

# 2008 China PPG Market Analysis Report

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## Abstracts

China's PPG industry lurches along the entire 2008. As raw materials and labor cost increase prominently, due to the soaring crude oil market, and downstream segments of PPG industry suffer from import shrink, which contributes to a crippled demand for PPG, how do PPG manufacturers tackle with those problems confronted? As more imports swarmed into domestic market, how do China's players survive in this tough condition? Confronting such fierce competition, how should domestic manufacturers go ahead? As the global financial crises blasts overwhelming, how does PPG industry fight out? This report is devoted to discussions on the issues mentioned above, and gives you the reasonable forecast of the future of PPG market, through professional analysis like SWTO, PEST and Porter's five forces.

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### **PART ONE: PPG BRIEF**

(This part accounts for 5-10% of this report.)

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(This chapter gives brief introduction of PPG, and focuses on the production technology used by facilities both existed and planned. Note: Index referred is based on Statistics, with calculation process attached. Same below.)

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(This part accounts for 5-10% of this report.)

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(This part focuses on upstream information, and gives detailed information on raw materials markets, and their influences on PPG market, through charts, tables, as well as words description. Index referred in this part is based on Statistics, with calculation process attached. )

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(This part accounts for 20% of this report.)

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(This part focus on detailed statistics of 2008 PPG industry, including production capacity, output, pricing trend, import & export market, through charts, tables, as well as words description. Also comparisons of current status over last few years will be included. Index referred in this part is based on Statistics, with calculation process attached.)

## **PART FOUR: ANALYSIS ON PPG INDUSTRY, INDUSTRY ENVIRONMENT, AND COMPETITION**

(This part accounts for 30% of this report.)

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(This part accounts for 10% of this report)

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(This part gives detailed information of Flexible PPG industry and pricing trend of this segment in 2008, through tables, figures, detailed data statistics, as well as words description. Analysis on relative data is also included. Index referred in this part is based on Statistics, with calculation process attached.)

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(This part accounts for 10% of this report)

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(This part focuses on downstream analysis, including consumption status of flexible PPG and rigid PPG in 2008, consumption changes and comparison over last year, status of all the consumption fields, influences of relative policies and industrial environments, demand status in 2008 and the demand tendency in few years ahead, both demand status in midseason and off-season, the prospects of all the downstream consumption fields. Index referred in this part is based on Statistics, with calculation process attached.)

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(This part accounts for 5% of this report)

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This part gives reasonable forecast of China's PPG Industry Index referred in this part is based on Statistics, with calculation process attached.

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