

# Market Study: Biobased Paints & Coatings



**Europe Report (1<sup>st</sup> Edition)**

# This brochure provides further information on the study: “Biobased Paints and Coatings (1<sup>st</sup> Edition)”

## Executive Summary

Back to the roots? Natural dyes have long been displaced in the construction industry by acrylic, vinyl, and other plastic paints. Now, renewable raw materials are being rediscovered as part of the bioeconomy. So far, these organic paints only make up a small part of the overall demand for paints and coatings. However, their sales are increasing significantly: The new Ceresana market study “Bio-Based Paints and Coatings – Europe” forecasts that European demand for these products will increase to around EUR 6.6 billion over the next ten years. In addition to market data and forecasts, the market report also contains background information on the regulatory framework of the paints and coatings industry in Europe as well as the general economic situation and the situation in the construction industry in the individual countries.

### Bio-Based Paints for Facades and Walls

For the first time, Ceresana has specifically analyzed the European bio-based paints and coatings market, including products used for interior and exterior building applications or as industrial and wood coatings. These “green” coatings are sold under various names: Natural paints, organic paints, eco paints, or even vegan paints. They are made entirely or at least partially from natural raw materials or minerals. The exact meaning of “bio-based” is defined differently by various certification bodies and eco-labels. Ideally, the raw materials should come from sustainable agriculture, forestry, or fisheries and remain as unaltered as possible. The main components of bio-based paints, i.e. pigments, binders, solvents, and fillers, can be obtained from plant starch, tree resins, mussel shells, or chicken feathers, among other things. This not only reduces dependence on crude oil and natural gas, but also allows previously unused bio-mass waste to be utilized.

### Healthy and Environmentally Friendly Paints

Although organic coatings are not yet suitable for all applications and are often more expensive than petrochemical paints, they promise to be healthier and more environmentally friendly. In addition, they can be combined well with other sustainable building materials. Some bio-based paints and coatings offer better quality and economy than their fossil-based competitors. Natural pigments offer a very broad color spectrum. Diffusion-open natural paints prevent condensation and mold: They allow moisture in the air to pass through, can store it and release it again. Above all, however, organic coatings are largely free of toxic additives. The long-term effects of solvents, plasticizers, nanoparticles, and other potentially toxic paint substances often still need to be researched. In contrast, many natural materials have been known and tried and tested for centuries, such as lime paints. Last but not least, biodegradable paint residues do not have to be disposed of as hazardous waste at great expense.

### The Current European Market Report:

**Chapter 1** of the new market study provides a comprehensive presentation and analysis of the European market for bio-based paints and coatings – with forecasts up to 2034. The development of demand (in tonnes) and revenues (in USD and EUR) split by 5 application areas is included in the analysis.

In **Chapter 2**, 16 countries are examined individually. Demand and revenues are analyzed for the various applications.

**Chapter 3** provides company profiles of the 33 most important European manufacturers, e.g. DAW, BASF, AkzoNobel, IVM, Beckers, Tikkurila, and Renner.



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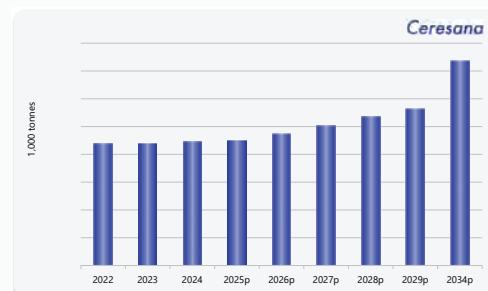
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The German demand for biobased paints and coatings amounted to X tonnes in 2024. We expect market volume to increase by, on average, X% p.a. and to amount to approx. X tonnes in 2034.

Revenues generated with biobased paints and coatings totaled about EUR X million in 2024. We predict an average increase of X% p.a. up until 2034.



Graph: Demand in Germany from 2022 to 2034

Revenues	2022	2023	2024	2025p	2026p	2027p	2028p	2029p	2030p	2031p	2032p	2033p	2034p	2024-2034
Million USD	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Million EUR	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.

Table: Revenues generated in Germany from 2022 to 2034, in million USD and million EUR

Million EUR	2022	2023	2024	2025p	2026p	2027p	2028p	2029p	2030p	2031p	2032p	2033p	2034p	2024-2034
Construction	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Industry	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Transportation	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Wood Processing	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Others	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
<b>Total</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X% p.a.</b>

Table: Revenues generated in Germany from 2022 to 2034 – split by application

in 1,000 tonnes	2022	2023	2024	2025p	2026p	2027p	2028p	2029p	2030p	2031p	2032p	2033p	2034p	2024-2034
Construction	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Industry	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Transportation	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Wood Processing	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
Others	X	X	X	X	X	X	X	X	X	X	X	X	X	X% p.a.
<b>Total</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X% p.a.</b>

Table: Demand in Germany from 2022 to 2034 – split by application

### General Economic Situation:

Crumbling infrastructure, capital flight, underinvestment, ever poorer scores in international education studies, generally declining competitiveness, and increasingly political polarization and uncertainty: Although Germany is still one of the richest countries in the world, it has a decade of slow but steady decline behind it. The increasing division of the world into West and East is undermining the essential foundations of the long-successful "German model": Export orientation (over 30% of economic output, around one in four jobs) and cheap energy resources. With the sanctions against Russia, imports of crude oil and natural gas are falling away, and China is increasingly developing from a customer into a competitor for German companies – not least in cars, a key German industry.

# Market Study: “Biobased Paints and Coatings (1<sup>st</sup> Edition)”

16 Countries, 33 Producers, 180 Pages, 19 Graphs, 64 Tables, 08/2025

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In 2024, Germany was the third trading nation in the world (after China and the USA, ahead of Japan). After falling by 1.2% in 2023, German exports shrank by 1% in 2024, reaching a value of EUR 1,556 billion. The most important export goods were motor vehicles and motor vehicle parts worth EUR 262 billion (4% less than in 2023), followed by machinery worth EUR 216.5 billion and chemical products worth EUR 138.6 billion. German imports fell even more sharply, primarily due to falling energy prices: After a decline of 9.9% in 2023, they shrank by 3% in 2024, reaching a value of EUR 1,316 billion. The most important imported goods were motor vehicles and motor vehicle parts for EUR 142 billion, followed by computers, electrical, and optical products worth EUR 134.3 billion and electrical equipment worth EUR 104 billion. The German foreign trade surplus thus reached around EUR 239.1 billion (compared to almost EUR 249 billion achieved in the previous record year of 2016). Germany achieved the largest surplus in trade with the USA (+EUR 70 billion), while the largest deficit was with China (-EUR 66.3 billion). China was Germany's most important trading partner from 2016 to 2023. In 2024, German exports to China fell by 7.6%, and China is now only the fifth most important market for German exports after the USA, France, the Netherlands, and Poland. In contrast, exports to the USA increased by 2.2%, and the USA was once again Germany's most important trading partner with a foreign trade volume of EUR 252.8 billion. The concerns in Germany caused by growing US protectionism are correspondingly high.

Industry still accounts for around 26% of GDP in Germany (in comparison: USA 18%, United Kingdom 17%, Japan 29%, China 40%). The country's strengths are "old" industries such as mechanical engineering, plant construction, and chemicals – it often lags behind when it comes to more modern technologies and digitalization. Germany's GDP shrank by 0.3% in 2023 adjusted for price and by 0.2% in 2024. At the beginning of 2025, Germany's total economic output is therefore roughly the same again as at the end of 2019. The German government expects meager growth of 0.3% for Germany in 2025. This forecast puts Germany at the bottom of the league in Europe.

### Construction Industry:

In 2024, 81,950 companies in the main construction sector in Germany with 916,300 employees (24% of whom were foreigners) generated sales of around EUR 159.4 billion, a decrease of 2% in nominal terms and 4% in real terms compared to the previous year. If small businesses in the finishing trade and property developers are also included, the German construction industry employed over 2.6 million people in 360,000 companies (around 5.7% of the total workforce), and generated sales of EUR 430 billion. In 2024, the construction industry's share of total economic gross value added reached 5.4% (nominal), or 3.2% (price-adjusted). Since 2000, construction investment has underperformed German GDP and has fallen continuously overall since 2020 (with the exception of civil engineering, which has seen fluctuating and recently even rising investment). Around 10.8% of German gross domestic product was used for construction investments in 2024, 16% less than in the previous record year of 1994. The German Construction Confederation ("Zentralverband Deutsches Baugewerbe" or ZDB) expects turnover to remain constant at just under EUR 160 billion in 2025, which would mean a real decline of 2.5% due to the forecast price increase – the fifth year in a row with a loss of turnover. According to the ZDB, incoming orders have fallen by 13% since 2021. Capacity utilization fell by 12 percentage points to 58% in building construction and by 5 percentage points to 62% in civil engineering in 2024.

Commercial construction is the most important construction sector. The EUR 159.4 billion turnover in the main construction industry in 2024 can be broken down as follows:

- Commercial construction: EUR 61.5 billion (building construction: EUR 30.8 billion; civil engineering: EUR 30.7 billion)
- Residential construction: EUR 50.9 billion
- Public construction: EUR 46.9 billion (building construction: EUR 9.8 billion; civil engineering: EUR 37.1 billion).

In real terms, turnover in residential construction fell by 14% compared to 2023; commercial construction grew by 0.4% (building construction: -7%; civil engineering: +9%); public construction increased by 3.3%. The difficulties of the German industry, which is reducing capacity or postponing the construction of new factories, are making themselves felt in commercial building construction: Construction investment in...

## 2 Market Data: Country Profiles

(For each country: Revenues and demand split by application)

- 2.1 Austria
- 2.2 Belgium
- 2.3 Czechia
- 2.4 Finland
- 2.5 France
- 2.6 Germany
- 2.7 Italy
- 2.8 Poland
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### 3 Company Profiles\*

Austria (1 Producer)

Finland (1)

France (4)

Germany (14)

Italy (4)

Poland (1)

Slovenia (1)

Spain (2)

Switzerland (1)

The Netherlands (3)

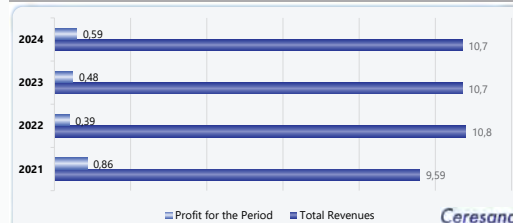
United Kingdom (1)

#### Akzo Nobel N.V.

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Tel.: +31 88 969 7809  
Web: www.akzonobel.com

#### Financial Key Data (in Billion EUR)



#### General Information about the Company

##### Divisions, Product Range

The company operates in the following business fields:

- Decorative Paints
- Performance Coatings

##### Production Sites

The company has about 130 manufacturing sites.

##### Profile Summary

The company's origins go back to 1646, when Bofors forge was founded in Sweden. In 1994, Akzo N.V. acquired Nobel Industries A.B. and formed Akzo Nobel.

Akzo Nobel produces paints and coatings and its products are used across key end user segments, including the built environment, consumer goods, and transportation. Today, the company is active in more than 150 countries and sells its products under 79 brands.

In 2024, the company employed approximately 34,600 people worldwide and held total assets of EUR 14.2 billion.

Divided by geographic region, 47% of revenues in 2024 were generated in EMEA, 16% in North Asia, 12% in South Asia Pacific, 13% in North America, and 12% in Latin America.

Split by business segment, 40.2% of revenues in 2024 were generated with decorative paints and 59.8% with performance coatings.

Akzo Nobel's shares are traded on the Euronext Amsterdam Stock Exchange.

Some plants of Akzo Nobel are certified according to ISO 9001, ISO 45001, and ISO 14001.

#### Specific Information about Biobased Paints and Coatings

Akzo Nobel and its brands offer the following biobased paints and coatings:

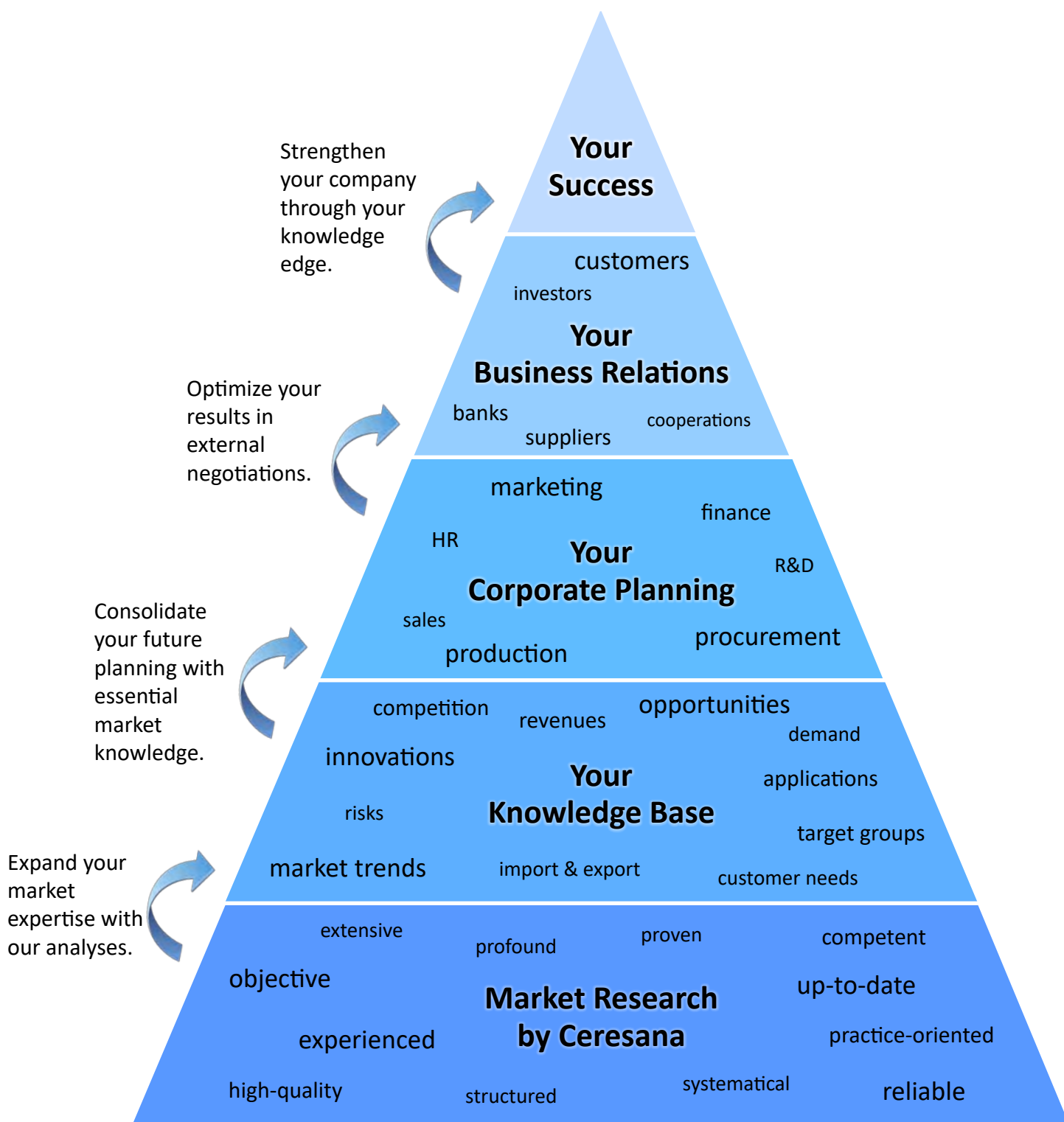
- Sikkens Wood Coatings: "RUBBOL WF 3350" coating with bio-based content for interior and exterior use
- Dulux: "Dulux Better Living Air Clean Biobased" paint contains natural ingredients and is suitable for all normal interior masonry surfaces including brickwork, plaster, cement, and wallboard

\*Note: The profiles are assigned to the country in which the company or holding is headquartered. Profiles also include JVs and subsidiaries.

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**Please do not hesitate to contact  
us if you have any questions.**



## Reliable Data and Facts for Your Knowledge Advantage:

- Revenues, demand, production, import, and export until 2034
- Macroeconomic and sector-specific explanations per country
- Segmentation into applications, technologies, and products
- 7 world regions and up to 40 countries
- Profiles from manufacturers with capacities

## Click on Any Topic to Receive Further Details on Our Current Studies:

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	<a href="#"><u>Biobased Insulation Material – World</u></a>	<a href="#"><u>Insulation Material – Europe / – World</u></a>	
	<a href="#"><u>Biobased Paints &amp; Coatings – Eur. / – World</u></a>	<a href="#"><u>Paints &amp; Coatings – Europe / – World</u></a>	
	<a href="#"><u>Biobased Solvents – Europe / – World</u></a>	<a href="#"><u>Plastic Extrusion – Europe / – World</u></a>	
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	<a href="#"><u>Flame Retardants – World</u></a>	<a href="#"><u>Expandable Polystyrene – World</u></a>	
	<a href="#"><u>Pigments – World</u></a>	<a href="#"><u>Masterbatches – World</u></a>	
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	<a href="#"><u>Plasticizers – World</u></a>	<a href="#"><u>Polyethylene (LDPE) – World</u></a>	
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Packaging	<a href="#"><u>Stabilizers – World</u></a>	<a href="#"><u>Polypropylene – World</u></a>	Mobility
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	<a href="#"><u>Bags, Sacks &amp; Pouches – Europe / – World</u></a>	<a href="#"><u>Synthetic Rubber – World</u></a>	
	<a href="#"><u>Corrugated Board &amp; Solid Board – Europe</u></a>	<a href="#"><u>Thermoplastic Elastomers – World</u></a>	
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