

# Future Horizons and Growth Strategies in the Global Paint and Coatings Market 2015: Strategic Assessments of Leading Suppliers

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## Abstracts

Complete report \$12,700. Individual company assessments \$2,450.

This thought-provoking report on performance, capabilities, goals and strategies of the major competitors in the worldwide paints and coatings market is designed to provide the industry executives with strategically significant competitor information, analysis, and insight critical to the development and implementation of effective business, marketing and R&D programs.

The reports major objectives include:

To establish a comprehensive, factual, annually-updated and cost-effective information base on performance, capabilities, goals and strategies of the worlds leading paints and coatings companies.

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

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

To complement organizations internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.

To identify the least competitive market niches with significant growth potential.

The companies analyzed in this report include:

AkzoNobel

BASF

DuPont

Henkel

Kansai Paint

Nippon Paint

PPG

RPM

Sherwin-Williams

Valspar

Contains 500 pages and 60 tables

## Contents

### **SECTION I: EXECUTIVE SUMMARY**

A 3-5 page synopsis of key sections.

### **SECTION II: BUSINESS ORGANIZATION**

History of the company's paints and coatings business evolution, which is important to understanding the corporate culture, management mentality and strategies.

Most recent M&A activity and significant organizational changes.

Current organizational structure.

### **SECTION III: SENIOR MANAGEMENT**

Names, titles and background of key executives.

### **SECTION VI: FACILITIES AND EMPLOYEES**

Major administrative, manufacturing and R&D facilities in the U.S. and abroad.

Manufacturing practices.

New plants under construction.

U.S. and international work force size and distribution.

### **SECTION V: TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired technologies, and other related capabilities.

Proprietary processes and patent litigations.

## **SECTION VI: PRODUCT PORTFOLIO**

Extensive review of major product lines.

## **SECTION VII: MARKETING TACTICS**

Major promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

## **SECTION VIII: FINANCIAL ANALYSIS**

Estimated sales by division, geographic region and product line.

Five-year sales and operating profit performance.

## **SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS**

Estimated R&D budget.

Research facilities and staff.

New technologies and products in development.

## **SECTION X: COLLABORATIVE ARRANGEMENTS**

Major joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.

Terms of collaborative agreements and specific products involved.

## **SECTION XI: STRATEGIC DIRECTION**

Specific business, new product development and marketing strategies.

Strengths and weaknesses, e.g., managerial, organizational, marketing and product development.

Anticipated acquisitions, joint ventures and divestitures.

## **COMPARATIVE ANALYSIS**

In this section of the report, the Top 10 companies are ranked according to the following criteria:

Sales estimates and market shares by product category and geographic region.

Operating profit.

R&D expenditures.

Sales force size.

## List Of Tables

### LIST OF TABLES

Akzo Nobel Sales and Operating Profit Growth  
Akzo Nobel Sales by Geographic Region and Country  
Akzo Nobel Sales Growth by Geographic Region and Country  
Akzo Nobel Sales by Business Segment  
Akzo Nobel Sales Growth by Business Segment  
Akzo Nobel Decorative Paints Sales by Geographic Region  
Akzo Nobel Decorative Paints Sales Growth by Geographic Region  
Akzo Nobel Performance Coatings Sales by Product Line  
Akzo Nobel Performance Coatings Sales by Geographic Region  
BASF Sales 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 Estimated Plastics 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 Net 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 Net Sales by Geographic Region  
DuPont Sales Growth by Geographic Region  
DuPont Net 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 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 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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