

Leading Paint and Coatings Suppliers Business Strategies, Marketing Tactics and Market Segmentation Forecasts, 2017-2021

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Abstracts

This new 122-page report from VPGMarketResearch.com provides analysis of the world paint and coatings market outlook, as well as leading supplier business strategies and marketing tactics. 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 companies analyzed in the report are AkzoNobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar.

The company profiles include: 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 estitures. Promotional tactics. Distribution approaches. Product service and support. Customer relations.

Contains 122 pages and 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
Leading Paints and Coatings Companies 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
Leading Paints and Coatings Companies Marketing Tactics
Promotional tactics
Distribution approaches
Product service and support
Customer relations

List Of Tables

LIST OF TABLES

Table MO-1 Worldwide Paints and Coatings Market by Geographic Region

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

Table MO-3 Worldwide Paints and Coatings Sales by Market Segment

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