

# 2022 World Paint and Coatings Market Trends, and Strategic Assessments of Leading Suppliers

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## Abstracts

This thought-provoking report on performance, capabilities, goals and strategies of the major competitors in the worldwide paints and coatings market is designed to provide the industry executives with strategically significant competitor information, analysis, and insight critical to the development and implementation of effective business, marketing and R&D programs. The report's major objectives include:

To establish a comprehensive, factual, annually-updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading paints and coatings companies.

To help current suppliers realistically assess their financial, marketing and technological capabilities vis-a-vis leading competitors.

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations'; internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.

To identify the least competitive market niches with significant growth potential.

The companies analyzed in this report include: AkzoNobel, Asian Paints, Axalta, BASF, Dow Chemical, DuPont, Kansai Paint, Nippon Paint, PPG, RPM, and Sherwin-Williams.

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### **GLOBAL PAINTS AND COATINGS MARKET DYNAMICS AND TRENDS**

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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

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### **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**

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Customer relations

### **LEADING PAINTS AND COATINGS COMPANIES TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired technologies, processes, and related capabilities

Proprietary technologies and patent litigations

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