

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.

Contents

CHAPTER 1: INTRODUCTION

I. INTRODUCTION

LPS Overview

Sections of the Study

Sampling

Figure 1.1: Total Sampling by Target Group

Supplier Sampling

Figure 1.2: Market Representation for Each Market Segment – OEM Coating Suppliers

Figure 1.2.

Figure 1.3: Proportion of Suppliers in Sample, by Category

Channel Players Sampling & Segmentation Definition

Sampling – Suppliers and Distributors

Figure 1.4: Supplier Sample Representation

Open and Closed Questions

II. DEFINITIONS AND PROCESS

Glossary

Figure 1.6: Glossary of Industry Terms in English and Chinese

Target Product and Target Market Definitions and Scope

Target Market

End-User Segmentation

By Geographic Location

Figure 1.8: GCiS Standard China Geographic Segmentation

Locations by Tier in China

A Note on China's Key Industrial Output Areas

Figure 1.6: Overview: The Pearl River Delta

Yangtze River Delta

Figure 1.7: Overview: The Yangtze River Delta

Bohai Rim Economic Zone

Figure 1.8: Overview: The Bohai Rim

Other Limited Publication Studies

CHAPTER 2: TOTAL ANALYSIS

I. EXECUTIVE SUMMARY

Market in Sum

Figure 2.1: Automotive Coatings Summary of Key Market Figures

Figure 2.2: Total Market (Domestic Plus Foreign Breakdown –Automotive Coatings)

Figure 2.3: Key Benchmark Data- China Domestic Automotive Coatings

Market Entry Issues

Figure 2.4: Snapshot of Key Market Entry Issues

Key Findings

Market Drivers and Inhibitors

Figure 2.5: Drivers and Inhibitors – Chart

Regulatory Factors

Relevant Government and Non-Government Bodies

Figure 2.6: Relevant Government Bodies and Non-Government Associations

Corporate and Regulatory News

Upcoming Events

Figure 2.7: Upcoming Events

Market Opportunities

Figure 2.8: GCiS China Market Opportunities Assessment (by Market Segment)

Opportunity Matrix

Figure 2.9: Market Opportunities for Foreign / Quality Suppliers by Industry

Figure 2.10: Opportunities Ratings, by Industry (1 to 10, with 10 highest)

Figure 2.11: Market Opportunity Matrix for Automotive Coatings Suppliers, by Product

Prices

Expert Views

Recommendations

II. MARKET FIGURES

Key Findings

Market Figures Overview

Figure 2.13: China's Domestic OEM Coatings Market Breakdown

Market Size by Product

Figure 2.14: Automotive Coatings Market by Product Type – 2011

Figure 2.15: Sales Revenues and Output – Breakdown by Product

Market Size by Industry

Figure 2.16: Automotive Coatings Market Size by Industry

Figure 2.17: Percentages of Total Revenue and Output by End-user Industry 2011

Market by Product and Industry

OEM Coatings

Figure 2.18: OEM Coatings Total Sales by End-user Industry (000 Tons) 2011

Figure 2.19: OEM Coatings Sales by Industry Segment 2011

Repair Coatings

Figure 2.20: Repair Coatings Total Sales by End-user Industry (000 Tons) 2011

Figure 2.21: Repair Coatings Sales by Industry Segment 2011

Total Automotive Coatings

Figure 2.22: Automotive Coatings Total Sales by End-user Industry (000 Tons) 2011

Figure 2.23: Automotive Coatings Sales by Industry Segment 2011

Market Shares

Figure 2.24: Estimated Target Market Share of OEM Coatings Suppliers by Company – Top Ten

Figure 2.25: Estimated Target Market Share of Repair Coatings Suppliers by Company

Figure 2.26: Estimated Target Market Share of Automotive Coatings Suppliers by Company

Figure 2.27: Automotive Coatings Estimated Market Share by Supplier – Chart (Top 15 by Output)

Exports

Figure 2.28: Domestic Sales and Exports Sales (000 Tons) 2011

Figure 29: Proportion of Domestic and Export Sales – OEM and Repair Coatings

Sales Revenues by Region

Figure 2.30: Sales by Product and Region 2011 (000 Tons)

Figure 2.31: Sales by Product and Region 2011

Pricing Trends

Figure 2.32: Opinion of Suppliers Concerning Future Prices, by Response Rate

Growth Rates and Forecast

Market Growth

Figure 2.33: Weighted Growth Rate by Automotive Coatings by Output (2011)

Forecast Methodology

Forecasts

Figure 2.34: 2010 to 2016 Automotive Coatings Market Size (Tons)-Table

Figure 2.35: 2011 to 2015 Automotive Coatings Market Size -Chart

Forecast Analysis

Figure 2.36: Passenger and Business Vehicle Yearly Sales with Year-On-Year Growth Rate (10,000 vehicles) – 2007-2016 (Projected)

Figure 2.37: Possession of Vehicles in China – Historical Figures 2005 – 2010

III. COMPETITIVE ANALYSIS

Key Findings

Supplier Overview

Figure 2.38: Top Suppliers by Sales Earned – Breakdown of Target Product Revenues
- Table

Foreign Vs Domestic

Figure 2.39: Foreign Vs Domestic Suppliers – Automotive Coatings

Figure 2.40: Market Shares by Product Segment and Ownership – Automotive Coatings

Exports

Figure 2.41: Revenues and Output from Exports Only with Mean Price by Product Type

Figure 2.42: Export Destinations of Selected Suppliers

Capacity Utilization

Figure 2.43: Automotive Coatings Component Capacity in 2011

Figure 2.44: Automotive Coatings Capacity in 2011 – Chart

Qualitative Summary of Top Video Surveillance Suppliers

Domestic Leaders

Foreign Leaders

Five-Forces Analysis

Figure 2.45: Five Forces Analysis

IV. DOWNSTREAM ANALYSIS

Key Findings

Market Value Chain

Figure 2.46: China Automotive Coatings Market Value Chain – (Output Figures in '000 Tons)

Sales and Distribution Channels

Figure 2.47: OEM and Repair Coatings Channel Sales Distribution by Ownership Type

Figure 2.48: OEM and Repair Coatings Percentages Channel Player Sales by Company Type

Distributors

Overview

Figure 2.49: Size and Sales Focus of Select Distributors

Figure 2.50: Segment Sale Percentage

Services Provided – Distributors

Figure 2.51: Services Provided and Received by Distributors

Distributor's Suppliers and Relationship

Figure 2.52: Distributor's Main Suppliers with Number of Years Cooperation and

Relationships

Figure 2.53: Distributors' Secondary Suppliers of Automotive Coatings

Prices

Figure 2.54: Distributors Repair Coatings Price From first Supplier

Figure 2.55: Distributors Multiple Repair Coatings Price From Second Supplier

Pricing Trend and Purchasing Criteria – Distributors

Figure 2.56: Perceptions in Future Pricing Trends by Distributors

Figure 2.57: Purchasing Criteria by Distributors

End-Users – Automotive OEM

Figure 2.58: Automotive Coatings Suppliers of Automotive OEMs with N

End-User OEMs by Purchase Type

Figure 2.59: Automotive End-users Primer Coatings

Figure 2.60: Automotive End-users Middle Coatings

Figure 2.61: Automotive End-users Topcoat Coatings

End-User – Repair Coatings

Figure 2.62: Repair Coatings Purchase Detail

Figure 2.63: Repair Coatings Purchase Detail by First Supplier

Figure 2.64: Repair Coatings Purchase Detail by Second Supplier

CHAPTER 3: SEGMENT ANALYSIS

I. OEM COATINGS

Key Findings

Figure 3.1.1: Revenues, Output, Growth and Pricing by Market Tier 2011

Supplier Overview

Figure 3.1.2: Leading Market Segment Players by Revenue and Output 2011

Market Shares

Figure 3.1.3: OEM Coatings Estimated Market Share by Supplier – Chart (Top 15 by Output)

Market Breakdown by Industry

Figure 3.1.4: Product Market Breakdown by Industry

Figure 3.1.5: OEM Coatings Market Segment Leaders by Output 2011 (Tons)

Market Breakdown by Region

Figure 3.1.6: OEM Coatings Output Percentages by Region – Table and Chart

Market Segment Breakdown by Product Type

Figure 3.1.7: OEM Coatings Application Breakdown by Primer, Middle and Top Coat

Figure 3.1.8: OEM Coatings Applied Supplier Breakdown by Primer, Middle and Top Coat Products

Figure 3.1.9: Leading Suppliers' Output by Automotive Coatings Product Type (Sales 000 Tons)

Primer Market Breakdown

Figure 3.1.10: Total Market Breakdown by Primer Base – Water, Organic, Powder (Revenue and Output)

Figure 3.1.11: Primer Market Suppliers by Coating Base Type – Water, Organic, Powder

Figure 3.1.12: Primer Suppliers' Output by Primer Product Type

Middle Coat Market Breakdown

Figure 3.1.13: Total Market Breakdown by Middle Coat Base – Water, Organic, Powder (Revenue and Output)

Figure 3.1.14: Middle Coat Market Suppliers by Coating Base Type – Water, Organic, Powder (Tons)

Figure 3.1.15: Middle Coat Suppliers' Output by Primer Product Type

Top Coat Market Breakdown

Figure 3.1.16: Total Market Breakdown by Top Coat Base – Water, Organic, Powder (Revenue and Output)

Figure 3.1.17: Top Coat Market Suppliers by Coating Base Type – Water, Organic, Powder (Tons)

Figure 3.1.18: Top Coat Suppliers' Output by Primer Product Type

Market Shares OEM Coatings

Figure 3.1.19: OEM Coating Leading Suppliers' Market Shares by and Output ('000 Unit)

Figure 3.1.20: OEM Coatings Leading Suppliers' Market Shares by Revenue and Output (China Only)

Export

Figure 3.1.21: Domestic and International Market Sales by Revenue, Sales Volume and Average Price

Channels

Figure 2.4

Figure 2.42: OEM Coatings Percentages Channel Player Sales by Company Type Capacity Vs Output

Figure 3.1.22: Supplier's Sales Volume, Output and Factory Capacity with Capacity Utilization Rate

Factory Locations by Suppliers

Figure 3.1.24: Factory Locations of Suppliers with Capacity and Output

Product Specifications and Price Comparison

Figure 3.1.25: Typical Products and Pricing-Primer Coatings

Figure 3.1.26: Typical Products and Pricing-Middle Coatings

Spare

Projections

Figure 3.1.10: 2010 to 2016 OEM Coatings Projections – Table – ('000 Tons)

Figure 3.1.11: 2011 to 2016 OEM Coatings Market Projections – Chart

II. REPAIR COATINGS

Key Findings

Figure 3.2.1: Revenue, Output, Growth and Pricing by Market Tier 2011

Supplier Overview

Figure 3.2.2: Leading Market Segment Players by Revenue and Output 2011

Market Shares

Figure 3.2.3: Repair Coatings Estimated Market Share by Supplier – Chart (Top 15)

Market Breakdown by Industry

Figure 3.2.4: Product Market Breakdown by Industry

Figure 3.2.5: Repair Coatings Market Segment Leaders by Output 2011 (Tons)

Market Breakdown by Region

Figure 3.2.6: Repair Coatings Output Percentages by Region – Table and Chart

Market Segment Breakdown by Product Type

Figure 3.2.7: Repair Coatings Application Breakdown by Primer, Middle and Top Coat

Figure 3.2.8: Repair Coatings Applied Supplier Breakdown by Primer, Middle and Top Coat Products

Figure 3.2.9: Leading Suppliers' Output by Automotive Coatings Product Type (Sales 000s Tons)

Primer Market Breakdown

Figure 3.2.10: Total Market Breakdown by Primer Base – Water, Organic, Powder (Revenue and Output)

Figure 3.2.11: Primer Market Suppliers by Coating Base Type – Water, Organic, Powder

Figure 3.2.12: Primer Suppliers' Output by Primer Product Type

Middle Coat Market Breakdown

Figure 3.2.13: Total Market Breakdown by Middle Coat Base – Water, Organic, Powder (Revenue and Output)

Figure 3.2.14: Middle Coat Market Suppliers by Coating Base Type – Water, Organic, Powder (Tons)

Figure 3.2.15: Middle Coat Suppliers' Output by Primer Product Type

Top Coat Market Breakdown

Figure 3.2.16: Total Market Breakdown by Top Coat Base – Water, Organic, Powder (Revenue and Output)

Figure 3.2.17: Top Coat Market Suppliers by Coating Base Type – Water, Organic, Powder (Tons)

Figure 3.2.18: Top Coat Suppliers' Output by Primer Product Type
Market Shares Repair Coatings

Figure 3.2.19: Repair Coatings Leading Suppliers' Market Shares by Output ('000 Unit)

Figure 3.2.20: Repair Coatings Leading Suppliers' Market Shares by Revenue and Output (China Only)
Exports

Figure 3.2.21: Supplier's Domestic and International Market Sales Revenue ,Volume and Average Price
Channels

Figure 3.2.22: Repair Coatings Sales Penetration by Company Type

Figure 3.2.23: Repair Coatings Percentages Channel Player Sales by Company Type
Capacity Vs Output

Figure 3.2.24: Suppliers Sales Volume, Output and Capacity with Capacity Utilization Percentage

Factory Locations by Suppliers

Figure 3.2.25: Supplier's Factory Location with Capacity and Output

Figure 3.2.26: Companies Import Detail

Product Specifications and Price Comparison

Figure 3.2.27: Typical Products and Pricing-Primer Coatings

Figure 3.2.28: Typical Products and Pricing-Middle Coatings

Figure 3.2.29: Typical Products and Pricing-Topcoat Coatings

Projections

Figure 3.2.30: 2010 to 2016 Repair Coating Market Projections – Table – (Tons)

Figure 3.2.31: 2010 to 2016 Repair Coatings Market Projections – Chart

SUPPLIER PROFILES

CHANNEL PROFILES

LIST OF CONTACTS

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