

# Indian Paints & Coatings Market: Trends & Opportunities (2012-2017)

<https://marketpublishers.com/r/l8DD363E085EN.html>

Date: October 2012

Pages: 62

Price: US\$ 800.00 (Single User License)

ID: l8DD363E085EN

## Abstracts

Over the past years, the Indian paints and coatings industry has substantially grown and caught the attention of many international players. The country is expected to witness a higher economic growth in the future leading to a larger market size for paint and coating industry. Other emerging countries in Asia-Pacific region are also witnessing this growth as these places are backed by higher disposable income, exponentially growing population, improving infrastructure and huge investments in infrastructure.

Indian paints and coatings market is mainly driven by demand of two types of paints, decorative paints that constitute 75% of the market and industrial paint which constitute the remaining 25%. The major players in Indian paints & coatings market are Asian Paint, Kansai Nerolac, Berger Paints, Akzo Nobel and Shalimar Paints.

The Indian paints & coatings market is highly organized with about 70% of market domination by organized player. The market tends to have a monopolistic competition, lead by Asian paints. With improvements in standard of living and growth in awareness about paints and coating, the Indian consumers have become more conscious about how the house interior and exterior looks. They have shifted the focus from regular paints and distempers to enamel and premium paints. This change has driven demand for premium paints in the market. The Indian market recorded a tremendous growth of 45% in last five years.

The rural sector is still an untapped market of India. Companies show focus on coming up with paints and coatings which are consumer specific to the villagers and small towns of India.

The report titled "Indian Paint & Coating Market: Trends & Opportunities (2012-2017)"

analyzes the growth of the paints and coatings market in India. It captures the major trends, the factors driving the growth of the market and also the Porter's Five Forces model to present the value chain and the level of competition in the market. Also, the major players operating in the industry are profiled and future direction of the industry assessed in the report.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. UNDERSTANDING PAINT AND COATING INDUSTRY**

### **3. GLOBAL PAINT AND COATING MARKET ANALYSIS**

#### 3.1. Market size

#### 3.2. Market Share

##### 3.2.1. Regional Analysis

### **4. INDIAN PAINT AND COATING MARKET ANALYSIS**

#### 4.1 Market Size

#### 4.3. Pricing Analysis

### **5. ORGANIZED VS UNORGANIZED**

### **6. INDIAN PAINT AND COATING MARKET – PEST ANALYSIS**

### **7 DRIVERS AND CHALLENGES**

### **8. PAINT AND COATING MARKET TRENDS**

#### 8.1. Growing Awareness Among People

#### 8.2 Increasing demand for paints with functional benefits

#### 8.3 Diversification to various geographical locations

#### 8.4 Technological Advancements

#### 8.5 Niche Marketing Approach

#### 8.6 Increased thrust on brand creation and distribution

### **9. COMPETITORS ANALYSIS**

#### 9.1. Porters Five Forces Analysis

#### 9.2. Company Profiles

##### 9.2.1. Asian paints

##### 9.2.2. Kansai Nerolac

9.2.3 Berger paints

9.2.4 Akzo Nobel

9.2.5 Shalimar Paints

## **10. RECOMMENDATIONS**

## List Of Figures

### LIST OF FIGURES AND CHARTS

Figure 1: Global Paint and Coating Market Size, By Value, 2006-11

Figure 2: Global Paint and Coating Market Size Forecast, By Value, 2012-17

Figure 3: Global Paint and Coating Market Size, By Volume, 2006-11

Figure 4: Global Paint and Coating Market Size Forecast, By Volume, 2012-17

Figure 5: Global Paint and Coating Market Share, By Region, By Value, 2011

Figure 6: Global Paint and Coating Market Share Forecast, By Region, By Value, 2017

Figure 7: Global Paint and Coating Market Share By Segment, By Value, 2011

Figure 8: Global Paint and Coating Market Share Forecast, By Segment, By Value, 2017

Figure 9: Indian Paint and Coating Segment Analysis

Figure 10: Indian Paint and Coating Market Size, By Value 2006-11

Figure 11: Indian Paint and Coating Market Size Forecast, By Value 2012-17

Figure 12: Indian Paint and Coating Market Size, By Volume, 2006-11

Figure 13: Indian Paint and Coating Market Size Forecast, By Volume, 2012-17

Figure 14: Indian Architectural And decorative Paint and Coating Market Size, 2006-11

Figure 15: Indian Architectural and Decorative Paint and Coating market size Forecast, 2012-17

Figure 16: Indian Industrial Paint And Coating Market size By Value, 2006-11

Figure 17: Indian Industrial Paint And Coating Market size Forecast, By Value, 2012-17

Figure 18: Indian Paint & Coating Market Share, By Segment, By Value, 2011

Figure 19: Indian Architectural and Decorative Paint Market Share, By Sub Segment, 2011

Figure 20: Indian Industrial Paint and Coating Market Share By Sub Segment, 2011

Figure 21: Market Share By Major Players, 2011

Figure 22: Market share By Major Players, 2017

Figure 23: Organized sector And Unorganized Sector

Figure 24: Gross Domestic Product Of India, 2002-11

Figure 25: Gross Domestic Product per Capita/Purchasing Power Parity of India, 2002-11

Figure 26: Population of India, 1951-2011

Figure 27: Middle Class Population and Households in India, 2010 and 2015

Figure 28: Urban Population, Growth Rate in India, (2002-10)

Figure 29: India's Growing Urban Population

Figure 30: Annual Production of Vehicles in India

Figure 31: Porters Five Force Analysis

## I would like to order

Product name: Indian Paints & Coatings Market: Trends & Opportunities (2012-2017)

Product link: <https://marketpublishers.com/r/l8DD363E085EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l8DD363E085EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970