

# Henkel: Strategic Direction, Marketing Tactics, Technological Capabilities and Business Challenges in the Paint and Coatings Industry

<https://marketpublishers.com/r/H10985F56A1EN.html>

Date: October 2015

Pages: 14

Price: US\$ 2,200.00 (Single User License)

ID: H10985F56A1EN

## Abstracts

This new report from VPGMarketResearch.com 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.

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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  
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  
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