

2016 CompetitiveWatch: Henkel in the Global Paint and Coatings Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

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Abstracts

This new report from VPGMarketResearch provides insightful analysis of Henkel's capabilities, goals and strategies in the global paint and coatings market. 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 analysis of Henkel includes:

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.

Contains 14 pages 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

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

MARKETING TACTICS

Promotional tactics

Distribution approaches

Product service and support

Customer relations

TECHNOLOGICAL KNOW-HOW

Internally developed and acquired technologies, processes, and related

Capabilities

Proprietary technologies and patent litigations

List Of Tables

LIST OF TABLES

Table -1 Worldwide Paints and Coatings Market by Geographic Region

Table -2 Worldwide Paints and Coatings Market Growth by Geographic Region

Table -3 Worldwide Paints and Coatings Sales by Market Segment

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