

# **Coating Pretreatment Market by Type (Phosphate, Chromate, Chromate-Free, and Blast Clean), Metal Substrate (Steel and Aluminum), Application (Automotive & Transportation, Appliances, and Building & Construction), by Region (Asia-Pacific, Europe, North America, Middle East & Africa, and South America) - Global Forecasts to 2021**

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## **Abstracts**

“High demand for coating pretreatment from the automotive & transportation industry, high growth in the powder coating industry, and increasing demand from developing countries are major drivers for the coating pretreatment market.”

The global coating pretreatment market size is estimated to reach USD 3.83 billion by 2021, registering a CAGR of 5.76% between 2016 and 2021. High growth in end-use industries, growth in the powder coating market, and increasing demand from developing countries are fueling the overall demand of coating pretreatment in the next five years.

“Appliances, the fastest-growing application for coating pretreatment”

Globally, appliances is the fastest-growing application of coating pretreatment, both in terms of volume and value. The demand for coating pretreatment used in the appliances industry has changed significantly over the last decade. The product started to be used in refrigerators, and then its use further moved on to pressure cookers, washing machines, microwaves, tumble dryers, and others.

Consumer goods and appliances is another important application for coating

pretreatment market. The appliances industry benefits from the use of coating pretreatment in steel applications that require the combination of appearance and resistance to abrasion and chemicals. The appliances industry uses pretreated steel on front and side panels of refrigerators, dryer drums, air-conditioner cabinets, washer tops & lids, water heaters, dishwasher racks, freezer cabinets, and cracks of microwave ovens. For some applications, pre-coated blank stock is coated and then post-formed in the desired shape.

“Rising demand in Asia-Pacific is the major driver of the coating pretreatment market”

Asia-Pacific is the largest and fastest-growing market for coating pretreatment, in terms of value and volume. High economic growth rate, growing manufacturing industries, cheap labor, increasing foreign investments, increasing demand from end-use industries, and a global shift in production capacity from the developed markets to the emerging markets are major factors leading to the growth of coating pretreatment market in this region.

This study has been validated through primaries conducted with various industry experts, globally. These primary sources have been divided in three categories: by company type; by designation; and by region.

By Company Type: Tier 1 – 45%, Tier 2 – 35%, and Tier 3 – 20%

By Designation: C Level – 35%, Director Level – 25%, and Others – 40%

By Region: North America – 35%, Europe – 30%, Asia-Pacific – 25%, and RoW-10%

#### Companies profiled in the report

AkzoNobel N.V. (Netherlands)

Axalta Coating Systems (U.S.)

Chemetall GmbH (Germany)

The Sherwin-Williams Company (U.S.)

Henkel AG & Co., KGaA (Germany)

PPG Industries (U.S.)

Nihon Parkerizing Co., Ltd. (Japan)

Nippon Paint Company (Japan)

Kansai Paint Company (Japan)

3M Company (U.S.)

### Reasons to buy the report

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the coating pretreatment market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on coating pretreatment offered by the top players in the global coating pretreatment market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the coating pretreatment market

**Market Development:** Comprehensive information about lucrative emerging markets—the report analyzes the markets for coating pretreatment across regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the global coating pretreatment market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global coating pretreatment market

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