

# **Soft-Touch Polyurethane Coatings Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2019-2029 Segmented By Product Type (2K, UV), By Base Type (Water-based, Solvent-based), By End Use (Furniture & Wood, Electrical & Electronics, Transport & Automotive, Others), By Region, and By Competition**

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## **Abstracts**

Global Soft-Touch Polyurethane Coatings Market was valued at USD 7.14 billion in 2023 and is anticipated to grow in the forecast period with a CAGR of 9.10% through 2029. The Global Soft-Touch Polyurethane Coatings Market in 2023 showcases a dynamic landscape driven by factors such as technological advancements, increasing demand for high-performance coatings, and growing applications across various industries.

### **Key Market Drivers**

#### **Automotive Industry Boom**

The automotive industry is currently experiencing an unprecedented boom, with rapid technological advancements and shifting consumer preferences driving demand for innovative solutions. One such solution that has found itself at the forefront of this surge is soft-touch polyurethane coatings.

As consumers increasingly view their vehicles as extensions of their personal space, there is a growing emphasis on enhancing interior aesthetics. Soft-touch polyurethane coatings provide a luxurious, tactile feel to various surfaces within the automotive

interior, such as dashboards, door panels, and steering wheels. This premium touch not only elevates the overall driving experience but also aligns with the heightened aesthetic expectations of modern consumers.

The automotive industry is placing a greater emphasis on delivering unparalleled comfort and user experience. Soft-touch polyurethane coatings contribute significantly to this goal by providing a soft and pleasant touch to surfaces that drivers and passengers frequently interact with. In a competitive market where user experience is a key differentiator, these coatings have become integral to creating a comfortable and enjoyable driving environment.

Soft-touch polyurethane coatings offer more than just aesthetic appeal; they also bring durability and wear resistance to the table. As these coatings are applied to surfaces prone to constant contact and potential abrasion, such as armrests and control panels, they act as a protective layer, preserving the quality and appearance of interior components. This durability factor enhances the longevity of automotive interiors, contributing to the overall value proposition for consumers.

Automotive manufacturers are leveraging soft-touch polyurethane coatings to customize and differentiate their brands in a crowded marketplace. The ability to offer unique, soft-touch finishes allows for greater brand personalization, helping manufacturers create distinct identities for their vehicles. Consumers, in turn, are drawn to vehicles that not only boast cutting-edge technology but also offer a personalized and luxurious interior through the use of soft-touch coatings.

### Rising Consumer Electronics Demand

Consumer electronics, ranging from smartphones and tablets to laptops and wearables, are no longer just functional devices; they are fashion statements. Soft-touch polyurethane coatings contribute significantly to the aesthetics of these devices, providing a luxurious, velvety feel that enhances their overall visual appeal. As consumers seek sleek, premium designs, the demand for soft-touch coatings has surged to transform gadgets into style statements.

The touch and feel of consumer electronics have become critical aspects of user satisfaction. Soft-touch polyurethane coatings offer a tactile experience that goes beyond the ordinary, providing a soft, rubbery touch that users find pleasing and comfortable. This unique sensation has become a key factor in consumer electronics design, influencing purchasing decisions and, consequently, propelling the demand for

devices coated with these specialized coatings.

Consumer electronics, being constant companions in our daily lives, are susceptible to scratches and wear. Soft-touch polyurethane coatings act as a protective layer, offering resistance against scratches and maintaining the pristine appearance of devices over time. This durability factor adds value to consumer electronics products, driving manufacturers to incorporate these coatings as a standard feature in their designs.

In a highly competitive consumer electronics market, brand differentiation is paramount. Manufacturers are increasingly turning to soft-touch polyurethane coatings as a means of setting their products apart. The ability to offer a distinct tactile experience through these coatings allows brands to create unique selling propositions, fostering brand loyalty and influencing consumer choices in a crowded marketplace.

### Furniture and Upholstery Applications

In the realm of furniture and upholstery, a tactile revolution is underway as soft-touch polyurethane coatings gain prominence.

Soft-touch polyurethane coatings are redefining the standard for high-end furniture aesthetics. The demand for premium finishes has surged as consumers seek furniture that not only serves a functional purpose but also adds a touch of luxury to their living spaces. Soft-touch coatings, with their velvety texture, elevate the visual appeal of furniture, creating a luxurious and sophisticated ambiance.

Furniture is more than just a utilitarian asset; it's an integral part of our daily lives. Soft-touch polyurethane coatings provide a pleasurable tactile experience, transforming the way we interact with our surroundings. Sofas, chairs, and other upholstered pieces coated with these specialized finishes offer a soft, comfortable touch that enhances the overall user experience, making relaxation a truly indulgent affair.

As furniture faces constant use and wear, durability becomes a crucial factor in maintaining its aesthetic appeal. Soft-touch polyurethane coatings bring a delicate touch without compromising durability. These coatings act as protective layers, offering resistance against stains and wear, ensuring that high-end furniture retains its pristine appearance over time. This durability factor adds significant value to the investment in quality furniture.

The demand for personalized and customizable furniture is on the rise. Soft-touch

polyurethane coatings provide manufacturers with the flexibility to create unique finishes, allowing consumers to tailor their furniture to match their personal style preferences. This customization capability not only fosters brand loyalty but also fuels the growth of the coatings market as manufacturers seek innovative ways to differentiate their offerings.

### Focus on Technological Advancements

In the fast-paced world of coatings and materials, technological advancements play a pivotal role in shaping industry landscapes. The Global Soft-Touch Polyurethane Coatings Market is no exception, as a relentless focus on innovation and technological breakthroughs propels the market forward.

Technological advancements are revolutionizing the formulation processes of soft-touch polyurethane coatings. Innovations in materials science, chemistry, and nanotechnology are enabling manufacturers to achieve unprecedented levels of precision in crafting coatings with enhanced performance characteristics. This includes improvements in scratch resistance, durability, and the overall tactile feel, creating coatings that outperform their predecessors.

The versatility of soft-touch polyurethane coatings is expanding with technological advancements. Through innovative formulations, these coatings can now be adapted to an ever-growing range of applications across industries. Whether in automotive interiors, consumer electronics, furniture, or beyond, advancements in technology are broadening the scope of potential applications, opening new markets for these specialized coatings.

As we move towards a more connected world, smart coatings are emerging as a technological frontier within the soft-touch polyurethane coatings sector. These coatings can be integrated with Internet of Things (IoT) devices to provide additional functionalities. For example, coatings with touch-sensitive capabilities can be applied to surfaces that interact with smart home systems or automotive controls, adding an extra layer of innovation and utility.

Technological advancements are paving the way for soft-touch polyurethane coatings with responsive and adaptive qualities. These coatings can react to external stimuli, such as temperature changes or user interactions, to alter their properties dynamically. This responsiveness enhances the user experience, making surfaces more intuitive and adaptable to various conditions, further driving demand across industries.

## Key Market Challenges

### Raw Material Price Volatility

One of the persistent challenges confronting the soft-touch polyurethane coatings market is the volatility in raw material prices. Key components of polyurethane formulations, such as isocyanates and polyols, are susceptible to price fluctuations influenced by factors like supply chain disruptions, geopolitical events, and market demand. Manufacturers grapple with the need to maintain cost competitiveness amid unpredictable raw material costs.

### Rising Competition and Market Saturation

The success and widespread adoption of soft-touch polyurethane coatings have attracted an influx of competitors into the market. The increased competition poses challenges for both established players and newcomers in terms of differentiating products, maintaining market share, and sustaining profit margins. Market saturation becomes a concern as the number of suppliers proliferates, intensifying the battle for market dominance.

### Quality Control and Consistency

Ensuring consistent quality in the production of soft-touch polyurethane coatings is a critical challenge. Maintaining uniform texture, durability, and performance across batches is essential for meeting customer expectations. Stringent quality control measures are required throughout the manufacturing process to address variations and uphold the reputation of these coatings for providing a reliable and consistent tactile experience.

## Key Market Trends

### Advanced Sustainable Formulations

A growing emphasis on environmental sustainability is steering the coatings industry towards greener solutions, and soft-touch polyurethane coatings are no exception. The future holds the promise of advanced formulations that utilize eco-friendly materials and manufacturing processes. Manufacturers are expected to prioritize sustainability, meeting the rising demand for coatings that not only deliver on performance but also

align with environmentally conscious practices.

### Bio-Based and Renewable Materials

The pursuit of sustainability is likely to extend to the raw materials used in soft-touch polyurethane coatings. Bio-based and renewable materials, derived from sources such as plant-based feedstocks, are poised to play a pivotal role in future formulations. This trend aligns with the broader industry shift towards reducing reliance on fossil fuels and minimizing the environmental impact of coating production.

### Innovations in Anti-Microbial Coatings

In the wake of global health concerns, there is a rising interest in coatings with anti-microbial properties. Soft-touch polyurethane coatings may witness innovations in formulations that incorporate anti-microbial agents, providing an additional layer of protection against germs and bacteria. This trend aligns with the heightened focus on health and hygiene in various industries.

### Segmental Insights

#### Base Type Insights

Based on the category of base type, water-based coatings are poised to dominate the global soft-touch polyurethane coatings market for several compelling reasons. First and foremost, the escalating environmental concerns and stringent regulations surrounding volatile organic compounds (VOCs) have prompted a significant shift towards eco-friendly alternatives. Water-based formulations exhibit lower VOC levels compared to solvent-based counterparts, aligning seamlessly with sustainability initiatives and regulatory requirements. Additionally, the growing awareness among consumers and industries about the importance of adopting environmentally responsible practices further propels the demand for water-based coatings. Furthermore, water-based polyurethane coatings offer enhanced safety and workplace conditions due to their non-flammable nature, contributing to a healthier and more secure working environment. The superior performance attributes, such as excellent adhesion, durability, and versatility, make water-based coatings an attractive choice for a myriad of applications. As companies prioritize sustainability and performance, the dominance of water-based formulations in the global soft-touch polyurethane coatings market is not only inevitable but also indicative of a progressive and responsible approach within the industry.

## End Use Insights

Furniture and wood applications are poised to emerge as the dominant end-use sector in the global soft-touch polyurethane coatings market, driven by a convergence of factors that underscore the industry's dynamism. The demand for aesthetically pleasing and tactile surfaces in furniture design has witnessed a notable upswing, with consumers increasingly valuing products that provide a luxurious and soft touch feel. Soft-touch polyurethane coatings offer a compelling solution, enhancing the tactile experience of wooden surfaces while also providing durability and protection. Moreover, the versatility of these coatings allows for a diverse range of finishes, catering to varying styles and design preferences in the furniture sector. As sustainability becomes a paramount consideration, water-based formulations within the soft-touch polyurethane coatings segment align with the eco-conscious ethos of the industry. This trend is further accentuated by a growing consumer awareness of environmentally responsible choices, cementing furniture and wood applications as the frontrunner in driving the expansion of the global soft-touch polyurethane coatings market.

## Regional Insights

Asia-Pacific is positioned to assert dominance in the global soft-touch polyurethane coatings market, propelled by a combination of factors that underscore the region's economic prowess and evolving industrial landscape. The region's robust manufacturing sector, particularly in countries like China and India, serves as a key driver, fostering a significant demand for soft-touch coatings across diverse industries such as automotive, electronics, and furniture. Additionally, the burgeoning middle-class population in Asia-Pacific, coupled with rising disposable incomes, is fueling a surge in consumer preferences for high-quality and visually appealing products, where soft-touch polyurethane coatings play a pivotal role. The region's proactive approach to technological advancements and innovation further positions it at the forefront of coating technologies. Furthermore, the presence of major automotive and electronics manufacturing hubs in Asia-Pacific amplifies the need for advanced coatings that enhance both aesthetics and functionality. As the region continues to experience rapid industrialization and urbanization, Asia-Pacific stands poised to dominate the global soft-touch polyurethane coatings market, driven by its economic vitality, manufacturing prowess, and evolving consumer preferences.

## Key Market Players

Sherwin-Williams Co/The

Akzo Nobel NV

PPG Industries Inc

Axalta Coating Systems LLC

Rust-Oleum Corp

Aexcel Inc

Hunan Sokan New Materials Co Ltd

Jotun A/S

#### Report Scope:

In this report, the Global Soft-Touch Polyurethane Coatings Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Soft-Touch Polyurethane Coatings Market, By Product Type:

2K

UV

Soft-Touch Polyurethane Coatings Market, By Base Type:

Water-based

Solvent-based

Soft-Touch Polyurethane Coatings Market, By End Use:

Furniture & Wood

Electrical & Electronics

Transport & Automotive

Others

Soft-Touch Polyurethane Coatings Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Soft-Touch Polyurethane Coatings Market.

## Available Customizations:

Global Soft-Touch Polyurethane Coatings market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL SOFT-TOUCH POLYURETHANE COATINGS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type (2K, UV)
  - 5.2.2. By Base Type (Water-based, Solvent-based)
  - 5.2.3. By End Use (Furniture & Wood, Electrical & Electronics, Transport & Automotive, Others)

- 5.2.4. By Region
- 5.2.5. By Company (2023)
- 5.3. Product Market Map
  - 5.3.1. By Product Type
  - 5.3.2. By Base Type
  - 5.3.3. By End Use
  - 5.3.4. By Region

## **6. NORTH AMERICA SOFT-TOUCH POLYURETHANE COATINGS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Product Type (2K, UV)
  - 6.2.2. By Base Type (Water-based, Solvent-based)
  - 6.2.3. By End Use (Furniture & Wood, Electrical & Electronics, Transport & Automotive, Others)
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Soft-Touch Polyurethane Coatings Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Product Type
      - 6.3.1.2.2. By Base Type
      - 6.3.1.2.3. By End Use
  - 6.3.2. Canada Soft-Touch Polyurethane Coatings Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Product Type
      - 6.3.2.2.2. By Base Type
      - 6.3.2.2.3. By End Use
  - 6.3.3. Mexico Soft-Touch Polyurethane Coatings Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Product Type

6.3.3.2.2. By Base Type

6.3.3.2.3. By End Use

## **7. EUROPE SOFT-TOUCH POLYURETHANE COATINGS MARKET OUTLOOK**

### **7.1. Market Size & Forecast**

#### **7.1.1. By Value**

### **7.2. Market Share & Forecast**

#### **7.2.1. By Product Type (2K, UV)**

#### **7.2.2. By Base Type (Water-based, Solvent-based)**

#### **7.2.3. By End Use (Furniture & Wood, Electrical & Electronics, Transport & Automotive, Others)**

#### **7.2.4. By Country**

### **7.3. Europe: Country Analysis**

#### **7.3.1. Germany Soft-Touch Polyurethane Coatings Market Outlook**

##### **7.3.1.1. Market Size & Forecast**

###### **7.3.1.1.1. By Value**

##### **7.3.1.2. Market Share & Forecast**

###### **7.3.1.2.1. By Product Type**

###### **7.3.1.2.2. By Base Type**

###### **7.3.1.2.3. By End Use**

#### **7.3.2. United Kingdom Soft-Touch Polyurethane Coatings Market Outlook**

##### **7.3.2.1. Market Size & Forecast**

###### **7.3.2.1.1. By Value**

##### **7.3.2.2. Market Share & Forecast**

###### **7.3.2.2.1. By Product Type**

###### **7.3.2.2.2. By Base Type**

###### **7.3.2.2.3. By End Use**

#### **7.3.3. France Soft-Touch Polyurethane Coatings Market Outlook**

##### **7.3.3.1. Market Size & Forecast**

###### **7.3.3.1.1. By Value**

##### **7.3.3.2. Market Share & Forecast**

###### **7.3.3.2.1. By Product Type**

###### **7.3.3.2.2. By Base Type**

###### **7.3.3.2.3. By End Use**

#### **7.3.4. Italy Soft-Touch Polyurethane Coatings Market Outlook**

##### **7.3.4.1. Market Size & Forecast**

###### **7.3.4.1.1. By Value**

##### **7.3.4.2. Market Share & Forecast**

- 7.3.4.2.1. By Product Type
- 7.3.4.2.2. By Base Type
- 7.3.4.2.3. By End Use
- 7.3.5. Spain Soft-Touch Polyurethane Coatings Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Product Type
    - 7.3.5.2.2. By Base Type
    - 7.3.5.2.3. By End Use

## **8. ASIA-PACIFIC SOFT-TOUCH POLYURETHANE COATINGS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type (2K, UV)
  - 8.2.2. By Base Type (Water-based, Solvent-based)
  - 8.2.3. By End Use (Furniture & Wood, Electrical & Electronics, Transport & Automotive, Others)
  - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Soft-Touch Polyurethane Coatings Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Product Type
      - 8.3.1.2.2. By Base Type
      - 8.3.1.2.3. By End Use
  - 8.3.2. Japan Soft-Touch Polyurethane Coatings Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Product Type
      - 8.3.2.2.2. By Base Type
      - 8.3.2.2.3. By End Use
  - 8.3.3. India Soft-Touch Polyurethane Coatings Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value

- 8.3.3.2. Market Share & Forecast
  - 8.3.3.2.1. By Product Type
  - 8.3.3.2.2. By Base Type
  - 8.3.3.2.3. By End Use
- 8.3.4. Australia Soft-Touch Polyurethane Coatings Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Product Type
    - 8.3.4.2.2. By Base Type
    - 8.3.4.2.3. By End Use
- 8.3.5. South Korea Soft-Touch Polyurethane Coatings Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Product Type
    - 8.3.5.2.2. By Base Type
    - 8.3.5.2.3. By End Use

## **9. SOUTH AMERICA SOFT-TOUCH POLYURETHANE COATINGS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type (2K, UV)
  - 9.2.2. By Base Type (Water-based, Solvent-based)
  - 9.2.3. By End Use (Furniture & Wood, Electrical & Electronics, Transport & Automotive, Others)
  - 9.2.4. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Soft-Touch Polyurethane Coatings Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Product Type
      - 9.3.1.2.2. By Base Type
      - 9.3.1.2.3. By End Use
  - 9.3.2. Argentina Soft-Touch Polyurethane Coatings Market Outlook

- 9.3.2.1. Market Size & Forecast
  - 9.3.2.1.1. By Value
- 9.3.2.2. Market Share & Forecast
  - 9.3.2.2.1. By Product Type
  - 9.3.2.2.2. By Base Type
  - 9.3.2.2.3. By End Use
- 9.3.3. Colombia Soft-Touch Polyurethane Coatings Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Product Type
    - 9.3.3.2.2. By Base Type
    - 9.3.3.2.3. By End Use

## **10. MIDDLE EAST AND AFRICA SOFT-TOUCH POLYURETHANE COATINGS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type (2K, UV)
  - 10.2.2. By Base Type (Water-based, Solvent-based)
  - 10.2.3. By End Use (Furniture & Wood, Electrical & Electronics, Transport & Automotive, Others)
  - 10.2.4. By Country
- 10.3. MEA: Country Analysis
  - 10.3.1. South Africa Soft-Touch Polyurethane Coatings Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Product Type
      - 10.3.1.2.2. By Base Type
      - 10.3.1.2.3. By End Use
  - 10.3.2. Saudi Arabia Soft-Touch Polyurethane Coatings Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Product Type
      - 10.3.2.2.2. By Base Type

- 10.3.2.2.3. By End Use
- 10.3.3. UAE Soft-Touch Polyurethane Coatings Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Product Type
    - 10.3.3.2.2. By Base Type
    - 10.3.3.2.3. By End Use
- 10.3.4. Kuwait Soft-Touch Polyurethane Coatings Market Outlook
  - 10.3.4.1. Market Size & Forecast
    - 10.3.4.1.1. By Value
  - 10.3.4.2. Market Share & Forecast
    - 10.3.4.2.1. By Product Type
    - 10.3.4.2.2. By Base Type
    - 10.3.4.2.3. By End Use

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Recent Development
- 12.2. Mergers & Acquisitions
- 12.3. Product Launches

## **13. PORTER'S FIVE FORCES ANALYSIS**

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Sherwin-Williams Co/The
  - 14.1.1. Business Overview

- 14.1.2. Product Offerings
- 14.1.3. Recent Developments
- 14.1.4. Financials (As Reported)
- 14.1.5. Key Personnel
- 14.1.6. SWOT Analysis
- 14.2. Akzo Nobel NV
- 14.3. PPG Industries Inc
- 14.4. Axalta Coating Systems LLC
- 14.5. Rust-Oleum Corp
- 14.6. Aexcel Inc
- 14.7. Hunan Soka New Materials Co Ltd
- 14.8. Jotun A/S

## **15. STRATEGIC RECOMMENDATIONS**

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