

2015 PPG: Global Challenges, Technological Capabilities, Marketing Tactics, and Strategic Direction in the Paint and Coatings Industry

<https://marketpublishers.com/r/2D96106FD93EN.html>

Date: June 2015

Pages: 17

Price: US\$ 2,200.00 (Single User License)

ID: 2D96106FD93EN

Abstracts

This new report from VPGMarketResearch.com provides insightful analysis of PPG's capabilities, goals and strategies in the global paint and coatings market. The report presents a worldwide strategic overview of the paint and coatings market, including:

Sales forecasts for major market segments.

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

In addition, the report reviews the 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, including discussion of such key issues as industry consolidation, market globalization, environmental regulations and others.

The analysis of PPG includes:

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.

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

Internally developed and acquired technologies, processes, and related capabilities.

Proprietary technologies and patent litigations.

Contains 17 pages 3 tables

Contents

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

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

MARKETING TACTICS

Promotional tactics
Distribution approaches
Product service and support
Customer relations

TECHNOLOGICAL KNOW-HOW

Internally developed and acquired technologies, processes, and related Capabilities
Proprietary technologies and patent litigations

List Of Tables

LIST OF TABLES

Table 1 Worldwide Paints and Coatings Market by Geographic Region

Table 2 Worldwide Paints and Coatings Market Growth by Geographic Region

Table 3 Worldwide Paints and Coatings Sales by Market Segment

I would like to order

Product name: 2015 PPG: Global Challenges, Technological Capabilities, Marketing Tactics, and Strategic Direction in the Paint and Coatings Industry

Product link: <https://marketpublishers.com/r/2D96106FD93EN.html>

Price: US\$ 2,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/2D96106FD93EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

