

Coil Coatings Market by Type (Polyester, Fluoropolymer, Siliconized Polyester, Plastisol, and Others), by Application (Steel & Aluminum), and by End User Industry (Building & Construction, Appliances, Automotive, and Others) - Global Forecast to 2019

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Abstracts

The report covers the global coil coatings market and further segments the market on the basis of resin type, end user industry, application, and region. The market data for these types is given with respect to volume (million gallons) and value (\$million). The global market value of coil coatings was estimated to be \$4,721.95 million in 2014 and is projected to grow at a CAGR of about 6.30% between 2014 and 2019. The data mentioned in the report are based on the global demand for coil coatings.

The total market for coil coatings has been analyzed based on the Porter's five forces model. This gives an idea about the current proceedings in the industry at commercial level. The study provides the value chain analysis with respect to coating resin manufacturers, coil coating manufacturers, coated coil producers and end-user industries. The value chain describes the key contributors to the coil coatings market at different stages from product development to end use. It represents the top players which are contributing to the global coil coatings industry.

The impact of different market factors, such as drivers, restraints, and opportunities is also illustrated in the report. This gives an idea about the key drivers such as government regulatory support, public awareness, application growth for coil coatings in Asia-Pacific especially in China and India where there is robust growth in the building and construction industry. The economic slowdown in Europe and the U.S. also affected

the economy of other developed countries and the price volatility in the past made the market more strained for the end-user industries.

The global coil coatings market is also classified based on different end user industries. The important applications include building and construction, appliance, automotive, and others. The building & construction and automotive end user industries are expected to show rapid growth in the future.

The key companies in this market are Akzonobel N.V. (Amsterdam, Netherlands), PPG Industries Inc. (U.S.), and The Valspar Corporation (U.S.). Some of the other companies operating in the global market include BASF SE (Ludwigshafen, Germany), DuPont (U.S.), Henkel AG & Company (Dusseldorf, Germany), Kansai Paint Chemical Limited (Osaka, Japan), The Beckers Group (Berlin, Germany), The Sherwin-Williams Company (U.S.), and Wacker Chemie AG (Munich, Germany). These companies are consistently focusing on expanding their production capacity to achieve a competitive advantage and thereby serving the customers more effectively. New product launches were the most preferred strategies by the top players in 2013 that were driving the demand of coil coatings. Their strategy to capture the market in developing economies includes expansions and investments.

The Asia-Pacific region emerged to be the driving factor for this market, contributing for more than 51.04% of the global demand in terms of consumption in 2013. China is the leading country in the consumption of coil coatings, due to the increased demand from the building & construction and appliance end user industries. The important emerging economies such as Brazil, India, Japan, Russia, and others are further lined up for a brighter future in this market.

The report also presents a competitive landscape covering different strategies and developments such as mergers & acquisitions, investments and expansions, and agreements undertaken by the leading coil coating companies in the past few years. Furthermore, different coil coatings market participants are also profiled in the report.

Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 STUDY SCOPE

1.2.1 MARKET DEFINITION

1.2.2 GEOGRAPHIC SCOPE

1.2.3 CURRENCY

1.2.4 YEAR

1.3 MARKETS COVERED

1.4 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 MARKET SIZE ESTIMATION

2.2 MARKET CRACKDOWN & DATA TRIANGULATION

2.3 MARKET SHARE ESTIMATION

2.3.1 KEY DATA FROM SECONDARY SOURCES

2.3.2 KEY DATA FROM PRIMARY SOURCES

2.3.2.1 Key Industry Insights

2.3.3 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE MARKET OPPORTUNITIES IN COIL COATINGS MARKET

4.2 COIL COATING MARKET – MAJOR END USERS

4.3 COIL COATING MARKET IN THE ASIA-PACIFIC REGION

4.4 COIL COATING MARKET SHARE BY REGION

4.5 COIL COATINGS MARKET SHARE: BY RESIN TYPE, 2019

4.6 COIL COATINGS MARKET: BY RESIN TYPE, 2019

4.7 COIL COATINGS MARKET: BY END-USER INDUSTRY, 2019

4.8 COIL COATINGS MARKET, BY APPLICATION, BY VOLUME (2012 – 2019)

4.9 COIL COATING MARKET, DEVELOPED VS. DEVELOPING NATIONS, 2014 VS.2019

4.1 COIL COATING MARKET: GROWING DEMAND FROM ROW

4.11 LIFE CYCLE ANALYSIS, BY REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.1.1 COIL COATINGS ADOPTION BEGAN IN 1930

5.2 MARKET SEGMENTATION

5.2.1 ADVANTAGES OF COIL COATINGS

5.2.1.1 Manufacturing Benefits

5.2.1.2 Product Quality & Environmental Benefits

5.2.1.3 Economic Benefits

5.2.2 ADVANTAGES OF COIL COATINGS OVER SILICONE SPRAY SYSTEMS

5.2.3 ADVANTAGES OF COIL COATINGS OVER PROTECTIVE COATINGS

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Growing Demand from Downstream Industries

5.3.1.2 Increasing Competitiveness of Leading Coil Coating Manufacturers

5.3.1.3 High Growth in Construction, Automotive & Appliance Industry

5.3.1.4 Product Quality and Differentiation

5.3.1.5 Stringent Government Regulations and Growing Environmental Compliance

5.3.1.6 Fluoropolymer Continues to Grow in Building & Construction Market

5.3.2 RESTRAINTS

5.3.2.1 High Energy and Electricity Consumption Required for Coil Coating Process

5.3.2.2 Plastic Panels Replacing Painted Aluminum Sheets in the Building & Construction Industry

5.3.2.3 Transportation of Coil Coatings: The Biggest Challenge in the Developing Countries

5.3.2.4 Bare Edges Limits the Use of Coil Coatings

5.3.2.5 Expensive Coating Production Process

5.3.2.6 High Raw Material Prices and the Euro Crisis Restraining the Coil Coatings Market

5.3.3 OPPORTUNITIES

5.3.3.1 Opportunities for Steel and Aluminum Protected Skyscrapers in the Middle-East Countries

5.3.3.2 Major European Players are Shifting in Emerging Countries such as India & Saudi Arabia

5.3.3.3 Growing Automotive Market in Asia-Pacific and in the Middle-East

5.3.3.4 Price: Depends on Customer & Chemistry Requirements

5.3.4 CHALLENGES

5.3.4.1 The Balancing Act: Reducing Costs While Maintaining Quality

5.3.4.2 Difficult to Convince End-users in Developing Countries to Buy High Cost Coil Coatings

5.3.4.3 Big Hurdle for New Entrants in the Coil Coatings Market

5.3.4.4 Technological Advancements

6 INDUSTRY TRENDS

6.1 VALUE CHAIN ANALYSIS

6.1.1 VALUE CHAIN ANALYSIS: COST POINTS IN DIFFERENT SEGMENTS

6.2 PRICING AND COST ANALYSIS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 THREAT OF NEW ENTRANTS

6.3.2 THREAT OF SUBSTITUTES

6.3.3 BARGAINING POWER OF BUYERS

6.3.4 BARGAINING POWER OF SUPPLIERS

6.3.5 DEGREE OF COMPETITION

7 COIL COATINGS MARKET, BY TYPE

7.1 INTRODUCTION

7.2 POLYESTER COIL COATINGS

7.3 FLUOROPOLYMER COIL COATINGS

7.4 SILICONIZED POLYESTER COIL COATINGS

7.5 PLASTISOL COIL COATINGS

7.6 OTHER RESIN COIL COATINGS

8 COIL COATING MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 STEEL

8.3 ALUMINUM

9 COIL COATINGS MARKET, BY END-USER INDUSTRY

9.1 INTRODUCTION

9.2 BUILDING & CONSTRUCTION

9.3 APPLIANCES

9.4 AUTOMOTIVE

9.5 OTHERS

10 COIL COATINGS MARKET, BY REGION

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 U.S.

10.2.2 CANADA

10.2.3 MEXICO

10.3 EUROPE

10.3.1 TURKEY

10.3.2 GERMANY

10.3.3 ITALY

10.3.4 OTHERS

10.4 ASIA-PACIFIC

10.4.1 CHINA

10.4.2 JAPAN

10.4.3 INDIA

10.4.4 OTHERS

10.5 ROW

10.5.1 RUSSIA

10.5.2 BRAZIL

10.5.3 OTHERS

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 COMPETITIVE SITUATION & TRENDS

11.3 MARKET SHARE ANALYSIS, COIL COATING MARKET

11.4 NEW PRODUCT LAUNCHES

11.5 INVESTMENT AND EXPANSION

11.6 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, & JOINT VENTURES

11.7 MERGERS & ACQUISITIONS

12 COMPANY PROFILES (OVERVIEW, FINANCIAL, PRODUCTS & SERVICES, STRATEGY, AND DEVELOPMENTS)

12.1 INTRODUCTION

12.2 AKZONOBEL N.V.

12.3 BASF SE

12.4 E. I. DU PONT DE NEMOURS AND COMPANY

12.6 KANSAI PAINT COMPANY LIMITED

12.7 PPG INDUSTRIES INC.

12.8 THE BECKERS GROUP

12.9 THE SHERWIN-WILLIAMS COMPANY

12.10 THE VALSPAR CORPORATION

12.11 WACKER CHEMIE AG (Details might not be captured in case of unlisted companies.)

13 APPENDIX

13.1 INSIGHTS OF INDUSTRY EXPERTS

13.2 DISCUSSION GUIDE

13.3 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 COIL COATING PROCESS, 1940 VS. CURRENT PROCESS

Table 2 ADVANTAGES OF COIL COATINGS OVER SILICONE SPRAY SYSTEMS

Table 3 GROWING DEMAND FROM DOWNSTREAM INDUSTRIES ARE
PROPELLING THE GROWTH OF COIL COATINGS MARKET

Table 4 AVAILABILITY OF RAW MATERIALS & ECONOMIC SLOW DOWN ARE
RESTRAINING MARKET GROWTH

Table 5 COIL COATING RESIN AND THEIR USE

Table 6 EMERGING MARKETS ARE PAVING NEW GROWTH AVENUES FOR
PLAYERS IN COATING RESINS MARKET

Table 7 CHALLENGES IN THE DEVELOPING REGIONS ARE CONSTRAINING THE
GROWTH OF COATING RESINS MARKET

Table 8 COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (MN GALLON)

Table 9 COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (\$MILLION)

Table 10 POLYESTER COIL COATINGS MARKET SIZE, BY REGION, 2012–2019
(MN GALLON)

Table 11 POLYESTER COIL COATINGS MARKET SIZE, BY REGION, 2012–2019
(\$MILLION)

Table 12 FLUOROPOLYMER COIL COATINGS MARKET SIZE, BY REGION,
2012–2019 (MN GALLON)

Table 13 FLUOROPOLYMER COIL COATINGS MARKET SIZE, BY REGION,
2012–2019 (\$MILLION)

Table 14 SILICONIZED POLYESTER COIL COATINGS MARKET SIZE, BY REGION,
2012–2019 (MN GALLON)

Table 15 SILICONIZED POLYESTER COIL COATINGS MARKET SIZE, BY REGION,
2012–2019 (\$MILLION)

Table 16 PLASTISOL COIL COATINGS MARKET SIZE, BY REGION, 2012–2019 (MN
GALLON)

Table 17 PLASTISOL COIL COATINGS MARKET SIZE, BY REGION, 2012–2019
(\$MILLION)

Table 18 OTHER RESINS COIL COATINGS MARKET SIZE, BY REGION, 2012–2019
(MN GALLON)

Table 19 OTHER RESINS COIL COATINGS MARKET SIZE, BY REGION, 2012–2019
(\$MILLION)

Table 20 COIL COATINGS MARKET, BY APPLICATION, 2012–2019 (MN GALLON)

Table 21 COIL COATINGS MARKET, BY APPLICATION, 2012–2019 (\$MILLION)

Table 22 COIL COATINGS MARKET SIZE IN STEEL, BY REGION, 2012–2019 (MN GALLON)

Table 23 COIL COATINGS MARKET SIZE IN STEEL, BY REGION, 2012–2019 (\$MILLION)

Table 24 COIL COATINGS MARKET SIZE IN ALUMINUM, BY REGION, 2012–2019 (MN GALLON)

Table 25 COIL COATINGS MARKET SIZE IN ALUMINUM, BY REGION, 2012–2019 (\$MILLION)

Table 26 COIL COATINGS MARKET, BY END-USER INDUSTRY , 2012–2019 (MN GALLON)

Table 27 COIL COATINGS MARKET, BY END-USER INDUSTRY, 2012–2019 (\$MILLION)

Table 28 COIL COATINGS MARKET SIZE IN BUILDING & CONSTRUCTION, BY REGION, 2012–2019 (MN GALLON)

Table 29 COIL COATINGS MARKET SIZE IN BUILDING & CONSTRUCTION, BY REGION, 2012–2019 (\$MILLION)

Table 30 COIL COATINGS MARKET SIZE IN APPLIANCES, BY REGION, 2012–2019 (MN GALLON)

Table 31 COIL COATINGS MARKET SIZE IN APPLIANCE, BY REGION, 2012–2019 (\$MILLION)

Table 32 COIL COATINGS MARKET SIZE IN AUTOMOTIVE, BY REGION, 2012–2019 (MN GALLON)

Table 33 COIL COATINGS MARKET SIZE IN AUTOMOTIVE , BY REGION, 2012–2019 (\$MILLION)

Table 34 COIL COATINGS MARKET SIZE IN OTHER INDUSTRIES, BY REGION, 2012–2019 (MN GALLON)

Table 35 COIL COATINGS MARKET SIZE IN OTHER INDUSTRIES, BY REGION, 2012–2019 (\$MILLION)

Table 36 COIL COATINGS MARKET SIZE, BY REGION, 2012–2019 (MN GALLON)

Table 37 COIL COATINGS MARKET SIZE, BY REGION, 2012–2019 (\$MILLION)

Table 38 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (MN GALLON)

Table 39 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (\$MILLION)

Table 40 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (MN GALLON)

Table 41 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (\$MILLION)

Table 42 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY APPLICATION,

2012–2019 (MN GALLON)

Table 43 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY APPLICATION, 2012–2019 (\$MILLION)

Table 44 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (MN GALLONS)

Table 45 NORTH AMERICA: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (\$MILLION)

Table 46 U.S.: COIL COATINGS MARKET SIZE, 2012–2019

Table 47 CANADA: COIL COATINGS MARKET SIZE 2012–2019

Table 48 MEXICO: COIL COATINGS MARKET SIZE, 2012–2019

Table 49 EUROPE: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (MN GALLON)

Table 50 EUROPE: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (\$MILLION)

Table 51 EUROPE: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (MN GALLON)

Table 52 EUROPE: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (\$MILLION)

Table 53 EUROPE: COIL COATINGS MARKET SIZE, BY APPLICATION, 2012–2019 (MN GALLON)

Table 54 EUROPE: COIL COATINGS MARKET SIZE, BY APPLICATION, 2012–2019 (\$MILLION)

Table 55 EUROPE: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (MN GALLONS)

Table 56 EUROPE: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (\$MILLION)

Table 57 TURKEY: COIL COATINGS MARKET SIZE, 2012–2019

Table 58 GERMANY: COIL COATINGS MARKET SIZE, 2012–2019

Table 59 ITALY: COIL COATINGS MARKET SIZE 2012–2019

Table 60 OTHERS: COIL COATINGS MARKET SIZE, 2012–2019

Table 61 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (MN GALLON)

Table 62 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (\$MILLION)

Table 63 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (MN GALLON)

Table 64 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (\$MILLION)

Table 65 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY APPLICATION,

2012–2019 (MN GALLON)

Table 66 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY APPLICATION, 2012–2019 (\$MILLION)

Table 67 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (MN GALLONS)

Table 68 ASIA-PACIFIC: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (\$MILLION)

Table 69 CHINA: COIL COATINGS MARKET SIZE, 2012–2019

Table 70 JAPAN: COIL COATINGS MARKET SIZE, 2012–2019

Table 71 INDIA: COIL COATINGS MARKET SIZE, 2012–2019

Table 72 OTHERS: COIL COATINGS MARKET SIZE, 2012–2019

Table 73 ROW: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (MN GALLON)

Table 74 ROW: COIL COATINGS MARKET SIZE, BY COUNTRY, 2012–2019 (\$MILLION)

Table 75 ROW: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (MN GALLON)

Table 76 ROW: COIL COATINGS MARKET SIZE, BY RESIN TYPE, 2012–2019 (\$MILLION)

Table 77 ROW: COIL COATINGS MARKET SIZE, BY APPLICATION, 2012–2019 (MN GALLON)

Table 78 ROW: COIL COATINGS MARKET SIZE, BY APPLICATION, 2012–2019 (\$MILLION)

Table 79 ROW: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (MN GALLONS)

Table 80 ROW: COIL COATINGS MARKET SIZE, BY END-USER INDUSTRY, 2012–2019 (\$MILLION)

Table 81 RUSSIA: COIL COATINGS MARKET SIZE, 2012–2019

Table 82 BRAZIL: COIL COATINGS MARKET SIZE, 2012–2019

Table 83 OTHERS: COIL COATINGS MARKET SIZE, 2012–2019

Table 84 NEW PRODUCT LAUNCHES, 2010–2014

Table 85 INVESTMENT AND EXPANSION, 2010–2014

Table 86 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES, 2010–2014

Table 87 MERGERS AND ACQUISITIONS, 2010–2014

About

Market Definition:

- The resin types covered in the report are polyester, fluoropolymers, siliconized polyester, plastisol, and others which include epoxy, acrylic, and polyurethane resins.
- The polyester coil coatings are the most broadly used coil coatings in the world mainly used in industrial and automotive sectors
- The fluoropolymer coil coatings have color fastness property, are flexible, and have the ability to withstand severe operating conditions. The fluoropolymer coil coatings are mainly used in building & construction is growing due to their higher performance characteristics
- The siliconized polyester coil coatings are primarily found on the exterior construction panels due to their weather-resistant characteristics. These coatings come with enhanced anti-weathering characteristics that make the life of the coatings longer than the other coatings used for the same application
- The plastisol coil coatings are ten times thicker than polyester coil and are mainly used in steel wall and roof elements

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