



# FACTS ABOUT THE PAINT & COATINGS INDUSTRY

## THE VALUE ADDED BY PAINT & COATINGS

By protecting and beautifying the surfaces to which they are applied, paints and coatings enhance the value of everything — from homes and manufactured products, to bridges and other structures. This enhancement adds value far beyond the cost of buying or applying the paint or coating.

Consider the auto industry. It's not hard to imagine what a car would look like without the coatings that add value by making it attractive and protecting it. Without coatings, you'd see a car that quickly rusts, is dull in appearance, and has a very short useful life.

Think of trucks, buses, farm and construction machinery and equipment without the protective coatings that keep them from rusting. Think of the value added to appliances, metal and wood furniture, hardware, lighting fixtures . . . the list is endless. Practically every man-made product has a coating that is necessary to protect it and maintain its usefulness. Primary categories of paints and coatings include the following:

### Architectural Coatings

The largest segment of the paint industry produces architectural coatings — including consumer paints — which make up more than half of the total volume of coatings produced annually in the United States. In 2015, the industry shipped more than \$11.2 billion of architectural coatings.

These products are used to beautify and maintain the surfaces of homes, public buildings, offices and factories. About half are applied by “do-it-yourself” consumers, who recognize that paint is the most versatile, least costly and easiest to use of all home decorating products.

### Industrial Coatings

Coatings applied at the time of manufacture of products are known as industrial coatings. In 2015, \$7.8 billion of industrial coatings were sold to customer industries.

### Special Purpose Coatings

This industry segment includes a wide array of divergent coatings. The one unifying characteristic is that these coatings tend to be “field-applied,” as opposed to being applied in a factory setting. In 2015, industry shipped \$5.6 billion of special purpose coatings.

Special purpose coatings represent the smallest of the three major classifications of coatings. This segment can be divided into the following major sub-segments:

- **Automotive Refinish Coatings** is the largest sub-segment, with a value of \$2 billion in 2014.
- **Industrial Maintenance Coatings** is the second largest sub-segment, with a value of \$1.3 billion in 2014.
- **Traffic Marking Paint**, used on roadways, parking lots and airport surfaces, had a value of \$454 million in 2014.
- **Marine Paints**, including both OEM (original equipment manufacturer) and refinish applications, had a value of \$400 million in 2014.

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