

# A Profile of the Indian Paint Industry 5th Edition

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## Abstracts

### Market Drivers

India is the second largest paint market in Asia with an annual demand of over two million tonnes;

The Indian paint industry has been growing constantly over the last decade. Growth has been consistent with the GDP growth rate and in some years even higher;

Decorative coatings dominate the industry and account for approximately 77% of the market;

Automotive paints dominate the industrial segment, followed by high performance protective paints and powder coatings;

Construction remains the key growth sector and is driving demand for decorative and protective coatings. The sector accounts for nearly 45% of the total national investment in infrastructure and the trend is expected to continue in the future;

The Indian paint industry has been historically polarised into the large organised and the smaller unorganised sectors. The organised sector accounts for approximately 65% of the market, and with more global companies, it is gaining increasing share at the expense of the unorganised players;

Many companies are expanding their operations in India. However the rapid growth of the paint industry and the lack of a clear legislation are causing environmental concerns.

The study concludes with a detailed market forecast to 2016.

The research for this study was undertaken between April and June 2012 and is taken from a combination of interviews with senior executives in the Indian paint and coatings industry and newly-available published statistics as well as end-users.

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