

# Global Paints & Coatings Market Report: 2013 Edition

<https://marketpublishers.com/r/G81ECA34E95EN.html>

Date: March 2013

Pages: 70

Price: US\$ 800.00 (Single User License)

ID: G81ECA34E95EN

## Abstracts

Global demand for paint and coatings has grown steadily over the last decade. The increase in demand was mainly due to the continuing recovery of global economy and rapid industrialization. The paints and coatings sector depends heavily on the end-user industries it serves and positive growth is expected in most of those segments. Increasing demand from end-user industries such as steel, automotive, furniture and construction is driving the market.

Architectural coatings segment dominates the overall market followed by protective marine and general industrial coatings. Industrial coatings are expected to witness a higher growth rate compared to other segments due to the increasing number of industrial activities in various regions.

The key trends observed within the industry include increasing demand for paints with functional benefits. There are certain challenges which the industry is facing as of now which mainly includes environmental rules and regulations and threats of substitutes. The major factors which will contribute in the growth of the industry include increase in vehicle production, growth in global construction spending, increasing urbanization and growing global economy.

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, Americas which includes the US, Canada, South America, Latin America and Mexico and South Africa. The competition in the global paints and coatings market is intense with few large players viz. AkzoNobel NV, PPG Industries, Sherwin Williams and Valspar. In addition, competitive landscape in Asia, North America, Latin America and Europe 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.

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