

Global Paints and Coatings Market Report: 2014 Edition

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Abstracts

Paints and coatings market is highly correlated with various end-user sectors like housing, construction, automotive, furniture, and packaging. The global market for paints and coating experienced a healthy growth in 2013 on account of rising construction projects, increase in housing starts, resuming consumer confidence and improvement in industrial production worldwide. While housing and construction markets in North America and Europe remained subdued over the years following the global financial crisis, activity has been strong in Asian markets like China and India. Further many new construction activities are expected to begin in Asia Pacific region that will boost the demand for paints and coatings.

The paints and coatings industry can be categorized into three markets: architectural/decorative, industrial OEM and special purpose coatings. Architectural coating is the largest segment followed by industrial coatings and special purpose coatings. The industrial coatings segment was driven by rise in industrial production and automotive OEM sector. Geographically, Asia Pacific is the largest consumer of paints and coatings followed by Europe, North America and Latin America. Paint manufacturers are constantly introducing new and technologically advanced products in the market. Companies are focusing on zero VOC (volatile organic compounds) and green paints that are particularly in high demand among the customers. Rising prices of titanium dioxide was a major challenge for the industry in 2013.

Competition in coatings segment is based on formulating products for specific customer applications, meeting customer delivery requirements and providing technical assistance to the customer in product application, new technology offerings and prices. Akzonobel, PPG, Sherwin Williams, BASF and Valspar are the leading companies.

The present report offers a comprehensive analysis of the worldwide paints and coatings market with a special focus on the regional markets including Asia which includes India and China, the US, Latin America and Russia. All the three sub-segments namely architectural, industrial and special purpose coatings are explained in detail. In addition, competitive landscape in each segment like decorative, automotive OEM, industrial, protective and marine coatings along with the company profiles of the leading players in the market is discussed in detail.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. INTRODUCTION

- 1.1 Types of Coatings
- 1.2 Procedures of Paint Makers
- 1.3 Applications of Paints

2. GLOBAL PAINTS AND COATINGS MARKET

- 2.1 Market Size by Value & Volume
- 2.2 Market Segmentation
- 2.3 End- Use Sectors
- 2.4 Per Capita Consumption
- 2.5 Geographical Segmentation

3. MARKET SEGMENTS

- 3.1 Architectural/Decorative Coatings
 - 3.1.1 Market Size
 - 3.1.2 End- Markets
 - 3.1.3 Geographical Segmentation
- 3.2 Industrial OEM Coatings
 - 3.2.1 Market Size
 - 3.2.2 End- Use Sectors
 - 3.2.3 Geographical Segmentation
 - 3.2.4 Automotive OEM Coatings
 - 3.2.5 Metal Packaging & Powder Coatings
- 3.3 Special Purpose Coatings
 - 3.3.1 Market Size
 - 3.3.2 End- Use Sectors
 - 3.3.3 Geographical Segmentation
 - 3.3.4 Protective & Marine Coatings
 - 3.3.5 Automotive and Aerospace Coatings

4. REGIONAL ANALYSIS – PAINTS & COATINGS

- 4.1 The US
 - Market Value & Volume

Market Segmentation

Architectural Coatings Volume Demand

Architectural Coatings – End Markets

Distribution Channels

Cost Structure Comparison of Manufacturers

4.2 Latin America

Paints Market Segmentation

Paints Market Share by Countries

4.2.1 Brazil

Decorative Paints Market Volume

Decorative Paints Market Share

4.3 Asia

Decorative Paints Share by Countries

Industrial Paints Share by Countries

Market Share

4.3.1 India

Overall Market Value

Decorative Paints Market

Decorative Paints by Sub- sector

Decorative Paints Market Share

Industrial Paints Market

Industrial Paints by Sub- sector

4.3.2 China

Paints Market Overview

Production Volume

4.4 EMEA Region

Decorative Paints Market by Country

Decorative Paints Distribution Channels

Competitive Positioning

4.4.1 Russia

Paints Market Value

Paints Market Volume

Market Share

5. MARKET TRENDS AND DRIVERS

5.1 Rising Infrastructure Investment in Asian Region

5.2 Increase in Automobiles Production

5.3 Growth in Airline Fleet

5.4 Development of Anti- VOC Regulations

5.5 Industry Consolidation

6. KEY ISSUES

6.1 Environmental Rules and Regulations

6.2 High Raw Material Costs

7. COMPETITIVE LANDSCAPE

7.1 Overall Coatings

7.2 Decorative Coatings

7.3 Industrial Coatings

7.4 Automotive OEM Coatings

7.5 Automotive Refinish Coatings

8. COMPANY PROFILES

8.1 AkzoNobel NV

8.1.1 Business Description

8.1.2 Financial Overview

8.1.3 Business Strategies

Improved Supply Chain Performance

Investments in Marketing, Sales and Innovation

8.2 PPG Industries Inc.

8.2.1 Business Description

8.2.2 Financial Overview

8.2.3 Business Strategies

Expansion through Acquisitions

Focus on R&D Activities

8.3 Sherwin Williams

8.3.1 Business Description

8.3.2 Financial Overview

8.3.3 Business Strategies

New Products to Maintain Competency

Increasing Store Presence in Key Markets

8.4 Valspar

8.4.1 Business Description

8.4.2 Financial Overview

8.4.3 Business Strategies

Focus on Research and Development

Growth in Industrial Coatings Business

9. INDUSTRY OUTLOOK

9.1 Market Forecast

9.2 Forecast Methodology

9.2.1 Dependent and Independent Variables

9.2.2 Correlation Analysis

9.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Paints and Coatings Industry Segmentation
Sources of Materials Used to Make Paints and Coatings
Operations used in Paint Market
Global Paints and Coatings Market Value (2008- 2013)
Global Paints and Coatings Market Volume (2006- 2017F)
Market Segmentation of Global Paints and Coatings Industry (2013)
Segmentation of Global Paints and Coatings Industry by End- Use Sectors (2013)
Per Capita Consumption of Coatings and Adhesives (2013)
Raw Materials Input per Unit of Coatings (% of cost) – 2012
Regional Breakup of Paints and Coatings Industry by Value (2012)
Regional Breakup of Paints and Coatings Industry by Volume (2012)
Global Architectural/Decorative Coatings Industry (2004- 2013)
Architectural Coatings End Market Shares (2012)
Global Architectural Coatings Market Share by Regions (2012)
Global Industrial OEM Coatings Industry (2010- 2013)
Industrial OEM Coatings Demand by Technology (2012)
Shares of Industrial OEM Coatings Industry by End- Use Sectors (2012)
Global Industrial OEM Coatings Market Share by Regions (2012)
Global Automotive OEM Coatings Market Size (2006- 2017F)
Region Wise Segmentation of Automotive OEM Coatings Market (2012)
Estimated Distribution of Volume of Automotive OEM Coatings by Technology (2012)
Global Powder Coatings Market by Outlet (2012)
Global Demand for Metal Packaging Coatings by Medium (2012)
Global Special Purpose Coatings by sub- Segments (2013)
Special Purpose Coatings Industry by End- Use Sectors (2012)
Region Wise Demand for Special Purpose Coatings (2012)
Global Protective Coatings Market by End- Use Sectors (2012)
Global Marine Coatings Market by End- Use Sectors (2012)
Global Automotive and Aerospace Coatings Market by End- Use Sectors (2012)
The US Coatings Industry (2011 vs 2012)
The US Coating Industry by Segments (2012)
The US Architectural Coatings Volume Demand (2007- 2012)
The US Architectural Market Customer Breakdown (2012)
The US Coatings Market - Channel Share in DIY (2012)
The US Coatings Market - Channel Share in Contractors (2012)

Latin American Coatings Market by Segments (2012)
Latin American Coatings Market by Countries (2012)
Decorative Paint Market Volumes in Brazil (2004- 2012)
Decorative Paint Market by Producers in Brazil (2012)
Decorative Coatings Demand in Asia (2012)
Industrial Coatings Demand in Asia (2012)
Coatings Industry by Market Players in Asia (2012)
Indian Paints Industry Market Size (FY12- FY17E)
Indian Decorative Paints Industry Market Size (FY12- FY17E)
Indian Decorative Paints for Sub- Segments CAGR (FY08- FY12)
Share of Key Sub- Segments for Decorative Paints in India (FY12)
Value Split for Decorative Segment Based on Paint Type in India (FY12)
Indian Decorative Paints Market Share (FY12)
Indian Industrial Paint Industry Size (FY12- FY17E)
Share of Key Sub- Segments for Industrial Paints in India (FY12)
Value Split for Industrial Segment Based on Paint Type in India (FY12)
Paint Production in China by Volume (2004- 2012)
EMEA Decorative Paints Market by Country (2012)
European Decorative Paint Market by Distribution Channels (2012)
Paints Market Volume in Russia (2010- 2013F)
Paints Market Value in Russia (2010- 2013F)
Share of Russian Paint Market by Types (2012)
Russian Decorative Paint Market Shares (2012)
Share of Construction Spending by sector in Asia (2012)
Construction Spending in Asian Countries (2012)
Global Automobile Production (2007- 2013)
Automobile Production by Country (2013)
Global Paints and Coatings Market by Leading Players (2002)
Global Paints and Coatings Market by Leading Players (2012)
TiO₂ Pricing Trend (2007- 2015E)
Global Paints and Coatings Market by Leading Players (2012)
Comparison of EBITDA as % of Sales for Coatings Companies (2013)
Global Decorative Coatings Market Players (2013E)
Shares by Players of Global Industrial Coatings Market (2012)
Global Automotive OEM Coatings Market Players' Shares (2012)
Global Automotive Refinish Coatings Market Players' Shares (2012)
AkzoNobel Revenues by Business Segments (2013)
AKzoNobel Revenues and Net Income (2007- 2013)
PPG Industries Revenues by Segment (2013)

PPG Industries Revenues by Geographic Regions (2013)
PPG Industries Revenue and Net Income (2009- 2013)
Sherwin Williams Revenues by Segments (2013)
Sherwin William Revenue and Net Income (2008- 2013)
Valspar Revenues by Segments (2013)
Valspar Revenues by Region (2013)
Valspar Revenues and Net Income (2008- 2013)
Global Paints and Coatings Market (2013- 2017F)

List Of Tables

LIST OF TABLES

Paints and Coatings Products and Application
Growth in terms of Value of Coatings Industry by Regions (2006- 2012)
Volume Growth of Coatings Industry by Regions (2006- 2012)
Comparison of Average US Companies Cost Structure (2009- 2012)
Annual Housing Starts in the US (2002- 2013)
Latin American Coatings Market Position (2012)
Competitive Positioning by Country
Airplane Fleet Development by Regions (2012 vs 2032F)
Global Competitive Positions of Coatings Companies
Dependent & Independent Variables (2008–2013)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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