

# The 2023 Report on Architectural Coatings: World Market Segmentation by City

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## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of architectural coatings as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Akzo Nobel, Asian Paints, Axalta Coating Systems, BASF, Beckers Speciality Corporation, Benjamin Moore, Berger Paints, Brillux GmbH & Company, Carpoly Chemical Group Company, Cloverdale Paint, Colorado Commercial & Residential Painting, Cromology (Formerly Materis Paints), Daw, Diamond-Vogel Paint Company, DuluxGroup, DuPont, Fujikura Kasei Company, Guangdong Maydos Building Materials Company, Ltd., Hempel, H-I-S Coatings and Paint Manufacturing Company, IFS Coatings, Jotun, Kansai Paint Company, KEIM Mineral Coatings of America, Inc., Kelly-Moore Paints, Lanco Paints, Masco, Midwest Industrial Coatings, Nippon Paint Holdings Company, NIPSEA GROUP, Pintuco, PPG Industries, RPM International, Sto, Sumter Coatings, The Sherwin-Williams Company, and Tikkurila. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not

adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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