

Growth Opportunities in Global Green Coatings Market 2015-2020: Trend, Forecast, and Opportunity Analysis, January 2016

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Abstracts

According to a new market report published by Lucintel, the future of the global green coatings market looks good with opportunities in the architectural, automotive, industrial, wood, and packaging coatings. The global green coatings market is forecast to grow at a CAGR of 5.1% from 2015 to 2020. The major drivers of growth for this market are growth in end-use industries, stringent environmental regulations, and growing awareness towards volatile organic compounds (VOC) emissions.

In this market, water-based and powder coatings are the major coating types used in the architectural, industrial, automotive, wood, and packaging industries. Lucintel predicts that the demand for water-based coatings is expected to witness the highest growth supported by government regulatory support, increasing awareness, and growth in applications for waterborne coatings globally. On the basis of its comprehensive research, Lucintel forecasts that the architectural coatings segment is expected to depict an above average growth during the forecast period. Increase in global infrastructure spending, particularly for residential and commercial sectors, is expected to spur growth for this segment over the forecast period.

Asia Pacific is expected to witness highest growth and will remain the largest market during the forecast period supported by growth of end use industries and increasing awareness about the benefits of green coatings.

For market expansion, the report suggests innovation and new product development, where the unique characteristics of green coatings can be capitalized. Some of the innovation areas in the green coatings could be in the areas of curing time and volatile organic compounds emission. The emerging trends, which have a direct impact on the

dynamics of the industry, include the increasing use of ultraviolet curing coating, and use of plant-based sources to develop wood coatings. AkzoNobel NV., BASF, Axalta Coating System, PPG Industries, Sherwin-Williams Company, and Valspar Corporation are the major suppliers of the green coating. Some companies are opting for merger and acquisition as strategic initiatives for driving growth.

Lucintel, a leading global strategic consulting and market research firm, has analyzed the green coatings market by coating type, application type, and region, and has come up with a comprehensive research report, "Growth Opportunities in Global Green Coatings Market 2015-2020: Trend, Forecast, and Opportunity Analysis". The Lucintel report serves as a springboard for growth strategy, as it provides a comprehensive data and analysis on trends, key drivers, and directions. The study includes a forecast for green coatings through 2020, segmented by coating type, application type, and region as follows:

By coating type (volume (B lbs) and \$B shipment for 2009 - 2020):

Water-based coatings

Powder coatings

High-solids coatings

Radiation-cured coatings

By application type (volume (B lbs) and \$B shipment for 2009 - 2020):

Architectural coatings

Industrial coatings

Automotive coatings

Wood coatings

Packaging coatings

Other coatings

By region (volume (B lbs) and \$B shipment for 2009 - 2020):

North America

Europe

Asia Pacific

Rest of the World

This report answers following 11 key questions:

- Q.1. What are some of the potential, high-growth opportunities for coatings in the green coatings industry by type, application, and region?
- Q.2. Which segments will grow at a faster pace and why?
- Q.3. Which regions will grow at a faster pace and why?
- Q.4. What are the key factors affecting market dynamics? What are the drivers, challenges, and business risks in this market?
- Q.5. What are the business risks and competitive threats to the market?
- Q.6. What are the emerging trends in this market and reasons behind them?
- Q.7. What are some of the changing requirements and demands of customers in the market?
- Q.8. What are some of the new products in the market and which companies are leading these developments?
- Q.9. Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?
- Q.10. What are some of the competing products in this area, and how great a threat do they pose for loss of market through product substitution?
- Q.11. What M & A activity has occurred in the last 1- 2 years and describe its impact?

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "Growth Opportunities in Global Green Coatings Market 2015-2020: Trend, Forecast, and Opportunity Analysis" include:

Market size estimates: Global green coatings market size estimation in terms of volume (B lbs) and value (\$ Bil) shipment.

Trend and forecast analysis: Global green coatings market trend (2009-2014) and forecast (2015-2020) by region and segments.

Segmentation analysis: Global green coatings market size by various coating types such as radiation - cured coatings, water - based coatings, powder coatings, and high-solid coatings in terms of volume and value shipment.

Regional analysis: Global green coatings market breakdown by key regions such as North America, Europe, Asia Pacific, and Rest of World.

Growth opportunities: Analysis on growth opportunities in different applications and regions.

Strategic analysis: This includes M&A, new product development, competitive landscape, and expansion strategies of global green coatings suppliers.

Emerging applications: Emerging applications of global green coatings in various markets.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

Contents

1. EXECUTIVE SUMMARY

2. INDUSTRY BACKGROUND AND CLASSIFICATIONS

2.1: Introduction

- 2.1.1: Applications of Global Green Coatings Market
- 2.1.2: Classification of Global Green Coatings Market by Formulation Type
- 2.1.3: Advantages of Green Coating Usage
- 2.1.4: Difficulties in Green Coating Usage
- 2.1.5: Comparison of Green Coatings with Substitutes

2.2: Supply Chain

3. MARKET TREND AND FORECAST ANALYSIS

3.1: Market Analysis 2014

- 3.1.1: Global Green Coatings Market by Value and Volume
- 3.1.2: Regional Market for Green Coating Market by Value and Volume
- 3.1.3: Green Coatings Consumption by Country

3.2: Market Trend 2009-2014

- 3.2.1: Macroeconomic Trends
- 3.2.2: Trend of Global Green Coatings Market by Value and Volume
- 3.2.3: Trend of North American Green Coating Market by Value and Volume
- 3.2.4: Trend of European Green Coating Market by Value and Volume
- 3.2.5: Trend of APAC Green Coating Market by Value and Volume
- 3.2.6: Trend of ROW Green Coating Market by Value and Volume
- 3.2.7: External Forces Shaping Global Green Coatings Market
- 3.2.8: Industry Drivers and Challenges

3.3: Market Forecast 2015-2020

- 3.3.1: Macroeconomic Forecasts
- 3.3.2: Forecast for Global Green Coatings Market by Value and Volume
- 3.3.3: Forecast for North American Green Coating Market by Value and Volume
- 3.3.4: Forecast for European Green Coating Market by Value and Volume
- 3.3.5: Forecast for the APAC Green Coatings Market by Value and Volume
- 3.3.6: Forecast for the ROW Green Coatings Market by Value and Volume

4. COMPETITOR ANALYSIS

- 4.1: Product Portfolio Analysis
- 4.2: Market Share Analysis
- 4.3: Geographical Reach
- 4.4: Operational Integration
- 4.5: Growth Leadership Analysis
- 4.6: Porter's Five Forces Analysis

5. GROWTH OPPORTUNITY & STRATEGIC ANALYSIS

- 5.1: Growth Opportunities Analysis
 - 5.1.1: Growth Opportunities for the Global Green Coatings Market by Region
 - 5.1.2: Growth Opportunities for the Global Green Coatings Market by Coating Type
 - 5.1.3: Growth Opportunities for Global Green Coatings Market by Application Type
 - 5.1.4: Innovations in Global Green Coatings Market
- 5.2: Emerging Trends for the Global Green Coatings Market
 - 5.2.1: New Product Development
 - 5.2.2: Expansion Strategy
- 5.3: Opportunities for Global Green Coatings Market across the Globe
 - 5.3.1: Product-Market Growth Strategy for Global Green Coatings Market
- 5.4: Mergers and Acquisitions in Global Green Coatings Market

6. COMPANY PROFILES OF LEADING PLAYERS

List Of Figures

LIST OF FIGURES

CHAPTER 2. INDUSTRY BACKGROUND AND CLASSIFICATIONS

Figure 2.1: Green Coatings in Architectural Applications

Figure 2.2: Green Coatings in Automotive Application

Figure 2.3: Green Coatings in Industrial Applications

Figure 2.4: Green Coatings in Packaging Applications

Figure 2.5: Green Coatings in Wood Applications

Figure 2.6: Green Coatings in Others Applications

Figure 2.7: Supply Chain of the Global Green Coatings Market

CHAPTER 3. MARKET TREND AND FORECAST ANALYSIS

Figure 3.1: The Global Green Coatings Market (\$ Billion) Distribution by Coating Type in 2014

Figure 3.2: The Global Green Coatings Market (\$ Billion) by Coating Type in 2014

Figure 3.3: The Global Green Coatings Market (Billion Pounds) Distribution by Coating Type in 2014

Figure 3.4: The Global Green Coatings Market (Billion Pounds) by Coating Type in 2014

Figure 3.5: The Global Green Coatings Market (\$ Billion) Distribution by Application Type in 2014

Figure 3.6: The Global Green Coatings Market (\$ Billion) by Application Type in 2014

Figure 3.7: The Global Green Coatings Market (Billion Pounds) Distribution by Application Type in 2014

Figure 3.8: The Global Green Coatings Market (Billion Pounds) by Application Type in 2014

Figure 3.9: The Global Green Coatings Market (\$ Billion) Distribution by Region in 2014

Figure 3.10: The Global Green Coatings Market (\$ Billion) Distribution by Region in 2014

Figure 3.11: The Global Green Coatings Market (Billion Pounds) Distribution by Region in 2014

Figure 3.12: The Global Green Coatings Market (Billion Pounds) Distribution by Region in 2014

Figure 3.13: The Global Green Coatings Market (Billion Pounds) Distribution by Country in 2014

Figure 3.14: The Global Green Coatings Consumption (Billion Pounds) by Leading 11

Countries in 2014

Figure 3.15: The Global Green Coatings Consumption (\$ Billion) by Leading 11

Countries in 2014

Figure 3.16: Trend of Global GDP Growth Rate

Figure 3.17: Trend of Global Population Growth Rate

Figure 3.18: Trend of Regional GDP Growth Rate

Figure 3.19: Trend of Regional Population Growth Rate

Figure 3.20: Trend of Regional Per Capita Income

Figure 3.21: Trends of the Global Green Coatings Market (\$ Billion) by Coating Type from 2009 to 2014

Figure 3.22: CAGR of the Global Green Coatings Market (\$ Billion) by Coating Type from 2009 to 2014

Figure 3.23: Trends of the Global Green Coatings Market (Billion Pounds) by Coating Type from 2009 to 2014

Figure 3.24: CAGR of the Global Green Coatings Market (Billion Pounds) by Coating Type from 2009 to 2014

Figure 3.25: Trends of the Global Green Coatings Market (\$ Billion) by Application Type from 2009 to 2014

Figure 3.26: CAGR of the Global Green Coatings Market (\$ Billion) by Application Type from 2009 to 2014

Figure 3.27: Trends of the Global Green Coatings Market (Billion Pounds) by Application Type from 2009 to 2014

Figure 3.28: CAGR of Global Green Coatings Market (Billion Pounds) by Application Type from 2009 to 2014

Figure 3.29: Trend of North American Green Coating Market Segments by Value and Volume from 2009 to 2014

Figure 3.30: Distribution of Green Coating Consumption in North American Countries in 2014

Figure 3.31: Green Coating Consumption (Billion Pounds) in North American Countries in 2014

Figure 3.32: Green Coating Consumption (\$ Billion) in North American Countries in 2014

Figure 3.33: Trend of European Green Coating Market by Value and Volume from 2009 to 2014

Figure 3.34: Distribution of Green Coating Consumption in European Countries in 2014

Figure 3.35: Green Coating Consumption (Billion Pounds) in European Countries in 2014

Figure 3.36: Green Coating Consumption (\$ Billion) in European Countries in 2014

Figure 3.37: Trend of APAC Green Coating Market by Value and Volume from 2009 to

2014

Figure 3.38: Distribution of Green Coating Consumption in APAC Countries in 2014

Figure 3.39: Green Coating Consumption (Billion Pounds) in APAC Countries in 2014

Figure 3.40: Green Coating Consumption (\$ Billion) in APAC Countries in 2014

Figure 3.41: Trend of ROW Green Coating Market by Value and Volume from 2009 to 2014

Figure 3.42: Distribution of Green Coating Consumption in ROW Countries in 2014

Figure 3.43: Green Coating Consumption (Billion Pounds) in ROW Countries in 2014

Figure 3.44: Green Coating Consumption (\$ Billion) of ROW Countries in 2014

Figure 3.45: External Forces Shaping Green Coating Market

Figure 3.46: Drivers and Challenges of the Global Green Coatings Market

Figure 3.47: Forecast of Global GDP Growth Rate

Figure 3.48: Forecast of Global Population Growth Rate

Figure 3.49: Forecast of Regional GDP Growth Rate

Figure 3.50: Forecast of Regional Population Growth Rate

Figure 3.51: Forecast of Regional Per Capita Income

Figure 3.52: Forecast for the Global Green Coatings Market (\$ Billion) by Coatings Type from 2015 to 2020

Figure 3.53: Forecast for the Global Green Coatings Market (Billion Pounds) by Coatings Type from 2015 to 2020

Figure 3.54: Forecast for the Global Green Coatings Market (\$ Billion) by Application Type from 2015 to 2020

Figure 3.55: Forecast for Global Green Coatings Market (Billion Pounds) by Application Type from 2015 to 2020

Figure 3.56: Forecast for the North American Green Coatings Market by Value and Value from 2015 to 2020

Figure 3.57: Forecast for the European Green Coatings Market by Value and Volume from 2015 to 2020

Figure 3.58: Forecast for the APAC Green Coatings Market by Value and Volume from 2015 to 2020

Figure 3.59: Forecast for the ROW Green Coatings Market by Value and Volume from 2015 to 2020

CHAPTER 4. COMPETITOR ANALYSIS

Figure 4.1: Market Share Analysis of Green Coating Manufacturers in 2014

Figure 4.2: Major Green Coatings Manufacturers

Figure 4.3: Growth Leadership Matrix in the Global Green Coatings Market

Figure 4.4: Porter's Five Forces Market Analysis for the Global Green Coatings Market

CHAPTER 5. GROWTH OPPORTUNITY & STRATEGIC ANALYSIS

Figure 5.1: Growth Opportunities for the Global Green Coatings Market by Region

Figure 5.2: Growth Opportunities for the Global Green Coatings Market by Coating Type

Figure 5.3: Growth Opportunities for the Global Green Coatings Market by Application Type

List Of Tables

LIST OF TABLES

CHAPTER 1. EXECUTIVE SUMMARY

Table 1.1: Global Green Coatings Market Parameters and Attributes

CHAPTER 2. INDUSTRY BACKGROUND AND CLASSIFICATIONS

Table 2.1: Comparison of Green Coating Types

Table 2.2: Advantages and Disadvantages of Water-Based Coatings

Table 2.3: Advantages and Disadvantages of Powder Coatings

Table 2.4: Advantages and Disadvantages of High-Solid Coatings

Table 2.5: Advantages and Disadvantages of Radiation-Cured Coatings

CHAPTER 3. MARKET TREND AND FORECAST ANALYSIS

Table 3.1: Ranking of Top 11 Countries of World in Terms of Green Coatings Market (by Volume in 2014)

Table 3.2: Trends of the Global Green Coatings Market by Value and Volume from 2009 to 2014

Table 3.3: Average Growth Rates for One, Three, and Five Years for the Global Green Coatings Market in Terms of \$ Shipment

Table 3.4: Market Size and 2013-2014 Growth Rates for the Global Green Coatings Market by Coating Type in Terms of Value and Volume Shipments

Table 3.5: Market Size and Annual Growth Rates during Last Five Years (2009-2014) for the Global Green Coatings Market by Segment in Terms of Value and Volume Shipments

Table 3.6: Market Size and 2013-2014 Growth Rates for the Global Green Coatings Market by Application Type in Terms of Value and Volume Shipments

Table 3.7: Market Size and Annual Growth Rates during Last Five Years (2009-2014) for the Global Green Coatings Market by Application Type in Terms of Value and Volume Shipments

Table 3.8: Trend of the North American Green Coatings Market by Value and Volume from 2009 to 2014

Table 3.9: Average Growth Rates for One, Three, and Five Years for the North American Green Coatings Market in Terms of \$ Shipment

Table 3.10: Trend of the European Green Coatings Market by Value and Volume from

2009 to 2014

Table 3.11: Average Growth Rates for One, Three, and Five Years for the European Green Coatings Market in Terms of \$ Shipment

Table 3.12: Trend of the APAC Green Coatings Market by Value and Volume from 2009 to 2014

Table 3.13: Average Growth Rates for One, Three, and Five Years for the APAC Green Coating Market in Terms of \$ Shipment

Table 3.14: Trend of ROW Green Coating Market by Value and Volume from 2009 to 2014

Table 3.15: Average Growth Rates for One, Three, and Five Years for ROW Green Coating Market in Terms of \$ Shipment

Table 3.16: Forecast for the Global Green Coatings Market by Value and Volume from 2015 to 2020

Table 3.17: Average Growth Rates for One, Three, and Five Years for the Global Green Coatings Market in Terms of \$ Shipment

Table 3.18: Market Size and 2014-2015 Growth Rates for the Global Green Coatings Market by Coating Type in Terms of Value and Volume Shipments

Table 3.19: Market Size and Annual Growth Rates during Next Five Years from 2015 to 2020 for the Global Green Coatings Market by Coating Type in Terms of Value and Volume Shipments

Table 3.20: Market Size and 2014-2015 Growth Rates for the Global Green Coatings Market by Application Type in Terms of Value and Volume Shipments

Table 3.21: Market Size and Annual Growth Rates during Next Five Years from 2015 to 2020 for the Global Green Coatings Market by Application Type in Terms of Value and Volume Shipments

Table 3.22: Forecast for the North American Green Coatings Market by Value and Volume from 2015 to 2020

Table 3.23: Average Growth Rates for One, Three, and Five Years for North American Green Coatings Market in Terms of \$ Shipment

Table 3.24: Forecast for the European Green Coatings Market by Value and Volume from 2015 to 2020

Table 3.25: Average Growth Rates for One, Three, and Five Years for the European Green Coatings Market in Terms of \$ Shipment

Table 3.26: Forecast for the APAC Green Coatings Market by Value and Volume from 2015 to 2020

Table 3.27: Average Growth Rates for One, Three, and Five Years for the APAC Green Coatings Market in Terms of \$ Shipment

Table 3.28: Forecast for the ROW Green Coatings Market by Value and Volume from 2015 to 2020

Table 3.29: Average Growth Rates for One, Three, and Five Years for the ROW Green Coatings Market in Terms of \$ Shipment

CHAPTER 4. COMPETITOR ANALYSIS

Table 4.1: Product Mapping of Green Coating Manufacturers Based on Coating Types

Table 4.2: Product Mapping of Green Coating Manufacturers Based on Application Types

Table 4.2: Market Share of Green Coating Manufacturers in 2014

Table 4.3: Relative Presence of Green Coating Manufacturers across the Value Chain

CHAPTER 5. GROWTH OPPORTUNITY & STRATEGIC ANALYSIS

Table 5.1: Relative Market Attractiveness by Region

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