

# 2015-2019 Future Horizons and Growth Strategies in the Global Paint and Coatings Market: Strategic Assessments of Leading Suppliers

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## Abstracts

Complete report \$12,700. Individual company assessments \$2,450.

This thought-provoking report on performance, capabilities, goals and strategies of the major competitors in the worldwide paints and coatings market is designed to provide the industry executives with strategically significant competitor information, analysis, and insight critical to the development and implementation of effective business, marketing and R&D programs. The report's major objectives include:

To establish a comprehensive, factual, annually-updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading paints and coatings companies.

To help current suppliers realistically assess their financial, marketing and technological capabilities vis-a-vis leading competitors.

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.

To identify the least competitive market niches with significant growth potential.

The companies analyzed in this report include:

AkzoNobel

BASF

DuPont

Henkel

Kansai Paint

Nippon Paint

PPG

RPM

Sherwin-Williams

Valspar

Contains 500 pages and 60 tables

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