

# **U.S. & Europe Powder Coatings Market by Resin Type (Thermoset and Thermoplastic), Coating Method (Electrostatic Spray and Fluidized Bed), and Application (Appliances, Automotive, Architectural, Furniture, Agriculture, Construction & Earthmoving Equipment (ACE), General Industrial, and Others): Opportunity Analysis and Industry Forecast, 2019–2026**

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## **Abstracts**

The U.S. & Europe powder coatings market was valued at \$2,965.7 million in 2018, and is projected to reach \$4,292.5 million by 2026, growing at a CAGR of 4.71% from 2019 to 2026.

Powder coatings are fine solids that possess various properties such as significant durability along with resistance to abrasion, corrosion, scratching, and chemicals. They meet various requirements of end-user industries such as unlimited color selection options, high and low gloss, metallic and clear finishes, and texture choices such as rough textures, smooth surfaces, wrinkled, and matte finishes to hide surface imperfections. Powder coatings not only maximize production, but also improve coating efficiency and reduce coating costs, as over-sprayed powder coating can be retrieved and re-used as compared to liquid coatings.

The powder coatings market is driven by factors such as, increase in demand for appliances, surge in the construction industry, and rise in adoption of powder coatings over liquid coatings, and rapid growth of automotive, appliances and construction industries in the U.S. and European countries. Powder coatings offer superior finish and

durability, which leads to increased life of coated products. They are highly desirable from an ecological standpoint as they are manufactured and applied without the use of organic solvents. All these factors are expected to complement the market. However, powder coatings are not compatible in thin layer coating applications, which is a major restraint to the market.

In addition, increase in cost of raw material is expected to hamper the growth of the powder coatings market. Nevertheless, emergence of new application methods is expected to provide potential growth opportunities for the powder coating market.

The U.S. & Europe powder coatings market is segmented based on resin type, coating method, application, and region. By resin type, the market is analyzed across thermoset and thermoplastic. Thermoset is further categorized into epoxy, polyester, epoxy polyester hybrid, and acrylic. Thermoplastic is further classified into polyvinyl chloride (PVC), nylon, polyolefin, and polyvinylidene fluoride (PVDF). Based on coating method, it is divided into electrostatic spray, and fluidized bed. Based on application, the market is classified into appliances, automotive, architectural, furniture, agriculture construction, and earthmoving equipment (ACE). Region wise, it is analyzed across U.S. and Europe.

The key players analyzed and profiled in this report are Akzonobel N.V., American Powder Coatings Inc., Axalta Coating Systems, BASF SE, IFS Coatings Inc., PPG Industries Inc., Powder Coating USA, Inc., The Sherwin-Williams Company, Tiger Drylac U.S.A., Inc., RPM International Inc. and Jotun

## KEY BENEFITS FOR STAKEHOLDERS

Porter's five forces analysis helps to analyze the potential of buyers & suppliers and the competitive scenario of the industry for strategy building.

It outlines the current trends and future scenario of the market from 2019 to 2026 to understand the prevailing opportunities and potential investment pockets.

Major countries in the region have been mapped according to their individual revenue contribution to the regional market.

The key drivers, restraints, and opportunities and their detailed impact analysis are elucidated in the study.

The profiles of key players along with their key strategic developments are enlisted in the report.

## KEY MARKET SEGMENTS

By Resin Type

Thermoset

Epoxy

Polyester

Epoxy Polyester Hybrid

Acrylic

Thermoplastic

Polyvinyl Chloride (PVC)

Nylon

Polyolefin

Polyvinylidene Fluoride (PVDF)

By Coating Method

Electrostatic Spray

Fluidized Bed

By Application

Appliances

Automotive

Architectural

Thermoset

Epoxy

Polyester

Epoxy Polyester Hybrid

Acrylic

Thermoplastic

Polyvinyl Chloride (PVC)

Nylon

Polyolefin

Polyvinylidene Fluoride (PVDF)

Furniture

Agriculture, Construction and Earthmoving Equipment (ACE)

General Industrial

Others

By Region

U.S.

Europe

Germany

France

Spain

Italy

UK

Rest of Europe

## Contents

### CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segments
- 1.4. Research methodology
  - 1.4.1. Secondary research
  - 1.4.2. Primary research
- 1.5. Analyst tools and models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Key findings of the study
- 2.2. CXO perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top investment pockets
  - 3.2.2. Top winning strategies
  - 3.2.3. Top player positioning
- 3.3. Porter's five forces analysis
  - 3.3.1. Bargaining power of suppliers
  - 3.3.2. Bargaining power of buyers
  - 3.3.3. Threat of new entrants
  - 3.3.4. Threat of substitutes
  - 3.3.5. Intensity of competitive rivalry
- 3.4. Market dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Stringent Regulation against VOC emissions and favorable government initiatives
    - 3.4.1.2. Accelerating automotive production in Europe
  - 3.4.2. Restraints
    - 3.4.2.1. Presence of contaminants in wastewater discharge
    - 3.4.2.2. Increasing raw material cost
  - 3.4.3. Opportunity

### 3.4.3.1. Emergence of new application methods

## **CHAPTER 4: U.S. & EUROPE POWDER COATINGSS MARKET, BY RESIN TYPE**

### 4.1. Overview

#### 4.1.1. Market size and forecast

### 4.2. Thermoset

#### 4.2.1. Key market trends, growth factors, and opportunities

#### 4.2.2. Market size and forecast, by region

##### 4.2.2.1. Market size and forecast, by resin type

##### 4.2.2.2. Epoxy

##### 4.2.2.3. Key market trends, growth factors, and opportunities

##### 4.2.2.4. Polyester

##### 4.2.2.5. Key market trends, growth factors, and opportunities

##### 4.2.2.6. Epoxy polyester hybrid

##### 4.2.2.7. Key market trends, growth factors, and opportunities

##### 4.2.2.8. Acrylic

##### 4.2.2.9. Key market trends, growth factors, and opportunities

#### 4.2.3. Market share analysis, by country

### 4.3. Thermoplastic

#### 4.3.1. Key market trends, growth factors, and opportunities

#### 4.3.2. Market size and forecast, by region

##### 4.3.2.1. Market size and forecast, by resin type

##### 4.3.2.2. Polyvinyl chloride (PVC)

##### 4.3.2.3. Key market trends, growth factors, and opportunities

##### 4.3.2.4. Nylon

##### 4.3.2.5. Key market trends, growth factors, and opportunities

##### 4.3.2.6. Polyolefin

##### 4.3.2.7. Key market trends, growth factors, and opportunities

##### 4.3.2.8. Polyvinylidene fluoride (PVDF)

##### 4.3.2.9. Key market trends, growth factors, and opportunities

#### 4.3.3. Market share analysis, by country

## **CHAPTER 5: U.S. & EUROPE POWDER COATINGS MARKET, BY COATING METHOD**

### 5.1. Overview

#### 5.1.1. Market size and forecast

### 5.2. Electrostatic Spray

- 5.2.1. Key market trends, growth factors, and opportunities
- 5.2.2. Market size and forecast, by region
- 5.2.3. Market share analysis, by country
- 5.3. Fluidized bed
  - 5.3.1. Key market trends, growth factors, and opportunities
  - 5.3.2. Market size and forecast, by region
  - 5.3.3. Market share analysis, by country

## **CHAPTER 6: U.S. & EUROPE POWDER COATINGS MARKET, BY APPLICATION**

- 6.1. Overview
  - 6.1.1. Market size and forecast
- 6.2. Appliances
  - 6.2.1. Key market trends, growth factors, and opportunities
  - 6.2.2. Market size and forecast, by region
  - 6.2.3. Market share analysis, by country
- 6.3. Automotive
  - 6.3.1. Key market trends, growth factors, and opportunities
  - 6.3.2. Market size and forecast, by region
  - 6.3.3. Market share analysis, by country
- 6.4. Architectural
  - 6.4.1. Key market trends, growth factors, and opportunities
  - 6.4.2. Market size and forecast, by region
  - 6.4.3. Thermoplastic
    - 6.4.3.1. Epoxy
    - 6.4.3.2. Polyester
    - 6.4.3.3. Epoxy Polyester Hybrid
    - 6.4.3.4. Acrylic
  - 6.4.4. Market size and forecast
    - 6.4.4.1. Market size and forecast, by resin type
  - 6.4.5. Thermosetting
    - 6.4.5.1. Polyvinyl Chloride
    - 6.4.5.2. Nylon
    - 6.4.5.3. Polyolefin
    - 6.4.5.4. Polyvinylidene Fluoride
    - 6.4.5.5. Market size and forecast, by resin type
  - 6.4.6. Market share analysis, by country
- 6.5. Furniture
  - 6.5.1. Key market trends, growth factors, and opportunities



- 6.5.2. Market size and forecast, by region
- 6.5.3. Market share analysis, by country
- 6.6. Agriculture, construction, and earthmoving equipment (ACE)
  - 6.6.1. Key market trends, growth factors, and opportunities
  - 6.6.2. Market size and forecast, by region
  - 6.6.3. Market share analysis, by country
- 6.7. General industrial
  - 6.7.1. Key market trends, growth factors, and opportunities
  - 6.7.2. Market size and forecast, by region
  - 6.7.3. Market share analysis, by country
- 6.8. Others
  - 6.8.1. Key market trends, growth factors, and opportunities
  - 6.8.2. Market size and forecast, by region
  - 6.8.3. Market share analysis, by country

## **CHAPTER 7: U.S. & EUROPE POWDER COATING MARKET, BY REGION**

- 7.1. Overview
  - 7.1.1. Market size and forecast
  - 7.1.2. U.S.
    - 7.1.3. Key market trends, growth factors, and opportunities
      - 7.1.3.1. Market size and forecast, by resin type
      - 7.1.3.2. Market size and forecast, by coating method
      - 7.1.3.3. Market size and forecast, by application
- 7.2. Europe
  - 7.2.1. Key market trends, growth factors, and opportunities
    - 7.2.1.1. Market size and forecast, by resin type
    - 7.2.1.2. Market size and forecast, by coating method
    - 7.2.1.3. Market size and forecast, by application
  - 7.2.2. Market share analysis, by country
  - 7.2.3. Germany
    - 7.2.3.1. Market size and forecast, by resin type
    - 7.2.3.2. Market size and forecast, by coating method
    - 7.2.3.3. Market size and forecast, by application
  - 7.2.4. France
    - 7.2.4.1. Market size and forecast, by resin type
    - 7.2.4.2. Market size and forecast, by coating method
    - 7.2.4.3. Market size and forecast, by application
  - 7.2.5. Italy

- 7.2.5.1. Market size and forecast, by resin type
- 7.2.5.2. Market size and forecast, by coating method
- 7.2.5.3. Market size and forecast, by application
- 7.2.6. Spain
  - 7.2.6.1. Market size and forecast, by resin type
  - 7.2.6.2. Market size and forecast, by coating method
  - 7.2.6.3. Market size and forecast, by application
- 7.2.7. UK
  - 7.2.7.1. Market size and forecast, by resin type
  - 7.2.7.2. Market size and forecast, by coating method
  - 7.2.7.3. Market size and forecast, by application
- 7.2.8. Rest Of Europe
  - 7.2.8.1. Market size and forecast, by resin type
  - 7.2.8.2. Market size and forecast, by coating method
  - 7.2.8.3. Market size and forecast, by application

## **CHAPTER 8: COMPANY PROFILES**

- 8.1. AKZONOBEL N.V.
  - 8.1.1. Company overview
  - 8.1.2. Key Executives
  - 8.1.3. Company snapshot
  - 8.1.4. Operating Business Segments
  - 8.1.5. Business Performance
  - 8.1.6. Product Overview
  - 8.1.7. Key Strategic Moves and Developments
- 8.2. AMERICAN POWDER COATINGS INC.
  - 8.2.1. Company Overview
  - 8.2.2. Company snapshot
  - 8.2.3. Operating Business Segments
  - 8.2.4. Product Overview
- 8.3. AXALTA COATING SYSTEMS
  - 8.3.1. Company Overview
  - 8.3.2. Company Snapshot
  - 8.3.3. Key Executives
  - 8.3.4. Operating Business Segments
  - 8.3.5. Business Performance
  - 8.3.6. Product Overview
  - 8.3.7. Key Strategic Moves and Developments

#### 8.4. BASF SE

- 8.4.1. Company Overview
- 8.4.2. Company Snapshot
- 8.4.3. Operating Business Segments
- 8.4.4. Business Performance
- 8.4.5. Product Overview
- 8.4.6. Key Strategic Moves and Developments

#### 8.5. IFS COATINGS, INC.

- 8.5.1. Company overview
- 8.5.2. Company snapshot
- 8.5.3. Operating Business Segments
- 8.5.4. Product Overview

#### 8.6. PPG INDUSTRIES, INC.

- 8.6.1. Company Overview
- 8.6.2. Company Snapshot
- 8.6.3. Key Executives
- 8.6.4. Operating Business Segments
- 8.6.5. Business Performance
- 8.6.6. Product Overview
- 8.6.7. Key Strategic Moves and Developments

#### 8.7. POWDER COATING USA, INC.

- 8.7.1. Company Overview
- 8.7.2. Company Snapshot
- 8.7.3. Operating Business Segments

#### 8.8. The Sherwin-Williams Company

- 8.8.1. Company Overview
- 8.8.2. Company Snapshot
- 8.8.3. Key Executives
- 8.8.4. Operating Business Segments
- 8.8.5. Business Performance
- 8.8.6. Product Overview
- 8.8.7. Key Strategic Moves and Developments

#### 8.9. Tiger Drylac U.S.A., Inc.

- 8.9.1. Company Overview
- 8.9.2. Company Snapshot
- 8.9.3. Operating Business Segment
- 8.9.4. Product Overview

#### 8.10. RPM International Inc.

- 8.10.1. Company Overview

- 8.10.2. Company snapshot
- 8.10.3. Operating Business Segments
- 8.10.4. Business Performance
- 8.10.5. Key Strategic Moves and Developments

## List Of Tables

### LIST OF TABLES

TABLE 01. U.S. & EUROPE POWDER COATINGS MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 02. U.S. & EUROPE POWDER COATINGS MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 03. U.S. & EUROPE THERMOSET POWDER COATINGS MARKET, BY REGION, 2018–2026 (KILOTONS)

TABLE 04. U.S. & EUROPE THERMOSET POWDER COATINGS MARKET, BY REGION, 2018–2026 (\$MILLION)

TABLE 05. U.S. & EUROPE THERMOSET POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (KILOTONS)

TABLE 06. U.S. & EUROPE THERMOSET POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (\$MILLION)

TABLE 07. U.S. & EUROPE THERMOPLASTIC POWDER COATINGS MARKET, BY REGION, 2018–2026 (KILOTONS)

TABLE 08. U.S. & EUROPE THERMOPLASTIC POWDER COATINGS MARKET, BY REGION, 2018–2026 (\$MILLION)

TABLE 09. U.S. & EUROPE THERMOPLASTIC POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (KILOTONS)

TABLE 10. U.S. & EUROPE THERMOPLASTIC POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (\$MILLION)

TABLE 11. U.S. & EUROPE POWDER COATINGS MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 12. U.S. & EUROPE POWDER COATINGS MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 13. U.S. & EUROPE ELECTROSTATIC SPRAY POWDER COATINGS MARKET, BY REGION, 2018–2026 (KILOTONS)

TABLE 14. U.S. & EUROPE ELECTROSTATIC SPRAY POWDER COATINGS MARKET, BY REGION, 2018–2026 (\$MILLION)

TABLE 15. U.S. & EUROPE FLUIDIZED BED POWDER COATINGS MARKET, BY REGION, 2018–2026 (KILOTONS)

TABLE 16. U.S. & EUROPE FLUIDIZED BED POWDER COATINGS MARKET, BY REGION, 2018–2026 (\$MILLION)

TABLE 17. U.S. & EUROPE POWDER COATINGS MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 18. U.S. & EUROPE POWDER COATINGS MARKET, BY APPLICATION,

2018-2026 (\$MILLION)

TABLE 19. U.S. & EUROPE POWDER COATINGS MARKET, FOR APPLIANCES, BY REGION, 2018–2026 (KILOTONS)

TABLE 20. U.S. & EUROPE POWDER COATINGS MARKET, FOR APPLIANCES, BY REGION, 2018–2026 (\$MILLION)

TABLE 21. U.S. & EUROPE POWDER COATINGS MARKET FOR AUTOMOTIVE, BY REGION, 2018–2026 (KILOTONS)

TABLE 22. U.S. & EUROPE POWDER COATINGS MARKET, FOR AUTOMOTIVE, BY REGION, 2018–2026 (\$MILLION)

TABLE 23. U.S. & EUROPE POWDER COATINGS MARKET FOR ARCHITECTURAL, BY REGION, 2018–2026 (KILOTONS)

TABLE 24. U.S. & EUROPE POWDER COATINGS MARKET FOR ARCHITECTURAL, BY REGION, 2018–2026 (\$MILLION)

TABLE 25. U.S. & EUROPE ARCHITECTURE POWDER COATINGS MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 26. U.S. & EUROPE ARCHITECTURE POWDER COATINGS MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 27. U.S. & EUROPE ARCHITECTURE THERMOPLASTIC POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (KILOTONS)

TABLE 28. U.S. & EUROPE ARCHITECTURE THERMOPLASTIC POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (\$MILLION)

TABLE 29. U.S. & EUROPE ARCHITECTURE THERMOSETTING POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (KILOTONS)

TABLE 30. U.S. & EUROPE ARCHITECTURE THERMOSETTING POWDER COATINGS MARKET, BY RESIN TYPE, 2018–2026 (\$MILLION)

TABLE 31. U.S. & EUROPE POWDER COATINGS MARKET, FOR FURNITURE, BY REGION, 2018–2026 (KILOTONS)

TABLE 32. U.S. & EUROPE POWDER COATINGS MARKET, FOR FURNITURE, BY REGION, 2018–2026 (\$MILLION)

TABLE 33. U.S. & EUROPE POWDER COATINGS MARKET, FOR AGRICULTURE, CONSTRUCTION, AND EARTHMOVING EQUIPMENT (ACE), BY REGION, 2018–2026 (KILOTONS)

TABLE 34. U.S. & EUROPE POWDER COATINGS MARKET, FOR AGRICULTURE, CONSTRUCTION, AND EARTHMOVING EQUIPMENT (ACE), BY REGION, 2018–2026 (\$MILLION)

TABLE 35. U.S. & EUROPE POWDER COATINGS MARKET, FOR GENERAL INDUSTRIAL, BY REGION, 2018–2026 (KILOTONS)

TABLE 36. U.S. & EUROPE POWDER COATINGS MARKET, FOR GENERAL INDUSTRIAL, BY REGION, 2018–2026 (\$MILLION)

TABLE 37. U.S. & EUROPE POWDER COATINGS MARKET, FOR OTHERS, BY REGION, 2018–2026 (KILOTONS)

TABLE 38. U.S. & EUROPE POWDER COATINGS MARKET, FOR OTHERS, BY REGION, 2018–2026 (\$MILLION)

TABLE 39. U.S. & EUROPE POWDER COATING MARKET, BY REGION, 2018-2026 (KILOTONS)

TABLE 40. U.S. & EUROPE POWDER COATING MARKET, BY REGION, 2018-2026 (\$MILLION)

TABLE 41. U.S. POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 42. U.S. POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 43. U.S. POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 44. U.S. POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 45. U.S. POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 46. U.S. POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 47. EUROPE POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 48. EUROPE POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 49. EUROPE POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 50. EUROPE POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 51. EUROPE POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 52. EUROPE POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 53. EUROPE POWDER COATING MARKET, BY COUNTRY, 2018-2026 (KILOTONS)

TABLE 54. EUROPE POWDER COATING MARKET, BY COUNTRY, 2018-2026 (\$MILLION)

TABLE 55. GERMANY POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 56. GERMANY POWDER COATING MARKET, BY RESIN TYPE, 2018-2026

(\$MILLION)

TABLE 57. GERMANY POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 58. GERMANY POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 59. GERMANY POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 60. GERMANY POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 61. FRANCE POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 62. FRANCE POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 63. FRANCE POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 64. FRANCE POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 65. FRANCE POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 66. FRANCE POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 67. ITALY POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 68. ITALY POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 69. ITALY POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 70. ITALY POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 71. ITALY POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 72. ITALY POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 73. SPAIN POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 74. SPAIN POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 75. SPAIN POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)



TABLE 76. SPAIN POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 77. SPAIN POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 78. SPAIN POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 79. UK POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 80. UK POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 81. UK POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 82. UK POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 83. UK POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 84. UK POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 85. REST OF EUROPE POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (KILOTONS)

TABLE 86. REST OF EUROPE POWDER COATING MARKET, BY RESIN TYPE, 2018-2026 (\$MILLION)

TABLE 87. REST OF EUROPE POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (KILOTONS)

TABLE 88. REST OF EUROPE POWDER COATING MARKET, BY COATING METHOD, 2018-2026 (\$MILLION)

TABLE 89. REST OF EUROPE POWDER COATING MARKET, BY APPLICATION, 2018-2026 (KILOTONS)

TABLE 90. REST OF EUROPE POWDER COATING MARKET, BY APPLICATION, 2018-2026 (\$MILLION)

TABLE 91. AKZONOBEL N.V.: COMPANY SNAPSHOT

TABLE 92. AKZONOBEL N.V.: OPERATING BUSINESS SEGMENT

TABLE 93. AKZONOBEL N.V.: PRODUCT OVERVIEW

TABLE 94. AKZONOBEL N.V.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 95. AMERICAN POWDER COATINGS INC.: COMPANY SNAPSHOT

TABLE 96. AMERICAN POWDER COATINGS INC.: OPERATING BUSINESS SEGMENT

TABLE 97. AMERICAN POWDER COATINGS INC.: PRODUCT OVERVIEW

TABLE 98. AXALTA COATING SYSTEMS: COMPANY SNAPSHOT

TABLE 99. AXALTA COATING SYSTEMS: OPERATING BUSINESS SEGMENT

TABLE 100. AXALTA COATING SYSTEMS: PRODUCT OVERVIEW

TABLE 101. AXALTA COATING SYSTEMS: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 102. BASF SE: COMPANY SNAPSHOT

TABLE 103. BASF SE: OPERATING BUSINESS SEGMENTS

TABLE 104. BASF SE: PRODUCT OVERVIEW

TABLE 105. BASF SE: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 106. IFS COATINGS, INC., INC.: COMPANY SNAPSHOT

TABLE 107. IFS COATINGS, INC., INC.: OPERATING BUSINESS SEGMENT

TABLE 108. IFS COATINGS, INC.: PRODUCT OVERVIEW

TABLE 109. PPG INDUSTRIES, INC.: COMPANY SNAPSHOT

TABLE 110. PPG INDUSTRIES, INC.: OPERATING BUSINESS SEGMENTS

TABLE 111. PPG INDUSTRIES, INC.: PRODUCT OVERVIEW

TABLE 112. PPG INDUSTRIES, INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 113. POWDER COATING USA, INC.: COMPANY SNAPSHOT

TABLE 114. POWDER COATING USA, INC.: OPERATING BUSINESS SEGMENTS

TABLE 115. THE SHERWIN-WILLIAMS COMPANY: COMPANY SNAPSHOT

TABLE 116. THE SHERWIN-WILLIAMS COMPANY: OPERATING BUSINESS SEGMENTS

TABLE 117. THE SHERWIN-WILLIAMS COMPANY: PRODUCT OVERVIEW

TABLE 118. THE SHERWIN-WILLIAMS COMPANY: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 119. TIGER DRYLAC COATINGS U.S.A., INC.: COMPANY SNAPSHOT

TABLE 120. TIGER DRYLAC U.S.A., INC.: OPERATING BUSINESS SEGMENT

TABLE 121. TIGER DRYLAC U.S.A., INC.: PRODUCT OVERVIEW

TABLE 122. RPM INTERNATIONAL INC.: COMPANY SNAPSHOT

TABLE 123. RPM INTERNATIONAL INC.: OPERATING BUSINESS SEGMENT

TABLE 124. RPM INTERNATIONAL INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

## List Of Figures

### LIST OF FIGURES

FIGURE 01. U.S. & EUROPE POWDER COATINGS MARKET SEGMENTATION

FIGURE 02. TOP INVESTMENT POCKETS, 2018

FIGURE 03. TOP WINNING STRATEGIES, BY YEAR, 2016–2019\*

FIGURE 04. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2016–2019\* (%)

FIGURE 05. TOP WINNING STRATEGIES, BY COMPANY, 2016–2019\*

FIGURE 06. TOP PLAYER POSITIONING

FIGURE 07. HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 08. HIGH BARGAINING POWER OF BUYERS

FIGURE 09. MODERATE THREAT OF NEW ENTRANTS

FIGURE 10. HIGH THREAT OF SUBSTITUTES

FIGURE 11. HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 12. U.S. & EUROPE POWDER COATINGS MARKET DYNAMICS

FIGURE 13. COMPARATIVE SHARE ANALYSIS OF THERMOSET POWDER COATING OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 14. COMPARATIVE SHARE ANALYSIS OF THERMOPLASTIC POWDER COATING OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 15. COMPARATIVE SHARE ANALYSIS OF ELECTROSTATIC SPRAY COATING OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 16. COMPARATIVE SHARE ANALYSIS OF FLUIDIZED BED COATING OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 17. COMPARATIVE SHARE ANALYSIS OF APPLIANCES APPLICATION OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 18. COMPARATIVE SHARE ANALYSIS OF AUTOMOTIVE APPLICATION OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 19. COMPARATIVE SHARE ANALYSIS OF ARCHITECTURAL APPLICATION OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 20. COMPARATIVE SHARE ANALYSIS OF FURNITURE APPLICATION OF U.S. & EUROPE POWDER COATINGS MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 21. COMPARATIVE SHARE ANALYSIS OF AGRICULTURE, CONSTRUCTION, AND EARTHMOVING EQUIPMENT (ACE) APPLICATION OF U.S. & EUROPE POWDER COATING MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 22. COMPARATIVE SHARE ANALYSIS OF GENERAL INDUSTRIAL APPLICATION OF U.S. & EUROPE POWDER COATING MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 23. COMPARATIVE SHARE ANALYSIS OF OTHERS APPLICATION OF U.S. & EUROPE POWDER COATING MARKET, BY COUNTRY, 2018 & 2026 (%)

FIGURE 24. AKZONOBEL N.V.: REVENUE 2016-2018 (\$ MILLION)

FIGURE 25. AKZONOBEL N.V.: REVENUE BY SEGMENT, 2018

FIGURE 26. AKZONOBEL N.V.: REVENUE BY REGION, 2018

FIGURE 27. AXALTA COATING SYSTEMS: REVENUE 2016-2018 (\$ MILLION)

FIGURE 28. AXALTA COATING SYSTEMS: REVENUE BY SEGMENT, 2018

FIGURE 29. AXALTA COATING SYSTEMS: REVENUE BY REGION, 2018

FIGURE 30. BASF SE: REVENUE 2016-2018 (\$ MILLION)

FIGURE 31. BASF SE: REVENUE BY SEGMENT, 2018

FIGURE 32. BASF SE: REVENUE BY REGION, 2018

FIGURE 33. PPG INDUSTRIES, INC.: REVENUE 2016-2018 (\$ MILLION)

FIGURE 34. PPG INDUSTRIES, INC.: REVENUE BY SEGMENT, 2018

FIGURE 35. PPG INDUSTRIES, INC.: REVENUE BY REGION, 2018

FIGURE 36. THE SHERWIN-WILLIAMS COMPANY: REVENUE 2016-2018 (\$ MILLION)

FIGURE 37. THE SHERWIN-WILLIAMS COMPANY: REVENUE BY SEGMENT, 2018

FIGURE 38. RPM INTERNATIONAL INC.: REVENUE 2016-2018 (\$ MILLION)

FIGURE 39. RPM INTERNATIONAL INC.: REVENUE BY SEGMENT, 2018

FIGURE 40. RPM INTERNATIONAL INC.: REVENUE BY REGION, 2018

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