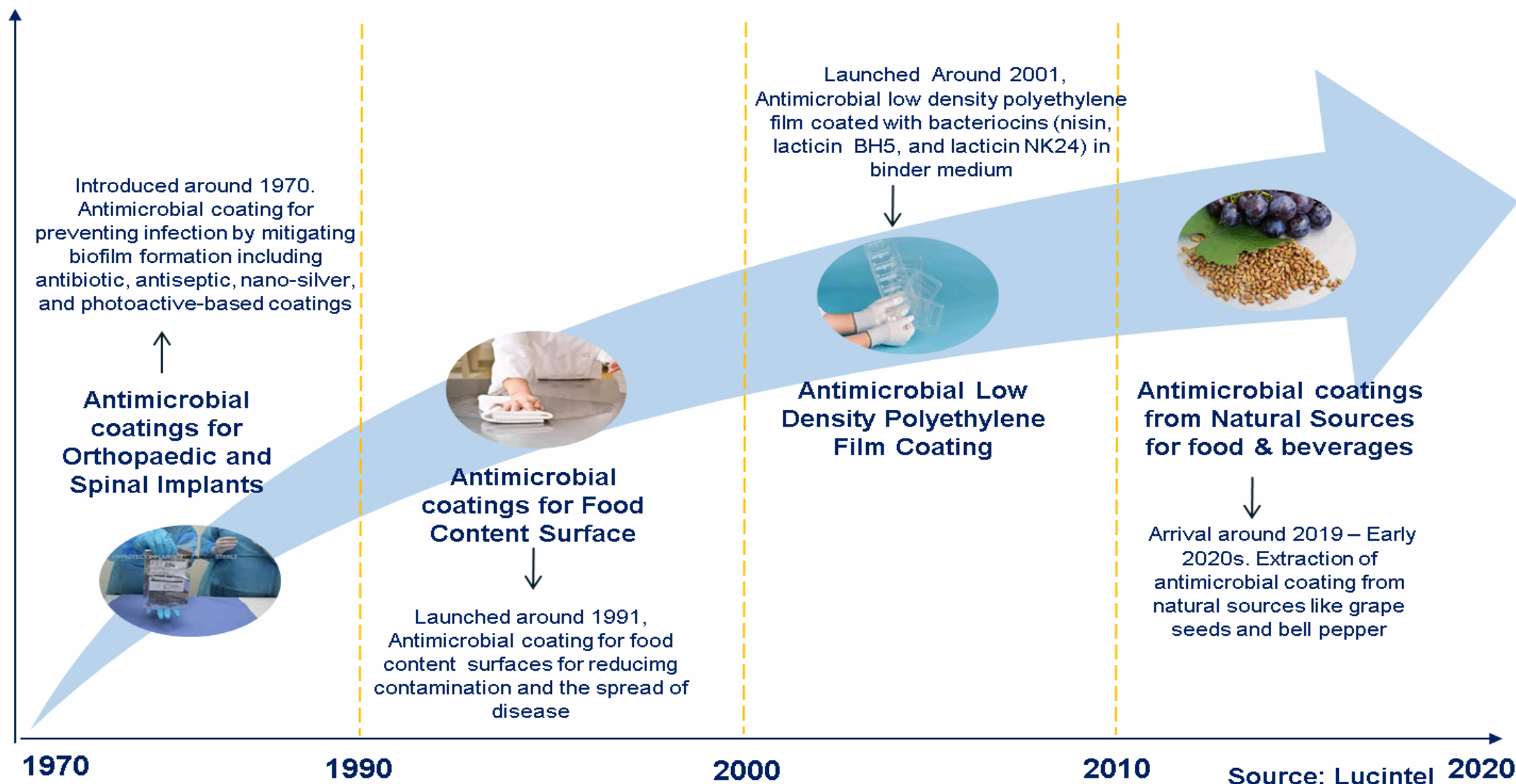


**CAGR (2019-2025)**

- Protective Coating ~3.9%
- Antimicrobial Coating ~6.2%

Source: Lucintel

## Evolution: Antimicrobial Coatings Opportunities Have Evolved Through Number of Stages From Silver to Natural Biocide Sources



# In this Market, Building and Construction is the Largest Market by End Use, whereas Silver is largest in Biocides Type

## Antimicrobial Coating Market by End Use

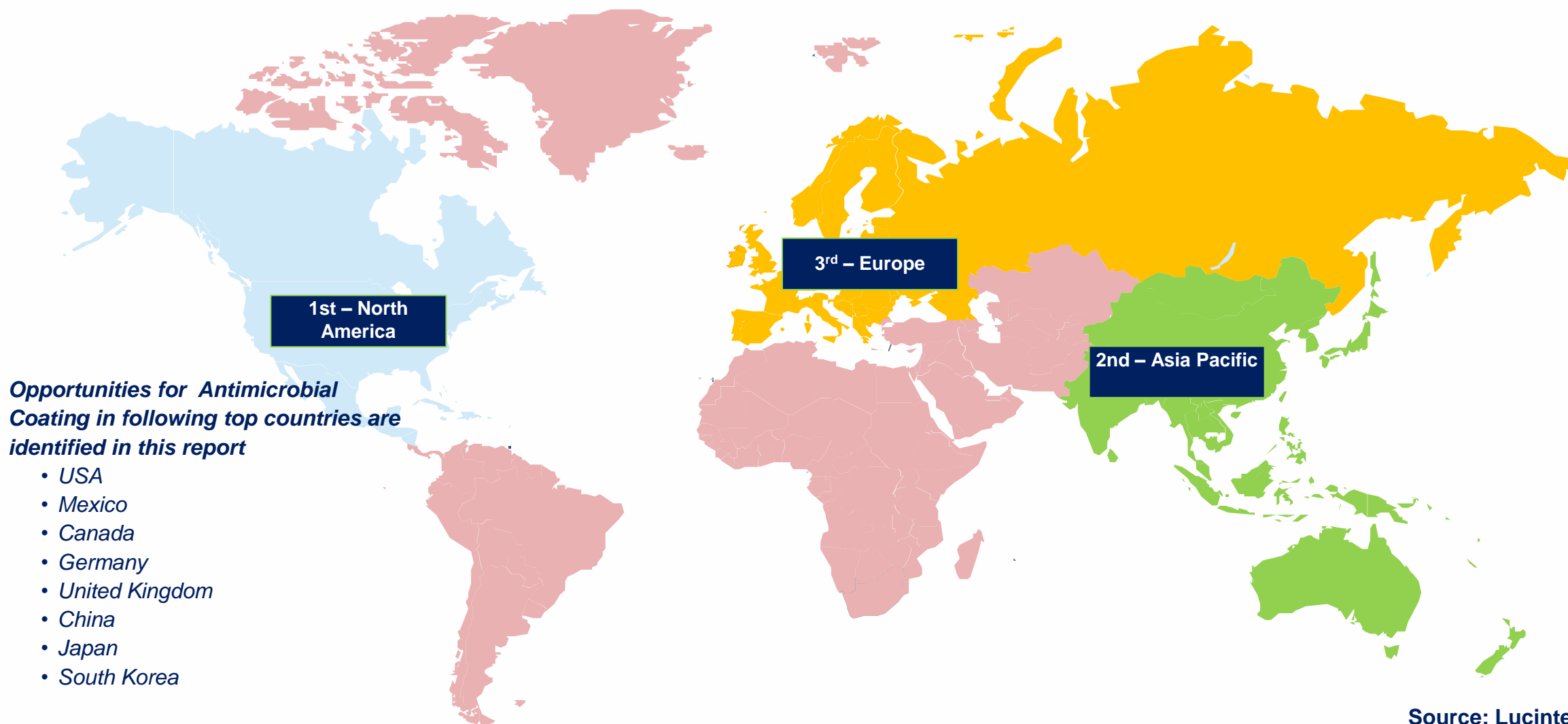


## Antimicrobial Coating Market by Biocides Type



Source: Lucintel

## In Terms of Regions, North America Provides the Largest Opportunity for Antimicrobial Coatings Followed by APAC and Europe





## Ecosystem of the Antimicrobial Coatings Market is Composed of Diverse Group of Companies

### Raw Material Supplier (Resin)



### Raw Material Supplier ( Biocides)



### AMCs Manufacturer (Liquid, Solid, and Powder Form)



### End Use (Building & Construction, Medical, and Food and Beverage)



Source: Lucintel

## Increasing Awareness Towards Health Hygiene & Bacterial Free Construction are Major Drivers in This Market

### Key Drivers

**Increasing Demand in Medical Industry:** Growing awareness concerning about hygiene and healthcare and the increased incidence of infection, which are occurring due to medical infection is driving the growth in antimicrobial coatings in medical industry.

**Growing Demand in Building & Construction Industry:** Government guidelines in various countries to provide a bacteria free and hygienic environment in public places and increasing usage of antimicrobial coatings in HVAC systems.

**Corona-19 Impact:** Increasing spread of infectious diseases as COVID 19 and SARS is likely to encourage stringent regulations in construction industry to reduce the risk of contamination, thereby boosting the antimicrobial coatings market

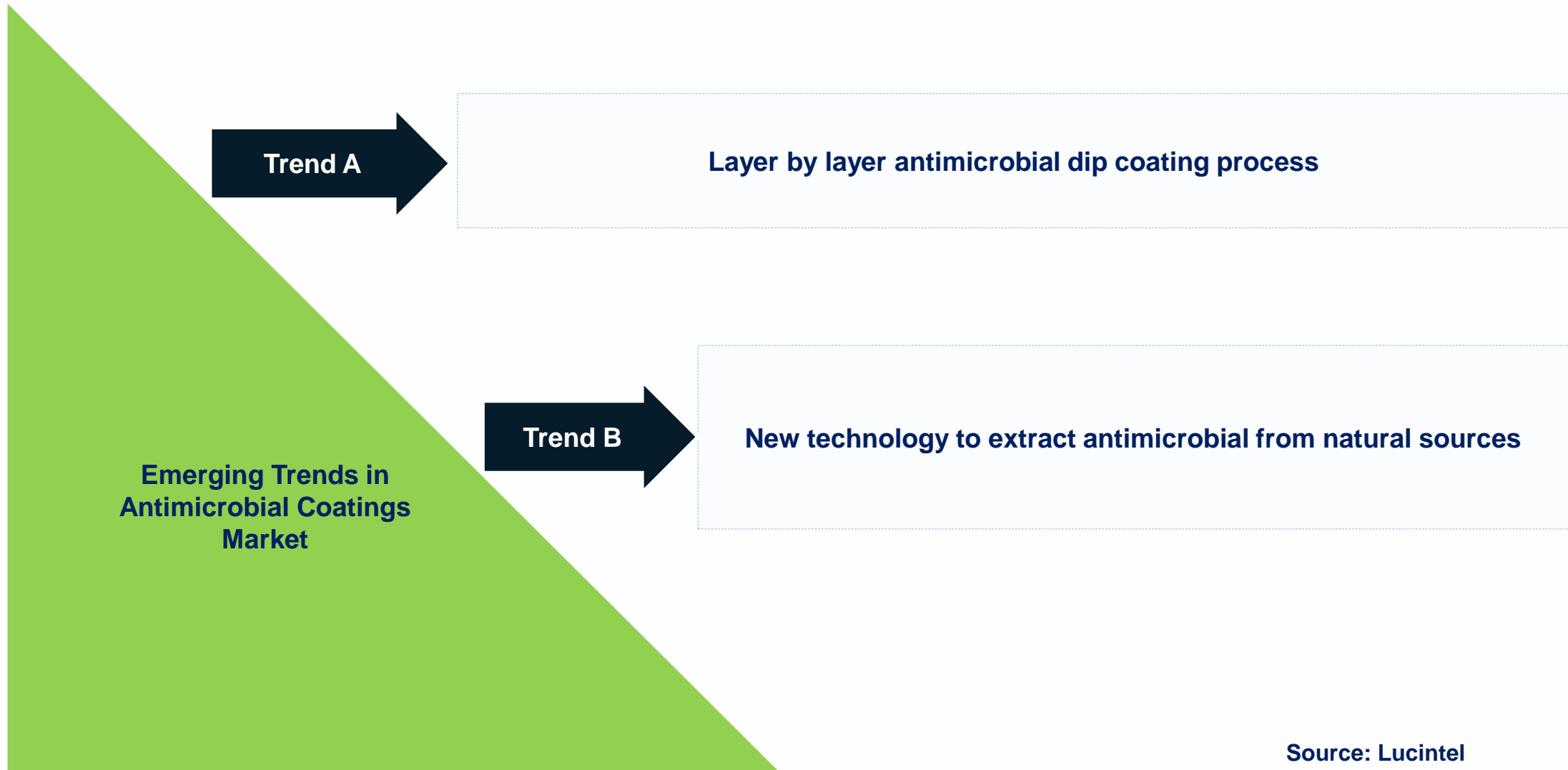
### Key Challenges

**Health Issues Related to Using Silver as Biocides:** Apart from the potential benefits, biocides used in coatings has some adverse effects such as ecosystem disturbance and bacterial resistance to silver

**Volatility in Price:** The volatility in price of raw materials may effect the growth of the antimicrobial coating market.



## Layer by layer Dip Coating Process and Extraction of Antimicrobial from Natural Sources are some of the Emerging Trends



## Developing Capabilities in Developing Low Cost and Natural Biocide for Antimicrobial Coating Provide Strategic Growth Path

### Strategic Considerations in Antimicrobial Coatings Market

#### Develop Capabilities

- Players of antimicrobial coatings market should focus to increase their capabilities to develop low cost coatings for safe and bacteria free surface for various applications
- Investments to increase competencies in advanced technologies to develop antimicrobial coating from natural biocide sources
- Research and development activities to develop low cost and safe antimicrobial coatings

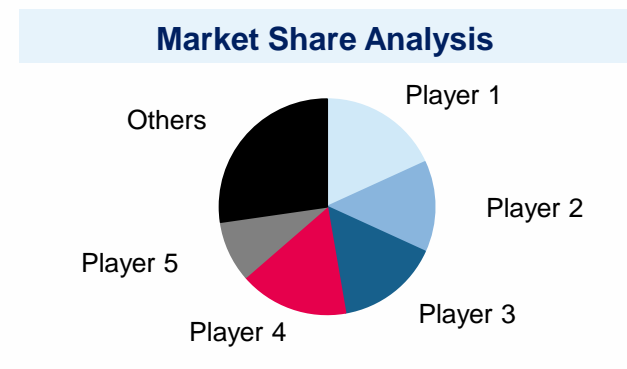
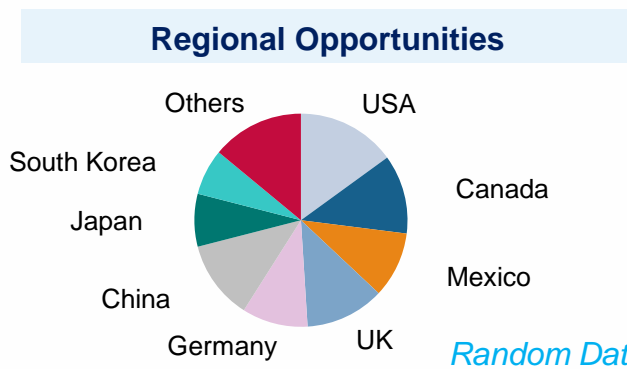
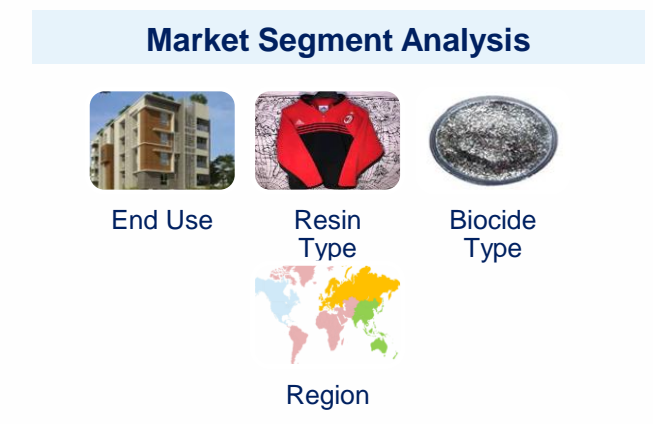
#### Alliances / In-Organic Expansions

- Strategic collaborations / acquisitions to increase geographical presence in growing countries like China, India and other developing countries
- Alliance to register presence in new applications such as medical and construction
- Collaborative activities to develop advanced antimicrobial coating technologies

Source: Lucintel

# These Insights are Based on Below Market Report from Lucintel. It can help you Identify New Opportunities by Various Segments and Regions

[Click for detail: https://www.lucintel.com/antimicrobial-coating-market.aspx](https://www.lucintel.com/antimicrobial-coating-market.aspx)



- ### Other Coverage in Report
- *New Product Development*
  - *Company Expansion*
  - *Merger Acquisitions & JV*
  - *Company Profiling*

**Note:** These insights are based on recently launched Lucintel's Report on OSAT Market, which has 150+ Page and over 100+ charts and tables. Lucintel also offers 10% free customization on above report based on your needs.

## Lucintel has an Extensive Toolkit to Address Strategic Questions



### Key Questions

- Is market space / opportunity of current product offerings sufficiently robust?
- Market is focus for many: how can my company profitably differentiate?
- Based on our core skills, where should we focus?
- Should we build or buy? Is build even an option?
- What game changer actions exist and/or is a more incremental approach best?
- What is the order sequence of market entry segments / products?

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## Contact Us



**Sanjay Mazumdar, Ph.D.**

CEO, Author, & Strategist

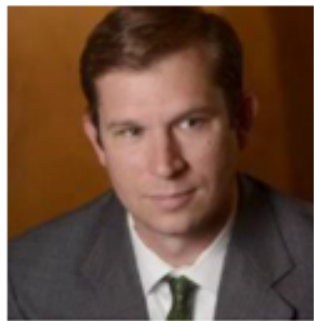
Email: [sanjay.mazumdar@lucintel.com](mailto:sanjay.mazumdar@lucintel.com)



**Eric Dahl, MBA, Harvard University**

Senior Executive Advisor

Email: [eric.dahl@lucintel.com](mailto:eric.dahl@lucintel.com)



**Brandon Fitzgerald**

Director of Client Engagement

Email: [brandon.fitzgerald@lucintel.com](mailto:brandon.fitzgerald@lucintel.com)



**Nigel O'Dea**

Business Development Manager

Email: [nigel.odea@lucintel.com](mailto:nigel.odea@lucintel.com)