Coil Coatings Market by Type, by Application, and by End User Industry - Global Forecast to 2019

Description:

Coil Coatings Market by Type (Polyester, Fluropolymer, Siliconized Polyester, Plastisol, and Others), by Application (Steel & Aluminum), and by End User Industry (Building & Construction, Appliances, Automotive, and Others) - Global Forecast to 2019

This report covers the global coil coatings market and further segments the market on the basis of resin type, end user industry, application, and region. The market data for these types is given with respect to volume (million gallons) and value ($million). The global market value of coil coatings was estimated to be $4,721.95 million in 2014 and is projected to grow at a CAGR of about 6.30% between 2014 and 2019. The data mentioned in the report are based on the global demand for coil coatings.

The total market for coil coatings has been analyzed based on the Porter’s five forces model. This gives an idea about the current proceedings in the industry at a commercial level. The study provides the value chain analysis with respect to coating resin manufacturers, coil coating manufacturers, coated coil producers and end-user industries. The value chain describes the key contributors to the coil coatings market at different stages from product development to end use. It represents the top players which are contributing to the global coil coatings industry.

The impact of different market factors, such as drivers, restraints, and opportunities is also illustrated in the report. This gives an idea about the key drivers such as government regulatory support, public awareness, application growth for coil coatings in Asia-Pacific especially in China and India where there is robust growth in the building and construction industry. The economic slowdown in Europe and the U.S. also affected the economy of other developed countries and the price volatility in the past made the market more strained for the end-user industries.

The global coil coatings market is also classified based on different end user industries. The important applications include building and construction, appliance, automotive, and others. The building & construction and automotive end user industries are expected to show rapid growth in the future.

The key companies in this market are Akzonobel N.V. (Amsterdam, Netherlands), PPG Industries Inc. (U.S.), and The Valspar Corporation (U.S.). Some of the other companies operating in the global market include BASF SE (Ludwigshafen, Germany), DuPont (U.S.), Henkel AG & Company (Dusseldorf, Germany), Kansai Paint Chemical Limited (Osaka, Japan), The Beckers Group (Berlin, Germany), The Sherwin-Williams Company (U.S.), and Wacker Chemie AG (Munich, Germany). These companies are consistently focusing on expanding their production capacity to achieve a competitive advantage and thereby serving the customers more effectively. New product launches were the most preferred strategies by the top players in 2013 that were driving the demand of coil coatings. Their strategy to capture the market in developing economies includes expansions and investments.

The Asia-Pacific region emerged to be the driving factor for this market, contributing for more than 51.04% of the global demand in terms of consumption in 2013. China is the leading country in the consumption of coil coatings, due to the increased demand from the building & construction and appliance end user industries. The important emerging economies such as Brazil, India, Japan, Russia, and others are further lined up for a brighter future in this market.

The report also presents a competitive landscape covering different strategies and developments such as mergers & acquisitions, investments and expansions, and agreements undertaken by the leading coil coating companies in the past few years. Furthermore, different coil coatings market participants are also profiled in the report.

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