2016 CompetitiveWatch: Sherwin-Williams in the Global Paint and Coatings Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

https://marketpublishers.com/r/S83199655C3EN.html

Date: November 2015
Pages: 16
Price: US$ 2,200.00 (Single User License)
ID: S83199655C3EN

Abstracts

This new report from VPGMarketResearch provides insightful analysis of Sherwin-Williams 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 Sherwin-Williams 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.

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