

# **What's Driving the Paint and Coatings Industry?-Challenges and Opportunities for Suppliers, 2021-2025**

<https://marketpublishers.com/r/WAF6A3291ADEN.html>

Date: November 2021

Pages: 142

Price: US\$ 2,750.00 (Single User License)

ID: WAF6A3291ADEN

## **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:

- 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 this report are AkzoNobel, Asian Paints, Axalta, BASF, Dow, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams. 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 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 142 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

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

Internally developed and acquired technologies, processes, and related capabilities

Proprietary technologies and patent litigations

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