Market Potential for Indian Special Application Paints in CIS Countries

Business opportunity report | 2026–2035 outlook | Focus on Central Asia and wider CIS markets

1. Executive summary

Special application paints and protective coatings offer Indian manufacturers a promising long-term export opportunity in CIS countries, particularly Kazakhstan, Uzbekistan, Kyrgyzstan, Azerbaijan and selected other markets.

Unlike ordinary decorative paints, special application coatings are designed to protect buildings, machinery, industrial plants, pipelines, bridges and infrastructure from corrosion, extreme temperatures, moisture, chemicals, abrasion and fire. These performance requirements create opportunities for technically capable Indian companies that can offer reliable quality at competitive prices.

A 2026 industry study estimates that Kazakhstan, Uzbekistan and Kyrgyzstan together consumed approximately 365,000 tonnes of paints and coatings in 2025, including decorative, industrial and other coatings. Around 26% of consumption was supplied by imports from outside the region, indicating a meaningful opening for overseas manufacturers.

2. Scope for special application Paints and Coatings:

- **Industrial and anti-corrosion coatings**
  Protection for oil and gas facilities, steel structures, mining equipment, pipelines, storage tanks and industrial machinery.
- **Fire-resistant and high-performance coatings**
  Fire protection for steel structures, warehouses, commercial buildings, factories and infrastructure projects.
- **Waterproofing and weather-resistant systems**
  Roofs, basements, concrete structures, bridges, water facilities and buildings exposed to severe weather.
- **Powder, heat-resistant and specialty coatings**
  Metal fabrication, electrical equipment, manufacturing, automotive components and specialist industrial applications.

3. Why these products have good market potential:

- **Harsh climatic conditions create repeat demand**
  Many CIS markets experience very cold winters, hot summers, significant temperature fluctuations, snow, moisture and corrosive industrial conditions. Coatings must often withstand thermal cycling, UV exposure, freeze-thaw conditions and corrosion.
  This creates demand for products such as:

  Low-temperature application and curing systems.

  Epoxy and polyurethane anti-corrosion coatings.

  Heat-resistant coatings for industrial equipment.

  Waterproofing and elastomeric protective systems.

  Heavy-duty coatings for bridges, steelwork, pipelines and storage tanks.

  Products must be tested and selected for the actual operating conditions. Indian manufacturers that demonstrate durability through relevant test data can compete on total lifecycle cost, not merely price.

- **Infrastructure and industrial investment**
  The regional demand base extends beyond new residential construction. Transport infrastructure, energy facilities, mining, manufacturing, commercial construction and public utilities all require protective coatings during construction and subsequent maintenance.
  A recent Central Asian industrial coatings analysis identifies transportation, energy, urban utilities, oil and gas, mining and power generation as important demand drivers.

- **Maintenance creates recurring business**
  A successful industrial coating installation can lead to repeat orders for maintenance, refurbishment, additional facilities and replacement projects. This makes specialty coatings attractive because companies can build recurring business through:

  Annual maintenance contracts and planned shutdowns.

  Repeat orders from EPC contractors and industrial customers.

  Approved-vendor status with project owners.

Long-term distributor and applicator relationships.

- **India can compete through value, not just low prices**
  Indian manufacturers can potentially combine competitive production costs with established capabilities in industrial paints, protective coatings, chemicals and engineering-related products.
  The strongest proposition is a combination of performance, price, technical support and reliable delivery. Competing only on price is less sustainable, particularly against established regional producers and multinational brands.

4. Future growth: 2026–2035:

The long-term case rests on industrial development, infrastructure investment, urbanization and the need to maintain existing assets.

A January 2026 market research report forecasts that the broader CIS paints and coatings market could grow from an estimated US$15.9 billion in 2026 to US$23 billion in 2033, representing a projected compound annual growth rate of 5.4%. This is a third-party forecast for the wider CIS market, not a forecast specifically for Indian specialty paint exports.

5. Persistence Market Research:

Illustrative broader CIS coatings market forecast:

Third-party forecast values for the overall paints and coatings market, not specialty coatings alone.

US$0 billionUS$7 billionUS$14 billionUS$21 billionUS$28 billion202620302033

Source: Persistence Market Research, January 2026.

The 2030 value is an illustrative interpolation using the report's stated CAGR, not a separately published forecast.

6. Why Indian manufacturers should enter now:

India already exports paints and varnishes internationally. For example, World Bank WITS data based on UN Comtrade records approximately US$48.37 million of Indian exports in the non-aqueous paints and varnishes category (HS 320890) in 2024, including US$759,360 to Kazakhstan and US$2.40 million to Russia. The recorded amount for Uzbekistan was very small, at about US$4,480. These

figures cover one customs category only, not all specialty coatings or all HS codes.

7. How Bluemeer Consultants can help:

For Indian manufacturers seeking to enter CIS markets, Bluemeer Consultants could position itself as a market-entry and business-development partner, connecting Indian specialty coating companies with regional buyers and distributors.

Potential services include:

- Market research and product-specific opportunity mapping.
- Identification of importers, distributors, industrial users and EPC contractors.
- B2B meetings and buyer delegations during and after exhibition.
- Participation in relevant International Construction Industry exhibitions, including KyrgyzBuild, 13-15th April 2027 in Bishkek, Kyrgyzstan and other events.
- Support with local partner identification, technical presentations and commercial negotiations.
- Coordination with qualified local advisers on certification, customs and regulatory requirements.

The key is to move beyond exhibition participation alone and build a structured pipeline of qualified buyers, product trials and project specifications details among 7-10 CIS countries participating as exhibitors and visitors during KyrgyzBuild 2027.

Indian companies should prioritize anti-corrosion coatings, epoxy and polyurethane systems, waterproofing, industrial floor coatings, fire protection and selected heat-resistant coatings for the first stage of CIS market development.

Kazakhstan and Uzbekistan are sensible initial targets for industrial and construction-related demand, while Kyrgyzstan can be a practical market-entry and networking location. The longer-term opportunity lies in establishing trusted local relationships, securing technical approvals, and turning project sales into recurring maintenance and supply contracts.

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