

2018 Leading Paint and Coatings Suppliers Marketing Strategies and Market Segmentation Forecasts

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Date: August 2018

Pages: 60

Price: US\$ 2,450.00 (Single User License)

ID: 281A098E557EN

Abstracts

This new report from VPGMarketResearch.com provides analysis of the marketing strategies of global paint and coatings companies. The report presents:

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

The companies analyzed in the report include Akzo Nobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar.

Contains 60 pages

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1. AKZONOBEL

2. BASF

3. DUPONT

4. HENKEL

5. KANSAI

6. NIPPON PAINT

7. PPG

8. RPM

9. SHERWIN-WILLIAMS

10. VALSPAR

For each company, the report provides:

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

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