

Indian Paints & Coatings Market - Low Consumption Offers Growth Potential

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Abstracts

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.

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