

2015 Global Paint and Coatings Companies M&A, Joint Ventures, R&D Pipeline, and Strategies

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Abstracts

A thought-provoking report on performance, capabilities, goals and strategies of the major competitors in the worldwide paints and coatings market. The report is designed to provide the paints and coatings industry executives with strategically significant competitor information, analysis, and insight critical to the development and implementation of effective 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.

Contains 500 pages and 60 tables

Contents

LIST OF TABLES

| |
|---|
| Table AK-1: Akzo Employee Growth by Business Segment |
| Table AK-2: Akzo Sales by Business Segment |
| Table AK-3: Akzo Sales Growth by Business Segment |
| Table AK-4: Akzo Sales and Operating Profit Growth |
| Table AK-5: Akzo Sales by Geographic Region |
| Table AK-6: Akzo Sales Growth by Geographic Region |
| Table AK-7: Akzo Coatings Sales by Product Line |
| Table AK-8: Akzo Coatings Sales by Geographic Region |
| Table BF-1: BASF Sales by Business Segment |
| Table BF-2: BASF Profit by Business Segment |
| Table BF-3: BASF Sales and Profit Growth |
| Table BF-4: BASF Sales by Geographic Region |
| Table BF-5: BASF Performance Products Sales by Product Group |
| Table DP-1: DuPont Sales by Industry Segment |
| Table DP-2: DuPont Sales and Operating Profit Growth |
| Table DP-3: DuPont Sales by Geographic Region |
| Table DP-4: DuPont Sales Growth by Geographic Region |
| Table IC-1: ICI Sales by Business Sector |
| Table IC-2: ICI Operating Profit by Business Sector |
| Table IC-3: ICI Sales and Operating Profit Growth |
| Table IC-4: ICI Sales Growth by Business Sector |
| Table IC-5: ICI Operating Profit Growth by Business Sector |
| Table IC-6: ICI Sales by Geographic Region |
| Table IC-7: ICI Paint Sales by Geographic Region |
| Table IC-8: ICI National Starch Sales by Geographic Region |
| Table IC-9: ICI Performance Specialties Sales by Geographic Region |
| Table IC-10: ICI Regional and Industrial Sales by Geographic Region |
| Table IC-11: ICI National Starch Sales by Business Group |
| Table IC-12: ICI Performance Specialties Sales by Business Unit |
| Table KA-1: Kansai Paint Sales and Operating Profit Growth |
| Table KA-2: Kansai Paint Sales by Geographic Region |
| Table KA-3: Kansai Paint Sales Growth by Geographic Region |
| Table KA-4: Kansai Paint Sales by Product Line |
| Table NI-1: Nippon Paint Sales and Operating Profit Growth |
| Table NI-2: Nippon Paint Sales by Business Segment |

| |
|---|
| Table PP-1: PPG Sales and Operating Profit Growth |
| Table PP-2: PPG Sales by Business Segment |
| Table PP-3: PPG Sales Growth by Business Segment |
| Table PP-4: PPG Operating Profit and Margins by Business Segment |
| Table PP-5: PPG Operating Profit Growth by Business Segment |
| Table PP-6: PPG Coatings Sales by Geographic Region |
| Table PP-7: PPG Sales Growth by Geographic Region |
| Table SW-1: Sherwin-Williams Sales by Business Segment |
| Table SW-2: Sherwin-Williams Sales and Operating Profit Growth |
| Table SW-3: Sherwin-Williams Sales Growth by Business Segment |
| Table SW-4: Sherwin-Williams Profit Growth by Business Segment |
| Table SK-1: SigmaKalon Sales by Business Segment |
| Table VA-1: Valspar Sales and Operating Profit Growth |
| Table VA-2: Valspar Sales by Product Line |
| Table VA-3: Valspar Sales Growth by Product Line |
| Table CA-1: The Top 10 World's Leading Paints & Coatings Companies Total Sales And Rank |
| Table CA-2: The Top 10 World's Leading Paints & Coatings Companies Sales By Geographic Region |
| Table CA-3: The Top 10 World's Leading Paints & Coatings Companies Operating Profit and Margins |
| Table CA-4: The Top 10 World's Leading Paints & Coatings Companies R&D Expenditures |

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