

Leading Paint and Coatings Supplier Strategies, Marketing Tactics, Technological Know-How and Global Segment Forecasts, 2019-2024

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Date: October 2019

Pages: 134

Price: US\$ 3,500.00 (Single User License)

ID: L933A1B68968EN

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.

Contains 134 pages

Contents

1. AKZONOBEL

2. BASF

3. DUPONT

4. HENKEL

5. KANSAI

6. NIPPON PAINT

7. PPG

8. RPM

9. SHERWIN-WILLIAMS

10. VALSPAR

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