

2015 World Paint and Coatings Industry: Market Segment Forecasts, and Supplier Business Strategies and Marketing Tactics

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Abstracts

The report provides a worldwide strategic overview of the paints 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 companies analyzed in the report include: AkzoNobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar.

The company profiles include:

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.

Contains 122 pages and 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

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

List Of Tables

LIST OF TABLES

Table MO-1 Worldwide Paints and Coatings Market By Geographic Region

Table MO-2 Worldwide Paints and Coatings Market Growth By Geographic Region

Table MO-3 Worldwide Paints and Coatings Sales by Market Segment

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