

2016 Paint and Coatings Market Consolidation: Who will not survive?

<https://marketpublishers.com/r/240B8408A93EN.html>

Date: October 2015

Pages: 142

Price: US\$ 3,880.00 (Single User License)

ID: 240B8408A93EN

Abstracts

Will the industry consolidate, decentralize, or undergo a bimodal transformation?

How will the current trends affect the major market segments?

Which companies will enter the market and which will not survive?

This new 142-page report from VPG

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GLOBAL PAINTS AND COATINGS MARKET DYNAMICS AND TRENDS

Worldwide strategic overview of the paints and coatings market

Sales forecasts for major market segments

Sales forecasts for key geographic regions: North America, Europe, Asia Pacific, Latin America, Africa, Mideast

Major U.S. and international regulatory, technological, economic, demographic, and social trends with potentially significant impact on the paints and coatings industry during the next five years

Industry consolidation

Market globalization

Environmental regulations

LEADING PAINTS AND COATINGS COMPANIES STRATEGIC DIRECTIONS

Specific business, new product development and marketing strategies

Major strengths and weaknesses, e.g., managerial, organizational, marketing and product development

Anticipated acquisitions, joint ventures and divestitures

LEADING PAINTS AND COATINGS COMPANIES MARKETING TACTICS

Promotional tactics

Distribution approaches

Product service and support

Customer relations

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