

# **Asian Pigment Market under Changing Environment (Executive Summary)**

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## **Abstracts**

This executive summary comes from CCM's report Asian Pigment Market under Changing Environment finished in Oct. 2014.

During the past few years, Asia has become an important production and consumption market of pigment in the world, like titanium dioxide and iron oxide in China and Japan, organic pigment in India. Among Asian countries, China has become the largest pigment producer in the world and its market situation has impact upon the other countries in Asia. At present, just like other industries in China, the pigment industry is also confronted with a series of problems like overcapacity and product homogeneity in the domestic market. In addition, with the outer environment changing, different pigments face different business opportunities and threats, which have resulted in different business growth of them during the past few years.

This research is to figure out the business situation of China's pigment industry. The following information can be obtained through this executive summary:

Overview of China's pigment industry and profitability

Impact of PEST factors on China's pigment industry and the reaction of players

Competition and sales situation of China's pigment industry

Downstream industries of China's pigment industry

Asian pigment market in the eyes of Chinese players

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