

Anti-Graffiti Coatings Market by Vehicle Type (Water Based and Others), End Use Industry (Construction and Transportation), and Region (North America, South America, Europe, Asia Pacific, Middle East & Africa) - Global Forecast to 2023

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Abstracts

“The increasing use of anti-graffiti coatings and films in various applications to drive the market.”

The anti-graffiti coatings market study covers both anti-graffiti coatings and anti-graffiti films market. The combined market size of anti-graffiti coatings & films is estimated at USD 72 million in 2018 and is projected to reach USD 87 million by 2023, at a CAGR of 3.8%. The anti-graffiti coatings & films market is driven by the rising need for protection against graffiti or vandalism and growth in the construction and transportation industries. However, the high price of anti-graffiti coatings and films acts as the restraint for the market.

“The anti-graffiti coatings type segment is projected to register a higher CAGR during the forecast period.”

The anti-graffiti coatings segment is projected to witness the highest growth rate during the forecast period. Anti-graffiti coating is environmentally friendly and suitable for both porous and non-porous substrates. Additionally, it offers protection against graffiti vandalism for a longer duration. The rising demand for environment-friendly protective systems that provides long-term graffiti resistance is expected to make it the most widely used type.

“The market in the construction end-use industry to hold the largest share during the

forecast period.”

Anti-graffiti coatings and films are mainly used in two end-use industries, namely, construction and transportation. Construction is the dominant end-use industry of anti-graffiti coatings and films. This dominance is due to the wide use of anti-graffiti coatings and films in the commercial and residential construction insures to protect the substrates from the damage caused by graffiti vandalism. They are mostly used on infrastructure such as residential buildings, facades, windows, fences, offices, parking lots, subways, stations, historic buildings, and statues.

“North America is estimated to be fastest-growing anti-graffiti coatings & films market during the forecast period.”

North America is estimated to be the fastest-growing anti-graffiti coatings & films market, during the forecast period, due to the rising demand for protective coatings that offer resistance to graffiti from the construction and transportation industries in the region. Additionally, the growing construction and transportation industries are driving the anti-graffiti coatings & films market. The US is projected to be the fastest-growing market for anti-graffiti coatings & films in North America, followed by Canada. Europe is the second-fastest growing anti-graffiti coatings & films market. The growing governmental regulations regarding the use of environmentally-friendly coatings & films in the construction industry is expected to provide growth opportunities for the anti-graffiti coatings & films market in the region.

Extensive primary interviews were conducted to determine and verify the market size for several segments and sub-segments and information gathered through secondary research.

The breakup of primary interviews is given below:

By Company Type - Tier 1 – 50%, Tier 2 – 32%, and Tier 3 – 18%

By Designation - C level – 21%, Director Level – 23%, and Others – 56%

By Region - Asia Pacific– 33%, Europe – 28%, North America – 25%, South America – 9%, and the Middle East & Africa – 5%

The key players in the anti-graffiti coatings & films market are The Sherwin-Williams

Company (US), Evonik Industries (Germany), DuluxGroup (Australia), Axalta Coating Systems (US), Teknos Group (Finland), Merck Group (Germany), Rainguard (US), Wacker Chemie (Germany), 3M (US), Avery Dennison Corporation (US), Opalux (UK), Graffiti Shield (US), Hydron Protective Coatings (UK), and SEI Industrial Chemicals (US).

Research Coverage:

This research report categorizes the anti-graffiti coatings & films market on the basis of type, vehicle type, end-use industry, and region. The report includes detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the market. A detailed analysis of the key industry players has been done to provide insights into business overviews, products, key strategies, and recent developments associated with the market.

Key Benefits of Buying the Report

The report will help market leaders/new entrants in this market in the following ways:

1. This report segments the anti-graffiti coatings & films market comprehensively and provides the closest approximations of market sizes for the overall market and sub-segments across verticals and regions.
2. The report will help stakeholders understand the pulse of the market and provide them information on the key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders understand the major competitors and gain insights to enhance their position in the business. The competitive landscape section includes developments such as expansion, acquisition, and new product development.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 REGIONS COVERED
 - 1.3.3 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 UNITS CONSIDERED
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 LIMITATIONS
- 2.5 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE ANTI-GRAFFITI COATINGS & FILMS MARKET
- 4.2 ANTI-GRAFFITI COATINGS & FILMS MARKET, BY TYPE
- 4.3 ANTI-GRAFFITI COATINGS MARKET, BY VEHICLE TYPE
- 4.4 NORTH AMERICA ANTI-GRAFFITI COATINGS MARKET, BY TYPE AND

COUNTRY

4.5 ANTI-GRAFFITI COATINGS & FILMS MARKET, BY END-USE INDUSTRY

4.6 ANTI-GRAFFITI COATINGS MARKET, BY COUNTRY

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Rising need for graffiti-resistant films and coatings globally

5.2.1.2 Growth in the construction industry

5.2.1.3 Environmental regulations related to VOCs to drive the demand for water-based anti-graffiti coatings

5.2.2 RESTRAINTS

5.2.2.1 High price of anti-graffiti films and coatings

5.2.3 OPPORTUNITIES

5.2.3.1 Growing transportation industry

5.2.4 CHALLENGES

5.2.4.1 Creating awareness about anti-graffiti films and coatings

5.3 PORTER'S FIVE FORCES ANALYSIS

5.3.1 THREAT OF SUBSTITUTES

5.3.2 THREAT OF NEW ENTRANTS

5.3.3 BARGAINING POWER OF SUPPLIERS

5.3.4 BARGAINING POWER OF BUYERS

5.3.5 INTENSITY OF COMPETITIVE RIVALRY

5.4 MACROECONOMIC OVERVIEW

5.4.1 INTRODUCTION

5.4.2 GDP GROWTH RATE AND FORECAST OF MAJOR ECONOMIES

5.4.3 CONSTRUCTION INDUSTRY ANALYSIS

6 ANTI-GRAFFITI COATINGS & FILMS MARKET, BY TYPE

6.1 INTRODUCTION

6.2 ANTI-GRAFFITI FILMS

6.2.1 RISING DEMAND FOR GLASS PROTECTIVE SYSTEMS TO DRIVE THE DEMAND FOR ANTI-GRAFFITI FILMS

6.3 ANTI-GRAFFITI COATINGS

6.3.1 SACRIFICIAL

6.3.1.1 The comparatively low price of sacrificial anti-graffiti coatings

to drive the market

6.3.2 NON-SACRIFICIAL/PERMANENT

6.3.2.1 Long lifespan of non-sacrificial anti-graffiti coatings to augment the market

7 ANTI-GRAFFITI COATINGS MARKET, BY VEHICLE TYPE

7.1 INTRODUCTION

7.2 WATER BASED

7.2.1 INCREASING DEMAND FOR ENVIRONMENTALLY FRIENDLY COATINGS TO FUEL THE MARKET IN THE WATER-BASED VEHICLE TYPE SEGMENT

7.3 OTHERS

8 ANTI-GRAFFITI COATINGS & FILMS MARKET, BY END-USE INDUSTRY

8.1 INTRODUCTION

8.2 CONSTRUCTION

8.2.1 RISING VANDALISM IN BOTH RESIDENTIAL AND COMMERCIAL CONSTRUCTION SECTORS TO DRIVE THE MARKET

8.3 TRANSPORTATION

8.3.1 EASY APPLICABILITY OF ANTI-GRAFFITI FILMS TO DRIVE THE MARKET IN THE TRANSPORTATION INDUSTRY

9 ANTI-GRAFFITI COATINGS & FILMS MARKET, BY REGION

9.1 INTRODUCTION

9.2 NORTH AMERICA

9.2.1 US

9.2.1.1 US government initiatives to minimize graffiti vandalism, which will drive the anti-graffiti coatings market

9.2.2 CANADA

9.2.2.1 Infrastructure and construction development to boost the anti-graffiti coatings market

9.2.3 MEXICO

9.2.3.1 Growing government investment in infrastructure development to fuel the market growth

9.3 SOUTH AMERICA

9.3.1 BRAZIL

9.3.1.1 Growing construction industry due to several government

programs to drive the anti-graffiti coatings market

9.3.2 ARGENTINA

9.3.2.1 Rising graffiti vandalism to create growth opportunities for the anti-graffiti coatings manufacturers

9.3.3 REST OF SOUTH AMERICA

9.4 EUROPE

9.4.1 GERMANY

9.4.1.1 Rising residential construction sector to drive the demand for anti-graffiti coatings

9.4.2 FRANCE

9.4.2.1 Government initiatives undertaken to protect public and private properties are driving the anti-graffiti coatings market

9.4.3 UK

9.4.3.1 Rising private housing sector to increase the demand for anti-graffiti coatings

9.4.4 ITALY

9.4.4.1 Government activities to reduce the graffiti vandalism are ultimately boosting the demand for anti-graffiti coatings

9.4.5 REST OF EUROPE

9.5 APAC

9.5.1 CHINA

9.5.1.1 Growing construction and transportation industries to drive the anti-graffiti coatings market

9.5.2 JAPAN

9.5.2.1 Stringent government laws are expected to support the growth of the anti-graffiti coatings market

9.5.3 INDIA

9.5.3.1 Growing construction and transportation industries will increase the demand for anti-graffiti coatings

9.5.4 SOUTH KOREA

9.5.4.1 Government's focus on the completion of existing infrastructure projects to drive the anti-graffiti coatings market

9.5.5 AUSTRALIA

9.5.5.1 Rising government initiatives over graffiti vandalism to augment the market growth

9.5.6 REST OF APAC

9.6 MIDDLE EAST & AFRICA

9.6.1 SAUDI ARABIA

9.6.1.1 Growing infrastructure development to drive the

demand for anti-graffiti coatings

9.6.2 UAE

9.6.2.1 Increasing initiatives to control graffiti vandalism to drive the anti-graffiti coatings market

9.6.3 REST OF MIDDLE EAST & AFRICA

10 COMPETITIVE LANDSCAPE

10.1 INTRODUCTION

10.2 COMPETITIVE LEADERSHIP MAPPING, 2017

10.2.1 TERMINOLOGY/NOMENCLATURE

10.2.1.1 Visionary leaders

10.2.1.2 Innovators

10.2.1.3 Dynamic differentiators

10.2.1.4 Emerging companies

10.2.2 STRENGTH OF PRODUCT PORTFOLIO

10.2.3 BUSINESS STRATEGY EXCELLENCE

10.3 COMPETITIVE SCENARIO

10.3.1 EXPANSION

10.3.2 ACQUISITION

10.3.3 NEW PRODUCT DEVELOPMENT

11 COMPANY PROFILES

(Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View)*

11.1 THE SHERWIN-WILLIAMS COMPANY

11.2 EVONIK INDUSTRIES

11.3 DULUXGROUP

11.4 AXALTA COATING SYSTEMS

11.5 TEKNOS GROUP

11.6 MERCK GROUP

11.7 RAINGUARD

11.8 WACKER CHEMIE

11.9 3M

11.10 AVERY DENNISON CORPORATION

11.11 OPALUX

11.12 GRAFFITI SHIELD

11.13 HYDRON PROTECTIVE COATINGS

11.14 SEI INDUSTRIAL CHEMICALS

11.15 OTHER COMPANIES

11.15.1 SIKA AG

11.15.2 SSAB

11.15.3 A&I COATINGS

11.15.4 VEXCON CHEMICALS

11.15.5 PROSOCO

11.15.6 FABRINO

11.15.7 MONOPOLE INC.

11.15.8 TK PRODUCTS

11.15.9 CSL SILICONES INC.

11.15.10 FSC COATINGS, INC

11.15.11 NANOKOTE

11.15.12 RUST-OLEUM

11.15.13 MADICO

11.15.14 RICOCHET PROTECTS

11.15.15 SUNTEK

11.15.16 EDGE FILM TECHNOLOGIES

11.15.17 MACTAC

11.15.18 SOLAR ART

*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

12 APPENDIX

12.1 DISCUSSION GUIDE

12.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

12.3 AVAILABLE CUSTOMIZATIONS

12.4 RELATED REPORTS

12.5 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 TRENDS AND FORECAST OF GDP GROWTH RATE, BY COUNTRY, 2017–2023

TABLE 2 ANTI-GRAFFITI FILMS & COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 3 ANTI-GRAFFITI FILMS MARKET SIZE, BY REGION, 2016–2023 (USD THOUSAND)

TABLE 4 PROPERTIES OF DIFFERENT TYPES OF ANTI-GRAFFITI COATINGS

TABLE 5 ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 6 ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (MILLION LITER)

TABLE 7 ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 8 ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (THOUSAND LITER)

TABLE 9 SACRIFICIAL ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (USD THOUSAND)

TABLE 10 SACRIFICIAL ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (THOUSAND LITER)

TABLE 11 NON-SACRIFICIAL ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 12 NON-SACRIFICIAL ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (THOUSAND LITER)

TABLE 13 ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 14 ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (MILLION LITER)

TABLE 15 WATER BASED: ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 16 WATER BASED: ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (THOUSAND LITER)

TABLE 17 OTHERS: ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 18 OTHERS: ANTI-GRAFFITI COATINGS MARKET SIZE, BY REGION, 2016–2023 (THOUSAND LITER)

TABLE 19 ANTI-GRAFFITI FILMS & COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2016–2023 (USD MILLION)

TABLE 20 ANTI-GRAFFITI FILMS & COATINGS MARKET SIZE IN CONSTRUCTION, BY TYPE, 2016–2023 (USD MILLION)

TABLE 21 ANTI-GRAFFITI FILMS & COATINGS MARKET SIZE IN TRANSPORTATION, BY TYPE, 2016–2023 (USD MILLION)

TABLE 22 ANTI-GRAFFITI FILMS & COATINGS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

TABLE 23 NORTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 24 NORTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY, 2016–2023 (THOUSAND LITER)

TABLE 25 NORTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 26 NORTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (MILLION LITER)

TABLE 27 NORTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 28 NORTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (MILLION LITER)

TABLE 29 US: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 30 US: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (MILLION LITER)

TABLE 31 US: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 32 US: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (MILLION LITER)

TABLE 33 CANADA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 34 CANADA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 35 CANADA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 36 CANADA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 37 MEXICO: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 38 MEXICO: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE,

2016–2023 (THOUSAND LITER)

TABLE 39 MEXICO: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 40 MEXICO: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 41 SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 42 SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY, 2016–2023 (THOUSAND LITER)

TABLE 43 SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 44 SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 45 SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 46 SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 47 BRAZIL: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 48 BRAZIL: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 49 BRAZIL: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 50 BRAZIL: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 51 ARGENTINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 52 ARGENTINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 53 ARGENTINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 54 ARGENTINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 55 REST OF SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 56 REST OF SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 57 REST OF SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 58 REST OF SOUTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 59 EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

TABLE 60 EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY, 2016–2023 (THOUSAND LITER)

TABLE 61 EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 62 EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 63 EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 64 EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 65 GERMANY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 66 GERMANY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 67 GERMANY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 68 GERMANY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 69 FRANCE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 70 FRANCE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 71 FRANCE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 72 FRANCE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 73 UK: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

TABLE 74 UK: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 75 UK: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD MILLION)

TABLE 76 UK: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 77 ITALY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023

(USD THOUSAND)

TABLE 78 ITALY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023
(THOUSAND LITER)

TABLE 79 ITALY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE,
2016–2023 (USD THOUSAND)

TABLE 80 ITALY: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE,
2016–2023 (THOUSAND LITER)

TABLE 81 REST OF EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE,
2016–2023 (USD THOUSAND)

TABLE 82 REST OF EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE,
2016–2023 (THOUSAND LITER)

TABLE 83 REST OF EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY
VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 84 REST OF EUROPE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY
VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 85 APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY,
2016–2023 (USD THOUSAND)

TABLE 86 APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY,
2016–2023 (THOUSAND LITER)

TABLE 87 APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023
(USD MILLION)

TABLE 88 APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023
(THOUSAND LITER)

TABLE 89 APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE,
2016–2023 (USD MILLION)

TABLE 90 APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE,
2016–2023 (THOUSAND LITER)

TABLE 91 CHINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023
(USD THOUSAND)

TABLE 92 CHINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023
(THOUSAND LITER)

TABLE 93 CHINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE,
2016–2023 (USD THOUSAND)

TABLE 94 CHINA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE,
2016–2023 (THOUSAND LITER)

TABLE 95 JAPAN: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023
(USD THOUSAND)

TABLE 96 JAPAN: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023
(THOUSAND LITER)

TABLE 97 JAPAN: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 98 JAPAN: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 99 INDIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 100 INDIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 101 INDIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 102 INDIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 103 SOUTH KOREA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 104 SOUTH KOREA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 105 SOUTH KOREA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 106 SOUTH KOREA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 107 AUSTRALIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 108 AUSTRALIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 109 AUSTRALIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 110 AUSTRALIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 111 REST OF APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 112 REST OF APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 113 REST OF APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 114 REST OF APAC: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 115 MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY COUNTRY, 2016–2023 (USD THOUSAND)

TABLE 116 MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE,

BY COUNTRY, 2016–2023 (THOUSAND LITER)

TABLE 117 MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 118 MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 119 MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 120 MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 121 SAUDI ARABIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 122 SAUDI ARABIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 123 SAUDI ARABIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 124 SAUDI ARABIA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 125 UAE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 126 UAE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 127 UAE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 128 UAE: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 129 REST OF MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)

TABLE 130 REST OF MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY TYPE, 2016–2023 (THOUSAND LITER)

TABLE 131 REST OF MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (USD THOUSAND)

TABLE 132 REST OF MIDDLE EAST & AFRICA: ANTI-GRAFFITI COATINGS MARKET SIZE, BY VEHICLE TYPE, 2016–2023 (THOUSAND LITER)

TABLE 133 EXPANSION, 2016–2018

TABLE 134 ACQUISITIONS, 2016–2018

TABLE 135 NEW PRODUCT DEVELOPMENT, 2016–2018

List Of Figures

LIST OF FIGURES

FIGURE 1 ANTI-GRAFFITI FILMS & COATINGS MARKET: RESEARCH DESIGN

FIGURE 2 ANTI-GRAFFITI FILMS & COATINGS MARKET: BOTTOM-UP APPROACH

FIGURE 3 ANTI-GRAFFITI FILMS & COATINGS MARKET: TOP-DOWN APPROACH

FIGURE 4 ANTI-GRAFFITI FILMS & COATINGS MARKET: DATA TRIANGULATION

FIGURE 5 ANTI-GRAFFITI COATINGS WAS THE DOMINANT TYPE SEGMENT OF THE MARKET IN 2017

FIGURE 6 WATER-BASED VEHICLE TYPE TO BE THE DOMINANT SEGMENT OF THE ANTI-GRAFFITI COATINGS MARKET

FIGURE 7 CONSTRUCTION WAS THE DOMINANT END-USE INDUSTRY OF ANTI-GRAFFITI FILMS & COATINGS 2017

FIGURE 8 NORTH AMERICA ACCOUNTED FOR THE LARGEST SHARE OF THE ANTI-GRAFFITI FILMS & COATINGS MARKET IN 2017

FIGURE 9 INCREASING DEMAND FROM VARIOUS END-USE INDUSTRIES TO DRIVE THE MARKET

FIGURE 10 ANTI-GRAFFITI COATINGS TO BE THE LARGEST TYPE SEGMENT OF THE MARKET

FIGURE 11 WATER-BASED VEHICLE TYPE TO BE THE LARGEST SEGMENT OF THE MARKET

FIGURE 12 NON-SACRIFICIAL/PERMANENT SEGMENT AND THE US ACCOUNTED FOR

THE LARGEST SHARE OF THE ANTI-GRAFFITI COATINGS MARKET IN 2017

FIGURE 13 CONSTRUCTION TO BE THE FASTEST-GROWING END-USE INDUSTRY

OF ANTI-GRAFFITI FILMS & COATINGS

FIGURE 14 US TO BE THE LARGEST ANTI-GRAFFITI COATINGS MARKET

FIGURE 15 OVERVIEW OF FACTORS GOVERNING THE ANTI-GRAFFITI FILMS & COATINGS MARKET

FIGURE 16 ANTI-GRAFFITI FILMS & COATINGS MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 17 GLOBAL CONSTRUCTION OUTPUT, 2015–2019

FIGURE 18 GLOBAL CONSTRUCTION INDUSTRY GROWTH RATE

FIGURE 19 ANTI-GRAFFITI COATINGS WAS THE LARGEST TYPE SEGMENT OF THE MARKET

FIGURE 20 NORTH AMERICA TO BE THE LARGEST ANTI-GRAFFITI FILMS MARKET

FIGURE 21 NORTH AMERICA TO LEAD THE ANTI-GRAFFITI COATINGS MARKET

FIGURE 22 NORTH AMERICA TO CONTINUE LEADING THE SACRIFICIAL ANTI-GRAFFITI COATINGS MARKET

FIGURE 23 NORTH AMERICA TO BE THE LARGEST NON-SACRIFICIAL ANTI-GRAFFITI

COATINGS MARKET

FIGURE 24 WATER-BASED VEHICLE TYPE TO BE THE DOMINANT SEGMENT OF THE

ANTI-GRAFFITI COATINGS MARKET

FIGURE 25 NORTH AMERICA TO BE THE LARGEST WATER-BASED ANTI-GRAFFITI

COATINGS MARKET

FIGURE 26 NORTH AMERICA TO LEAD THE OTHER VEHICLE TYPES SEGMENT OF THE MARKET

FIGURE 27 CONSTRUCTION IS THE DOMINANT END-USE INDUSTRY OF ANTI-GRAFFITI

FILMS & COATINGS

FIGURE 28 ANTI-GRAFFITI COATINGS TO BE THE LARGEST TYPE USED IN THE CONSTRUCTION INDUSTRY

FIGURE 29 ANTI-GRAFFITI FILMS TO BE THE LARGEST TYPE USED IN THE TRANSPORTATION INDUSTRY

FIGURE 30 US TO BE THE FASTEST-GROWING ANTI-GRAFFITI COATINGS MARKET

FIGURE 31 NORTH AMERICA: ANTI-GRAFFITI COATINGS MARKET SNAPSHOT

FIGURE 32 EUROPE: ANTI-GRAFFITI COATINGS MARKET SNAPSHOT

FIGURE 33 APAC: ANTI-GRAFFITI COATINGS MARKET SNAPSHOT

FIGURE 34 COMPANIES ADOPTED EXPANSION AS THE KEY GROWTH STRATEGY BETWEEN 2016 AND 2018

FIGURE 35 ANTI-GRAFFITI FILMS & COATINGS MARKET: COMPETITIVE LEADERSHIP MAPPING, 2017

FIGURE 36 THE SHERWIN-WILLIAMS COMPANY: COMPANY SNAPSHOT

FIGURE 37 THE SHERWIN-WILLIAMS COMPANY: SWOT ANALYSIS

FIGURE 38 EVONIK INDUSTRIES: COMPANY SNAPSHOT

FIGURE 39 EVONIK INDUSTRIES: SWOT ANALYSIS

FIGURE 40 DULUXGROUP: COMPANY SNAPSHOT

FIGURE 41 DULUXGROUP: SWOT ANALYSIS

FIGURE 42 AXALTA COATING SYSTEMS: COMPANY SNAPSHOT

FIGURE 43 AXALTA COATING SYSTEMS: SWOT ANALYSIS

FIGURE 44 TEKNOS GROUP: COMPANY SNAPSHOT

FIGURE 45 TEKNOS GROUP: SWOT ANALYSIS

FIGURE 46 MERCK GROUP: COMPANY SNAPSHOT

FIGURE 47 WACKER CHEMIE : COMPANY SNAPSHOT

FIGURE 48 3M: COMPANY SNAPSHOT

FIGURE 49 AVERY DENNISON CORPORATION: COMPANY SNAPSHOT

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