Coated Steel Market by Resin Type (Polyester, Fluoropolymer, Siliconized Polyester, Plastisol, and Others), by Application (Building & Construction, Appliances, Automotive, and Others) - Global Forecast to 2020

Description: Growth drivers for the coated steel market
The coated steel market is estimated to grow from USD 20.62 billion in 2015 to USD 26.68 billion by 2020, at a CAGR of 5.30% between 2015 and 2020. The coated steel industry is witnessing moderate growth because of growing demand from end-use industries. Coated steel is largely used in the building & construction and appliances applications.

High growth markets for coated steel
Polyester resins account for the majority share of the coated steel market. They are a viable resin choice for coatings for several end-use markets, including building & construction, appliances, automotive, and other applications. It has limited use in the coatings industry primarily due to the fact that the curing is strongly inhibited by oxygen, leaving the surface of the polyester coated steel soft and also it sticks to the surface. Due to these properties, the polyester coated steel are the most broadly used coated steel, globally.

Asia-Pacific is the largest coated steel market
Asia-Pacific is the leading market for all coated steel. The growth in this market is driven by foreign investment due to cheap labor and economical & accessible raw materials, boosting the region’s production. The government proposals to improve public infrastructure and rising cash-intensive nonresidential construction, coupled with the increase in the manufacture of coatings are driving the market of coated steel. The increasing demand for the product in residential as well as commercial buildings in India and China is expected to drive the coated steel. In commercial buildings, the demand for coated steel is more to avoid corrosion due to water and chemicals.

This study has been validated through primaries conducted with various industry experts globally. These primary sources have been divided in three categories: by company type; by designation; and by region.
- By Company Type: Tier 1 - 45%, Tier 2 - 35% and Tier 3 - 20%
- By Designation: C Level - 35%, Director Level - 25% and Others - 40%
- By Region: North America - 45%, Europe - 30%, Asia-Pacific - 20%, and RoW - 5%

Companies profiled in the report
? ArcelorMittal S.A. (Luxembourg)
? SSAB AB (Sweden)
? Salzgitter AG (Germany)
? OJSC Novolipetsk Steel (NLMK) (Russia)
? Voestalpine AG (Austria)
? OJSC Magnitogorsk Iron & Steel Works (MMK) (Russia)
? ThyssenKrupp AG (Germany)
? Nippon Steel & Sumitomo Metal Corporation (Japan)
? United States Steel (U.S.)
? Essar Steel Ltd. (India)
? Tata Steel Ltd. (India)
? Lysvenskii Metallurgicheskii Zavod Zao (Russia)
? Jindal Steel & Power Ltd. (India)

Reasons to buy the report
? A comprehensive coverage and analysis of the coated steel market in Asia-Pacific, Europe, North America, and RoW
? Competitive landscape of the major players and their developments in the coated steel market
? Identify opportunities with high-potential for coated steel
? Identify and target high-growth application segments
## Contents

1 Introduction
   1.1 Objectives of the Study
   1.2 Market Definition
   1.2.1 Introduction
   1.3 Scope of the Report
   1.3.1 Regional Scope
   1.3.2 Markets Covered
   1.3.3 Years Considered for the Report
   1.4 Currency and Pricing
   1.5 Package Size
   1.6 Stakeholders

2 Research Methodology
   2.1 Research Data
   2.1.1 Key Data From Secondary Sources
   2.1.2 Key Data From Primary Sources
   2.1.2.1 Key Industry Insights
   2.2 Market Size Estimation
   2.3 Market Breakdown and Data Triangulation
   2.4 Market Share Estimation
   2.4.1 Assumptions
   2.4.2 Limitations

3 Executive Summary

4 Premium Insights
   4.1 Attractive Opportunities in the Color Coated Steel Market
   4.2 Color Coated Steel Market: Major Applications
   4.3 Color Coated Steel Market in Asia-Pacific
   4.4 Color Coated Steel Market Share, By Region
   4.5 Color Coated Steel Market, By Resin Type (2014)
   4.6 Color Coated Steel Market-Developed vs. Developing Nations
   4.7 Color Coated Steel Market, Demand From RoW
   4.8 Color Coated Steel Market Attractiveness, By Application (2020)
   4.9 Life Cycle Analysis, By Region

5 Market Overview
   5.1 Introduction
   5.2 Market Segmentation
   5.2.1 By Resin Type
   5.2.2 By Application
   5.2.3 By Region
   5.2.4 Benefits of Color Coated Steel
   5.2.4.1 Manufacturing Benefits
   5.2.4.2 Product Quality and Environmental Benefits
   5.2.4.3 Economic Benefits
   5.2.5 Advantages of Coil Coatings Over Silicone Spray Systems
   5.3 Market Evolution
   5.3.1 History of Pre-Painted Steel
   5.4 Color Coated Steel Manufacturing Process
   5.5 Market Dynamics
   5.5.1 Drivers
   5.5.1.1 Growing Demand From End-User Industries
   5.5.1.2 Stiff Competition in the Color Coated Steel Industry
   5.5.1.3 High Growth in Construction, Automotive, and Appliance Industries
   5.5.1.4 Inexpensive Than Electro Galvanizing Process
   5.5.1.5 Product Quality and Differentiation
   5.5.1.6 Durability of Cut Edges
   5.5.1.7 Fluoropolymer Continues to Grow in the Building & Construction Industry
   5.5.2 Restraints
   5.5.2.1 Transportation: the Biggest Challenge for the Color Coated Steel Manufacturers
   5.5.2.2 Demand-Supply Gap in Europe and the Euro Crisis Restraining the Color Coated Steel Market
   5.5.3 Opportunities
5.5.3.1 Opportunities for Steel and Aluminum Protected Skyscrapers in the Middle East Countries
5.5.3.2 Major European Players are Shifting to Emerging Countries Such as India and Saudi Arabia
5.5.3.3 Price: Depends on Customer and Resin Required
5.5.4 Challenges
5.5.4.1 Cost Reduction in Order to Maintain Quality
5.5.4.2 Difficult to Convince End-Users in Developing Countries to Buy High-Cost Color Coated Steel
5.5.4.3 Imbalance in the Demand and Supply of Color Coated Steel

6 Industry Trends
6.1 Introduction
6.2 Value-Chain Analysis
6.3 Porter’s Five Forces Analysis
6.3.1 Threat of New Entrants
6.3.2 Threat of Substitutes
6.3.3 Bargaining Power of Suppliers
6.3.4 Bargaining Power of Buyers
6.3.5 Intensity of Competitive Rivalry

7 Color Coated Steel Market, By Resin Type
7.1 Introduction
7.2 Polyester Color Coated Steel
7.3 Fluoropolymer Color Coated Steel
7.4 Siliconized Polyester Color Coated Steel
7.5 Plastisol Color Coated Steel
7.6 Other Color Coated Steel

8 Color Coated Steel Market, By Application
8.1 Introduction
8.2 Building & Construction
8.3 Appliances
8.4 Automotive
8.5 Others

9 Color Coated Steel Market, By Region
9.1 Introduction
9.2 Asia-Pacific
9.2.1 China
9.2.2 South Korea
9.2.3 Japan
9.2.4 India
9.2.5 Others
9.3 Europe
9.3.1 Turkey
9.3.2 Germany
9.3.3 Italy
9.3.4 Czech Republic
9.3.5 Romania
9.3.6 Hungary
9.3.7 Slovakia
9.3.8 Poland
9.3.9 Ukraine
9.3.10 Russia
9.3.11 Others
9.4 North America
9.4.1 U.S.
9.4.2 Canada
9.4.3 Mexico
9.5 RoW
9.5.1 Brazil
9.5.2 Others

10 Competitive Landscape
10.1 Overview
10.2 Investments & Expansions
10.3 New Product Development/Launches
10.4 Partnerships, Contracts & Agreements
10.5 Acquisitions

11 Company Profiles
(Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*

11.1 Introduction
11.2 ArcelorMittal S.A.
11.3 SSAB AB
11.4 Salzgitter AG
11.5 OJSC Novolipetsk Steel
11.6 Voestalpine AG
11.7 OJSC Magnitogorsk Iron and Steel Works
11.8 Thyssenkrupp AG
11.9 Nippon Steel & Sumitomo Metal Corporation
11.10 United States Steel
11.11 Essar Steel Ltd.
11.12 Tata Steel Limited
11.13 Lysvenskii Metallurgicheskii Zavod ZAO
11.14 Jindal Steel & Power Ltd.

*Details on Company at A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured in Case of Unlisted Companies.

12 Appendix
12.1 Insights From Industry Experts
12.2 Discussion Guide
12.3 Introducing RT: Real Time Market Intelligence
12.4 Available Customizations
12.5 Related Reports

List of Tables

Table 1 Market for Building & Construction Application to Register High Growth Between 2015 and 2020
Table 2 Advantages of Color Coated Steel
Table 3 Resins for Color Coated Steel and Their Use
Table 4 Color Coated Steel Market Size, By Resin Type, 2013-2020 (Kiloton)
Table 5 Color Coated Steel Market Size, By Resin Type, 2013-2020 (USD Million)
Table 6 Polyester Color Coated Steel Market Size, By Region, 2013-2020 (Kiloton)
Table 7 Polyester Color Coated Steel Market Size, By Region, 2013-2020 (USD Million)
Table 8 Fluoropolymer Color Coated Steel Market Size, By Region, 2013-2020 (Kiloton)
Table 9 Fluoropolymer Color Coated Steel Market Size, By Region, 2013-2020 (USD Million)
Table 10 Siliconized Polyester Color Coated Steel Market Size, By Region, 2013-2020 (Kiloton)
Table 11 Siliconized Polyester Color Coated Steel Market Size, By Region, 2013-2020 (USD Million)
Table 12 Plastisol Color Coated Steel Market Size, By Region, 2013-2020 (Kiloton)
Table 13 Plastisol Color Coated Steel Market Size, By Region, 2013-2020 (USD Million)
Table 14 Other Color Coated Steel Market Size, By Region, 2013-2020 (Kiloton)
Table 15 Other Color Coated Steel Market Size, By Region, 2013-2020 (USD Million)
Table 16 Color Coated Steel Market Size, By Application, 2013-2020 (Kiloton)
Table 17 Color Coated Steel Market Size, By Application, 2013-2020 (USD Million)
Table 18 Color Coated Steel Market Size for Building & Construction Application, By Region, 2013-2020 (Kiloton)
Table 19 Color Coated Steel Market Size for Building & Construction Application, By Region, 2013-2020 (USD Million)
Table 20 Color Coated Steel Market Size for Appliances Application, By Region, 2013-2020 (Kiloton)
Table 21 Color Coated Steel Market Size for Appliances Application, By Region, 2013-2020 (USD Million)
Table 22 Color Coated Steel Market Size for Automotive Application, By Region, 2013-2020 (Kiloton)
Table 23 Color Coated Steel Market Size for Automotive Application, By Region, 2013-2020 (USD Million)
Table 24 Color Coated Steel Market Size for Other Applications, By Region, 2013-2020 (Kiloton)
Table 25 Color Coated Steel Market Size for Other Applications, By Region, 2013-2020 (USD Million)
Table 26 Color Coated Steel Market Size, By Region, 2013-2020 (Kiloton)
Table 27 Color Coated Steel Market Size, By Region, 2013-2020 (USD Million)
Table 28 Asia-Pacific: Color Coated Steel Market Size, By Country,2013-2020 (Kiloton)
Table 29 Asia-Pacific: Color Coated Steel Market Size, By Country,2013-2020 (USD Million)
Table 30 Asia-Pacific: Color Coated Steel Market Size, By Application,2013-2020 (Kiloton)
Table 31 Asia-Pacific: Color Coated Steel Market Size, By Application,2013-2020 (USD Million)
Table 32 Asia-Pacific: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 33 Asia-Pacific: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 34 China: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 35 China: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 36 South Korea: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 37 South Korea: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 38 Japan: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 39 Japan: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 40 India: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 41 India: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 42 Others: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 43 Others: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 44 Europe: Color Coated Steel Market Size, By Country,2013-2020 (Kiloton)
Table 45 Europe: Color Coated Steel Market Size, By Country,2013-2020 (USD Million)
Table 46 Europe: Color Coated Steel Market Size, By Application,2013-2020 (Kiloton)
Table 47 Europe: Color Coated Steel Market Size, By Application,2013-2020 (USD Million)
Table 48 Europe: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 49 Europe: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 50 Turkey: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 51 Turkey: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 52 Germany: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 53 Germany: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 54 Russia: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 55 Russia: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 56 Others: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 57 Others: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 58 North America: Color Coated Steel Market Size, By Country,2013-2020 (Kiloton)
Table 59 North America: Color Coated Steel Market Size, By Country,2013-2020 (USD Million)
Table 60 North America: Color Coated Steel Market Size, By Application,2013-2020 (Kiloton)
Table 61 North America: Color Coated Steel Market Size, By Application,2013-2020 (USD Million)
Table 62 North America: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 63 North America: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 64 U.S.: Color Coated Steel Market Size, By Resin Type, 2013-2020 (Kiloton)
Table 65 U.S.: Color Coated Steel Market Size, By Resin Type, 2013-2020 (USD Million)
Table 66 Canada: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 67 Canada: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 68 Mexico: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 69 Mexico: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 70 RoW: Color Coated Steel Market Size, By Country, 2013-2020 (Kiloton)
Table 71 RoW: Color Coated Steel Market Size, By Country, 2013-2020 (USD Million)
Table 72 RoW: Color Coated Steel Market Size, By Application,2013-2020 (Kiloton)
Table 73 RoW: Color Coated Steel Market Size, By Application,2013-2020 (USD Million)
Table 74 RoW: Color Coated Steel Market Size, By Resin Type,2013-2020 (Kiloton)
Table 75 RoW: Color Coated Steel Market Size, By Resin Type,2013-2020 (USD Million)
Table 76 Investments & Expansions, 2010-2015
Table 77 New Product Development/Launches, 2010-2015
Table 78 Partnerships, Contracts & Agreements, 2010-2015
Table 79 Acquisitions, 2010-2015

List of Figures

Figure 1 Color Coated Steel: Market Segmentation
Figure 2 Color Coated Steel: Research Design
Figure 3 Breakdown of Primary Interviews
Figure 4 Color Coated Steel Market: Bottom-Up Approach
Figure 5 Color Coated Steel Market: Top-Down Approach
Figure 6 Color Coated Steel Market: Data Triangulation
Ordering:  
Order Online - [http://www.researchandmarkets.com/reports/3624721/](http://www.researchandmarkets.com/reports/3624721/)  
Order by Fax - using the form below  
Order by Post - print the order form below and send to  

Research and Markets,  
Guinness Centre,  
Taylors Lane,  
Dublin 8,  
Ireland.
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: Coated Steel Market by Resin Type (Polyester, Fluoropolymer, siliconized Polyester, Plastisol, and Others), by Application (Building & Construction, Appliances, Automotive, and Others) - Global Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3624721/
Office Code: SCBRJBLE

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* 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