Global Antimicrobial Powder Coating Market by Type [Metal (Silver, Copper), Microorganisms (Escherichia Coli, Listeria, Pseudomonas, and Others)], Application (Healthcare, Food & Beverages, Textile, Air Conditioning & Ventilation System, Paints & Coatings, Building & Construction, and Others), and Region till 2023

Powder coating is applied as a free-flowing, dry powder on the surface of a substrate. A powder coating is different from a liquid coating because it does not require a solvent to keep the binder and filler parts in a liquid suspension form. The powder can either be a thermoplastic or a thermoset polymer. The powder coating is mainly used for coating of metals such as household appliances, aluminum extrusions, drum hardware, and automobile and bicycle parts. The Antimicrobial Powder Coating exhibits the ability to inhibit the growth of microorganisms such as bacteria, fungi or protozoans. It is a highly engineered material synthesized to mimic antimicrobial peptides, which are used by the immune systems of living things to kill bacteria and other pathogens. The major applications of Antimicrobial Powder Coatings can be found in paints and coatings, in medical equipment, sanitary facilities, and indoor air conditioning systems.

Rising concern about prevention of contamination risk in medical equipment may fuel the growth of the global antimicrobial coating market. Increasing rate of infections through medical instruments in hospitals and rising prevalence of disease due to contamination of air is anticipated to boost the demand for the product in coming years. As of 2016, over 90% of the medical instruments and devices are treated prior to use to prevent hospital acquired infections (HAI). Moreover, growth in health expenditure coupled with technological advancement in medical devices is projected to propel the growth of the antimicrobial coating market. Increasing standards of living and disposable income of people in developing countries facilitating them to invest in health and physical wellbeing, which is expected to fuel the demand for Antimicrobial Powder Coating in the coming years. Low cost, sustainable, and environment-friendly microbial cements, grouts, polysaccharides, and bio-plastics are the major component of “Construction Microbial Biotechnology”, which are useful in the construction and geotechnical engineering. This, in turn, is anticipated to drive the demand for the antimicrobial coating in the rapidly growing construction industry. Furthermore, the leading companies in the global antimicrobial powder coating market are adopting the mergers & acquisitions, expansions, contracts & agreements, and joint-ventures strategies to expand their market shares and distribution networks on account of growing health concerns.

However, the efficacy of Antimicrobial Coating is hard to measure and demonstrate, which may reduce over the period of time. Moreover, it is difficult to monitor and extend the functionality of such coating. This is considered to be the restraining factor operating in the Global Antimicrobial Coating Market.

Global Antimicrobial Powder Coating Market Share, by Application 2016 (%):
Regional Analysis:
The Global Antimicrobial Powder Coating Market is divided into five key regions: North America, Europe, Asia Pacific, the Middle East and Africa, and Latin America. North America market is growing rapidly owing to the presence of major end use industries in this region such as food processing and beverages. The market growth in this region is also driven by increasing demand for Antimicrobial Powder Coating in air conditioning and ventilation applications. The U.S is the largest market in this region on account of the growing demand for Antimicrobial Powder Coating. Europe is another substantial region in the Global Antimicrobial Powder Coating Market, wherein Germany, the U.K., France, and Italy are the major markets. Increasing demand for the product on the backdrop of rising health concerns is the major factor driving the growth of the regional market. In coming years, the leading end user such as paints & coatings, construction, along with food & beverages are anticipated to fetch the major share of overall demand for the product in this region. Asia Pacific is holding relatively lesser share in the Global Antimicrobial Powder Coating Market. Increasing demand for new technology in medical sector and increasing government spending on healthcare are the primary factors projected to favor the market in this region, during the forecast period. Apart from these three major regions in the Global Antimicrobial Powder Coating Market, the Middle East & Africa is expected to grow at considerable rate during the forecast period. The region exhibit sizeable growth potential for Antimicrobial Powder Coating Market on account of increasing building & construction activities in this region. Lastly, Latin America is anticipated to join hand with leading end use industries in coming years due to reviving economic and pacifying political scenario in Brazil and Colombia.

Segmentation:
The Global Antimicrobial Powder Coating Market is segmented on the basis of type, application, and region. On the basis of type, the market is divided into, metal (silver, copper), microorganisms (Escherichia Coli, Listeria, Pseudomonas, and others), wherein silver segment is leading the market with the largest share, among others.

On the basis applications, the market is categorized into healthcare, food & beverages, textile, air conditioning & ventilation system, paints & coatings, building & construction, and others. Among these applications, the healthcare segment is estimated to grow at the highest rate.

Geographically, the markets is divided into North America, Europe, Asia Pacific, the Middle East and Africa, and Latin America. Among them, North America is the largest region, in terms of market size.

Key Players:
The prominent players in the Global Antimicrobial Powder Coating Market are Akzo Nobel N.V.(Netherlands), BASF SE (Germany), Diamond Vogel (U.S.), Axalta Coating Systems (U.S.), PPG Industries, Inc. (U.S.), Koninklijke DSM N.V. (Netherlands), RPM
International Inc. (U.S.), The Dow Chemical Company (U.S.), The Sherwin-Williams Company (U.S.), and Sono-Tek Corporation (U.S), among others.

Intended Audience

- Antimicrobial Powder Coating Manufacturers
- Traders and Distributors of Antimicrobial Powder Coating
- Research and Development Institute
- Potential Investors
- Raw Material Suppliers
- National Laboratory

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