Hungary Coatings Market Analysis Report

 Report Update Date: June 30, 2026

 Target Country: Hungary | Primary Category: Coatings | Data as of June 2026

Hungary Coatings - Key Conclusions

The Hungarian coatings market in 2026 maintains its dependence on imports (approximately 65% import reliance), with architectural coatings dominating the consumption structure. High raw material prices (e.g., titanium dioxide) are pushing up costs, and fluctuations in the EUR/HUF exchange rate are increasing risks for importers. The transition to green coatings and the expansion of domestic production capacity are key variables.

Import Dependence ~65% ⚠ High

Q1 2026 Coatings Import Value ~€128M

Architectural Coatings Share 54%

China's Coatings Export Growth to HU ↑12.3% (YoY)

Source: Hungarian Central Statistical Office (KSH), Eurostat, June 2026

Supply and Demand Fundamentals

Hungary's annual coatings consumption is approximately 180,000-200,000 tons, with architectural coatings accounting for more than half. Domestic production cannot meet demand, resulting in annual imports of about 120,000-130,000 tons. Key consumption sectors include building renovation, automotive manufacturing, and industrial protection.

Indicator	2024	2025	Q1 2026
Domestic Consumption (10k tons)	18.5	19.2	4.9
Import Volume (10k tons)	12.1	12.6	3.3
Domestic Production (10k tons)	7.0	7.1	1.8

Source: Hungarian Central Statistical Office (KSH), Eurostat, June 2026 (Q1 data is preliminary)

China Market Status

China's coatings industry operating rate is around 72%, with titanium dioxide (TiO_2) prices fluctuating at high levels. China's coatings exports to Europe continued to grow in H1 2026, with Hungary, as a distribution hub in Central and Eastern Europe, seeing significant year-on-year growth in Chinese coatings imports.

TiO_2 (Rutile) Avg Price in China ¥16,200/ton

Coatings Industry Operating Rate ~72%

China's Coatings Exports to Hungary (Jan-May 2026) ↑12.3% (YoY)

Acrylic Resin Price ¥11,800/ton

Source: Longzhong Info, 100ppi.com, China Customs, June 2026

Hungary Market Status

The Hungarian coatings market is dominated by imports, with Germany, Italy, and Poland being the top three source countries. Architectural coatings account for 54% of consumption, and industrial coatings for about 32%. In Q1 2026, the average import price increased by approximately 4.2% year-on-year, primarily driven by raw material costs.

Import Source	Share	Main Categories
Germany	28%	Industrial Coatings, Auto Coatings
Italy	21%	Architectural & Decorative Coatings
Poland	16%	Architectural & Powder Coatings
China	8%	TiO2, Resins, General Coatings

Source: Eurostat, Hungarian Central Statistical Office (KSH), June 2026

Segmented Product Structure

The Hungarian coatings market is segmented into architectural coatings, industrial coatings, wood coatings, and powder coatings. Architectural coatings hold the largest share with steady growth; industrial coatings are experiencing strong demand driven by automotive manufacturing; and powder coatings are growing the fastest due to their environmental advantages.

Sub-segment	Market Share	Q1 2026 Import Volume YoY
Architectural Coatings	54%	↑3.1%
Industrial Coatings	32%	↑5.6%
Wood Coatings	8%	→0.3%
Powder Coatings	6%	↑8.2%

Source: Eurostat, Hungarian Coatings Association (MAF), June 2026

Core Finished Product Supply & Demand

Architectural coatings are the largest sub-segment in Hungary, with an annual demand of approximately 100,000 tons, while domestic production capacity covers only about 40%. Industrial coatings benefit from demand from automotive plants such as Mercedes-Benz and Audi in Hungary, with annual imports of about 60,000 tons, resulting in a persistent supply-demand gap.

Annual Architectural Coatings Demand ~103,000 tons

Architectural Coatings Import Dependence ~58%

Industrial Coatings Avg Import Price 4.8 €/kg ↑4.2%

Inventory Turnover Days ~42 days (Normal range)

Source: Eurostat, Hungarian Central Statistical Office (KSH), June 2026

Intermediates & Raw Materials Value

Titanium dioxide, acrylic resins, and solvents constitute the main costs of coatings. In June 2026, prices for TiO2 remained high, with CIF indicative prices for Hungarian imports rising correspondingly. Raw material costs account for about 55%-65% of total coatings costs, resulting in significant price transmission pressure.

Raw Material	China Price	Hungary CIF Estimate Price
TiO2 (Rutile)	¥16,200/ton	€2,350-2,500/ton
Acrylic Resin	¥11,800/ton	€1,550-1,720/ton
Solvent (Xylene)	¥8,100/ton	€1,050-1,180/ton

Source: Longzhong Info, 100ppi.com, Argus Media, June 2026

Trade & Macro Indicators

Hungary's GDP growth is estimated at 2.4% in 2026, with a 3.1% growth in construction output supporting coatings demand. The EUR/HUF rate fluctuates between 390-405, posing foreign exchange risks for importers. EU VAT preferential rates positively impact green coatings.

Indicator	Value	Trend
GDP Growth (2026E)	2.4%	→ Moderate Growth
Construction Output Growth	3.1%	↑
EUR/HUF Exchange Rate	395-405	↗ Forint Weakness
Coatings Import Tariff (Non-EU)	6.5%	—

Source: World Bank, Hungarian National Bank (MNB), Eurostat, June 2026

Risk & Opportunity Window

Geopolitical tensions drive up energy costs, and EUR/HUF fluctuations increase risks for importers. However, Hungary's "Home Renovation Subsidy Program" stimulates demand for architectural coatings, green coatings certification benefits from EU tax incentives, and Chinese coatings' cost-performance advantage is prominent in small and medium-sized projects.

⚠ Exchange Rate Risk HUF/EUR 12-Month Volatility Reached 8.5%

⚠ Energy Cost Natural Gas Price Up 15% YoY Risk

▯ Policy Opportunity Home Renovation Subsidy Program (Continued 2026)

▯ Green Coatings Low-VOC Coatings Enjoy 5% VAT Rate

Source: Hungarian Gazette, Hungarian National Bank (MNB), Eurostat, June 2026

▯ Data Source Summary

Hungarian Central Statistical Office (KSH) — Coatings import/export data, domestic consumption statistics, June 2026

China Customs — Chinese coatings export data to Hungary, June 2026

100ppi.com — Coatings raw material spot price monitoring, June 2026

Eurostat — EU Coatings trade data, import source country analysis, June 2026

Longzhong Info — TiO2, acrylic resin prices in China, June 2026

Argus Media — European TiO2 CIF price assessment, June 2026

World Bank — Hungary GDP growth forecast, June 2026

Hungarian National Bank (MNB) — EUR/HUF exchange rate data, June 2026

Hungarian Coatings Association (MAF) — Segmented product structure data, June 2026