STUDY GOAL AND OBJECTIVES
This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES
◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
◆ To help company to succeed in a competitive market, and

METHODOLOGY
Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.
Abstract

Powder coating is a low-pollution coating, and the application fields cover home appliance, architecture, automotive, pipeline, anticorrosion, etc.. Along with the growing voice for environmental protection coating around the globe, the proportion of powder coating in coating finished product structure has climbed up from 8% in 1995 to 20% in 2010. While in China’s coating finished product structure, powder coating only contributes 11%, approximating world’s average level in 2000. In future, the market development space of China powder coating is still huge.

Driven by the downstream demands, the powder coating output in China approximated 1.07 million tons in 2012, rising by 7% from a year earlier. In 2012, the major powder coating companies in China involved Akzo Nobel Powder Coating, Huajia DuPont Chemical, Anhui Meijia New Materials, Guangzhou Kinte Industrial, Nippon Coating (Tianjin), etc.. In particular, Akzo Nobel has established 6 powder coating production bases in China, and the products are mainly applied in metal furniture, household articles, pipeline, and metal architectural materials and so on.

From the perspective of product market, foreign-funded enterprises occupy the high-end powder coating market of China by virtue of fine brand awareness and steady product performances. The domestic enterprises in China only dominate the medium and low end market due to the low product quality and prices.

Global and China Powder Coating Industry Report, 2012-2013 mainly involves the following contents:

Market supply, market distribution, application and market competition of powder coating industry around the globe;
Policy environment, product mix, output, competition pattern, etc. of powder coating industry in China;
Introduction of downstream industries of powder coating such as home appliance, building materials, pipeline, anticorrosion and automotive, including market demand, competitive pattern, development trend, etc.;
Operation, powder coating business development and deployment in China of seven major powder coating companies around the globe;
Operation of 10 major powder coating companies in China.
# Deployment of Global Major Powder Coating Companies in China

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<th>Overseas Powder Coating Companies</th>
<th>Deployment in China</th>
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<tr>
<td>Akzo Nobel</td>
<td>With head office at Shanghai, the company has established 6 powder coating production bases in Langfang, Suzhou, Guangzhou, Ningbo, Chengdu and Wuhan.</td>
</tr>
<tr>
<td>DuPont</td>
<td>The company integrally acquired Herberts, and renamed it into Huajia DuPont Chemical Co., Ltd..</td>
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<tr>
<td>Valspar</td>
<td>The company has established powder coating production base in Shanghai.</td>
</tr>
<tr>
<td>Nippon</td>
<td>At present, the company possesses four powder coating production bases in Tianjin, Suzhou, Chengdu and Foshan.</td>
</tr>
<tr>
<td>Tiger</td>
<td>At present, the company possesses Tiger Coatings (Taicang) Co., Ltd. and Tiger Coatings (Taicang) Chengdu Branch. Besides, Tiger Coatings Fogang Plant is now under construction.</td>
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*Source: ResearchInChina Global and China Powder Coating Industry Report, 2012-2013*
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