

Paints And Coatings Market in India: Trends & Opportunities[2012-17]



Executive Summary

Over the past years, the Indian paints and coatings industry has substantially grown and caught the attention of many international players. The country is expected to witness a higher economic growth in the future, resulting in the expanded size of the paints and coatings industry. Other emerging countries in Asia-Pacific region are also witnessing this growth, chiefly due to factors like higher disposable income, exponentially growing population, improving infrastructure, and huge infrastructural investments.

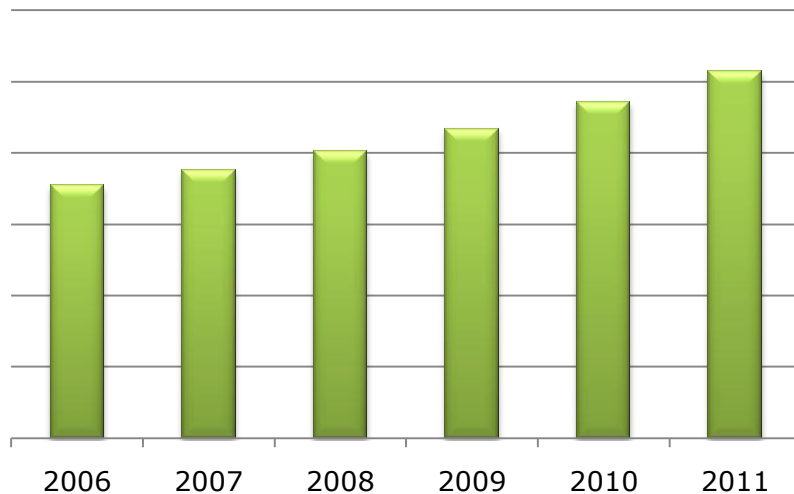
Decorative paints and industrial paints are the two main types of paints representing the Indian paints and coatings market, constituting approximately 75% and 25% of market share, respectively. The Indian market for paints and coatings is segmented between organized sector and unorganized sector. The organized sector is represented by companies including Asian Paints, Kansai Nerolac, Berger Paints, Akzo Nobel, and Shalimar Paints, and the unorganized sector mainly comprises of small players. Approximately 70% of the Indian paints & coatings market share is held by the organized sector, with Asian Paints being the market leader. The remaining 30% of the market share is claimed by the unorganized sector. With improvements in their standard of living and their awareness of paints and coatings, the Indian consumers have become more conscious about the interior and exterior looks of their homes. Consequently, their focus has shifted from regular paints and distempers to enamel and premium paints. This change has driven the demand for premium paints in the market, which caused a growth of 45% in the last five years.

The paints and coatings market in India is dominated by a few players, making it difficult for the entry of new companies. However, the entry of foreign players is certain to raise the market competition, which will result in a notable decline in the profit margins of the major players operating in the market. The rural sector remains an untapped market for paints and coatings manufacturers in India. Thus, these companies are strategizing their focus on launching consumer specific product lines to expand their presence in the villages and small towns of the country.

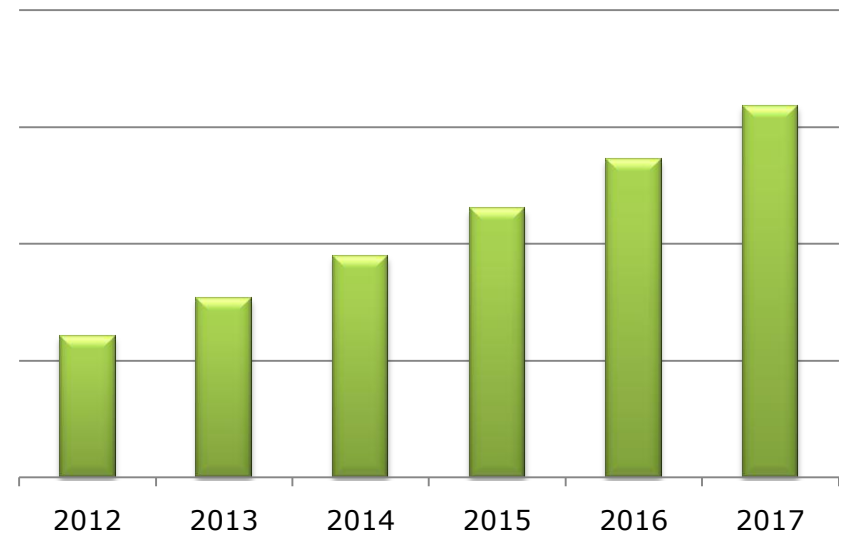
Paints And Coatings Market: Overview

The global Paint and Coating industry has witnessed a healthy growth in past few years. Its market size is about US\$99 Billion. The market is expected to witness a tremendous in the emerging nations of the world.

Global Paints And Coatings Market Size, 2006-2011 (US\$ Billion)



Global Paints And Coatings Market Size Forecast, 2012E-2017E (US\$ Billion)

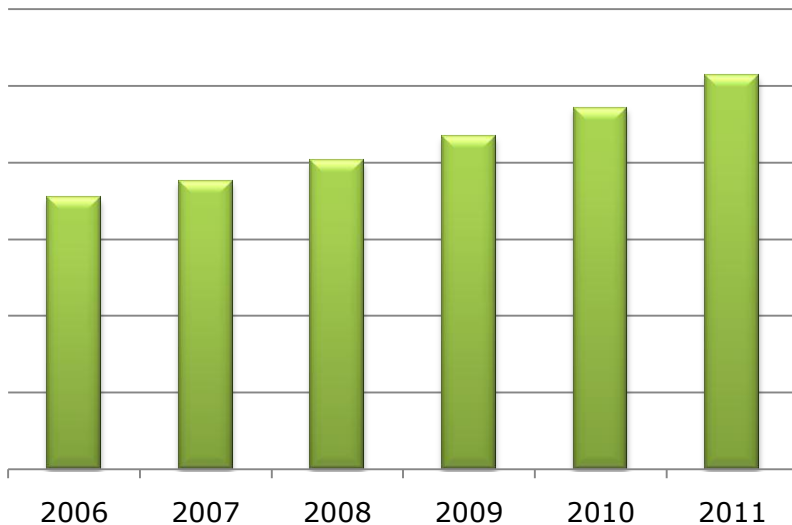


- The market grew at a CAGR of% during the period 2006-2011.
- Market size of Paints And Coatings Industry 2017 is expected to reach to US\$billion from US\$ billion in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to increasing affluence.....

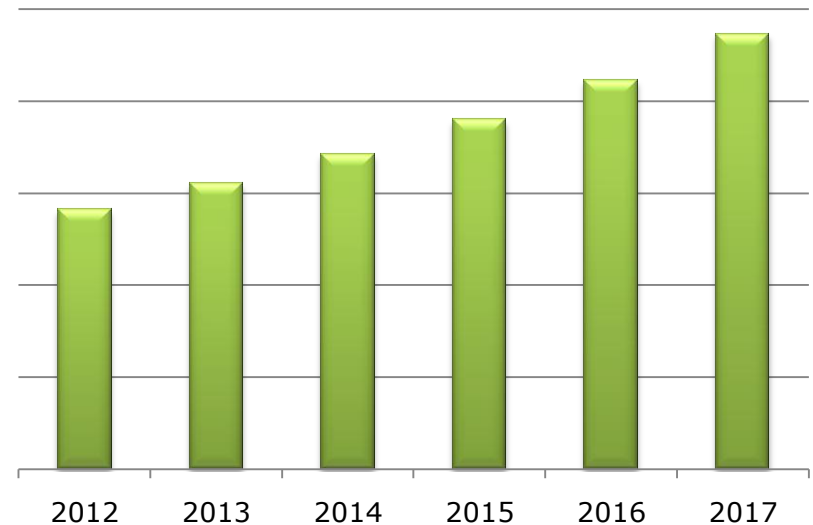
Paints And Coatings Market: Overview

The Indian Paints And Coatings industry has been growing at a rate of 10% to 12% for the past few days. Improving Infrastructure and expanding Automobile industry are few of the factors contributing to the growth of Indian Paints and Coatings market.

Paints And Coatings Market in India, Market Size, 2006-11(US\$ Million)



Paints And Coatings Market in India, Market Size, 2012E-2017E (US\$ Million)



- The market grew at a CAGR of% during the period 2006-2011.
- Market size of Paints And Coatings industry in 2017 is expected to reach to US\$ from US\$ million in 2012 by growing at a CAGR of.....%.
- Growth in the industry is due to increasing affluence.....

Market Trends

Growing Awareness Among People

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Increasing Demand For Paints With functional Benefits

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Diversification To various Geographical Locations

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Technological Advancements

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Market Trends

Niche Marketing Approach

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Increased Thrust on Brand Creation And Distribution

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