

E-Coat Market by Type (Cathodic Epoxy, Cathodic Acrylic, and Anodic), Application (Passenger Cars, Commercial Vehicles, Automotive Parts & Accessories, Heavy-Duty Equipment, and Appliances), and Region - Global Forecast to 2021

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Abstracts

“The e-coat market is projected to register a CAGR of 4.34%”

The e-coat market is estimated to grow from USD 3.08 billion in 2016 to USD 3.80 billion by 2021, at a CAGR of 4.34% between 2016 and 2021. This market is witnessing moderate growth because of demand for e-coat from the end-use industries such as automotive and appliances.

“Cathodic acrylic is expected to witness the highest growth in the global e-coat market”

Cathodic acrylic is expected to witness the highest growth in the e-coat market. Cathodic acrylic e-coat is typically used in applications where both UV durability and corrosion protection on ferrous substrates (steel) are required. It is also used in applications where light colors are required. Cathodic acrylic e-coat is available in a wide range of glosses and colors to maximize exterior durability, gloss retention, color retention, and corrosion protection. This type is used as a one-coat finish in the agricultural and lawn & garden equipment and appliances and air-conditioner applications.

“Asia-Pacific is the largest region in the e-coat market”

The Asia-Pacific region in the e-coat market is witnessing moderate-to-high growth with increasing demand, especially from China, India, and South Korea. The growing

demand from the passenger cars and commercial vehicles segments along with electronic appliances market are driving the Asia-Pacific e-coat market.

China is the largest country in the Asia-Pacific e-coat market as well as the global market. It is the world's largest producer and consumer of e-coat. Many leading players are investing in the country to build new manufacturing facilities. The growth of the e-coat market in China is driven by foreign investment and availability of low-cost labor and raw materials. China is the largest manufacturer of automobiles in the world, with production of 24.5 million units (including passenger cars and commercial vehicles) in 2015. Increasing population, improved lifestyle, low-cost labor, and restructured environmental regulations would help the e-coat market to grow in the country in the next five years.

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

By Company Type - Tier 1 – 45.4%, Tier 2 – 27.3%, and Tier 3 – 27.3%

By Designation - C Level – 36.4%, Director Level – 18.2%, and Others – 45.4%

By Region – North America – 36.4%, Europe – 36.4%, Asia-Pacific – 18.2%, RoW – 9.0%

Companies profiled in the report

Axalta Coating Systems (U.S.)

PPG Industries, Inc. (U.S.)

BASF SE (Germany)

Nippon Paint Holdings Co., Ltd. (Japan)

The Valspar Corporation (U.S.)

Tatung Fine Chemicals Co., Ltd. (Taiwan)

KCC Corporation (Korea)

Luvata Oy (Finland)

Hawking Electrotechnology Ltd. (U.K.)

NOROO Paint & Coatings Co., Ltd. (South Korea)

Reasons to buy the report

A comprehensive coverage and analysis of the global e-coat market

Competitive landscape of the major players and their developments in the e-coat market

Identifies opportunities for the e-coat market

Identifies and targets high-growth applications

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 PACKAGE SIZE
- 1.6 LIMITATION
- 1.7 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
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 ASSUMPTIONS AND LIMITATIONS
 - 2.4.1 ASSUMPTIONS
 - 2.4.2 LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR MARKET PLAYERS IN THE E-COAT MARKET
- 4.2 E-COAT MARKET – MAJOR TYPES
- 4.3 E-COAT MARKET: DEVELOPED VS. DEVELOPING NATIONS
- 4.4 LIFE CYCLE ANALYSIS, BY REGION

4.5 E-COAT MARKET

4.6 CHINA AND U.S. DOMINATED THE E-COAT MARKET

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 BY TYPE

5.2.2 BY APPLICATION

5.2.3 BY REGION

5.3 THE E-COAT PROCESS

5.3.1 CLEANING AND PRETREATMENT

5.3.2 E-COAT BATH

5.3.3 POST-RINSE

5.3.4 BAKE OVEN/BAKING

5.3.5 ADVANTAGES OF THE E-COAT PROCESS

5.4 MARKET DYNAMICS

5.4.1 DRIVERS

5.4.1.1 Superior performance and better properties

5.4.1.2 Green environmental regulations

5.4.1.3 Low-cost coating

5.4.1.4 Growth in end-use industries

5.4.1.5 Technological advancements

5.4.2 RESTRAINTS

5.4.2.1 High capital cost of equipment

5.4.3 OPPORTUNITIES

5.4.3.1 Growth opportunity from the automotive market in emerging economies

5.4.3.2 Growing agricultural equipment industry

5.4.3.3 Attractive prospects for e-coat from the shipbuilding and pipeline industries

5.4.4 CHALLENGES

5.4.4.1 Different colors requiring different processing tanks

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE-CHAIN ANALYSIS

6.3 PORTER'S FIVE FORCES ANALYSIS

6.3.1 THREAT OF SUBSTITUTES

6.3.2 BARGAINING POWER OF BUYERS

- 6.3.3 THREAT OF NEW ENTRANTS
- 6.3.4 BARGAINING POWER OF SUPPLIERS
- 6.3.5 INTENSITY OF COMPETITIVE RIVALRY

7 PATENT DETAILS

- 7.1 INTRODUCTION
- 7.2 PATENT DETAILS

8 E-COAT MARKET, BY TYPE

- 8.1 INTRODUCTION
- 8.2 TYPES OF E-COAT
 - 8.2.1 ANODIC: FOR EXCELLENT COLOR AND GLOSS CONTROL
 - 8.2.2 CATHODIC: HIGH PERFORMANCE COATINGS WITH EXCELLENT CORROSION RESISTANCE
 - 8.2.3 CATHODIC
 - 8.2.3.1 Cathodic epoxy
 - 8.2.3.2 Cathodic acrylic e-coat
 - 8.2.4 ANODIC
 - 8.2.4.1 Anodic epoxy e-coat
 - 8.2.4.2 Anodic acrylic e-coat

9 E-COAT MARKET, BY APPLICATION

- 9.1 INTRODUCTION
- 9.2 PASSENGER CARS
- 9.3 COMMERCIAL VEHICLES
- 9.4 AUTOMOTIVE PARTS & ACCESSORIES
- 9.5 HEAVY-DUTY EQUIPMENT
 - 9.5.1 AGRICULTURAL EQUIPMENT
 - 9.5.2 CONSTRUCTION EQUIPMENT
 - 9.5.3 MILITARY & AEROSPACE EQUIPMENT
- 9.6 APPLIANCES
- 9.7 OTHERS
 - 9.7.1 BENEFITS OF E-COAT IN HVAC APPLICATIONS

10 E-COAT MARKET, BY REGION

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 U.S.

10.2.1.1 U.S.: MACROECONOMIC INDICATORS

10.2.2 CANADA

10.2.2.1 CANADA: MACROECONOMIC INDICATORS

10.2.3 MEXICO

10.2.3.1 MEXICO: MACROECONOMIC INDICATORS

10.3 EUROPE

10.3.1 GERMANY

10.3.1.1 GERMANY: MACROECONOMIC INDICATORS

10.3.2 SPAIN

10.3.2.1 SPAIN: MACROECONOMIC INDICATORS

10.3.3 RUSSIA

10.3.3.1 RUSSIA: MACROECONOMIC INDICATORS

10.3.4 U.K.

10.3.4.1 U.K.: MACROECONOMIC INDICATORS

10.3.5 FRANCE

10.3.5.1 FRANCE: MACROECONOMIC INDICATORS

10.3.6 CZECH REPUBLIC

10.3.6.1 CZECH REPUBLIC: MACROECONOMIC INDICATORS

10.3.7 TURKEY

10.3.7.1 TURKEY: MACROECONOMIC INDICATORS

10.3.8 BELGIUM

10.3.8.1 BELGIUM: MACROECONOMIC INDICATORS

10.3.9 POLAND

10.3.9.1 POLAND: MACROECONOMIC INDICATORS

10.3.10 ITALY

10.3.10.1 ITALY: MACROECONOMIC INDICATORS

10.3.11 REST OF EUROPE

10.4 ASIA-PACIFIC

10.4.1 CHINA

10.4.1.1 CHINA: MACROECONOMIC INDICATORS

10.4.2 JAPAN

10.4.2.1 JAPAN: MACROECONOMIC INDICATORS

10.4.3 SOUTH KOREA

10.4.3.1 SOUTH KOREA: MACROECONOMIC INDICATORS

10.4.4 INDIA

10.4.4.1 INDIA: MACROECONOMIC INDICATORS

10.4.5 THAILAND

10.4.5.1 THAILAND: MACROECONOMIC INDICATORS

10.4.6 INDONESIA

10.4.6.1 INDONESIA: MACROECONOMIC INDICATORS

10.4.7 MALAYSIA

10.4.7.1 MALAYSIA: MACROECONOMIC INDICATORS

10.4.8 VIETNAM

10.4.8.1 VIETNAM: MACROECONOMIC INDICATORS

10.4.9 SINGAPORE

10.4.9.1 SINGAPORE: MACROECONOMIC INDICATORS

10.4.10 REST OF ASIA-PACIFIC

10.5 MIDDLE EAST & AFRICA

10.5.1 MIDDLE EAST

10.5.1.1 MIDDLE EAST & NORTH AFRICA: MACROECONOMIC INDICATORS

10.5.2 SOUTH AFRICA

10.5.2.1 SOUTH AFRICA: MACROECONOMIC INDICATORS

10.5.3 MOROCCO

10.5.3.1 MOROCCO: MACROECONOMIC INDICATORS

10.5.4 EGYPT

10.5.4.1 EGYPT: MACROECONOMIC INDICATORS

10.5.5 OTHERS

10.6 SOUTH AMERICA

10.6.1 BRAZIL

10.6.1.1 BRAZIL: MACROECONOMIC INDICATORS

10.6.2 ARGENTINA

10.6.2.1 ARGENTINA: MACROECONOMIC INDICATORS

10.6.3 OTHERS

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 INVESTMENTS & EXPANSIONS

11.3 CONTRACTS & AGREEMENTS

11.4 NEW PRODUCT LAUNCHES

11.5 PARTNERSHIPS & JOINT VENTURES

11.6 MERGERS & ACQUISITIONS

12 COMPANY PROFILES

12.1 INTRODUCTION

(Overview, Financials, Products & Services, Strategy, and Developments)*

12.2 AXALTA COATING SYSTEMS

12.3 PPG INDUSTRIES, INC.

12.4 BASF SE

12.5 NIPPON PAINT HOLDINGS CO., LTD.

12.6 THE VALSPAR CORPORATION

12.7 TATUNG FINE CHEMICALS CO., LTD.

12.8 KCC CORPORATION

12.9 LUVATA OY

12.10 HAWKING ELECTROTECHNOLOGY LTD.

12.11 NOROO PAINT & COATINGS CO., LTD.

*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted companies.

13 APPENDIX

13.1 INSIGHTS FROM INDUSTRY EXPERTS

13.2 DISCUSSION GUIDE

13.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

13.4 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

13.5 AVAILABLE CUSTOMIZATIONS

13.6 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 E-COAT MARKET SNAPSHOT (2016 VS. 2021)

Table 2 E-COAT MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 3 E-COAT MARKET SIZE, BY TYPE, 2014–2021 (MILLION SQUARE METERS)

Table 4 CATHODIC EPOXY E-COAT: ADVANTAGES AND DISADVANTAGES BY
END-USE INDUSTRY

Table 5 CATHODIC EPOXY E-COAT MARKET SIZE, BY REGION, 2014–2021 (USD
MILLION)

Table 6 CATHODIC EPOXY E-COAT MARKET SIZE, BY REGION, 2014–2021
(MILLION SQUARE METERS)

Table 7 CATHODIC ACRYLIC E-COAT: ADVANTAGES AND DISADVANTAGES, BY
END-USE INDUSTRY

Table 8 CATHODIC ACRYLIC E-COAT MARKET SIZE, BY REGION, 2014–2021 (USD
MILLION)

Table 9 CATHODIC ACRYLIC E-COAT MARKET SIZE, BY REGION, 2014–2021
(MILLION SQUARE METERS)

Table 10 ANODIC E-COAT MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 11 ANODIC E-COAT MARKET SIZE, BY REGION, 2014–2021 (MILLION
SQUARE METERS)

Table 12 ANODIC EPOXY E-COAT: ADVANTAGES AND DISADVANTAGES, BY END-
USE INDUSTRY

Table 13 ANODIC ACRYLIC E-COAT: ADVANTAGES AND DISADVANTAGES, BY
END-USE INDUSTRY

Table 14 E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 15 E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE
METERS)

Table 16 E-COAT MARKET SIZE IN PASSENGER CARS, BY REGION, 2014–2021
(USD MILLION)

Table 17 E-COAT MARKET SIZE IN PASSENGER CARS, BY REGION, 2014–2021
(MILLION SQUARE METERS)

Table 18 E-COAT MARKET SIZE IN COMMERCIAL VEHICLES, BY REGION,
2014–2021 (USD MILLION)

Table 19 E-COAT MARKET SIZE IN COMMERCIAL VEHICLES, BY REGION,
2014–2021 (MILLION SQUARE METERS)

Table 20 E-COAT MARKET SIZE IN AUTOMOTIVE PARTS & ACCESSORIES, BY
REGION, 2014–2021 (USD MILLION)

Table 21 E-COAT MARKET SIZE IN AUTOMOTIVE PARTS & ACCESSORIES, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 22 E-COAT MARKET SIZE IN HEAVY-DUTY EQUIPMENT, BY REGION, 2014–2021 (USD MILLION)

Table 23 E-COAT MARKET SIZE IN HEAVY-DUTY EQUIPMENT, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 24 E-COAT MARKET SIZE IN HEAVY-DUTY AGRICULTURAL EQUIPMENT, BY REGION, 2014–2021 (USD MILLION)

Table 25 E-COAT MARKET SIZE IN HEAVY-DUTY AGRICULTURAL EQUIPMENT, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 26 E-COAT MARKET SIZE IN HEAVY-DUTY CONSTRUCTION EQUIPMENT, BY REGION, 2014–2021 (USD MILLION)

Table 27 E-COAT MARKET SIZE HEAVY-DUTY CONSTRUCTION EQUIPMENT, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 28 E-COAT MARKET SIZE IN HEAVY-DUTY MILITARY & AEROSPACE EQUIPMENT, BY REGION, 2014–2021 (USD MILLION)

Table 29 E-COAT MARKET SIZE IN HEAVY-DUTY MILITARY & AEROSPACE EQUIPMENT, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 30 E-COAT MARKET SIZE IN APPLIANCES, BY REGION, 2014–2021 (USD MILLION)

Table 31 E-COAT MARKET SIZE IN APPLIANCES, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 32 E-COAT MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2014–2021 (USD MILLION)

Table 33 E-COAT MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 34 E-COAT MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 35 E-COAT MARKET SIZE, BY REGION, 2014–2021 (MILLION SQUARE METERS)

Table 36 NORTH AMERICA: E-COAT MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 37 NORTH AMERICA: E-COAT MARKET SIZE, BY COUNTRY, 2014–2021 (MILLION SQUARE METERS)

Table 38 NORTH AMERICA: E-COAT MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 39 NORTH AMERICA: E-COAT MARKET SIZE, BY TYPE, 2014–2021 (MILLION SQUARE METERS)

Table 40 NORTH AMERICA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 41 NORTH AMERICA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 42 U.S.: MACROECONOMIC INDICATORS

Table 43 U.S.: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 44 U.S.: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION
SQUARE METERS)

Table 45 CANADA: MACROECONOMIC INDICATORS

Table 46 CANADA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 47 CANADA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION
SQUARE METERS)

Table 48 MEXICO: MACROECONOMIC INDICATORS

Table 49 MEXICO: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 50 MEXICO: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION
SQUARE METERS)

Table 51 EUROPE: E-COAT MARKET SIZE, BY COUNTRY, 2014–2021 (USD
MILLION)

Table 52 EUROPE: E-COAT MARKET SIZE, BY COUNTRY, 2014–2021 (MILLION
SQUARE METERS)

Table 53 EUROPE: E-COAT MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 54 EUROPE: E-COAT MARKET SIZE, BY TYPE, 2014–2021 (MILLION
SQUARE METERS)

Table 55 EUROPE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 56 EUROPE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION
SQUARE METERS)

Table 57 GERMANY: MACROECONOMIC INDICATORS

Table 58 GERMANY: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 59 GERMANY: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 60 SPAIN: MACROECONOMIC INDICATORS

Table 61 SPAIN: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 62 SPAIN: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION
SQUARE METERS)

Table 63 RUSSIA: MACROECONOMIC INDICATORS

Table 64 RUSSIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 65 RUSSIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 66 U.K.: MACROECONOMIC INDICATORS

Table 67 U.K.: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 68 U.K.: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 69 FRANCE: MACROECONOMIC INDICATORS

Table 70 FRANCE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 71 FRANCE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 72 CZECH REPUBLIC: MACROECONOMIC INDICATORS

Table 73 CZECH REPUBLIC: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 74 CZECH REPUBLIC: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 75 TURKEY: MACROECONOMIC INDICATORS

Table 76 TURKEY: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 77 TURKEY: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 78 BELGIUM: MACROECONOMIC INDICATORS

Table 79 BELGIUM: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 80 BELGIUM: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 81 POLAND: MACROECONOMIC INDICATORS

Table 82 POLAND: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 83 POLAND: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 84 ITALY: MACROECONOMIC INDICATORS

Table 85 ITALY: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 86 ITALY: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 87 REST OF EUROPE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 88 REST OF EUROPE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 89 ASIA-PACIFIC E-COAT MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 90 ASIA-PACIFIC E-COAT MARKET SIZE, BY COUNTRY, 2014–2021 (MILLION SQUARE METERS)

Table 91 ASIA-PACIFIC: E-COAT MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 92 ASIA-PACIFIC: E-COAT MARKET SIZE, BY TYPE, 2014–2021 (MILLION SQUARE METERS)

Table 93 ASIA-PACIFIC: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 94 ASIA-PACIFIC: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 95 CHINA: MACROECONOMIC INDICATORS

Table 96 CHINA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 97 CHINA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 98 JAPAN: MACROECONOMIC INDICATORS

Table 99 JAPAN: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 100 JAPAN: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 101 SOUTH KOREA: MACROECONOMIC INDICATORS

Table 102 SOUTH KOREA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 103 SOUTH KOREA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 104 INDIA: MACROECONOMIC INDICATORS

Table 105 INDIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 106 INDIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 107 THAILAND: MACROECONOMIC INDICATORS

Table 108 THAILAND: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 109 THAILAND: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 110 INDONESIA: MACROECONOMIC INDICATORS

Table 111 INDONESIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 112 INDONESIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 113 MALAYSIA: MACROECONOMIC INDICATORS

Table 114 MALAYSIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 115 MALAYSIA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 116 VIETNAM: MACROECONOMIC INDICATORS

Table 117 VIETNAM: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 118 VIETNAM: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 119 SINGAPORE: MACROECONOMIC INDICATORS

Table 120 SINGAPORE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 121 SINGAPORE: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 122 REST OF ASIA-PACIFIC: E-COAT MARKET SIZE, BY APPLICATION,
2014–2021 (USD MILLION)

Table 123 REST OF ASIA-PACIFIC: E-COAT MARKET SIZE, BY APPLICATION,
2014–2021 (MILLION SQUARE METERS)

Table 124 MIDDLE EAST & AFRICA: E-COAT MARKET, BY COUNTRY, 2014–2021
(USD MILLION)

Table 125 MIDDLE EAST & AFRICA: E-COAT MARKET, BY COUNTRY, 2014–2021
(MILLION SQUARE METERS)

Table 126 MIDDLE EAST & AFRICA: E-COAT MARKET SIZE, BY TYPE, 2014–2021
(USD MILLION)

Table 127 MIDDLE EAST & AFRICA: E-COAT MARKET SIZE, BY TYPE, 2014–2021
(MILLION SQUARE METERS)

Table 128 MIDDLE EAST & AFRICA: E-COAT MARKET SIZE, BY APPLICATION,
2014–2021 (USD MILLION)

Table 129 MIDDLE EAST & AFRICA: E-COAT MARKET SIZE, BY APPLICATION,
2014–2021 (MILLION SQUARE METERS)

Table 130 MIDDLE EAST & NORTH AFRICA: MACROECONOMIC INDICATORS

Table 131 MIDDLE EAST: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(USD MILLION)

Table 132 MIDDLE EAST: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 133 SOUTH AFRICA: MACROECONOMIC INDICATORS

Table 134 SOUTH AFRICA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(USD MILLION)

Table 135 SOUTH AFRICA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 136 MOROCCO: MACROECONOMIC INDICATORS

Table 137 MOROCCO: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 138 MOROCCO: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 139 EGYPT: MACROECONOMIC INDICATORS

Table 140 EGYPT: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 141 EGYPT: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION
SQUARE METERS)

Table 142 OTHERS: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 143 OTHERS: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 144 SOUTH AMERICA: E-COAT MARKET SIZE, BY COUNTRY, 2014–2021
(USD MILLION)

Table 145 SOUTH AMERICA: E-COAT MARKET SIZE, BY COUNTRY, 2014–2021
(MILLION SQUARE METERS)

Table 146 SOUTH AMERICA: E-COAT MARKET SIZE, BY TYPE, 2014–2021 (USD
MILLION)

Table 147 SOUTH AMERICA: E-COAT MARKET SIZE, BY TYPE, 2014–2021
(MILLION SQUARE METERS)

Table 148 SOUTH AMERICA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(USD MILLION)

Table 149 SOUTH AMERICA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021
(MILLION SQUARE METERS)

Table 150 BRAZIL: MACROECONOMIC INDICATORS

Table 151 BRAZIL: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD
MILLION)

Table 152 BRAZIL: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION

SQUARE METERS)

Table 153 ARGENTINA: MACROECONOMIC INDICATORS

Table 154 ARGENTINA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 155 ARGENTINA: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 156 OTHERS: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 157 OTHERS: E-COAT MARKET SIZE, BY APPLICATION, 2014–2021 (MILLION SQUARE METERS)

Table 158 INVESTMENTS & EXPANSIONS, 2011–2016

Table 159 CONTRACTS & AGREEMENTS, 2011–2016

Table 160 NEW PRODUCT LAUNCHES, 2011–2016

Table 161 PARTNERSHIPS & JOINT VENTURES, 2011-2016

Table 162 MERGERS & ACQUISITIONS, 2011-2016

List Of Figures

LIST OF FIGURES

Figure 1 E-COAT MARKET SEGMENTATION

Figure 2 E-COAT MARKET: RESEARCH DESIGN

Figure 3 DATA FROM SECONDARY SOURCES

Figure 4 DATA FROM PRIMARY SOURCES

Figure 5 BREAKDOWN OF PRIMARY INTERVIEWS

Figure 6 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

Figure 7 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

Figure 8 MARKET BREAKDOWN AND DATA TRIANGULATION

Figure 9 ASSUMPTIONS IN THE RESEARCH STUDY

Figure 10 ASIA-PACIFIC TO DOMINATE THE E-COAT MARKET BETWEEN 2016 AND 2021

Figure 11 CATHODIC EPOXY SEGMENT TO DOMINATE THE E-COAT MARKET BETWEEN 2016 AND 2021

Figure 12 HEAVY-DUTY EQUIPMENT APPLICATION TO BE THE FASTEST-GROWING APPLICATION SEGMENT BETWEEN 2016 AND 2021

Figure 13 ASIA-PACIFIC WAS THE FASTEST-GROWING MARKET OF E-COAT IN 2015

Figure 14 EMERGING ECONOMIES TO OFFER LUCRATIVE GROWTH POTENTIAL FOR MARKET PLAYERS

Figure 15 CATHODIC ACRYLIC SEGMENT TO WITNESS THE HIGHEST CAGR IN E-COAT MARKET BETWEEN 2016 AND 2021

Figure 16 E-COAT MARKET TO GROW FASTER IN DEVELOPING NATIONS THAN IN DEVELOPED ONES

Figure 17 ASIA-PACIFIC TO GROW RAPIDLY DURING THE FORECAST PERIOD

Figure 18 PASSENGER CARS SEGMENT ACCOUNTED FOR THE LARGEST SHARE IN E-COAT MARKET, IN 2015

Figure 19 INDIA TO WITNESS THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 20 CHINA AND U.S. ACCOUNTED FOR THE LARGEST SHARE OF THE E-COAT MARKET, IN 2015

Figure 21 E-COAT MARKET, BY REGION

Figure 22 E-COAT: DEPOSITION SEQUENCE

Figure 23 CATHODIC EPOXY IS THE PREFERRED TYPE FOR MAJOR END-USE INDUSTRY

Figure 24 USAGE OF E-COAT OVER POWDER AND LIQUID COATINGS

Figure 25 ADVANTAGES OF E-COATING TECHNOLOGY

Figure 26 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 27 VALUE-CHAIN ANALYSIS: E-COAT VALUE ADDITION AT EACH STAGE

Figure 28 PORTER'S FIVE FORCES ANALYSIS

Figure 29 EUROPE ACCOUNTED FOR THE HIGHEST NUMBER OF PATENTS
FILED BETWEEN 2014 AND 2015

Figure 30 AXALTA COATING SYSTEMS HAD THE HIGHEST NUMBER OF PATENTS
BETWEEN 2014 AND 2015

Figure 31 CATHODIC EPOXY SEGMENT TO DOMINATE THE E-COAT MARKET
DURING THE FORECAST PERIOD

Figure 32 ASIA-PACIFIC DOMINATED THE E-COAT MARKET IN 2015

Figure 33 HIGH GROWTH IN MAJOR APPLICATIONS TO CONTINUE DRIVING THE
E-COAT MARKET

Figure 34 HEAVY-DUTY EQUIPMENT IS THE FASTEST-GROWING SEGMENT
DURING THE FORECAST PERIOD

Figure 35 GOOD OPPORTUNITY FOR PASSENGER CARS PRODUCTION IN INDIA
AND CHINA

Figure 36 INDIA IS EMERGING AS HOTSPOT IN THE E-COAT MARKET

Figure 37 EUROPE, ASIA-PACIFIC, AND MEA: POTENTIAL MARKETS FOR
CATHODIC EPOXY E-COAT

Figure 38 ASIA-PACIFIC AND MEA TO BE THE HOT SPOTS FOR THE E-COAT
MARKET

Figure 39 ASIA-PACIFIC WITNESSED HIGH GROWTH IN E-COAT MARKET IN 2015

Figure 40 ASIA-PACIFIC WAS THE LARGEST MARKET OF E-COAT IN 2015

Figure 41 E-COAT MARKET IN NORTH AMERICA: SNAPSHOT

Figure 42 RISE IN DEMAND FOR COMMERCIAL VEHICLES TO DRIVE THE E-COAT
MARKET IN U.S.

Figure 43 RISE IN DEMAND FOR PASSENGER CARS TO DRIVE THE E-COAT
MARKET IN EUROPE

Figure 44 TURKEY: HIGH GROWTH E-COAT MARKET IN EUROPE

Figure 45 ATTRACTIVENESS OF THE E-COAT MARKET IN ASIA-PACIFIC

Figure 46 COMPANIES ADOPTED INVESTMENTS & EXPANSIONS AS THE KEY
GROWTH STRATEGY BETWEEN 2011 AND 2016

Figure 47 MARKET EVALUATION FRAMEWORK: SIGNIFICANT NUMBER OF
INVESTMENTS & EXPANSIONS FUELED GROWTH AND INNOVATION, 2011–2016*

Figure 48 BATTLE FOR MARKET SHARE: INVESTMENTS & EXPANSIONS WAS
THE KEY STRATEGY

Figure 49 REGIONAL REVENUE MIX OF TOP 5 PLAYERS

Figure 50 AXALTA COATING SYSTEMS: COMPANY SNAPSHOT

Figure 51 AXALTA COATING SYSTEMS: SWOT ANALYSIS

Figure 52 PPG INDUSTRIES, INC.: COMPANY SNAPSHOT

Figure 53 PPG INDUSTRIES, INC.: SWOT ANALYSIS

Figure 54 BASF SE: COMPANY SNAPSHOT

Figure 55 BASF SE: SWOT ANALYSIS

Figure 56 NIPPON PAINT HOLDINGS CO., LTD.: COMPANY SNAPSHOT

Figure 57 NIPPON PAINT HOLDINGS CO., LTD.: SWOT ANALYSIS

Figure 58 THE VALSPAR CORPORATION: COMPANY SNAPSHOT

Figure 59 THE VALSPAR CORPORATION: SWOT ANALYSIS

Figure 60 TATUNG FINE CHEMICALS CO., LTD.: COMPANY SNAPSHOT

Figure 61 TATUNG FINE CHEMICALS CO., LTD.: SWOT ANALYSIS

Figure 62 KCC CORPORATION: COMPANY SNAPSHOT

Figure 63 KCC CORPORATION: SWOT ANALYSIS

Figure 64 LUVATA OY: SWOT ANALYSIS

Figure 65 HAWKING ELECTROTECHNOLOGY LTD.: SWOT ANALYSIS

Figure 66 NOROO PAINT & COATINGS CO., LTD.: COMPANY SNAPSHOT

Figure 67 NOROO PAINT & COATINGS CO., LTD.: SWOT ANALYSIS

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