

# Decorative Coatings Market: Attractive Opportunities in Emerging Economies

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## Abstracts

With a number of recent mergers and acquisitions, the decorative coatings industry is continuing to reorganize and, after increasing prices in the environment of high raw material prices to pass on some of the higher raw material costs, the industry has witnessed a little relief in the last few quarters.

Because of the excellent growth perspectives, Western companies are more and more focusing on emerging markets in Asia, Eastern Europe and the Middle East, intending to invest handsomely there during the next few years.

The report focuses on the Global Decorative Coatings Industry – its size, growth rate, trends, growth drivers, opportunities, issues etc. Asian Decorative Coatings industry has been covered separately in the report.

The report profiles most of the major industry players, including their financial information, and key business strategies.

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