Global Market Study on Protective Coatings: Water-borne Protective Coatings Projected to Reflect Impressive Growth Over the Forecast Period

Description: This report examines the ‘Global Protective Coatings’ market for the forecast period 2016-2022. The primary objective of the report is to identify opportunities in the market and present updates and insights, pertaining to various segments of the global protective coatings market.

The protective coating is a covering that is applied over a surface to ensure protection from external environment that could damage the function or integrity of an item or part. Protective coatings find application in consumer products as well as in heavy machinery, marine, automotive and oil & gas industry, etc. Protective coatings are generally classified by their basic resin types such as epoxy, alkyd, acrylic, or polyurethane. However, different blends of resin, pigments, solvents, and additives result in different serviceability and properties of protective coatings.

To understand and assess the opportunities in this market, the report is categorically divided into four sections namely by technology, resin type, application and region. The report analyses the global protective coatings market in terms of market value (US$ Mn) and volume (kilotons).

The report begins with an overview of the global protective coatings market, appraising market performance in terms of revenue and volume, followed by analysis of key trends, drivers, and restraints witnessed in the global market. Key trends specific to different geographies are also included in the report to equip the client with crystal clear decision-making insights.

The subsequent sections analyse the protective coatings market on the basis of technology, resin type and application, and presents a forecast for the period 2016-2022

Technologies assessed in the report includes:
Solvent-borne
Water-borne
Powder
Others

Resin Types assessed in the report includes:
Epoxy
Polyurethane
Acrylic
Alkyd
Polyester
Others

Applications assessed in the report includes:
Infrastructure
Commercial real estate
Industrial plants & facilities
Oil & gas
Power
Mining

Regions assessed in the report include:
Asia Pacific
Europe
North America
Latin America
The Middle East & Africa

To calculate the market size, the report considers various aspects based on secondary research. Furthermore, data points such as regional split and market split, by technology, resin type and application, and qualitative inputs from primary respondents have been incorporated to arrive at appropriate market estimates. The forecast presented in the report assesses the total revenue generated by the global protective coatings market.
When developing the market forecast, the report begins with sizing the current market, which forms the basis for forecasting how the market is anticipated to take shape in the near future. Given the characteristics of the market, PMR triangulates the data via the different analysis based on the supply side, demand side, and dynamics of the protective coatings market. However, quantifying the market across the abovementioned segments and regions is more a matter of quantifying expectations and identifying opportunities rather than rationalizing them after the forecast has been completed.

It is imperative to note that in an ever-fluctuating global economy, we not only provides forecasts in terms of CAGR but also analyse on the basis of key parameters, such as year-on-year (Y-o-Y) growth, to understand predictability of the market and identify right opportunities.

Another key feature of this report is the analysis of protective coatings market and the corresponding revenue forecast in terms of absolute dollar opportunity. This is usually overlooked while forecasting the market. However, absolute dollar opportunity is critical in assessing the level of opportunity that a provider can look to achieve, as well as to identify potential resources from a sales perspective of the global protective coatings market.

To understand key segments in terms of their growth and performance in the protective coatings market, a market attractiveness index was developed. The resulting index should help providers identify existing market opportunities in the global protective coatings market.

In the final section of the report, protective coatings market, the competitive landscape is included to provide a dashboard view of companies that manufacture and supply protective coatings. The report contains company profiles of some of the major players operating in the global protective coatings market.

Some market players featured in this report are as follows:
Akzo Nobel N.V.
PPG Industries Inc.
The Sherwin-Williams Company
The Valspar Corporation
Jotun
Hempel Group
Kansai Paints Co. Ltd.,

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