MUSI Technology

Spray Coating Specialist

INDUSTRY WHITE PAPER

2024 Global Coating Equipment Industry Report

Industry White Paper

MUSI Technology - Spray Coating Specialist

Document Reference: MUSI-WP-GBL-2024

Issue Date: 2026

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Executive Summary

This white paper analyzes the global coating equipment market in 2024, growth projections through 2030, key technology trends, and competitive landscape. The market reached USD 11.2B in 2024 with a 4.8% projected CAGR through 2030. Asia-Pacific dominates with 48% share, driven by electric vehicle, energy storage, and infrastructure investments. Powder coating is the fastest-growing segment at 6.2% CAGR, while robotic automation adoption grew 18% year-over-year.

Market Overview

Global Market Size

USD 11.2 billion in 2024, projected USD 14.6 billion by 2030.

CAGR

4.8% compound annual growth rate 2024-2030.

Region	2024 Share	2024 Growth Rate
Asia-Pacific	48%	5.8% YoY
Europe	24%	3.5% YoY
North America	19%	4.2% YoY
Middle East and Africa	5%	7.1% YoY
Latin America	4%	6.3% YoY

Key Drivers

EV adoption (battery housing, wheel hubs, structural parts), energy storage container manufacturing, infrastructure investment in emerging markets, stricter environmental regulations driving water-based and powder adoption.

Equipment Category	2024 Share	CAGR 2024-30
Powder Coating Systems	32%	6.2%
Liquid Spray Systems	28%	3.8%
Automatic Lines (full)	18%	5.5%
Surface Preparation	10%	4.1%
Dust Collection / VOCs	12%	5.9%

Technology Trends

Powder Coating Leadership

Powder is the fastest-growing segment due to zero VOC, high transfer efficiency, and growing acceptance in architectural and EV applications. CAGR 6.2% through 2030.

Robotic Automation Surge

Industrial robot installation in coating booths grew 18% YoY in 2024. Drivers: A-class quality demand, labor shortage in coating operations, multi-product flexibility.

Water-Based Liquid Transition

Solvent-based liquid is being replaced by water-based in regulated markets. EU IED, China GB 16297, US EPA NESHAP drive 3-5% annual displacement.

Smart Line Integration

MES/ERP/SCADA integration becoming standard for OEM lines. Predictive maintenance, OEE tracking, and digital twin gaining adoption.

Energy Recovery Standard

Heat recovery wheels, VFD on motors, intelligent shutdown becoming default rather than optional. 20-30% energy savings drives ROI under 3 years.

PVDF Fluorocarbon Premium

High-rise architectural projects in Asia-Pacific drive PVDF demand. 20-25 year warranty becomes industry standard for premium curtain wall.

Energy Storage Container Coating

New segment emerging - dedicated robotic coating lines for grid-scale ESS containers. Estimated USD 200-300M global market by 2027.

Rank	Manufacturer	Region	2024 Share
1	Wagner	Germany	9.2%
2	Nordson	USA	8.5%
3	GEMA	Switzerland	6.8%
4	Eisenmann	Germany	5.4%
5	Durr	Germany	5.1%
6	ABB	Switzerland	4.7%
7	MUSI Technology	China	3.2%
8	Jiebon	China	2.8%
9	PaintLine	China	2.5%
10	Saro	India	2.1%

Rank	Manufacturer	Region	2024 Share
	Others	-	49.7%

Regional Analysis

Asia-Pacific (48% Share)

China dominates production capacity, India growing rapidly, Vietnam/Thailand attracting OEM relocation. EV and energy storage are key drivers.

Europe (24% Share)

Stricter VOC regulations driving water-based and powder. German automotive sector continues to invest in robotic flexibility.

North America (19% Share)

EV manufacturing surge driving battery housing and wheel hub coating investment. Automotive cluster in Mexico growing.

Middle East and Africa (5% Share)

Infrastructure investment in GCC, North African industrial diversification. Architectural aluminum (curtain wall) is hot.

Latin America (4% Share)

Brazil automotive base, Argentina agricultural equipment, Mexico OEM relocation from US.

Customer Demand Trends

Flexibility Over Throughput

Tier-1 suppliers demand 5-15 product variants on same line - flexibility now valued over pure throughput.

Quick Color Change

12-30 colors per day common in hardware, architectural, furniture. 15-minute color change standard.

Energy Cost Sensitivity

High energy cost regions (EU, Japan) demand 25-30% energy reduction vs baseline.

Compliance Documentation

Full emission test, traceability, and reporting documentation expected as part of equipment delivery.

Local Aftersales

Local service engineers expected even for imported equipment - global service networks become competitive moat.

Forecast 2025-2030

Region	2024	2027	2030	CAGR
Asia-Pacific	5.4	6.7	7.6	5.9%
Europe	2.7	3.0	3.3	3.4%
North America	2.1	2.5	2.7	4.3%
MEA	0.6	0.8	0.9	7.0%
Latin America	0.4	0.5	0.6	6.2%
Global Total	11.2	13.5	15.1	4.8%

Equipment	2024	2027	2030	CAGR
Powder Coating	3.6	4.3	5.1	6.0%
Liquid Spray	3.1	3.5	3.8	3.6%
Automatic Lines	2.0	2.4	2.7	5.2%
Surface Prep	1.1	1.3	1.4	4.0%
Environmental	1.3	1.6	1.9	6.0%
Total	11.1	13.1	14.9	4.8%

Conclusions and Recommendations

Equipment Buyers

Plan for flexibility - choose lines that can adapt to multi-product, multi-color production with minimal CapEx for future changes. Insist on energy recovery and intelligent shutdown as default.

Energy Storage and EV Manufacturers

Dedicate purpose-built coating lines for ESS containers and EV components - geometry and quality requirements differ from traditional automotive.

Equipment Manufacturers

Invest in robotic flexibility, quick color change, and energy efficiency - these are now competitive baseline.

Investors

Asia-Pacific manufacturers with global service network and emerging-segment focus represent strongest growth potential.

Contact MUSI Technology

For inquiries, technical questions, or to request a custom quotation, please contact our sales engineering team:

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Business Hours	Monday-Saturday 08:30-18:00 (GMT+8)
Response Time	Sales inquiries within 24 hours, technical proposals within 5-7 business days

How We Engage

Step 1 - Discovery

Share workpiece specifications, target throughput, color count, facility layout, and budget. Engineers respond with technical questions within 24 hours.

Step 2 - Process Simulation

We model your line in 3D, simulate cycle time and energy consumption, and provide a baseline ROI analysis.

Step 3 - Proposal and Quotation

Detailed technical proposal with layout drawings, equipment list, payment terms, and delivery schedule.

Step 4 - Manufacturing

Custom fabrication in our 28,000 sqm facility under ISO 9001 QMS. Progress photos shared via customer portal.

Step 5 - Factory Acceptance Test

You witness or remotely observe pre-shipment testing.

Step 6 - Site Installation

MUSI engineers travel to your site for installation, commissioning, and operator training.

Step 7 - Aftersales Support

Warranty support, remote diagnostics, preventive maintenance, and spare parts supply via our global network.