

# Paint Industry In India (2012-15)

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## Abstracts

### Executive summary

India's strong economic growth has propelled the paint industry to double-digit growth over the past few years and has made it Asia Pacific's fastest growing paint market. Despite fast growth, India's per capita paint consumption is still abysmally low at ~2kg/year. Due to increased Government funding for infrastructure, demand for paints both in industrial and decorative segment is set to rise, thereby rendering Indian paint industry to be poised for further growth.

Nearly ~65% of the paint market is organized. The organized market is highly concentrated and a classic example of an oligopoly, where entry barriers are high and the 'top-5' players capture most of the market, while the unorganized market is highly fragmented with over 2,000 players.

### Trends in the Industry

Perception Change from Aesthetic to Protective Coating

Focus on Research and Development

Launch of Various Innovative Product Offerings

Increased Thrust on Brand Creation and Distribution

Water Based Paints Substituting Lower End Paints

Tinting Systems a Trend Now

The industry size for paints is estimated at US\$ 5.29 billion. The industry's apex body, Indian Paint Association (IPA), expects the industry to reach the level of US\$ 18.18 billion by 2020. With the increasing urbanization, easy availability of credit, and a concurrent growth in construction, automobile and consumer durable segments, the domestic paint industry is poised to grow steadily in the coming years.

### **Scope of the report**

Indian Paint Industry at a glance

Emerging trends in the industry

Demand Supply scenario encompassing domestic production and import numbers and projections

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players , Financials and their SWOT Analysis

Forecasts

### **Reasons to buy**

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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