

# Assessment of China's Market for Automotive Coatings

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## Abstracts

BEIJING- August 10th, 2012 – GCiS China Strategic Research recently published a report on the automotive coatings market. Split into two major sections, the report covers repair coatings and OEM coatings.

The study finds that there was about 463,000 tons of automotive coatings sold to the China market in 2011, generating \$2.8 billion in revenues for suppliers. About 150,000 tons of that figure belongs to the repair coating market. Much of this market is comprised of low-end coatings, which has a wide application range including as the primary coat on electric vehicles, trucks, and even billboards. This market is mainly comprised of domestic companies.

Chinese automotive coatings market, particularly high-end market, is concentrated around a number of major international and domestic suppliers, and on the whole, foreign competitors have been successful in China.

One Chinese automotive coating supplier remarked, "Foreign companies mainly occupy the high end of the market, whereas in the lower end, domestic suppliers have a clear price advantage. The influence of foreign brands in China is growing larger and larger, besides just joint ventures, more and more domestic [end-user] companies are choosing foreign products."

About the GCiS China Filling Equipment Study

This GCiS market study draws on a three month, in-depth primary survey of 84 of the market's players, also including interviews with industry experts. It is essential reading for any professional needing accurate and detailed strategic information of this market.

Major areas covered include: market size and shares, five-year projections, market structure, pricing trends, distribution, consumption, an assessment of key suppliers and more.

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