

2024 Annual Economic Analysis Report of China's Coatings and Pigments Industry (Part II)

China National Coatings Industry Association

Abstract

This report analyzes China's macroeconomic and external environment in 2024, summarizes the development of key downstream sectors (e.g., real estate, machinery, containers, shipbuilding, furniture, and new energy) and their impact on the coatings industry, and examines the performance of China's coatings industry and its import/export trends. It also reviews the global coatings industry, including growth drivers, influencing factors, and segment trends. Finally, it outlines the development of key upstream raw materials (e.g., titanium dioxide, iron oxide, acrylic emulsion, and epoxy resin) and forecasts the characteristics and trends of China's coatings industry.

Keywords: Economic performance; 2024; China coatings industry; Features; Trends; Global coatings industry

5. Development Overview and Outlook of Key Raw Materials for the Coatings Industry

5.1 Titanium Dioxide Sector in 2024

According to the Titanium Dioxide Branch of China National Coatings Industry Association:

- **Production Capacity:** 6.026 million tons (+6.74% YoY).
- **Output:** 4.805 million tons (+13.79% YoY).
 - Sulfate process: 4.1468 million tons (+15.04%).
 - Chloride process: 658,400 tons (+6.54%).
- **Domestic Apparent Consumption:** 2.995 million tons (+12.35%).



Future Trend: The average market price is expected to drop to **¥14,000/ton** in 2025 due to oversupply and export pressures.

5.2 Iron Oxide Pigments Sector in 2024

- **Production Capacity:** 680,000 tons (+4.62% YoY).
- **Output:** 625,900 tons (+6.21% YoY).
 - Iron oxide red: +1.21%.
 - Iron oxide yellow: +5.50%.
 - Iron oxide black: +9.33%.
- **Sales:** 639,600 tons (+15.76%), totaling ¥4.461 billion (+7.13%).



Applications: Growth in 建材 (building materials, +9.07%), rubber (+9.29%), ceramics (+9.52%), while coatings demand slowed (-4.02%).

Future Trend: Prices will remain stable with minor fluctuations in 2025.

5.3 Acrylic Emulsion Sector in 2024

- **Market Trends:** Prices stabilized with a slight decline.
 - Pure acrylic emulsion: ¥7,000–7,500/ton.
 - Styrene-acrylic emulsion: Below ¥6,000/ton.
- **Challenges:** Rising raw material costs (MMA, styrene) may force price hikes in 2025.



5.4 Epoxy Resin Sector in 2024

- **Production Capacity:** 3.838 million tons (+7.96% YoY).
- **Output:** 2.43 million tons (+7.38% YoY).
- **Price Trend:** Volatile, with a 253.45% fluctuation since 2016.



Future Trend: Prices may further decline due to overcapacity.

6. Import/Export Analysis of China's Coatings Industry in 2024

6.1 Coatings Trade

- **Exports:** 334,800 tons (+27.72%), worth \$1.065 billion (+18.65%).
 - Fast-growing categories: Polyester (+46.56%), polyurethane (+35.04%), epoxy (+55.84%).
- **Imports:** 164,000 tons (+7.23%), worth \$1.809 billion (+12.73%).

6.2 Titanium Dioxide Trade

- **Exports:** 1.9022 million tons (+15.88%), worth \$4.183 billion (+16.28%).
 - Sulfate process: 1.5558 million tons.
 - Chloride process: 345,900 tons.
- **Regional Shifts:** Asia (+3.85%), Latin America (+4.33%), North America (+32.97%).



7. Key Characteristics of China's Coatings Industry in 2024

1. **Market Polarization:**
 - Architectural coatings decline; industrial coatings grow (e.g., automotive, shipbuilding).
2. **Corporate Transformation:**
 - Diversification into high-end functional products (e.g., reflective, anti-graffiti coatings).
3. **Green & Low-Carbon Focus:**

- Waterborne, powder, and UV coatings gain traction for VOC reduction.

4. Talent Shortages:

- R&D and technical service gaps hinder high-end manufacturing.
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8. 2025 Forecast

- **Output:** 35.7–36.4 million tons (+1–3% YoY).
- **Revenue:** ¥420–430 billion (+3–5% YoY).
- **Profit:** ¥28 billion (+6% YoY).
- **Challenges:** Anti-dumping tariffs (EU, India, Brazil) may pressure titanium dioxide exports.