Traffic Road Marking Coating Market Analysis By Product (Paint, Thermoplastic, Preformed Polymer Tape, Epoxy) And Segment - Forecasts To 2022

Description: The global traffic road marking coating market is expected to reach USD 5.35 billion by 2022. Growing infrastructure spending in emerging economies of Asia Pacific and the Middle East is expected to drive the global industry over the forecast period.

Various governmental initiatives to reduce accidents is anticipated to influence further industry growth over the forecast period. Regional governments have been developing strategies to minimize highway & street fatalities.

The intelligent marking system is one of the major technological breakthroughs for highway & street safety. Also, manufacturers have been conducting research and development initiatives to develop night glow and temperature-sensitive paints which are expected to create new avenues for investment in the near future. Maintenance and repainting business for highway & street maintenance and safety purpose is anticipated to establish as growth opportunity over the forecast period.

Paint emerged as the leading product segment with demand share estimated at 44.7% in 2014. The industry is anticipated to witness stable growth from 2015 to 2022 on account of increasing preference of alternatives such as thermoplastics.

Further key findings from the report suggest:

The global traffic road marking coating market demand exceeded 1,200 kilo tons in 2014 and is expected to reach 1,801.4 kilo tons by 2022, growing at a CAGR of 4.7% from 2015 to 2022.

Thermoplastic is expected to witness the highest growth of 5.1% from 2015 to 2022. This is on account of its high-performance features such as extended durability, reflectivity and negligible VOC emissions which are making it a perfect solution over paints and other coatings.

Europe was the leading regional market with demand share estimated at 31.9% in 2014. The regional industry is anticipated to witness moderate growth over the forecast period on account of depreciating highway & street quality resulting into the high need for maintenance and repainting activities. Asia Pacific is expected to witness the highest growth of 5.6% from 2015 to 2022.

The Middle East & Africa is expected to grow at a CAGR of 5.1% over the forecast period. The regional demand is anticipated to be majorly driven by the implementation of marking systems in order to reduce highway & street fatalities rates.

A significant number of manufacturers are present in the global industry. Key industry participants include Sherwin-Williams Company, Ennis-Flint, Automark Technologies, Asian Paints, Seal Master and Lanino. Expanding product lines are expected to emerge as a major strategy adopted by key manufacturers to increase their global presence.

Contents:
1 Methodology & Scope
1.1 Research Methodology
1.2 Research Scope & Assumptions
1.3 List of Data Sources
2 Executive Summary
2.1 Traffic Road Marking Coating - Industry Summary & Key Buying Criteria
3 Traffic Road Marking Coating Industry Outlook
3.1 Market segmentation
3.2 Market size and growth prospects, 2012-2022
3.3 Traffic road marking coating value chain analysis
3.3.1 Vendor landscape
3.4 Legislative framework
3.5 Technology landscape
3.6 Traffic road marking coating market dynamics
3.6.1 Market driver analysis
3.6.1.1 Increasing need for road safety and maintenance
3.6.1.2 Rising road infrastructure spending
3.6.2 Market restraint analysis
3.6.2.1 Low maintenance & repainting initiatives in developing countries
3.7 Key market opportunities - prioritized
3.8 Industry analysis - Porter's
3.9 Traffic Road Marking Coating - PESTEL analysis
4 Traffic Road Marking Coating Product Outlook
4.1 Global traffic road marking coating market volume share by product, 2014 & 2022
4.2 Paint
4.2.1 Market estimates and forecast, 2012 - 2022
4.2.2 Market estimates and by region, 2012 - 2022
4.3 Thermoplastic
4.3.1 Market estimates and forecast, 2012 - 2022
4.3.2 Market estimates and by region, 2012 - 2022
4.4 Preformed polymer tape
4.4.1 Market estimates and forecast, 2012 - 2022
4.4.2 Market estimates and by region, 2012 - 2022
4.5 Epoxy
4.5.1 Market estimates and forecast, 2012 - 2022
4.5.2 Market estimates and by region, 2012 - 2022
5 Traffic Road Marking Coating Region Outlook
5.1 Global traffic road marking coating market volume share by region, 2014 & 2022
5.2 North America
5.2.1 Market estimates and forecast, 2012 - 2022
5.2.2 Market estimates and forecast by product, 2012 - 2022
5.2.3 U.S.
5.2.3.1 Market estimates and forecast, 2012 - 2022
5.2.3.2 Market estimates and forecast by product, 2012 - 2022
5.3 Europe
5.3.1 Market estimates and forecast, 2012 - 2022
5.3.2 Market estimates and forecast by product, 2012 - 2022
5.3.3 Germany
5.3.3.1 Market estimates and forecast, 2012 - 2022
5.3.3.2 Market estimates and forecast by product, 2012 - 2022
5.3.4 UK
5.3.4.1 Market estimates and forecast, 2012 - 2022
5.3.4.2 Market estimates and forecast by product, 2012 - 2022
5.3.5 France
5.3.5.1 Market estimates and forecast, 2012 - 2022
5.3.5.2 Market estimates and forecast by product, 2012 - 2022
5.4 Asia Pacific
5.4.1 Market estimates and forecast, 2012 - 2022
5.4.2 Market estimates and forecast by product, 2012 - 2022
5.4.3 China
5.4.3.1 Market estimates and forecast, 2012 - 2022
5.4.3.2 Market estimates and forecast by product, 2012 - 2022
5.4.4 India
5.4.4.1 Market estimates and forecast, 2012 - 2022
5.4.4.2 Market estimates and forecast by product, 2012 - 2022
5.4.5 Japan
5.4.5.1 Market estimates and forecast, 2012 - 2022
5.4.5.2 Market estimates and forecast by product, 2012 - 2022
5.5 Middle East & Africa (MEA)
5.5.1 Market estimates and forecast, 2012 - 2022
5.5.2 Market estimates and forecast by product, 2012 - 2022
5.5.3 Saudi Arabia
5.5.3.1 Marking coating market estimates and forecast, 2012 - 2022
5.5.3.2 Marking coating market estimates and forecast by product, 2012 - 2022
5.6 Central & South America (CSA)
5.6.1 Market estimates and forecast, 2012 - 2022
5.6.2 Market estimates and forecast by product, 2012 - 2022
5.6.3 Brazil
5.6.3.1 Market estimates and forecast, 2012 - 2022
5.6.3.2 Market estimates and forecast by product, 2012 - 2022
6 Competitive Landscape
6.1 3M Company
6.1.1 Company Overview
6.1.2 Financial Performance
6.1.3 Product Benchmarking
6.2 The Dow Chemical Company
6.2.1 Company Overview
6.2.2 Financial Performance
6.2.3 Product Benchmarking
6.3 Swarco AG
6.3.1 Company Overview
6.3.2 Financial Performance
6.3.3 Product Benchmarking
6.4 Sherwin-Williams Company
6.4.1 Company Overview
6.4.2 Financial Performance
6.4.3 Product Benchmarking
6.5 Geveko Materials
6.5.1 Company Overview
6.5.2 Financial Performance
6.5.3 Product Benchmarking
6.5.4 Strategic Initiatives
6.6 Ennis-Flint
6.6.1 Company Overview
6.6.2 Financial Performance
6.6.3 Product Benchmarking
6.6.4 Strategic Initiatives
6.7 Crown Technologies
6.7.1 Company Overview
6.7.2 Financial Performance
6.7.3 Product Benchmarking
6.8 Vertex
6.8.1 Company Overview
6.8.2 Financial Performance
6.8.3 Product Benchmarking
6.9 K.M. Contractors Pvt. Ltd.
6.9.1 Company Overview
6.9.2 Financial Performance
6.9.3 Product Benchmarking
6.10 Automark Technologies (India) Pvt. Ltd.
6.10.1 Company Overview
6.10.2 Financial Performance
6.10.3 Product Benchmarking
6.11 Asian Paints PPG Pvt. Ltd.
6.11.1 Company Overview
6.11.2 Financial Performance
6.11.3 Product Benchmarking
6.12 The Surya Min Chem (SMC)
6.12.1 Company Overview
6.12.2 Financial Performance
6.12.3 Product Benchmarking
6.13 Kestrel Thermoplastics Ltd.
6.13.1 Company Overview
6.13.2 Financial Performance
6.13.3 Product Benchmarking
List of Tables

Table 1 Traffic Road Marking Coating - Industry Summary & Key Buying Criteria
Table 2 Global traffic road marking coating market estimates, 2012 - 2014 (Kilo Tons) (USD Million)
Table 3 Global traffic road marking coating market estimates and forecast, 2015 - 2022 (Kilo Tons) (USD Million)
Table 4 Global traffic road marking coating market volume estimates by region, 2012 - 2014 (Kilo Tons)
Table 5 Global traffic road marking coating market volume estimates and forecast by region, 2015 - 2022 (Kilo Tons)
Table 6 Global traffic road marking coating market revenue estimates by region, 2012 - 2014 (USD Million)
Table 7 Global traffic road marking coating market revenue estimates and forecast by region, 2015 - 2022 (USD Million)
Table 8 Global traffic road marking coating market volume estimates by product, 2012- 2014, (Kilo Tons)
Table 9 Global traffic road marking coating market volume estimates and forecast by product, 2015– 2022, (Kilo Tons)
Table 10 Global traffic road marking coating market revenue estimates by product, 2012– 2014, (USD Million)
Table 11 Global traffic road marking coating market revenue estimates and forecast by product, 2015– 2022, (USD Million)
Table 12 Traffic Road Marking Coating– Key market driver analysis
Table 13 Traffic Road Marking Coating– Key market restraint analysis
Table 14 Global paint market estimates, 2012 - 2014 (Kilo Tons) (USD Million)
Table 15 Global paint market estimates and forecast, 2015 - 2022 (Kilo Tons) (USD Million)
Table 16 Global paint market volume estimates by region, 2012 - 2014 (Kilo Tons)
Table 17 Global paint market volume estimates and forecast by region, 2015 - 2022 (Kilo Tons)
Table 18 Global paint market revenue estimates by region, 2012 - 2014 (USD Million)
Table 19 Global paint market revenue estimates and forecast by region, 2015 - 2022 (USD Million)
Table 20 Global thermoplastic market estimates, 2012 - 2014 (Kilo Tons) (USD Million)
Table 21 Global thermoplastic market estimates and forecast, 2015 - 2022 (Kilo Tons) (USD Million)
Table 22 Global thermoplastic market volume estimates by region, 2012 - 2014 (Kilo Tons)
Table 23 Global thermoplastic market volume estimates and forecast by region, 2015 - 2022 (Kilo Tons)
Table 24 Global thermoplastic market revenue estimates by region, 2012 - 2014 (USD Million)
Table 25 Global thermoplastic market revenue estimates and forecast by region, 2015 - 2022 (USD Million)
Table 26 Global preformed polymer tape market estimates, 2012 - 2014 (Kilo Tons) (USD Million)
Table 27 Global preformed polymer tape market estimates and forecast, 2015 - 2022 (Kilo Tons) (USD Million)
Table 28 Global preformed polymer tape market volume estimates by region, 2012 - 2014 (Kilo Tons)
Table 29 Global preformed polymer tape market volume estimates and forecast by region, 2015 - 2022 (Kilo Tons)
Table 30 Global preformed polymer tape market revenue estimates by region, 2012 - 2014 (USD Million)
Table 31 Global preformed polymer tape market revenue estimates and forecast by region, 2015 - 2022 (USD Million)
Table 32 Global epoxy market estimates, 2012 - 2014 (Kilo Tons) (USD Million)
Table 33 Global epoxy market estimates and forecast, 2015 - 2022 (Kilo Tons) (USD Million)
Table 34 Global epoxy market volume estimates by region, 2012 - 2014 (Kilo Tons)
Table 35 Global epoxy market volume estimates and forecast by region, 2015 - 2022 (Kilo Tons)
Table 36 Global epoxy market revenue estimates by region, 2012 - 2014 (USD Million)
Table 37 Global epoxy market revenue estimates and forecast by region, 2015 - 2022 (USD Million)
Table 38 North America traffic road marking coating market estimates, 2012 - 2014 (Kilo Tons) (USD Million)
Table 39 North America traffic road marking coating market estimates and forecast, 2015 - 2022 (Kilo Tons) (USD Million)
Table 40 North America traffic road marking coating market volume estimates by product, 2012 - 2014 (Kilo Tons)
Table 41 North America traffic road marking coating market volume estimates and forecast by product, 2015 - 2022 (Kilo Tons)
List of Figures

Figure 1 Traffic Road Marking Coating market segmentation
Figure 2 Traffic road marking coating market estimates & forecasts, 2012 - 2022 (Kilo Tons)
Figure 3 Traffic road marking coating value chain analysis
Figure 4 Traffic road marking coating market dynamics
Figure 5 Key opportunities prioritized
Figure 6 Traffic Road Marking Coating- Porter's analysis
Figure 7 Traffic Road Marking Coating- PESTEL analysis
Figure 8 Global traffic road marking coating market volume share by product, 2014 & 2022
Figure 9 Global traffic road marking coating market volume share by region, 2014 & 2022

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