**Global Waterborne Architectural Coatings Market 2015-2019**

**Description:**

About Waterborne Architectural Coatings

Coatings are used to protect a surface and/or enhance its appearance. Architectural coatings are applied to commercial and residential buildings. They protect buildings from elements such as moisture, UV radiation, and microbes. Paints, primers, lacquers, varnishes, and stains are some of the major types of architectural coating products. These products are manufactured using resins such as acrylics, alkyds, polyesters, and polyurethanes. The market can be broadly classified into two major types: solvent-borne and waterborne coatings. Waterborne coatings use water as their solvent, thereby making these coatings environmentally friendly and easy to apply. Increasing awareness of VOC emissions is expected to lead to a rise in demand for waterborne coatings over the coming years.

The analysts forecast the global waterborne architectural coatings market to post a CAGR of 6.29% during the period 2014-2019.

**Covered in this Report**

This report covers the present scenario and the growth prospects of the global waterborne architectural coatings market for the period 2015-2019.

To arrive at a ranking of the leading vendors in the market and to calculate the market size, the report considers revenue generated through sales of waterborne architectural coatings by vendors. It also presents the vendor landscape and a corresponding detailed analysis of the top ten vendors in the global waterborne architectural coatings market. The report also provides data on the different segments of the market based on the following:

- Resins (acrylics, polyesters, alkyds, epoxies, polyurethanes, and others such as PTFE and PVDF)
- End-users (residential and commercial end-users)
- Type of consumers (professional and DIY consumers)
- Applications (interior and exterior applications)
- Distribution channels (company-owned stores, independent distributors, and large retailers and wholesalers)
- Geography (APAC, the Americas, and EMEA)

In addition, the report discusses the major drivers that influence the growth of the market. It also outlines the challenges faced by the vendors and the market at large, as well as the key trends that are emerging in the market.

**Key Vendors**

- Akzo Nobel
- Asian Paints
- BASF
- Benjamin Moore
- DAW
- Masco
- Nippon Paint
- PPG Industries
- Sherwin-Williams
- Valspar

**Other Prominent Vendors**

- Adex
- Axalta
- Berger Paints
- Brillux
- Colorado Paint
- Dulux Australia
- Dunn-Edwards
- IFS Coatings
- Jotun
- Kansai
- KEIM Mineral Coatings of America
- Kelly-Moore Paints
- Materis
- Meffer
t
- Morrells
- Pintuco
- RPM International
- Schaepman
- Tikkurila
- Tnemec

Market Driver
- Recovery of Housing Market in APAC
- For a full, detailed list, view our report

Market Challenge
- Stringent Regulations
- For a full, detailed list, view our report

Market Trend
- Focus on New Color Schemes
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
06. Global Waterborne Architectural Coatings Market
06.1 Market Size and Forecast by Revenue and Volume
06.2 Five Forces Analysis
07. Market Segmentation by End-user
07.1 Global Waterborne Architectural Coatings Market for Residential End-users
07.1.1 Market Size and Forecast by Revenue
07.1.2 Market Segmentation by Application
07.2 Global Waterborne Architectural Coatings Market for Commercial End-users
07.2.1 Market Size and Forecast by Revenue
07.2.2 Market Segmentation by Application
08. Market Segmentation by Type of Consumer
09. Market Segmentation by Application
10. Market Segmentation by Distribution Channel
11. Geographical Segmentation
11.1 Waterborne Architectural Coatings Market in APAC
11.1.1 Market Size and Forecast by Revenue
11.2 Waterborne Architectural Coatings Market in EMEA
11.2.1 Market Size and Forecast by Revenue
11.3 Waterborne Architectural Coatings Market in Americas
11.3.1 Market Size and Forecast by Revenue
12. Market Growth Drivers
13. Market Challenges
14. Market Trends
15. Vendor Landscape
15.1 Competitive Scenario
15.2 Degree of Consolidation
15.3 Market Share Analysis 2014
15.3.1 Key Vendor Information
15.4 Key Vendor Ranking by Region 2014
15.5 Other Prominent Vendors
15.6 Key Suppliers
16. Key Vendor Analysis
16.1 AkzoNobel
16.1.1 Key Facts
16.1.2 Business Overview
16.1.3 Business Segmentation by Revenue 2014
16.1.4 Business Segmentation by Revenue 2013 and 2014
16.1.5 Performance Coatings (Revenue Breakdown by Region)
16.1.6 Specialty Chemicals (Revenue Breakdown by Region)
16.1.7 Decorative Paints (Revenue Breakdown by Region)
16.1.8 Geographical Segmentation by Revenue 2014
16.1.9 Business Strategy
16.1.10 Recent Developments
16.1.11 SWOT Analysis
16.2 Asian Paints
16.2.1 Key Facts
16.2.2 Business Overview
16.2.3 Business Segmentation by Revenue 2014
16.2.4 Geographical Segmentation by Revenue 2014
16.2.5 Business Strategy
16.2.6 Recent Developments
16.2.7 SWOT Analysis
16.3 BASF
16.3.1 Key Facts
16.3.2 Business Overview
16.3.3 Business Segmentation by Revenue 2013
16.3.4 Business Segmentation by Revenue 2012 and 2013
16.3.5 Geographical Segmentation by Revenue 2013
16.3.6 Business Strategy
16.3.7 Recent Developments
16.3.8 SWOT Analysis
16.4 Benjamin Moore
16.4.1 Key Facts
16.4.2 Business Overview
16.4.3 Recent Developments
16.4.4 SWOT Analysis
16.5 DAW
16.5.1 Key Facts
16.5.2 Business Overview
16.5.3 SWOT Analysis
16.6 Masco (BEHR Process)
16.6.1 Key Facts
16.6.2 Business Overview
16.6.3 Recent Developments
16.6.4 SWOT Analysis
16.7 Nippon Paint Holdings
16.7.1 Key Facts
16.7.2 Business Overview
16.7.3 Business Segmentation
16.7.4 Geographical Segmentation by Revenue 2014
16.7.5 Recent Developments
16.7.6 SWOT Analysis
16.8 PPG Industries
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

**Product Name:** Global Waterborne Architectural Coatings Market 2015-2019  
**Web Address:** [http://www.researchandmarkets.com/reports/3365788/](http://www.researchandmarkets.com/reports/3365788/)  
**Office Code:** SCH3XNJZ

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>□</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>□</td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td>□</td>
<td>USD 4500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>□</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr □</th>
<th>Mrs □</th>
<th>Dr □</th>
<th>Miss □</th>
<th>Ms □</th>
<th>Prof □</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World