Overseas Market Analysis Report

Mongolia Coatings Overseas Market Analysis Report

 Target Country: **Mongolia** Main Category: **Coatings** Report Update Date: **July 16, 2026**

Mongolia Coatings Core Conclusions

Mongolia's coatings market is highly import-dependent (approx. **87%**), with China as the top supplier. Market volume reached approximately **38,000 tonnes** in 2025, dominated by architectural coatings. Supported by titanium dioxide raw material costs and Ulaanbaatar urban development, 2026 is expected to see moderate growth of **4.2%**. ⚠ Key Risk: MNT/CNY exchange rate volatility and rising cross-border logistics costs.

- Import dependency: ~87% (China supplies 65% of import volume)
- 2025 apparent consumption: ~38,000 tonnes
- 2026 demand growth forecast: +4.2%
- Architectural coatings share: 62% | Industrial coatings: 24%

Source: National Statistics Office of Mongolia Annual Report (Dec 2025); China Customs Coatings Export Statistics (Full Year 2025); World Bank Mongolia Economic Brief (Apr 2026)

Supply and Demand Fundamentals

Mongolia's domestic coatings production capacity is limited, meeting only about 13% of domestic demand, primarily low-end architectural coatings. 2025 domestic output was approximately 5,000 tonnes, with imports at approximately 33,000 tonnes. Consumption centers on the Ulaanbaatar urban area (**72%** of national consumption), with mining corrosion protection and infrastructure driving industrial coatings demand.

Indicator	2023	2024	2025
Domestic Output (10k tonnes)	0.42	0.47	0.50
Imports (10k tonnes)	2.95	3.12	3.30
Apparent Consumption (10k tonnes)	3.37	3.59	3.80
Import Dependency	87.5%	86.9%	86.8%

Source: National Statistics Office of Mongolia (Dec 2025); China Customs HS 3208/3209 Export Data (Full Year 2025); Industry Estimates (Q1 2026, carrying forward prior values)

China Market Status

China's total coatings output reached approximately **35.6 million tonnes** in 2025, with architectural paints accounting for approximately 52%. Titanium dioxide (core raw material) prices stabilized in Q4 2025 at **15,800–16,200 CNY/tonne**. China's coatings exports to Mongolia maintained growth, with export value reaching approximately **USD 28.5 million** in 2025, up 6.8% year-on-year.

- China coatings output (2025): ~35.6 million tonnes (China National Coatings Industry Association)
- Titanium dioxide reference price (Jul 2026): ~16,000 CNY/tonne Sunsirs
- Coatings export value to Mongolia (2025): ~USD 28.5 million
- Export growth rate: +6.8% (YoY vs 2024)

Source: China National Coatings Industry Association Annual Report (Dec 2025); Sunsirs Titanium Dioxide Price Monitor (Jul 2026); China Customs Export Data (Full Year 2025)

Mongolia Market Status

Retail coating prices in Mongolia are **35%–55%** higher than Chinese production areas, driven by transport costs and import tariffs. Ulaanbaatar building materials market architectural latex paint end-user prices are approximately **18,000–24,000 MNT/bucket** (approx. USD 5.2–6.9). China ranks first among import sources, followed by Russia; South Korea and Germany supplement the high-end segment.

Import Source	Share	Main Categories
China	65%	Architectural coatings, Industrial coatings
Russia	16%	Industrial anti-corrosion coatings
South Korea	8%	High-end architectural coatings
Others (Germany, Japan, etc.)	11%	Specialty coatings, Automotive paint

Source: Mongolia Customs Import Statistics (Full Year 2025); Ulaanbaatar Building Materials Market Survey (Q1 2026); National Statistics Office of Mongolia (Dec 2025)

Product Segment Structure

Architectural coatings dominate Mongolia's coatings consumption, with interior/exterior latex paint and stone-like paint accounting for **62%** of consumption. In industrial coatings, mining equipment anti-corrosion coatings and structural steel fireproof coatings show notable growth. Wood coatings and road marking paints are stable complementary segments.

Segment	Consumption Share	2025 Imports (tonnes)	Trend
Architectural Coatings (latex, etc.)	62%	~20,500	↑ Steady
Industrial Anti-corrosion Coatings	24%	~7,900	↑ Growing
Wood Coatings	8%	~2,640	→ Stable
Road Marking & Others	6%	~1,980	→ Stable

Source: Mongolia Customs HS Code Classification Statistics (Full Year 2025); China National Coatings Industry Association Segment Export Report (Dec 2025); Industry Estimates

Core Product Supply and Demand

Architectural latex paint is Mongolia's core coatings product, with 2025 imports at approximately **18,000 tonnes**, accounting for 88% of architectural coatings imports. Ulaanbaatar market end-user prices carry a **40%–50%** premium over Chinese ex-factory prices. Industrial anti-corrosion coatings benefit from large projects such as the Oyu Tolgoi copper-gold mine, with demand strengthening and imports growing approximately 9% year-on-year.

- Architectural latex paint imports (2025): ~18,000 tonnes
- End-user price premium: 40%–50%
- Industrial anti-corrosion coatings import growth: +9% YoY
- Inventory turnover cycle (Ulaanbaatar): ~45–60 days

Source: Mongolia Customs Import Data (Full Year 2025); Ulaanbaatar Distributor Survey (Q1 2026); Rio Tinto Oyu Tolgoi Project Public Report (2025)

Intermediates and Raw Material Values

Core raw materials—titanium dioxide, acrylic emulsion, and additives—are primarily imported from China. The reference price for Chinese-produced titanium dioxide (rutile grade) is approximately **16,000 CNY/tonne** in July 2026, with Mongolia CIF estimates at approximately **18,500–19,200 CNY/tonne** (including freight and tariffs). Raw material costs account for **55%–65%** of the final coating selling price.

Raw Material	China Reference Price	Mongolia CIF Estimate
Titanium Dioxide (Rutile)	~16,000 CNY/tonne	~18,500–19,200 CNY/tonne
Acrylic Emulsion	~8,500–9,200 CNY/tonne	~10,800–11,500 CNY/tonne
Solvent (Xylene)	~7,200 CNY/tonne	~9,000–9,500 CNY/tonne

Source: Sunsirs Titanium Dioxide Price (Jul 2026); Longzhong Info Emulsion & Solvent Prices (Q2 2026); China-Mongolia Cross-border Logistics Cost Estimates (Industry Survey)

Trade and Macro Indicators

Mongolia's GDP growth rate in 2025 was approximately **5.2%**, with the construction sector value-added share at approximately **6.8%**. Bilateral trade between China and Mongolia continues to grow; coatings and related chemical products benefit from preferential tariff rates under the China-Mongolia FTA. The MNT/CNY exchange rate fluctuates within the range of **1 CNY ≈ 480–500 MNT**.

Macro Indicator	2024	2025
GDP Growth Rate	5.0%	5.2%
Construction Value-added Share	6.5%	6.8%
China-Mongolia Total Trade (USD 100M)	~13.8	~15.2
MNT/CNY	~475	~490

Source: World Bank Mongolia Economic Monitor (Apr 2026); National Statistics Office of Mongolia (Dec 2025); MOFCOM China-Mongolia Trade Data (Full Year 2025)

Risk and Opportunity Window

⚠ Risk MNT exchange rate volatility (approx. 6% depreciation against CNY in 2025) increases import costs; China-Mongolia border logistics efficiency declines during winter weather. ✓ Opportunity Mongolia's "New Revival Policy" drives Ulaanbaatar satellite city construction, likely accelerating architectural coatings demand; domestic coatings capacity gap provides a brand expansion window for Chinese enterprises.

- Risk MNT depreciated ~6% against CNY in 2025
- Risk Erenhot–Zamyn-Üüd border crossing winter clearance efficiency decline
- Opportunity Mongolia government "New Revival Policy" infrastructure investment plan
- Opportunity Domestic coatings capacity gap, large import substitution potential

Source: Mongolia Government "New Revival Policy" Public Document (2025); World Bank Mongolia Risk Report (Apr 2026); China-Mongolia Border Logistics Industry Survey (Q1 2026)

Data Source Summary

- National Statistics Office of Mongolia Annual Report (Dec 2025)
- China Customs HS Code Export Statistics (Full Year 2025)
- China National Coatings Industry Association Annual Report (Dec 2025)
- Sunsirs Titanium Dioxide and Raw Material Price Monitor (Jul 2026)
- Longzhong Info Emulsion and Solvent Market Data (Q2 2026)
- World Bank Mongolia Economic Brief (Apr 2026)
- Mongolia Customs Import Classification Statistics (Full Year 2025)
- MOFCOM China-Mongolia Trade Data (Full Year 2025)
- Ulaanbaatar Building Materials Market Distributor Survey (Q1 2026)
- Rio Tinto Oyu Tolgoi Project Public Report (2025)
- Mongolia Government "New Revival Policy" Public Document (2025)