

# Paint and Coatings Market Consolidation 2017-2022: Who will not survive?

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## Abstracts

This new 142-page report from VPGMarketResearch.com provides analysis of the global paint and coatings market outlook, as well as supplier strategies, marketing tactics, and technological know-how.

The report presents a worldwide strategic overview of the paint and coatings market, including:

## 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

### **LEADING PAINTS AND COATINGS COMPANIES TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired technologies, processes, and related capabilities

Proprietary technologies and patent litigations

## 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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