

# Global Paint and Coatings Market, 2019-2023: Leading Supplier Strategic Directions, Marketing Tactics, and Technological Know-How

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## Abstracts

The companies analyzed in this report include AkzoNobel, Asian Paints, Axalta, BASF, DowDuPont, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams.

The report presents:

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.

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