Automotive OEM Coatings Market: By Technology; By Geography - Forecast (2015-2020)

Description: Automotive OEM coatings is one of the most important areas in automotive manufacturing. Automotive coatings exhibit excellent quality and durability. In addition to that, automotive coatings have to guarantee excellent mechanical properties in order to protect automobiles from scratches, environment, chemical exposure. Interior automotive coatings improve the surface visually & also bring tactile properties to convey a feeling of comfort and luxury.

The global automotive OEM coatings market is evaluated based on different technology such as solvent-borne, aqueous, powdered and others. Market is also segmented on the basis of different layers in the coating, such as pretreatment, electrocoat, primer, basecoat and clearcoat. Passenger car, commercial vehicle and motorcycle are taken into consideration while segmenting the market on the basis of vehicles. The report also focuses on different geographic regions and the key countries in terms of changing trends in using automotive OEM coatings in various fields.

This report gives the detailed information about the product value chain right from the beginning, which as the power in the hands of producers and consumers, analysis of the degree of competition, and threats of substitutes and new entrants. Apart from the above, the report also includes raw materials till end-use. Among a wide range of manufacturers which contribute to the global automotive OEM coatings market.

Some major players dominating the Automotive OEM Coatings industry are:

PPG Industries, Inc.,
BASF SE,
BYK-GARDNER GMBH,
Axalta Coating Systems,
LLC and others.

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