

# **OEM Coatings Market by Formulation (Powder Coatings, Water-borne Coatings, Solvent-borne Coatings, and Radiation Curable Coatings), End-use Industry (Transportation, Consumer Products, and Heavy Equipment & Machinery), and Region - Global Forecasts to 2022**

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## **Abstracts**

“Increased demand for OEM coatings from the transportation end-use industry is driving the growth of the OEM coatings market across the globe.”

The OEM coatings market is projected to reach USD 69.28 billion by 2022, at a CAGR of 4.7% from 2017 to 2022. Increasing demand for OEM coatings from the transportation end-use industry segment is the major driver for the growth of the OEM coatings market. However, the high content of volatile organic compounds (VOCs) in OEM coatings is the major restraint for the growth of the OEM coatings market across the globe. The OEM coatings industry is expected to grow during the forecast period due to increasing demand for OEM coatings from China, India, South Korea, and rest of Asia-Pacific.

“The powder coatings formulation segment of the OEM coatings market is projected to grow at the highest CAGR during the forecast period from 2017 to 2022.”

The powder coatings formulation segment of the OEM coatings market is projected to grow at the highest CAGR during the forecast period from 2017 to 2022. The growth of this segment can be attributed to the increased use of powder coatings for steel parts as they are resistant to chemical and physical stress. These coatings are used in a number of industries as they not only protect OEM parts from corrosion but also add to

their aesthetic value.

“The Asia-Pacific OEM coatings market is projected to grow at the highest CAGR during the forecast period.”

The Asia-Pacific region is the largest market for OEM coatings, globally. China is the leading market for OEM coatings in the Asia-Pacific region, owing to the large base of the automotive and consumer products industries in the region. The increasing demand for OEM coatings in China can be attributed to the growing investments by the automotive manufacturers in the country, increasing purchasing power of the masses, and initiatives undertaken by the government of China to boost the growth of various industries, such as construction, automotive, and consumer goods & appliances in the country.

This study has been validated through primary interviews conducted with various industry experts, globally. These primary sources have been divided into three categories on the basis of the company type, designation, and region.

By Company Type: Tier 1–42%, Tier 2–25%, and Tier 3–33%

By Designation: Sales Executives–33%, Managers–42%, and Researchers & Consultants–25%

By Region: Asia-Pacific–58%, Middle East & Africa–8%, Europe–17%, and North America–17%

The report also includes company profiles and competitive strategies adopted by the major market players, such as PPG Industries, Inc. (U.S.), Akzo Nobel N.V. (Netherlands), The Sherwin-Williams Company (U.S.), The Valspar Corporation (U.S.), Axalta Coating Systems Ltd. (U.S.), Jotun (Norway), BASF SE (Germany), Nippon Paints Holdings Co., Ltd. (Japan), 3M Company (U.S.), and Kansai Paints Co., Ltd. (Japan), among others to strengthen their position in the OEM coatings market.

## Research Coverage

This research report categorizes the OEM coatings market on the basis of the formulation, end-use industry, and region. It forecasts revenue growth and includes an analysis of the trends in each of the submarkets. These segments have been further

described in detail with their subsegments in the report. The value and volume forecasts for these segments and subsegments have also been provided in the report till 2022. The report also includes company profiles and competitive strategies that have been adopted by the major players operating in the OEM coatings market.

Reasons to buy this report:

From an insight perspective, this research report has focused on various levels of analyses—industry analysis (industry trends), market ranking of the top players, and company profiles. These insights together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the OEM coatings market, high-growth regions, and market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on the formulations of OEM coatings offered by the top market players

**Product Development/Innovation:** Detailed insights on the emerging technologies, research & development (R&D) activities, and new product launches in the OEM coatings market

**Market Development:** Comprehensive information on the lucrative, emerging markets as the report analyzes the OEM coatings market across different regions

**Market Diversification:** Exhaustive information about new products, untapped regions, recent developments, and investments in the OEM coatings market

**Competitive Assessment:** In-depth assessment of the strategies, products, and manufacturing capabilities of the leading players in the OEM coatings market

## 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
  - 1.3.3 CURRENCY
- 1.4 LIMITATIONS
- 1.5 ASSUMPTION
- 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
- 2.3 DATA TRIANGULATION
  - 2.3.1 RESEARCH ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE OPPORTUNITIES IN OEM COATINGS MARKET
- 4.2 OEM COATINGS MARKET, BY END-USE INDUSTRY (2017–2022)
- 4.3 OEM COATINGS MARKET IN ASIA-PACIFIC, BY END-USE INDUSTRY AND COUNTRY, 2016
- 4.4 OEM COATINGS MARKET: EMERGING VS. MATURE COUNTRIES

### **5 MARKET OVERVIEW**

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 High growth in automotive OEM market

5.2.1.2 Technological advancements in OEM coatings

### 5.2.2 RESTRAINTS

5.2.2.1 High VOC content in OEM coatings

### 5.2.3 OPPORTUNITIES

5.2.3.1 Development of faster curing and low VOC emitting coatings

### 5.2.4 CHALLENGES

5.2.4.1 Development of coating-free surfaces

## 5.3 PORTER'S FIVE FORCES ANALYSIS

### 5.3.1 BARGAINING POWER OF SUPPLIERS

### 5.3.2 THREAT OF NEW ENTRANTS

### 5.3.3 THREAT OF SUBSTITUTES

### 5.3.4 BARGAINING POWER OF BUYERS

### 5.3.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.4 MACROECONOMIC INDICATORS

### 5.4.1 TRENDS AND FORECAST OF GDP

### 5.4.2 TRENDS AND SALES OF AUTOMOTIVE INDUSTRY

## 6 OEM COATINGS MARKET, BY FORMULATION

### 6.1 INTRODUCTION

### 6.2 POWDER AND HIGH SOLID COATINGS

### 6.3 WATER-BORNE COATINGS

### 6.4 SOLVENT-BORNE COATINGS

### 6.5 RADIATION CURABLE COATINGS

## 7 OEM COATINGS MARKET, BY END-USE INDUSTRY

### 7.1 INTRODUCTION

### 7.2 TRANSPORTATION

#### 7.2.1 AUTOMOTIVE

7.2.1.1 ACRYLIC COATINGS

7.2.1.2 POLYURETHANE COATINGS

7.2.1.3 EPOXY COATINGS

7.2.1.4 ALKYD COATING

7.2.1.5 POLYESTER COATINGS

- 7.2.2 MARINE
  - 7.2.2.1 EPOXY COATINGS
  - 7.2.2.2 POLYURETHANE COATINGS
  - 7.2.2.3 OTHER COATINGS
- 7.2.3 OTHER TRANSPORTATION INDUSTRY
- 7.3 CONSUMER PRODUCTS
  - 7.3.1 EPOXY COATINGS
  - 7.3.2 POLYESTER COATINGS
  - 7.3.3 ACRYLIC COATINGS
  - 7.3.4 POLYURETHANE COATINGS
- 7.4 HEAVY EQUIPMENT AND MACHINERY
  - 7.4.1 EPOXY COATINGS
  - 7.4.2 ALKYD COATINGS
  - 7.4.3 ACRYLIC COATINGS
  - 7.4.4 POLYURETHANE COATINGS
- 7.5 OTHERS

## **8 OEM COATINGS MARKET, BY REGION**

- 8.1 INTRODUCTION
- 8.2 ASIA-PACIFIC
  - 8.2.1 CHINA
  - 8.2.2 JAPAN
  - 8.2.3 INDIA
  - 8.2.4 SOUTH KOREA
  - 8.2.5 REST OF ASIA-PACIFIC
- 8.3 NORTH AMERICA
  - 8.3.1 U.S.
  - 8.3.2 CANADA
  - 8.3.3 MEXICO
- 8.4 WESTERN EUROPE
  - 8.4.1 GERMANY
  - 8.4.2 FRANCE
  - 8.4.3 U.K.
  - 8.4.4 SPAIN
  - 8.4.5 ITALY
  - 8.4.6 REST OF WESTERN EUROPE
- 8.5 CENTRAL & EASTERN EUROPE
  - 8.5.1 RUSSIA

- 8.5.2 TURKEY
- 8.5.3 REST OF CENTRAL & EASTERN EUROPE
- 8.6 SOUTH AMERICA
  - 8.6.1 BRAZIL
  - 8.6.2 ARGENTINA
  - 8.6.3 REST OF SOUTH AMERICA
- 8.7 MIDDLE EAST & AFRICA
  - 8.7.1 SAUDI ARABIA
  - 8.7.2 UAE
  - 8.7.3 REST OF MIDDLE EAST & AFRICA

## **9 COMPETITIVE LANDSCAPE**

- 9.1 INTRODUCTION
  - 9.1.1 DYNAMIC DIFFRENTIATORS
  - 9.1.2 INNOVATORS
  - 9.1.3 VISIONARY LEADERS
  - 9.1.4 EMERGING COMPANIES
- 9.2 COMPETITIVE BENCHMARKING
  - 9.2.1 PRODUCTS OFFERED
  - 9.2.2 BUSINESS STRATEGY
- 9.3 MARKET RANKING OF KEY PLAYERS

## **10 COMPANY PROFILES**

(Business Overview, Product Offerings Scorecard, Products Offered, Business Strategy Scorecard, Recent Developments)\*

- 10.1 PPG INDUSTRIES, INC.
- 10.2 AKZO NOBEL N.V.
- 10.3 AXALTA COATINGS SYSTEMS LTD.
- 10.4 THE SHERWIN-WILLIAMS COMPANY
- 10.5 THE VALSPAR CORPORATION
- 10.6 JOTUN
- 10.7 3M COMPANY
- 10.8 BASF SE
- 10.9 NIPPON PAINT HOLDINGS CO., LTD.
- 10.10 KANSAI PAINT CO., LTD.

\*Details on Business Overview, Product Offerings Scorecard, Products Offered,

Business Strategy Scorecard, Recent Developments might not be captured in case of unlisted companies.

#### 10.11 ADDITIONAL COMPANY PROFILES

- 10.11.1 HENKEL CORPORATION
- 10.11.2 BERGER PAINTS INDIA LTD.
- 10.11.3 SIKA AG
- 10.11.4 HELIOS GROUP HOLDING S.A.
- 10.11.5 SHANGHAI COATINGS CO. LTD.
- 10.11.6 NATIONAL PAINTS FACTORIES
- 10.11.7 HEMPEL A/S
- 10.11.8 DAW
- 10.11.9 KOREA CHEMICAL CO., LTD.
- 10.11.10 CHUGOKU MARINE PAINTS
- 10.11.11 BECKERS GROUP
- 10.11.12 CARBOLINE COMPANY
- 10.11.13 DULUXGROUP
- 10.11.14 SK KAKEN
- 10.11.15 SHAWCOR LTD.

### **11 APPENDIX**

- 11.1 INSIGHTS FROM INDUSTRY EXPERTS
- 11.2 DISCUSSION GUIDE
- 11.3 KNOWLEDGE STORE: MARKETSDANDMARKETS SUBSCRIPTION PORTAL
- 11.4 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
- 11.5 AVAILABLE CUSTOMIZATIONS
- 11.6 RELATED REPORTS
- 11.7 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

- Table 1 TRENDS AND FORECAST OF GDP, 2016–2022 (USD MILLION)
- Table 2 TRENDS AND SALES OF AUTOMOTIVE, USD MILLION (2015 AND 2016)
- Table 3 OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)
- Table 4 OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)
- Table 5 RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022
- Table 6 POWDER & HIGH SOLID COATING MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- Table 7 POWDER & HIGH SOLID COATING MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- Table 8 WATER-BORNE COATINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- Table 9 WATER-BORNE COATINGS MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- Table 10 SOLVENT-BORNE COATINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- Table 11 SOLVENT-BORNE COATINGS MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- Table 12 RADIATION CURABLE COATINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)
- Table 13 RADIATION CURABLE COATINGS MARKET SIZE, BY REGION, 2015–2022 (KILOTON)
- Table 14 OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022(USD MILLION)
- Table 15 OEM COATINGS MARKET SIZE IN AUTOMOTIVE INDUSTRY, BY REGION, 2015–2022 (USD MILLION)
- Table 16 OEM COATINGS MARKET SIZE MARINE INDUSTRY, BY REGION, 2015–2022 (USD MILLION)
- Table 17 OEM COATINGS MARKET SIZE IN OTHER TRANSPORTATION INDUSTRY, BY REGION, 2015–2022 (USD MILLION)
- Table 18 OEM COATINGS MARKET SIZE IN CONSUMER PRODUCTS, BY REGION, 2015–2022 (USD MILLION)
- Table 19 OEM COATINGS MARKET SIZE IN HEAVY EQUIPMENT & MACHINERY INDUSTRY, BY REGION, 2015–2022 (USD MILLION)
- Table 20 OEM COATINGS MARKET SIZE IN OTHER END-USE INDUSTRIES, BY

REGION, 2014–2021 (USD MILLION)

Table 21 OEM COATINGS MARKET SIZE, BY REGION, 2015–2022 (USD MILLION)

Table 22 OEM COATINGS MARKET SIZE, BY REGION, 2015–2022 (KILOTON)

Table 23 OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 24 OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 25 RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 26 OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 27 ASIA-PACIFIC: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

Table 28 ASIA-PACIFIC: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

Table 29 ASIA-PACIFIC: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 30 ASIA-PACIFIC: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 31 ASIA-PACIFIC: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 32 ASIA-PACIFIC: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 33 CHINA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 34 CHINA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 35 CHINA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 36 CHINA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 37 JAPAN: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 38 JAPAN: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 39 JAPAN: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 40 JAPAN: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 41 INDIA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 42 INDIA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022

(KILOTON)

Table 43 INDIA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 44 INDIA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 45 SOUTH KOREA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 46 SOUTH KOREA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 47 SOUTH KOREA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 48 SOUTH KOREA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 49 REST OF ASIA-PACIFIC: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 50 REST OF ASIA-PACIFIC: OEM COATINGS MARKET SIZE, FORMULATION, 2015–2022 (KILOTON)

Table 51 REST OF ASIA-PACIFIC: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 52 REST OF ASIA-PACIFIC: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 53 NORTH AMERICA: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

Table 54 NORTH AMERICA: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

Table 55 NORTH AMERICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 56 NORTH AMERICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 57 NORTH AMERICA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 58 NORTH AMERICA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 59 U.S.: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 60 U.S.: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 61 U.S.: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 62 U.S.: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 63 CANADA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 64 CANADA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 65 CANADA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 66 CANADA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 67 MEXICO: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 68 MEXICO: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 69 MEXICO: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 70 MEXICO: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 71 WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

Table 72 WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

Table 73 WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 74 WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 75 WESTERN EUROPE: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 76 WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 77 GERMANY: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 78 GERMANY: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 79 GERMANY: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 80 GERMANY: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 81 FRANCE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 82 FRANCE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022

(KILOTON)

Table 83 FRANCE: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 84 FRANCE: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 85 U.K.: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 86 U.K.: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 87 U.K.: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 88 U.K.: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 89 SPAIN: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 90 SPAIN: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 91 SPAIN: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 92 SPAIN: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 93 ITALY: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 94 ITALY: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 95 ITALY: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 96 ITALY: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 97 REST OF WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 98 REST OF WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 99 REST OF WESTERN EUROPE: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 100 REST OF WESTERN EUROPE: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 101 CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

Table 102 CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

Table 103 CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY

FORMULATION, 2015–2022(USD MILLION)

Table 104 CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 105 CENTRAL & EASTERN EUROPE: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 106 CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 107 RUSSIA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 108 RUSSIA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 109 RUSSIA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 110 RUSSIA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 111 TURKEY: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022(USD MILLION)

Table 112 TURKEY: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022(KILOTON)

Table 113 TURKEY: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 114 TURKEY: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022(USD MILLION)

Table 115 REST OF CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 116 REST OF CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022(KILOTON)

Table 117 REST OF CENTRAL & EASTERN EUROPE: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 118 REST OF CENTRAL & EASTERN EUROPE: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 119 SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

Table 120 SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

Table 121 SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 122 SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 123 SOUTH AMERICA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 124 SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 125 BRAZIL: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 126 BRAZIL: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 127 BRAZIL: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 128 BRAZIL: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 129 ARGENTINA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 130 ARGENTINA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 131 ARGENTINA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 132 ARGENTINA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 133 REST OF SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 134 REST OF SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 135 REST OF SOUTH AMERICA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 136 REST OF SOUTH AMERICA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 137 MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (USD MILLION)

Table 138 MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY COUNTRY, 2015–2022 (KILOTON)

Table 139 MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 140 MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 141 MIDDLE EAST & AFRICA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2017–2022

Table 142 MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY END-USE

INDUSTRY, 2015–2022 (USD MILLION)

Table 143 SAUDI ARABIA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 144 SAUDI ARABIA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 145 SAUDI ARABIA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 146 SAUDI ARABIA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 147 UAE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 148 UAE: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 149 UAE: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 150 UAE: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)

Table 151 REST OF MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (USD MILLION)

Table 152 REST OF MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY FORMULATION, 2015–2022 (KILOTON)

Table 153 REST OF MIDDLE EAST & AFRICA: RADIATION CURABLE OEM COATINGS MARKET SIZE, 2015–2022

Table 154 REST OF MIDDLE EAST & AFRICA: OEM COATINGS MARKET SIZE, BY END-USE INDUSTRY, 2015–2022 (USD MILLION)



## List Of Figures

### LIST OF FIGURES

Figure 1 OEM COATINGS MARKET SEGMENTATION

Figure 2 OEM COATINGS MARKET: RESEARCH METHODOLOGY

Figure 3 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

Figure 4 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

Figure 5 OEM COATINGS MARKET: DATA TRIANGULATION

Figure 6 POWDER & HIGH SOLID COATINGS TO BE THE LARGEST FORMULATION SEGMENT OF OEM COATINGS MARKET

Figure 7 TRANSPORTATION INDUSTRY TO DOMINATE OEM COATINGS MARKET DURING FORECAST PERIOD

Figure 8 ASIA-PACIFIC WAS LARGEST OEM COATINGS MARKET IN 2016

Figure 9 OEM COATINGS MARKET SIZE, 2017–2022 (USD BILLION)

Figure 10 TRANSPORTATION TO BE THE FASTEST-GROWING MARKET DURING FORECAST PERIOD

Figure 11 TRANSPORTATION INDUSTRY WAS THE LARGEST CONSUMER OF OEM COATINGS IN ASIA-PACIFIC

Figure 12 CHINA TO EMERGE AS THE MOST LUCRATIVE MARKET BETWEEN 2017 AND 2022

Figure 13 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN OEM COATINGS MARKET

Figure 14 OEM COATINGS MARKET ; PORTER'S FIVE FORCES ANALYSIS

Figure 15 TRENDS AND FORECAST OF GDP, 2016

Figure 16 POWDER AND HIGH SOLID COATINGS TO DRIVE THE OEM COATINGS MARKET DURING THE FORECAST PERIOD

Figure 17 TRANSPORTATION INDUSTRY TO DOMINATE THE OEM COATINGS MARKET, 2017–2022

Figure 18 GLOBAL SNAPSHOT: ASIA-PACIFIC TO REGISTER THE HIGHEST GROWTH, 2017–2022

Figure 19 ASIA-PACIFIC SNAPSHOT: CHINA TO REGISTER THE HIGHEST GROWTH, 2017–2022

Figure 20 NORTH AMERICA REGIONAL SNAPSHOT: THE U.S. TO LEAD THE OEM COATINGS MARKET, 2017–2022

Figure 21 REGIONAL SNAPSHOT: GERMANY TO LEAD THE OEM COATINGS MARKET IN WESTERN EUROPE, 2017–2022

Figure 22 SOUTH AMERICA REGIONAL SNAPSHOT: BRAZIL TO LEAD THE OEM COATINGS MARKET IN THE REGION, 2016–2022

Figure 23 MIDDLE EAST & AFRICA REGIONAL SNAPSHOT, 2017–2022

Figure 24 COMPETITIVE LEADERSHIP MAPPING, 2016

Figure 25 OEM COATINGS MARKET RANKING, 2016

Figure 26 PPG INDUSTRIES, INC.: COMPANY SNAPSHOT

Figure 27 AKZO NOBEL N.V.: COMPANY SNAPSHOT

Figure 28 AXALTA COATINGS SYSTEMS LTD.: COMPANY SNAPSHOT

Figure 29 THE SHERWIN-WILLIAMS COMPANY: COMPANY SNAPSHOT

Figure 30 THE VALSPAR CORPORATION: COMPANY SNAPSHOT

Figure 31 JOTUN: COMPANY SNAPSHOT

Figure 32 3M COMPANY: COMPANY SNAPSHOT

Figure 33 BASF SE: COMPANY SNAPSHOT

Figure 34 NIPPON PAINT HOLDINGS CO., LTD.: COMPANY SNAPSHOT

Figure 35 KANSAI PAINT CO., LTD.: COMPANY SNAPSHOT

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