

Asian Pigment Market under Changing Environment

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Abstracts

Industrial affair:

After years' development, China has become the largest pigment producer in the world. However, 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 last few years.

Purpose of the report:

CCM devotes itself to the study of China's pigment industry through interviews with manufacturers, distributors and end users of pigment in China, aiming to help readers better understand what is happening in the industry and how the players react to the changing environment.

Applicable user:

Manufacturers of pigment

Consumers of pigment

Researchers on pigment industry

Investors who want to step into China's pigment industry

What to report:

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

Business situation of end users and their purchasing of pigment

Asian pigment market in the eyes of Chinese players

Value to client:

Understand the profit trend of China's pigment industry

Understand how the changing environment affects China's pigment industry

Learn the future cutting-edge technology

Get to know the trend and focus of competition in China's pigment industry

Discover business opportunities in China's pigment industry

Methodology:

Desk research

Telephone interview

To get a comprehensive view of the industry and figure out the key issues in the industry to prepare for the questionnaire survey;

On-line survey

Altogether 400 questionnaires were sent to pigment manufacturers (of titanium dioxide, iron oxide, chrome pigment, organic pigment), pigment distributors and end users;

Summarization

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About

CCM sent nearly 400 questionnaires to manufacturers, distributors and downstream consumers of pigment industry in China. Follow-up telephone interviews sought their more detailed opinions. To ensure that the people answering the questionnaire had as much knowledge as possible about the products they were dealing with, and to ensure their answers reflect the overall situation in China, the analysis excluded any response that did not seem rational even after a telephone interview.

Generally, the political factor plays an important role in the economy of China. On one hand, the policies issued by the Chinese government have strong impact, positively or negatively, on many industries in the country. On the other hand, the government, to some extent, participates in the economic activities directly. During the last few years, government procurements have taken an inevitable share in some industries in China.

The overall political environment is stable in China. As a one-party state, the general political environment of China is stable, without obvious changes. In addition, the term of government in China lasts for 5 years officially, but usually 10 years in practice. Therefore, its general policies show a coherent trend.

2013 is the election year of the Chinese government. With the new government coming into power from 2013, it can be found that the policy direction is different from the last term. Though both governments are concerned about the economic development, some economic policies are adjusted obviously, which have exerted some impact on the pigment industry in China.

Survey findings

Generally, 46% of the respondents consider the policies help promote the development of high-end products.

Specifically, 38% of the xx manufacturers, 64% xx and 57% xx manufacturers consider the policies mainly help promote the development of high-end products.

In the eyes of 50% xx players, the policies mainly help strengthen the market concentration.

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