

# **2016-2020 Competitive Intelligence: Henkel in the Global Paint and Coatings Industry--Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction**

<https://marketpublishers.com/r/25B7615B087EN.html>

Date: March 2016

Pages: 14

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

ID: 25B7615B087EN

## **Abstracts**

This new report from VPGMarketResearch provides insightful analysis of Henkels 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 Henkel 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 14 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 KnowHow

Internally developed and acquired technologies, processes, and related

Capabilities

Proprietary technologies and patent litigations

## List Of Tables

### LIST OF TABLES

Table1 Worldwide Paints and Coatings Market by Geographic Region

Table2 Worldwide Paints and Coatings Market Growth by Geographic Region

Table3 Worldwide Paints and Coatings Sales by Market Segment

## I would like to order

Product name: 2016-2020 Competitive Intelligence: Henkel in the Global Paint and Coatings Industry--Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

Product link: <https://marketpublishers.com/r/25B7615B087EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/25B7615B087EN.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

