

Paint Industry in India 2015

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Date: February 2015

Pages: 82

Price: US\$ 950.00 (Single User License)

ID: PC48C646CFDEN

Abstracts

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The new report, 'Paint Market in India', states that the industry in India is driven by growth in not only construction activities but also in automotive industry. Media exposure and innovative marketing initiatives by the players have only added to increasing awareness about latest trends prevalent in the sector. Due to increased Government funding for infrastructure, demand for paints both in industrial and decorative segment is set to rise, thereby rendering Indian paint industry to be poised for further growth.

A further analysis of the key drivers and challenges of the market indicate the factors for growth of the market including growth in real estate construction, growth in automotive industry, growth in industrial sector, growth in disposable income, low penetration and increased Government expenditure on infrastructure. India is an emerging economy and with a rising GDP and the subsequent growth in industrial activities and infrastructural developments. Aided with increased Government spending on infrastructure in India, market is optimistic about its impact on the paint industry. For new constructions, paint has become an integral component of the development stage. Another factor boosting the market is the growth in the automotive industry which creates huge demand for industrial paints. Further, with enhanced level of communication in terms of media exposure, awareness about latest trends governing the sector has reached a whole host of consumers. Fulfilling needs to look unique becomes possible with more disposable income at the hands of people which is seen to be on an upward trend. Moreover, low per capita consumption of paints in India provides enough opportunity for further growth in this sector. However, the sector is also facing certain challenges. Factors like rising input prices and stringent environmental regulations pose as a barrier for growth. To conclude, the paint industry has a promising future in India, provided players in the market implement innovation and cutting edge technology to combat the

negative factors.

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