

# **Automotive Refinish Coatings Market by Product Type (Primer, Basecoat, Clearcoat ,Activator, Filler & Putty), Technology (Solvent-borne Coatings, Water-borne Coatings, UV-cured Coatings) and Resin (Polyurethane, Alkyd, Acrylic) - Global Opportunity Analysis and Industry Forecast, 2014 - 2021**

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## **Abstracts**

Automotive vehicles need to be repaired frequently to enhance the fa?ade and to recover the damages caused by external factors such as extreme temperature, stones, damage due to accidents and similar others. Automotive refinish coatings are used by the automotive body shops and repair centers for refinishing the vehicles. The global automotive refinish coatings market had witnessed a tremendous growth during the last 5 years. This was mainly due to increase in the number of vehicle collisions in conjunction with proclivity of owners to repair their vehicles. However, increasing government regulations on the utilization of high volatile organic compounds (VOC) level coatings may hamper the solvent-borne market growth. Therefore, the market is inclined towards water-borne refinish coatings, as they have comparatively low VOC levels.

The market for global automotive refinish coatings is expected to grow at a CAGR of 6.3% during the forecast period (2015–2020) and would reach \$11.3 billion by 2020. Increasing number of accidents, adoption of newer technologies and rising disposable income in the developing economies are the major factors that are expected to boost the market growth. Moreover, growing demand of recreational vehicles in the developed regions of North America and Europe is further expected to fuel the refinish coatings market.

Geographically, global automotive refinish coatings market is segmented into North America, Europe, Asia-Pacific and LAMEA regions. Asia-Pacific region is the largest

consumer of refinish coatings and accounts for more than 35% of the global consumption. This is mainly due to increasing sales of pre-owned vehicles, growing cab services, and increasing vehicle repair and body shops in the region. To provide a thorough understanding of the market scenario, the global automotive refinish coatings market is further segmented based on product type, technology and resin consumed in different refinish coatings. The report highlights some of the major products such as primer, basecoat, clearcoats, Filler & Putty and activators among others. On the basis of technology, the market is segmented into solvent-borne, water-borne and UV-cured coatings. The consumption of solvent-borne coatings is highest owing to stringent government regulation on high VOC levels. Water-borne coatings are expected to be used more than solvent-borne coatings during the forecast period. Based on the type of resins consumed in the coatings, the market is classified into polyurethane, acrylic, alkyd, and others.

The market for automotive refinish coatings witnessed a significant growth due to various strategies adopted by the key market players. Acquisition and expansion are among the noteworthy strategies adopted by the companies. For instance, Axalta Coating System, commissioned a new manufacturing unit at Wuppertal, Germany to produce eco-friendly waterborne coatings. With this expansion, the company plans to address the growing demand for coatings in the Europe, Africa and Middle East markets owing to the centralized location of Wuppertal.

The report provides a comprehensive analysis of the key companies operating in the global market such as Axalta Coating Systems, BASF SE, Kansai Paint Co. Ltd., Mitsui Chemicals, PPG Industries, Inc., Nippon Paints, Sherwin Williams, 3M Co. and Matrix System Automotive Finishes.

#### KEY MARKET BENEFITS:

The study provides an in-depth analysis of the global automotive refinish coatings market with current and future trends to elucidate the imminent investment pockets in the market

Quantitative analysis of the current market and estimations during 2014-2020 have been provided to highlight the financial caliber of the market

Drivers and restraints have been evaluated to highlight the top factors responsible for market growth. Various segments are carefully evaluated to gauge the market potential

Porter's five forces model of the industry illustrates the potency of the buyers

and suppliers participating in the market

Value chain analysis in the report provides a clear understanding to the stakeholders involved in the market

Geographical analysis provides a thorough understanding of the consumption of automotive refinish coatings in major regions

## **KEY MARKET SEGMENTS**

### Global Automotive Refinish Coatings Market by Product Types

Primer

Basecoat

Clearcoat

Activator

Filler & Putty

Others

### Global Automotive Refinish Coatings Market by Technology

Solvent-borne Coatings

Water-borne Coatings

UV-cured Coatings

### Global Automotive Refinish Coatings Market by Resin

Polyurethane

Alkyd

Acrylic

Others

## Global Automotive Refinish Coatings Market by Geography

North America

Europe

Asia-Pacific

LAMEA

## Contents

### CHAPTER 1 INTRODUCTION

- 1.1 Report description
- 1.2 Key market segment
- 1.3 Key benefits
- 1.4 Research methodology
  - 1.4.1 Secondary research
  - 1.4.2 Primary research
  - 1.4.3 Analyst tools and models

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO perspective
- 2.2 Market Beyond: what to expect by 2025
  - 2.2.1 Moderate growth scenario
  - 2.2.2 Rapid growth scenario
  - 2.2.3 Critical growth scenario

### CHAPTER 3 MARKET OVERVIEW

- 3.1 Market definition and scope
- 3.2 Automotive refinishing coatings: Emerging Economies
- 3.3 Analysis based on vehicle age
- 3.4 Key Findings
  - 3.4.1 Top impacting factors
  - 3.4.2 Top investment pockets
  - 3.4.3 Top winning strategies
- 3.5 Porters five forces analysis
  - 3.5.1 Lower bargaining power of supplier
  - 3.5.2 High bargaining power of buyer
  - 3.5.3 Threat of new entrants
  - 3.5.4 Competitive Rivalry
    - 3.5.1 Very weak threat of substitutes
- 3.6 Value chain analysis
- 3.7 Market share analysis,2014
  - 3.7.1 Coatings resin
  - 3.7.2 Automotive refinish coatings

- 3.8 Impact of government regulations
- 3.9 Price trend analysis of coating resin
- 3.10 Actual benchmark product (resin) in the market - global (product name and manufacturer)
- 3.11 Drivers
  - 3.11.1 Rising disposable income
  - 3.11.2 Rising number of vehicle collision
  - 3.11.3 Growing demand for recreational vehicle
- 3.12 Restraints
  - 3.12.1 Stringent regulation for Volatile Organic Compound (VOC) Emission
  - 3.12.2 Improving road infrastructure
- 3.13 Opportunities
  - 3.13.1 Development of environmental friendly technologies
  - 3.13.2 Progressive Innovation

## **CHAPTER 4 GLOBAL AUTOMOTIVE REFINISH COATING MARKET BY TECHNOLOGY**

- 4.1 Solvent-borne coatings
  - 4.1.1 Key market trends
  - 4.1.2 Key growth factors and opportunities
  - 4.1.3 Market size and forecast
- 4.2 Water-borne coatings
  - 4.2.1 Key market trends
  - 4.2.2 Key growth factors and opportunities
  - 4.2.3 Market Size and Forecast
- 4.3 Others (UV cured Coatings)
  - 4.3.1 Key market trends
  - 4.3.2 Key growth factors and opportunities
  - 4.3.1 Market Size and Forecast

## **CHAPTER 5 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY RESIN TYPE**

- 5.1 Market size and forecast
- 5.2 Polyurethane
  - 5.2.1 Key market trends
  - 5.2.2 Key growth factors and opportunities
  - 5.2.3 Market size and forecast

### 5.3 Alkyd

- 5.3.1 Key market trends
- 5.3.2 Key growth factors and opportunities
- 5.3.3 Market size and forecast

### 5.4 Acrylic

- 5.4.1 Key market trends
- 5.4.2 Key growth factors and opportunities
- 5.4.3 Market Size and Forecast

### 5.5 Others (Nitrocellulose and epoxy)

- 5.5.1 Nitrocellulose
- 5.5.2 Epoxy
- 5.5.3 Market Size and Forecast

## **CHAPTER 6 GLOBAL AUTOMOTIVE REFINISH COATINGS MARKET, BY COAT TYPE**

### 6.1.1 Market size and forecast

### 6.2 Primer & Filler

- 6.2.1 Key market trends and developments
- 6.2.2 Key growth factors and opportunities
- 6.2.3 Market size and forecast

### 6.3 Basecoat

- 6.3.1 Key market trends
- 6.3.2 Key growth factors and opportunities
- 6.3.3 Market size and forecast

### 6.4 Clear coat

- 6.4.1 Key market trends
- 6.4.2 Key growth factors and opportunities
- 6.4.3 Market size and forecast

### 6.5 Activator/Hardners

- 6.5.1 Key market trends
- 6.5.2 Key growth factors and opportunities
- 6.5.3 Market size and forecast

### 6.6 Others

- 6.6.1 Market size and forecast

## **CHAPTER 7 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY GEOGRAPHY**

- 7.1.1 Market size and forecast
- 7.2 North America
  - 7.2.1 Key market trends
  - 7.2.2 Key growth factors and opportunities
  - 7.2.3 Market size and forecast
- 7.3 Europe
  - 7.3.1 Key market trends
  - 7.3.2 Key growth factors and opportunities
  - 7.3.3 Market size and forecast
- 7.4 Asia Pacific
  - 7.4.1 Key market trends
  - 7.4.2 Key growth factors and opportunities
  - 7.4.3 Market size and forecast
  - 7.4.4 China
- 7.5 LAMEA
  - 7.5.1 Key market trends
  - 7.5.2 Key growth factors and opportunities
  - 7.5.3 Market size and forecast

## **CHAPTER 8 AUTOMOTIVE REFINISH PRODUCT PORTFOLIO OF MAJOR PLAYERS**

- 8.1 3M Co.
- 8.2 AkzoNobel NV
- 8.3 Axalta Coatings Systems LLC
- 8.4 BASF
- 8.5 Kansai Paint Co. Ltd.
- 8.6 Matrix Systems Automotive Finishes LLC
- 8.7 Nippon Paint
- 8.8 PPG Industries Inc.

## **CHAPTER 9 COMPANY PROFILE**

- 9.1 Axalta Coating System
  - 9.1.1 Company overview
  - 9.1.2 Axalta Coating System segment overview
  - 9.1.3 Financial performance
  - 9.1.4 Strategic moves and developments
  - 9.1.5 SWOT analysis and strategic deductions



## 9.2 PPG Industries

- 9.2.1 Company overview
- 9.2.2 PPG Industries Segment Overview
- 9.2.3 Financial performance
- 9.2.4 Strategic moves and developments
- 9.2.5 SWOT analysis and strategic deductions

## 9.3 Mitsui Chemicals

- 9.3.1 Company overview
- 9.3.2 Operating business segment overview
- 9.3.3 Financial performance
- 9.3.4 SWOT analysis and strategic deductions

## 9.4 Matrix System Automotive Finishes LLC

- 9.4.1 Company overview
- 9.4.2 Matrix System segment overview
- 9.4.3 Strategic moves and developments
- 9.4.4 SWOT analysis and strategic deductions

## 9.5 Kansai Paint Co. Ltd.

- 9.5.1 Company Overview
- 9.5.2 Financial performance
- 9.5.3 Strategic moves and developments
- 9.5.4 SWOT analysis of Kansai Paint Co. Ltd.

## 9.6 Nippon Paint.

- 9.6.1 Company overview
- 9.6.2 Financial performance
- 9.6.3 Strategic moves and developments
- 9.6.4 SWOT analysis of Nippon Paint

## 9.7 BASF SE

- 9.7.1 Company overview
- 9.7.2 Financial performance
- 9.7.3 Strategic moves and developments
- 9.7.4 SWOT analysis of BASF SE

## 9.8 Sherwin-Williams

- 9.8.1 Company overview
- 9.8.2 Financial performance
- 9.8.3 Key Strategies and developments
- 9.8.4 SWOT analysis of Sherwin-Williams

## 9.9 3M Co.

- 9.9.1 Company overview
- 9.9.2 Financial performance

### 9.9.3 SWOT analysis of 3M Company

## List Of Tables

### LIST OF TABLES

TABLE 1 GLOBAL AUTOMOTIVE REFINISH COATING MARKET VOLUME, BY GEOGRAPHY, 2014-2021, (MILLION LITER)

TABLE 2 GLOBAL AUTOMOTIVE REFINISH COATING MARKET VALUE, BY GEOGRAPHY, 2014-2021, (\$MILLION)

TABLE 3 GLOBAL AUTOMOTIVE REFINISH COATING MARKET MODERATE GROWTH SCENARIO VOLUME, BY GEOGRAPHY, 2020-2025 (MILLION LITER)

TABLE 4 GLOBAL AUTOMOTIVE REFINISH COATING MARKET MODERATE GROWTH SCENARIO VALUE, BY GEOGRAPHY, 2020-2025 (\$MILLION)

TABLE 5 GLOBAL AUTOMOTIVE REFINISH COATING MARKET RAPID GROWTH SCENARIO VOLUME, BY GEOGRAPHY, 2020-2025 (MILLION LITER)

TABLE 6 GLOBAL AUTOMOTIVE REFINISH COATING MARKET RAPID GROWTH SCENARIO VALUE, BY GEOGRAPHY, 2020-2025 (\$MILLION)

TABLE 7 GLOBAL AUTOMOTIVE REFINISH COATING MARKET DIMINISHING GROWTH SCENARIO VOLUME, BY GEOGRAPHY, 2020-2025 (MILLION LITER)

TABLE 8 GLOBAL AUTOMOTIVE REFINISH COATING MARKET DIMINISHING GROWTH SCENARIO VALUE, BY GEOGRAPHY, 2020-2025 (\$MILLION)

TABLE 9 VOC CONCENTRATION LIMITS IN CANADA:

TABLE 10 DISPOSABLE INCOMES OF LEADING COUNTRIES (2012)

TABLE 11 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, VOLUME (MILLION LITER), 2014-2021

TABLE 12 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, VALUE 2014-2021 (\$MILLION)

TABLE 13 GLOBAL SOLVENT BORNE AUTOMOTIVE REFINISH COATING TECHNOLOGY MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 14 GLOBAL SOLVENT BORNE AUTOMOTIVE REFINISH COATING TECHNOLOGY MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 15 GLOBAL WATER BORNE AUTOMOTIVE REFINISH COATING TECHNOLOGY MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 16 GLOBAL WATER BORNE AUTOMOTIVE REFINISH COATING TECHNOLOGY MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 17 GLOBAL UV CURED AUTOMOTIVE REFINISH COATING TECHNOLOGY MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 18 GLOBAL UV CURED AUTOMOTIVE REFINISH COATING TECHNOLOGY MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 19 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY RESIN TYPE,

VOLUME (MILLION LITER), 2014-2021

TABLE 20 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY RESIN TYPE, REVENUE (\$MILLION), 2014-2021

TABLE 21 GLOBAL AUTOMOTIVE REFINISH POLYURETHANE RESIN MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 22 GLOBAL AUTOMOTIVE REFINISH POLYURETHANE RESIN MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 23 GLOBAL AUTOMOTIVE REFINISH ALKYD RESIN MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 24 GLOBAL AUTOMOTIVE REFINISH ALKYD RESIN MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 25 GLOBAL AUTOMOTIVE REFINISH ACRYLIC RESIN MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 26 GLOBAL AUTOMOTIVE REFINISH ACRYLIC RESIN MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 27 GLOBAL AUTOMOTIVE REFINISH OTHERS RESIN MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 28 GLOBAL AUTOMOTIVE REFINISH OTHERS RESIN MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 29 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY COAT TYPE, VOLUME (MILLION LITER), 2014-2021

TABLE 30 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY COAT TYPE, REVENUE (\$MILLION), 2014-2021

TABLE 31 GLOBAL PRIMER & FILLERS AUTOMOTIVE REFINISH COATING MARKET, VOLUME (MILLION LITER) AND REVENUE (\$MILLION), 2014-2021

TABLE 32 GLOBAL BASECOAT AUTOMOTIVE REFINISH COATING MARKET, VOLUME (MILLION LITER) AND REVENUE (\$MILLION), 2014-2021

TABLE 33 GLOBAL CLEARCOAT AUTOMOTIVE REFINISH COATING MARKET, VOLUME (MILLION LITER) AND REVENUE (\$MILLION), 2014-2021

TABLE 34 GLOBAL ACTIVATOR AUTOMOTIVE REFINISH COATING MARKET, VOLUME (MILLION LITER) AND REVENUE (\$MILLION), 2014-2021

TABLE 35 GLOBAL OTHER COAT AUTOMOTIVE REFINISH COATING MARKET, VOLUME (MILLION LITER) AND REVENUE (\$MILLION), 2014-2021

TABLE 36 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY GEOGRAPHY, VOLUME (MILLION LITER), 2014-2021

TABLE 37 GLOBAL AUTOMOTIVE REFINISH COATING MARKET, BY GEOGRAPHY, REVENUE (\$MILLION), 2014-2021

TABLE 38 NORTH AMERICA AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, VOLUME (MILLION LITER), 2014-2021

TABLE 39 NORTH AMERICA AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, VALUE (\$MILLION), 2014-2021

TABLE 40 EUROPE AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, VOLUME (MILLION LITER), 2014-2021

TABLE 41 EUROPE AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, REVENUE (\$MILLION), 2014-2021

TABLE 42 ASIA-PACIFIC AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, VOLUME (MILLION LITER), 2014-2021

TABLE 43 ASIA-PACIFIC AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, REVENUE (\$MILLION), 2014-2021

TABLE 44 LAMEA AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, VOLUME (MILLION LITER), 2014-2021

TABLE 45 LAMEA AUTOMOTIVE REFINISH COATING MARKET, BY TECHNOLOGY, REVENUE (\$MILLION), 2014-2021

TABLE 46 3M CO. REFINISH PRODUCT PORTFOLIO

TABLE 47 AKZONOBEL NV REFINISH PRODUCT PORTFOLIO

TABLE 48 AXALTA COATINGS SYSTEMS LLC REFINISH PRODUCT PORTFOLIO

TABLE 49 BASF REFINISH PRODUCT PORTFOLIO

TABLE 50 KANSAI PAINT CO. LTD.REFINISH PRODUCT PORTFOLIO

TABLE 51 MATRIX SYSTEMS AUTOMOTIVE FINISHES LLC REFINISH PRODUCT PORTFOLIO

TABLE 52 PPG INDUSTRIES INC. REFINISH PRODUCT PORTFOLIO

TABLE 53 AXALTA COATING SYSTEM SNAPSHOT

TABLE 54 AXALTA COATING SYSTEM OPERATING SEGMENTS

TABLE 55 PPG INDUSTRIES SNAPSHOT

TABLE 56 PPG INDUSTRIES OPERATING SEGMENTS

TABLE 57 MITSUI CHEMICALS SNAPSHOT

TABLE 58 MITSUI CHEMICALS OPERATING SEGMENTS

TABLE 59 MATRIX SYSTEM SNAPSHOT

TABLE 60 MATRIX SYSTEM OPERATING SEGMENTS

TABLE 61 KANSAI PAINT CO LTD. SNAPSHOT

TABLE 62 NIPPON PAINT SNAPSHOT

TABLE 63 BASF SE SNAPSHOT

TABLE 64 SHERWIN-WILLIAMS SNAPSHOT

TABLE 65 3M CO. SNAPSHOT

TABLE 66 3M CO SALES, BY YEAR

## List Of Figures

### LIST OF FIGURES

- FIG. 1 TOP IMPACTING FACTORS, MODERATE GROWTH SCENARIO (2020 - 2025)
- FIG. 2 TOP IMPACTING FACTORS, RAPID GROWTH SCENARIO (2020 - 2025)
- FIG. 3 TOP IMPACTING FACTORS, DIMINISHING GROWTH SCENARIO (2020 - 2025)
- FIG. 4 TOP IMPACTING FACTORS IN GLOBAL AUTOMOTIVE REFINISH COATING MARKET
- FIG. 5 TOP INVESTMENT POCKET IN AUTOMOTIVE REFINISH COATING MARKET
- FIG. 6 TOP WINNING STRATEGIES FOR GLOBAL AUTOMOTIVE REFINISH COATINGS MARKET (2011-2015)
- FIG. 7 TOP WINNING STRATEGIRS BY COMPANY
- FIG. 8 PORTER FIVE FORCE ANALYSIS
- FIG. 9 VALUE CHAIN ANALYSIS OF GLOBAL AUTOMOTIVE REFINISH COATINGS MARKET
- FIG. 10 MARKET SHARE ANALYSIS, GLOBAL COATING RESIN MARKET-2014
- FIG. 11 MARKET SHARE ANALYSIS, GLOBAL AUTOMOTIVE REFINISH COATING MARKET-2014
- FIG. 12 AUTOMOTIVE REFINISH COATING RESIN PRICE ANALYSIS (\$/KG) (2008-2014)
- FIG. 13 BENCHMARK ANALYSIS
- FIG. 14 ALLNEX BENCHMARK ANALYSIS
- FIG. 15 ARKEMA BENCHMARK ANALYSIS
- FIG. 16 DSM BENCHMARK ANALYSIS
- FIG. 17 BAYER BENCHMARK ANALYSIS
- FIG. 18 DOW CHEMICALS BENCHMARK ANALYSIS
- FIG. 19 USED CAR SALES IN DIFFERENT COUNTRIES
- FIG. 20 NIPPON PAINT REFINISH PRODUCT PORTFOLIO
- FIG. 21 KEY FINANCIALS OF DSM (\$MILLION) IN 2010-14
- FIG. 22 FINANCIAL REVENUES OF AXALTA BY SEGMENTS (2014)
- FIG. 23 SWOT ANALYSIS OF AXALTA COATING SYSTEM
- FIG. 24 KEY FINANCIALS OF PPG INDUSTRIES \$BILLION(2012-2014)
- FIG. 25 FINANCIAL REVENUES OF PPG INDUSTRIES,BY SEGMENTS (2014)
- FIG. 26 SWOT ANALYSIS OF PPG INDUSTRIES
- FIG. 27.KEY FINANCIALS OF MITSUI CHEMICALS \$BILLION (2010-2014)
- FIG. 28 FINANCIAL REVENUES OF MITSUI, BY SEGMENTS (2014)
- FIG. 29 FINANCIAL REVENUES OF MITSUI, BY GEOGRAPHY (2014)

- FIG. 30 SWOT ANALYSIS OF MITSUI CHEMICALS
- FIG. 31 SWOT ANALYSIS OF MATRIX SYSTEM
- FIG. 32 KANSAI PAINT ANNUAL REVENUE, \$MILLION, 2010-2014
- FIG. 33 KANSAI PAINT REVENUE CONTRIBUTION, BY SEGMENT-2014
- FIG. 34 SWOT ANALYSIS OF KANSAI PAINT CO LTD
- FIG. 35 NIPPON PAINT ANNUAL REVENUE, \$MILLION
- FIG. 36 REVENUES CONTRIBUTION OF NIPPON PAINT, BY GEOGRAPHY- 2014
- FIG. 37 SWOT ANALYSIS OF NIPPON PAINT
- FIG. 38 BASF SE ANNUAL REVENUE, \$BILLION, 2010-2014
- FIG. 39 SWOT ANALYSIS OF BASF SE
- FIG. 40 SHERWIN-WILLIAMS SALES, BY YEAR
- FIG. 41 SWOT ANALYSIS OF SHERWIN-WILLIAMS
- FIG. 42 SWOT ANALYSIS OF 3M COMPANY

## I would like to order

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