

2015-2027 Global Titaniumoxide Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

https://marketpublishers.com/r/27683DB3356EEN.html

Date: March 2020 Pages: 101 Price: US\$ 3,460.00 (Single User License) ID: 27683DB3356EEN

Abstracts

The worldwide market for Titaniumoxide is estimated to grow at a CAGR of roughly X.X% in the next 8 years, and will reach X.X million US\$ in 2027, from X.X million US\$ in 2020.

The report covers market size status and forecast, value chain analysis, market segmentation of Top countries in Major Regions, such as North America, Europe, Asia-Pacific, Latin America and Middle East & Africa, by type, application and marketing channel. In addition, the report focuses on the driving factors, restraints, opportunities and PEST analysis of major regions.

Major Companies Covered Henan Billions Chemicals Evonik Industries AG Guangdong Huiyun Titanium Industry Corporation Huntsman International LLC The National Titanium Dioxide Company The Chemours Company Jiangsu Taibai Group Kronos Worldwide Tronox Limited CNNC Hua Yuan Titanium Dioxide

Major Types Covered Industrial Grade Cosmetic Grade



Major Applications Covered Paints and Coatings Paper Plastics Cosmetics

Top Countries Data Covered in This Report **United States** Canada Germany UK France Italy Spain Russia Netherlands Turkey Switzerland Sweden Poland Belgium China Japan South Korea Australia India Taiwan Indonesia Thailand Philippines Malaysia Brazil Mexico Argentina Columbia Chile Saudi Arabia UAE



Egypt Nigeria South Africa

Years considered for this report: Historical Years: 2015-2019 Base Year: 2019 Estimated Year: 2020 Forecast Period: 2020-2027



Contents

1 INTRODUCTION

- 1.1 Objective of the Study
- 1.2 Definition of the Market
- 1.3 Market Scope
- 1.3.1 Market Segment by Type, Application and Marketing Channel
- 1.3.2 Major Regions Covered (North America, Europe, Asia Pacific, Mid East & Africa)
- 1.4 Years Considered for the Study (2015-2027)
- 1.5 Currency Considered (U.S. Dollar)
- 1.6 Stakeholders

2 KEY FINDINGS OF THE STUDY

3 MARKET DYNAMICS

- 3.1 Driving Factors for this Market
- 3.2 Factors Challenging the Market
- 3.3 Opportunities of the Global Titaniumoxide Market (Regions, Growing/Emerging
- Downstream Market Analysis)
- 3.4 Technological and Market Developments in the Titaniumoxide Market
- 3.5 Industry News by Region
- 3.6 Regulatory Scenario by Region/Country
- 3.7 Market Investment Scenario Strategic Recommendations Analysis

4 VALUE CHAIN OF THE TITANIUMOXIDE MARKET

- 4.1 Value Chain Status
- 4.2 Upstream Raw Material Analysis
- 4.3 Midstream Major Company Analysis (by Manufacturing Base, by Product Type)
- 4.4 Distributors/Traders
- 4.5 Downstream Major Customer Analysis (by Region)

5 GLOBAL TITANIUMOXIDE MARKET-SEGMENTATION BY TYPE

- 5.1 Industrial Grade
- 5.2 Cosmetic Grade



6 GLOBAL TITANIUMOXIDE MARKET-SEGMENTATION BY APPLICATION

- 6.1 Paints and Coatings
- 6.2 Paper
- 6.3 Plastics
- 6.4 Cosmetics

7 GLOBAL TITANIUMOXIDE MARKET-SEGMENTATION BY MARKETING CHANNEL

- 7.1 Traditional Marketing Channel (Offline)
- 7.2 Online Channel

8 COMPETITIVE INTELLIGENCE – COMPANY PROFILES

- 8.1 Henan Billions Chemicals
- 8.1.1 Henan Billions Chemicals Profile
- 8.1.2 Henan Billions Chemicals Sales, Growth Rate and Global Market Share from 2015-2020
- 8.1.3 Henan Billions Chemicals Product/Solution Launches and Enhancements Analysis
- 8.1.4 Henan Billions Chemicals Business Overview/Recent Development/Acquisitions 8.2 Evonik Industries AG
- 8.2.1 Evonik Industries AG Profile
- 8.2.2 Evonik Industries AG Sales, Growth Rate and Global Market Share from 2015-2020
 - 8.2.3 Evonik Industries AG Product/Solution Launches and Enhancements Analysis
- 8.2.4 Evonik Industries AG Business Overview/Recent Development/Acquisitions
- 8.3 Guangdong Huiyun Titanium Industry Corporation
- 8.3.1 Guangdong Huiyun Titanium Industry Corporation Profile
- 8.3.2 Guangdong Huiyun Titanium Industry Corporation Sales, Growth Rate and Global Market Share from 2015-2020
- 8.3.3 Guangdong Huiyun Titanium Industry Corporation Product/Solution Launches and Enhancements Analysis
- 8.3.4 Guangdong Huiyun Titanium Industry Corporation Business Overview/Recent Development/Acquisitions
- 8.4 Huntsman International LLC
- 8.4.1 Huntsman International LLC Profile
- 8.4.2 Huntsman International LLC Sales, Growth Rate and Global Market Share from



2015-2020

8.4.3 Huntsman International LLC Product/Solution Launches and Enhancements Analysis

8.4.4 Huntsman International LLC Business Overview/Recent

Development/Acquisitions

8.5 The National Titanium Dioxide Company

8.5.1 The National Titanium Dioxide Company Profile

8.5.2 The National Titanium Dioxide Company Sales, Growth Rate and Global Market Share from 2015-2020

8.5.3 The National Titanium Dioxide Company Product/Solution Launches and Enhancements Analysis

8.5.4 The National Titanium Dioxide Company Business Overview/Recent Development/Acquisitions

8.6 The Chemours Company

8.6.1 The Chemours Company Profile

8.6.2 The Chemours Company Sales, Growth Rate and Global Market Share from 2015-2020

8.6.3 The Chemours Company Product/Solution Launches and Enhancements Analysis

8.6.4 The Chemours Company Business Overview/Recent Development/Acquisitions 8.7 Jiangsu Taibai Group

8.7.1 Jiangsu Taibai Group Profile

8.7.2 Jiangsu Taibai Group Sales, Growth Rate and Global Market Share from 2015-2020

8.7.3 Jiangsu Taibai Group Product/Solution Launches and Enhancements Analysis

8.7.4 Jiangsu Taibai Group Business Overview/Recent Development/Acquisitions 8.8 Kronos Worldwide

8.8.1 Kronos Worldwide Profile

8.8.2 Kronos Worldwide Sales, Growth Rate and Global Market Share from 2015-2020

8.8.3 Kronos Worldwide Product/Solution Launches and Enhancements Analysis

8.8.4 Kronos Worldwide Business Overview/Recent Development/Acquisitions

8.9 Tronox Limited

8.9.1 Tronox Limited Profile

8.9.2 Tronox Limited Sales, Growth Rate and Global Market Share from 2015-2020

8.9.3 Tronox Limited Product/Solution Launches and Enhancements Analysis

8.9.4 Tronox Limited Business Overview/Recent Development/Acquisitions

8.10 CNNC Hua Yuan Titanium Dioxide

8.10.1 CNNC Hua Yuan Titanium Dioxide Profile

8.10.2 CNNC Hua Yuan Titanium Dioxide Sales, Growth Rate and Global Market



Share from 2015-2020

8.10.3 CNNC Hua Yuan Titanium Dioxide Product/Solution Launches and Enhancements Analysis

8.10.4 CNNC Hua Yuan Titanium Dioxide Business Overview/Recent Development/Acquisitions

9 GLOBAL TITANIUMOXIDE MARKET-SEGMENTATION BY GEOGRAPHY

10 NORTH AMERICA

10.1 North America Titaniumoxide Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

10.2 North America Titaniumoxide Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

10.3 North America Titaniumoxide Production Analysis from 2015-2020

10.4 North America Titaniumoxide Consumption Analysis from 2015-2020

10.5 North America Titaniumoxide Import and Export from 2015-2020

10.6 North America Titaniumoxide Value, Production and Market Share by Type (2015-2020)

10.7 North America Titaniumoxide Consumption, Value and Market Share by Application (2015-2020)

10.8 North America Titaniumoxide by Country (United States, Canada)

10.8.1 North America Titaniumoxide Sales by Country (2015-2020)

10.8.2 North America Titaniumoxide Consumption Value by Country (2015-2020)

10.9 North America Titaniumoxide Market PEST Analysis

11 EUROPE

11.1 Europe Titaniumoxide Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

11.2 Europe Titaniumoxide Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

11.3 Europe Titaniumoxide Production Analysis from 2015-2020

11.4 Europe Titaniumoxide Consumption Analysis from 2015-2020

11.5 Europe Titaniumoxide Import and Export from 2015-2020

11.6 Europe Titaniumoxide Value, Production and Market Share by Type (2015-2020)

11.7 Europe Titaniumoxide Consumption, Value and Market Share by Application (2015-2020)

11.8 Europe Titaniumoxide by Country (Germany, UK, France, Italy, Spain, Russia,



Netherlands, Turkey, Switzerland, Sweden, Poland, Belgium)

- 11.8.1 Europe Titaniumoxide Sales by Country (2015-2020)
- 11.8.2 Europe Titaniumoxide Consumption Value by Country (2015-2020)

11.9 Europe Titaniumoxide Market PEST Analysis

12 ASIA-PACIFIC

12.1 Asia-Pacific Titaniumoxide Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

12.2 Asia-Pacific Titaniumoxide Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

12.3 Asia-Pacific Titaniumoxide Production Analysis from 2015-2020

12.4 Asia-Pacific Titaniumoxide Consumption Analysis from 2015-2020

12.5 Asia-Pacific Titaniumoxide Import and Export from 2015-2020

12.6 Asia-Pacific Titaniumoxide Value, Production and Market Share by Type (2015-2020)

12.7 Asia-Pacific Titaniumoxide Consumption, Value and Market Share by Application (2015-2020)

12.8 Asia-Pacific Titaniumoxide by Country (China, Japan, South Korea, Australia, India, Taiwan, Indonesia, Thailand, Philippines, Malaysia)

12.8.1 Asia-Pacific Titaniumoxide Sales by Country (2015-2020)

12.8.2 Asia-Pacific Titaniumoxide Consumption Value by Country (2015-2020)

12.9 Asia-Pacific Titaniumoxide Market PEST Analysis

13 LATIN AMERICA

13.1 Latin America Titaniumoxide Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

13.2 Latin America Titaniumoxide Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

13.3 Latin America Titaniumoxide Production Analysis from 2015-2020

13.4 Latin America Titaniumoxide Consumption Analysis from 2015-2020

13.5 Latin America Titaniumoxide Import and Export from 2015-2020

13.6 Latin America Titaniumoxide Value, Production and Market Share by Type (2015-2020)

13.7 Latin America Titaniumoxide Consumption, Value and Market Share by Application (2015-2020)

13.8 Latin America Titaniumoxide by Country (Brazil, Mexico, Argentina, Columbia, Chile)



13.8.1 Latin America Titaniumoxide Sales by Country (2015-2020)

13.8.2 Latin America Titaniumoxide Consumption Value by Country (2015-2020)

13.9 Latin America Titaniumoxide Market PEST Analysis

14 MIDDLE EAST & AFRICA

14.1 Middle East & Africa Titaniumoxide Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

14.2 Middle East & Africa Titaniumoxide Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

14.3 Middle East & Africa Titaniumoxide Production Analysis from 2015-2020

14.4 Middle East & Africa Titaniumoxide Consumption Analysis from 2015-2020

14.5 Middle East & Africa Titaniumoxide Import and Export from 2015-2020

14.6 Middle East & Africa Titaniumoxide Value, Production and Market Share by Type (2015-2020)

14.7 Middle East & Africa Titaniumoxide Consumption, Value and Market Share by Application (2015-2020)

14.8 Middle East & Africa Titaniumoxide by Country (Saudi Arabia, UAE, Egypt, Nigeria, South Africa)

14.8.1 Middle East & Africa Titaniumoxide Sales by Country (2015-2020)

14.8.2 Middle East & Africa Titaniumoxide Consumption Value by Country (2015-2020)

14.9 Middle East & Africa Titaniumoxide Market PEST Analysis

15 FUTURE FORECAST OF THE GLOBAL TITANIUMOXIDE MARKET FROM 2020-2027

15.1 Future Forecast of the Global Titaniumoxide Market from 2020-2027 Segment by Region

15.2 Global Titaniumoxide Production and Growth Rate Forecast by Type (2020-2027)15.3 Global Titaniumoxide Consumption and Growth Rate Forecast by Application (2020-2027)

16 APPENDIX

16.1 Methodology16.2 Research Data Source



List Of Tables

LIST OF TABLES AND FIGURES

Global Titaniumoxide Market Value (\$) and Growth Rate of Titaniumoxide from 2015-2027 Global Titaniumoxide Production and Growth Rate Segment by Product Type from 2015-2027 Global Titaniumoxide Consumption and Growth Rate Segment by Application from 2015-2027 **Figure Titaniumoxide Picture** Table Product Specifications of Titaniumoxide Table Driving Factors for this Market Table Industry News of Titaniumoxide Market Figure Value Chain Status of Titaniumoxide Table Midstream Major Company Analysis (by Manufacturing Base, by Product Type) Table Distributors/Traders Table Downstream Major Customer Analysis (by Region, by Preference) Table Global Titaniumoxide Production and Growth Rate Segment by Product Type from 2015-2020 Table Global Titaniumoxide Value (\$) and Growth Rate Segment by Product Type from 2015-2020 Figure Industrial Grade of Titaniumoxide Figure Cosmetic Grade of Titaniumoxide Table Global Titaniumoxide Consumption and Growth Rate Segment by Application from 2015-2020 Table Global Titaniumoxide Value (\$) and Growth Rate Segment by Application from 2015-2020 Figure Paints and Coatings of Titaniumoxide Figure Paper of Titaniumoxide Figure Plastics of Titaniumoxide Figure Cosmetics of Titaniumoxide Table Global Titaniumoxide Consumption and Growth Rate Segment by Marketing Channel from 2015-2020 Table Global Titaniumoxide Value (\$) and Growth Rate Segment by Marketing Channel from 2015-2020 Figure Traditional Marketing Channel (Offline) of Titaniumoxide Figure Online Channel of Titaniumoxide Table Henan Billions Chemicals Profile (Company Name, Plants Distribution, Sales



Region)

Figure Henan Billions Chemicals Sales and Growth Rate from 2015-2020

Figure Henan Billions Chemicals Revenue (\$) and Global Market Share from 2015-2020 Table Henan Billions Chemicals Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table Evonik Industries AG Profile (Company Name, Plants Distribution, Sales Region) Figure Evonik Industries AG Sales and Growth Rate from 2015-2020

Figure Evonik Industries AG Revenue (\$) and Global Market Share from 2015-2020 Table Evonik Industries AG Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table Guangdong Huiyun Titanium Industry Corporation Profile (Company Name, Plants Distribution, Sales Region)

Figure Guangdong Huiyun Titanium Industry Corporation Sales and Growth Rate from 2015-2020

Figure Guangdong Huiyun Titanium Industry Corporation Revenue (\$) and Global Market Share from 2015-2020

Table Guangdong Huiyun Titanium Industry Corporation Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table Huntsman International LLC Profile (Company Name, Plants Distribution, Sales Region)

Figure Huntsman International LLC Sales and Growth Rate from 2015-2020

Figure Huntsman International LLC Revenue (\$) and Global Market Share from 2015-2020

Table Huntsman International LLC Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table The National Titanium Dioxide Company Profile (Company Name, Plants Distribution, Sales Region)

Figure The National Titanium Dioxide Company Sales and Growth Rate from 2015-2020

Figure The National Titanium Dioxide Company Revenue (\$) and Global Market Share from 2015-2020

Table The National Titanium Dioxide Company Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table The Chemours Company Profile (Company Name, Plants Distribution, Sales Region)

Figure The Chemours Company Sales and Growth Rate from 2015-2020

Figure The Chemours Company Revenue (\$) and Global Market Share from 2015-2020 Table The Chemours Company Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)



Table Jiangsu Taibai Group Profile (Company Name, Plants Distribution, Sales Region)Figure Jiangsu Taibai Group Sales and Growth Rate from 2015-2020

Figure Jiangsu Taibai Group Revenue (\$) and Global Market Share from 2015-2020 Table Jiangsu Taibai Group Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table Kronos Worldwide Profile (Company Name, Plants Distribution, Sales Region)Figure Kronos Worldwide Sales and Growth Rate from 2015-2020

Figure Kronos Worldwide Revenue (\$) and Global Market Share from 2015-2020 Table Kronos Worldwide Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table Tronox Limited Profile (Company Name, Plants Distribution, Sales Region)Figure Tronox Limited Sales and Growth Rate from 2015-2020

Figure Tronox Limited Revenue (\$) and Global Market Share from 2015-2020 Table Tronox Limited Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

Table CNNC Hua Yuan Titanium Dioxide Profile (Company Name, Plants Distribution, Sales Region)

Figure CNNC Hua Yuan Titanium Dioxide Sales and Growth Rate from 2015-2020 Figure CNNC Hua Yuan Titanium Dioxide Revenue (\$) and Global Market Share from 2015-2020

Table CNNC Hua Yuan Titanium Dioxide Titaniumoxide Sales, Price, Revenue, Gross Margin (2015-2020)

 Table Global Titaniumoxide Production Value (\$) by Region from 2015-2020

Table Global Titaniumoxide Production Value Share by Region from 2015-2020

Table Global Titaniumoxide Production by Region from 2015-2020

Table Global Titaniumoxide Consumption Value (\$) by Region from 2015-2020

Table Global Titaniumoxide Consumption by Region from 2015-2020

Table North America Titaniumoxide Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table North America Titaniumoxide Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table North America Titaniumoxide Import and Export from 2015-2020

Table North America Titaniumoxide Value (\$) by Type (2015-2020)

Table North America Titaniumoxide Production by Type (2015-2020)

Table North America Titaniumoxide Consumption by Application (2015-2020)

Table North America Titaniumoxide Consumption by Country (2015-2020)

 Table North America Titaniumoxide Consumption Value (\$) by Country (2015-2020)

Figure North America Titaniumoxide Market PEST Analysis

Table Europe Titaniumoxide Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020



Table Europe Titaniumoxide Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020 Table Europe Titaniumoxide Import and Export from 2015-2020 Table Europe Titaniumoxide Value (\$) by Type (2015-2020) Table Europe Titaniumoxide Production by Type (2015-2020) Table Europe Titaniumoxide Consumption by Application (2015-2020) Table Europe Titaniumoxide Consumption by Country (2015-2020) Table Europe Titaniumoxide Consumption Value (\$) by Country (2015-2020) Figure Europe Titaniumoxide Market PEST Analysis Table Asia-Pacific Titaniumoxide Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020 Table Asia-Pacific Titaniumoxide Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020 Table Asia-Pacific Titaniumoxide Import and Export from 2015-2020 Table Asia-Pacific Titaniumoxide Value (\$) by Type (2015-2020) Table Asia-Pacific Titaniumoxide Production by Type (2015-2020) Table Asia-Pacific Titaniumoxide Consumption by Application (2015-2020) Table Asia-Pacific Titaniumoxide Consumption by Country (2015-2020) Table Asia-Pacific Titaniumoxide Consumption Value (\$) by Country (2015-2020) Figure Asia-Pacific Titaniumoxide Market PEST Analysis Table Latin America Titaniumoxide Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020 Table Latin America Titaniumoxide Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020 Table Latin America Titaniumoxide Import and Export from 2015-2020 Table Latin America Titaniumoxide Value (\$) by Type (2015-2020) Table Latin America Titaniumoxide Production by Type (2015-2020) Table Latin America Titaniumoxide Consumption by Application (2015-2020) Table Latin America Titaniumoxide Consumption by Country (2015-2020) Table Latin America Titaniumoxide Consumption Value (\$) by Country (2015-2020) Figure Latin America Titaniumoxide Market PEST Analysis Table Middle East & Africa Titaniumoxide Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020 Table Middle East & Africa Titaniumoxide Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020 Table Middle East & Africa Titaniumoxide Import and Export from 2015-2020 Table Middle East & Africa Titaniumoxide Value (\$) by Type (2015-2020) Table Middle East & Africa Titaniumoxide Production by Type (2015-2020) Table Middle East & Africa Titaniumoxide Consumption by Application (2015-2020)



Table Middle East & Africa Titaniumoxide Consumption by Country (2015-2020) Table Middle East & Africa Titaniumoxide Consumption Value (\$) by Country (2015-2020)

Figure Middle East & Africa Titaniumoxide Market PEST Analysis

Table Global Titaniumoxide Value (\$) and Growth Rate Forecast by Region (2020-2027)

Table Global Titaniumoxide Production and Growth Rate Forecast by Region (2020-2027)

Table Global Titaniumoxide Consumption and Growth Rate Forecast by Region (2020-2027)

Table Global Titaniumoxide Production and Growth Rate Forecast by Type (2020-2027) Table Global Titaniumoxide Consumption and Growth Rate Forecast by Application (2020-2027)



I would like to order

 Product name: 2015-2027 Global Titaniumoxide Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region
 Product link: <u>https://marketpublishers.com/r/27683DB3356EEN.html</u>
 Price: US\$ 3,460.00 (Single User License / Electronic Delivery)
 If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/27683DB3356EEN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970



2015-2027 Global Titaniumoxide Industry Market Research Report, Segment by Player, Type, Application, Marketin...