

Indian Paints & Coatings Market - Low Consumption Offers Growth Potential

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The Indian Paints industry has come a long way since its start in the year 1902, from merely a decorative paints market, strongly influenced by the festivals, to a well diversified market now. The paints market now constitutes decorative as well as industrial paints. The paints market is also more technologically advanced. The industry is raw material intensive, as these constitute a major portion of the total cost of the product.

Low household consumption on paints in India, compared to other developing regions, offers high growth potential of the market. The industry is dominated by the organized sector, which constitutes more than two-thirds of the total market. Asian Paints is the market leader in the organized sector. The other major players are Kansai Nerolac Paints, Berger Paints and ICI.

This report provides a basic understanding of the paints market in India. It discusses the market value, growth rate, technological advancements, market drivers and challenges being faced by the paints market. The report goes on to profile the major players of the industry, describing their strategies.

Table of Content

1. INTRODUCTION

- Market Definition
- History
- Value Chain
- Distribution Channels

2. MARKET SIZE

- 2.1 Global Market
 - Market Value
 - Market Share of Leading Players
 - Global Coatings Market by Geography
- 2.2 India
 - Consumption Trend
 - Organized Vs Unorganized
 - Exports of Paints
 - 2.2.1 Market Segments
 - Decorative Paints
 - Industrial Paints

3. MARKET DRIVERS

- 3.1 Growing Economy
- 3.2 Repainting - Change in Consumer Mindset
- 3.3 Residential and Commercial Construction Demand
- 3.4 Industrial Growth

4. KEY ISSUES

- 4.1 Raw Material Intensive
- 4.2 Cyclical Demand of Decorative Paints
- 4.3 Environmental Threats

5. COATING TECHNOLOGIES

- 5.1 Powder Coatings Technology
- 5.2 In-mold Plastic Coatings
- 5.3 Smart Coating Technologies
- 5.4 TiO₂ Photocatalytic Paints

6. COMPETITOR LANDSCAPE

- Leading Paint Companies – Comparative Analysis
- Market Share
- Organized Market
- Decorative Market
- Industrial Market

7. COMPANY PROFILES

- 7.1 Asian Paints
 - Overview
 - Key Financials
 - Business Strategies
 - Increasing Market Share
 - Backward Integration
 - Customer-Centric Approach
- 7.2 Kansai Nerolac Paints
 - Overview
 - Key Financials
 - Business Strategies
 - Creating Brand Value
 - Balancing Profitability and Competitiveness
 - Internal Restructuring
 - Technology Investments
- 7.3 Berger Paints
 - Overview
 - Key Financials
 - Business Strategies
 - Growing through Acquisitions
- 7.4 ICI India Ltd.
 - Overview
 - Key Financials
 - Business Strategies
 - Consolidation and Restructuring

LIST OF TABLES

Price Range of Decorative Paints
India's Exports of Paints & Allied Products (2003-06)
India's Exports of Paints & Allied Products by Country (2003-06)
Investment in Real Estate (2002-11E)
Household Growth (2002-11E)
Demand for Automobile Sector (2006-09E)
Comparative Analysis of Top Players

LIST OF CHARTS

Paints & Coatings Industry Structure
Key Raw Materials for Paints
Distribution Channels
Global Coatings Market (2005-06)
Global Market - Share of Leading Players (2006)
Global Coatings Market by Geography (2006)
Comparison of Household Spend on Paints by Country
Structure of Paints Market
Market Segments
Growth of Decorative Paints by Value (1999-2010E)
Industrial Paints Market by End-markets (2006)
Growth of Industrial Paints by Value (1999-2010E)
Demand Drivers of Paints Market
Growth Trend in GDP and Paints (1999-2007)
Market Share of Organized Market (2006)
Market Share of Decorative Market (2006)
Market Share of Industrial Market (2006)
Asian Paints - Revenue and Margins Growth (2003-07)
Kansai Nerolac Paints - Revenue and Margins Growth (2003-07)
Berger Paints - Revenue and Margins Growth (2003-07)
ICI India - Revenue and Margins Growth (2003-07)

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