

Competitive Intelligence 2015: Analysis of the Global Paint and Coatings Market, and Leading Supplier Marketing Tactics and Technological Know-How

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Abstracts

This new 88-page report from VPGMarketResearch.com provides analysis of the global paint and coatings market, as well as leading supplier marketing tactics and technological know-how. 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 companies analyzed in the report are AkzoNobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar. The company profiles include:

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 88 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 @MARKETING TACTICS

Promotional tactics

Distribution approaches

Product service and support

Customer relations

LEADING PAINTS AND COATINGS COMPANIES @TECHNOLOGICAL KNOW-HOW

Internally developed and acquired technologies, processes, and related capabilities

Proprietary technologies and patent litigations

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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