

# Worldwide Flat Glass Market Report: 2009 Edition

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## Abstracts

Market for flat glass has always been driven by the demand for building glass and automotive glass, which in turn depend on economic growth. Both automotive and construction sector have been impacted by the current global economic recession. Real estate market is particularly going through a tough phase and is expected to remain sluggish for the remaining quarters of this year.

However, new applications for glass would contribute to market growth. For example, innovation in vehicle glazing and architectural application could add to market growth. Vehicle producers are targeting glass manufacturers who can help them to produce vehicles with apparent differentiation.

The global market for flat glass is dominated by Europe, China and North America. These three regions account for more than two-thirds of global market demand. Emerging markets, like India, with extremely low per capita consumption of glass present a potential growth opportunity.

The world's top four companies are NSG Group, AGC, Saint-Gobain and Guardian Industries. In terms of geographic reach, NSG Group and AGC lead the rest. For automotive glazing, there are three major players – NSG/Pilkington, Asahi and Saint-Gobain.

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.

The report analyzes the global flat glass market. It analyzes the worldwide, Chinese and Indian markets. Apart from providing a competitive landscape of the market, the report also profiles the major flat glass producers, with a discussion of their key business strategies. It also analyzes the major end-markets (construction and automotive) and the trends prevalent in them.

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