

European Paint and Coatings Market: Strategic Assessments of Leading Suppliers

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Abstracts

This report provides paint and coatings industry executives with strategically significant competitor information, analysis and insight on the European market players, crucial to the development and implementation of effective business, marketing and R&D programs.

The companies analyzed in this report include AkzoNobel, BASF, DuPont, Henkel, Kansai, Nippon, PPG, RMP, Sherwin-Williams, Valspar.

Report Objectives:

To establish a comprehensive, factual, annually updated and cost-effective information base on performance, capabilities, goals and strategies of the leading players in the European paint and coatings market.

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

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

To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

Contains 500 pages and 67 tables

Contents

AKZONOBEL

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

BASF

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

DUPONT

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses

Strategic Direction

HENKEL

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

KANSAI

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

NIPPON

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses

Strategic Direction

PPG

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

RPM

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction

SHERWIN-WILLIAMS

Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know-How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses

Strategic Direction

VALSPAR

Executive Summary

Ownership

Business Evolution

Organization and Management

Major Facilities

Product Portfolio and Technological Know-How

Marketing Capabilities

Financial Analysis

Strengths and Weaknesses

Strategic Direction

List Of Tables

LIST OF TABLES

AkzoNobel Sales and Operating Profit Growth
AkzoNobel Sales by Geographic Region and Country
AkzoNobel Sales Growth by Geographic Region and Country
AkzoNobel Sales by Business Segment
AkzoNobel Sales Growth by Business Segment
AkzoNobel Decorative Paints Sales by Geographic Region
AkzoNobel Decorative Paints Sales Growth by Geographic Region
AkzoNobel Performance Coatings Sales by Product Line
AkzoNobel Performance Coatings Sales by Geographic Region

BASF Sales and Operating Profit Growth
BASF Sales by Business Segment
BASF Sales Growth by Business Segment
BASF Operating Profit and Margins by Business Segment
BASF Performance Products Sales by Division
BASF Performance Products Sales Growth by Division
BASF Chemicals Sales by Division
BASF Plastics Sales by Division
BASF Functional Solutions Products Sales by Division
BASF Functional Solutions Products Sales Growth by Division
BASF Agricultural Solutions Products and Nutrition Sales by Division
BASF Sales by Geographic Region and Country
BASF Sales Growth by Geographic Region and Country
BASF Coatings Sales by Geographic Region

DuPont Sales and Operating Profit Growth
DuPont Sales by Industry Segment
DuPont Sales Growth by Industry Segment
DuPont Operating Income and Margins by Industry Segment
DuPont Sales by Geographic Region
DuPont Sales Growth by Geographic Region
DuPont Sales Growth by Country

Henkel Sales and Operating Profit Growth
Henkel Sales by Business Segment

Henkel Sales Growth by Business Segment
Henkel Operating Income and Margins by Business Segment
Henkel Operating Income Growth by Business Segment
Henkel Coatings Sales by Geographic Region
Henkel Coatings Sales Growth by Geographic Region

Kansai Paint Sales and Operating Profit Growth
Kansai Paint Sales by Geographic Region
Kansai Paint Sales Growth by Geographic Region
Kansai Paint Sales by Product Line

Nippon Paint Sales and Operating Profit Growth
Nippon Paint Sales by Business Segment

PPG Sales and Operating Profit Growth
PPG Sales by Business Segment
PPG Sales Growth by Business Segment
PPG Operating Income and Margins by Business Segment
PPG Operating Income Growth by Business Segment
PPG Coatings Sales by Geographic Region
PPG Sales Growth by Geographic Region

RPM Sales and Operating Profit Growth
RPM Sales by Business Segment
RPM Sales Growth by Business Segment
RPM Operating Income and Margins by Business Segment
RPM Operating Income Growth by Business Segment
RPM Coatings Sales by Geographic Region
RPM Coatings Sales Growth by Geographic Region

Sherwin-Williams Sales by Business Segment
Sherwin-Williams Sales and Operating Profit Growth
Sherwin-Williams Sales Growth by Business Segment
Sherwin-Williams Profit and Margins by Business Segment
Sherwin-Williams Profit Growth by Business Segment

Valspar Sales and Operating Profit Growth
Valspar Sales by Product Line
Valspar Sales Growth by Product Line

Valspar Sales by Country
Valspar Sales Growth by Country

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