Description: According to a new market report, the future of the global green coatings market looks good with opportunities in the architectural, automotive, industrial, wood, and packaging coatings. The global green coatings market is forecast to grow at a CAGR of 5.1% from 2015 to 2020. The major drivers of growth for this market are growth in end-use industries, stringent environmental regulations, and growing awareness towards volatile organic compounds (VOC) emissions.

In this market, water-based and powder coatings are the major coating types used in the architectural, industrial, automotive, wood, and packaging industries. The author predicts that the demand for water-based coatings is expected to witness the highest growth supported by government regulatory support, increasing awareness, and growth in applications for waterborne coatings globally. On the basis of its comprehensive research, the author forecasts that the architectural coatings segment is expected to depict an above average growth during the forecast period. Increase in global infrastructure spending, particularly for residential and commercial sectors, is expected to spur growth for this segment over the forecast period.

Asia Pacific is expected to witness highest growth and will remain the largest market during the forecast period supported by growth of end use industries and increasing awareness about the benefits of green coatings.

For market expansion, the report suggests innovation and new product development, where the unique characteristics of green coatings can be capitalized. Some of the innovation areas in the green coatings could be in the areas of curing time and volatile organic compounds emission.

The emerging trends, which have a direct impact on the dynamics of the industry, include the increasing use of ultraviolet curing coating, and use of plant-based sources to develop wood coatings. AkzoNobel NV., BASF, Axalta Coating System, PPG Industries, Sherwin-Williams Company, and Valspar Corporation are the major suppliers of the green coating. Some companies are opting for merger and acquisition as strategic initiatives for driving growth.

The author has analyzed the green coatings market by coating type, application type, and region, and has come up with a comprehensive research report, “Growth Opportunities in Global Green Coatings Market 2015-2020: Trend, Forecast, and Opportunity Analysis”. The report serves as a springboard for growth strategy, as it provides a comprehensive data and analysis on trends, key drivers, and directions. The study includes a forecast for green coatings through 2020, segmented by coating type, application type, and region as follows:

By coating type (volume (B lbs) and $B shipment for 2009 - 2020):
- Water-based coatings
- Powder coatings
- High-solids coatings
- Radiation-cured coatings

By application type (volume (B lbs) and $B shipment for 2009 - 2020):
- Architectural coatings
- Industrial coatings
- Automotive coatings
- Wood coatings
- Packaging coatings
- Other coatings

By region (volume (B lbs) and $B shipment for 2009 - 2020):
- North America
This report answers following 11 key questions:

Q.1. What are some of the potential, high-growth opportunities for coatings in the green coatings industry by type, application, and region?
Q.2. Which segments will grow at a faster pace and why?
Q.3. Which regions will grow at a faster pace and why?
Q.4. What are the key factors affecting market dynamics? What are the drivers, challenges, and business risks in this market?
Q.5. What are the business risks and competitive threats to the market?
Q.6. What are the emerging trends in this market and reasons behind them?
Q.7. What are some of the changing requirements and demands of customers in the market?
Q.8. What are some of the new products in the market and which companies are leading these developments?
Q.9. Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?
Q.10. What are some of the competing products in this area, and how great a threat do they pose for loss of market through product substitution?
Q.11. What M&A activity has occurred in the last 1-2 years and describe its impact?

This unique report will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today’s stringent economy, you need every advantage that you can find.

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of “Growth Opportunities in Global Green Coatings Market 2015-2020: Trend, Forecast, and Opportunity Analysis” include:

- Market size estimates: Global green coatings market size estimation in terms of volume (B lbs) and value ($ Bil) shipment.
- Trend and forecast analysis: Global green coatings market trend (2009-2014) and forecast (2015-2020) by region and segments.
- Segmentation analysis: Global green coatings market size by various coating types such as radiation-cured coatings, water-based coatings, powder coatings, and high-solid coatings in terms of volume and value shipment.
- Regional analysis: Global green coatings market breakdown by key regions such as North America, Europe, Asia Pacific, and Rest of World.
- Growth opportunities: Analysis on growth opportunities in different applications and regions.
- Strategic analysis: This includes M&A, new product development, competitive landscape, and expansion strategies of global green coatings suppliers.
- Emerging applications: Emerging applications of global green coatings in various markets.
- Analysis of competitive intensity of the industry based on Porter’s Five Forces model.

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