



**Global and China Powder Coating Industry
Report, 2012-2013**

May 2013

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

Overseas Powder Coating Companies	Deployment in China
Akzo Nobel	With head office at Shanghai, the company has established 6 powder coating production bases in Langfang, Suzhou, Guangzhou, Ningbo, Chengdu and Wuhan.
DuPont	The company integrally acquired Herberts, and renamed it into Huajia DuPont Chemical Co., Ltd..
Valspar	The company has established powder coating production base in Shanghai.
Nippon	At present, the company possesses four powder coating production bases in Tianjin, Suzhou, Chengdu and Foshan.
Tiger	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.

Source: ResearchInChina *Global and China Powder Coating Industry Report, 2012-2013*

Preface

1. Overview of Powder Coating Industry

- 1.1 Definition and Classification
- 1.2 Features
- 1.3 Application

2. Global Powder Coating Industry Development

- 2.1 Market Supply
- 2.2 Market Distribution
- 2.3 Application
- 2.4 Market Competition

3. China Powder Coating Industry Development

- 3.1 Status in Coating Industry
 - 3.1.1 Coating Output
 - 3.1.2 Coating Products Structure
- 3.2 Policy Environment
- 3.3 Supply
 - 3.3.1 Product Structure
 - 3.3.2 Output
- 3.4 Competition Pattern
 - 3.4.1 Regional Competition
 - 3.4.2 Competition among Enterprises

4. Application Fields of Powder Coating Industry

- 4.1 Overall Application
- 4.2 Household Appliance

- 4.2.1 Development of Household Appliance Industry
- 4.2.2 Powder Coating for Household Appliance
- 4.2.3 Market of Powder Coating for Household Appliance
- 4.2.4 Low-temperature Curing Powder Coating Becomes Development Trend
- 4.3 Building Materials and Outdoor Facilities
- 4.4 Pipeline and Anticorrosion
- 4.5 Automobile
- 4.6 Wood and Plastics

5. Key Enterprises in the World

- 5.1 Akzo Nobel
 - 5.1.1 Profile
 - 5.1.2 Development Course
 - 5.1.3 Operation
 - 5.1.4 Powder Coating Business
 - 5.1.5 Development in China
 - 5.1.6 Strategy
- 5.2 Dupont
 - 5.2.1 Profile
 - 5.2.2 Selling Powder Coating Business
 - 5.2.3 Huajia Dupont Chemical
- 5.3 Rohmhass
 - 5.3.1 Profile
 - 5.3.2 Development Course
 - 5.3.3 Operation
 - 5.3.4 Development in Chinas

5.4 Valspar

- 5.4.1 Profile
- 5.4.2 Development Course
- 5.4.3 Operation
- 5.4.4 Development in China
- 5.5 Jotun
 - 5.5.1 Profile
 - 5.5.2 Operation
- 5.6 Nippon Paint
 - 5.6.1 Profile
 - 5.6.2 Powder Coating Business
- 5.7 Tiger Coatings
 - 5.7.1 Profile
 - 5.7.2 Development in China

6. Key Enterprises in China

- 6.1 Anhui Meijia New Materials Co., Ltd.
- 6.2 JiangSu HuaGuang Powder Co., Ltd.
- 6.3 Ai Yue Powder Coating Group
- 6.4 Fujian Wanan Industry Co., Ltd.
- 6.5 Guangzhou Kinte Powder Coating Co., Ltd.
- 6.6 Wenzhou LY Pont Powder Coatings Co., Ltd.
- 6.7 Zhejiang Huacai Chemical Co., Ltd.
- 6.8 Meier Plastic Powder Co., Ltd.
- 6.9 Zhejiang Yushi Powder Coating Co., Ltd.
- 6.10 Zhejiang Changming Chemical Products Co., Ltd.

- Classification of Coating
- Classification of Powder Coating
- Industry Chain of Powder Coating
- Main Application Fields of Powder Coating
- Global Powder Coating Output and Growth Rates, 2001-2012
- Global Coating Product Structure, 1995-2010
- Powder Coating Product Structure by Countries in the World
- Global Powder Coating Output by Region, 2001-2012
- Consumption Structure of Powder Coating in U.S.A
- Application of Powder Coating Products of AkzoNobel
- Integration Cases in Global Powder Coating Industry
- Development of Global Powder Coating Producers in China
- Output and YoY Growth of Powder Coating in China, 2001-2013
- Coating Product Structure in China, 2012
- Ratios of Powder Coating Output to Total Coating Output in China, EU and North America
- Related Policies, Laws and Regulations on Powder Coating Industry in China, 2012-2013
- Related Standards on Powder Coating Industry in China
- Products Structure of Powder Coating in China, 2011
- Powder Coating Output in China, 2003-2016E
- Powder Coating Output in China by Region, 2007-2012
- Ranking of Powder Coating Enterprises by Sales, 2010-2011
- Downstream Structure of Powder Coating in China
- Retail Sales and YoY Change of Household Appliances and Audiovisual Equipment of Above-scale Enterprises in China, 2007-2013
- Classification and Application of Powder Coating for Household Appliance

- Retail Sales and YoY Change of Building and Decorative Materials of Above-scale Enterprises in China, 2007-2013
- Output and YoY Change of Civil Steel Ships in China, 2009-2013
- Cumulative Fixed Investment and YoY Change of Pipeline Transportation Industry in China, 2011-2013
- Automobile Output and YoY Change in China, 2000-2013
- Global Presence of AkzoNobel, 2012
- Development Course of AkzoNobel
- Revenue and Net Income of AkzoNobel, 2009-2012
- Revenue of AkzoNobel by Business, 2009-2013
- Revenue of AkzoNobel by Region, 2009-2013
- Development Course of Powder Coating Business of AkzoNobel
- Powder Coating Business of AkzoNobel
- Major Brands and Application of Powder Coating Products of AkzoNobel
- Revenue and YoY Growth Rate of Powder Coating Business of AkzoNobel, 2009-2013
- Revenue of Powder Coating Business of AkzoNobel by Region, 2009-2012
- Development Course of AkzoNobel in China
- Sales of AkzoNobel in China, 2009-2012
- Revenue of AkzoNobel by Application, 2012
- Development Plan of AkzoNobel
- Revenue of Dupont, 2008-2012
- Main Operating Indicators of Performance Chemicals of Dupont, 2010-2012
- Development Course of Huajia Dupont Chemical
- Development Course of Rohmhass
- Revenue and Net Income of DOW, 2008-2012
- Main Operating Indicators of DOW, 2013Q1

- Revenue of DOW by Business, 2012
- Main Operating Indicators of Coatings and Infrastructure Solutions of DOW, 2013Q1
- Revenue of Coatings and Infrastructure Solutions of DOW, 2012
- Revenue of Coatings and Infrastructure Solutions of DOW, 2013Q1
- Development Course of Rohm&hass in China
- Main Operating Indicators of Valspar, FY2008-FY2012
- Main Operating Indicators of Valspar, FY2013Q1
- Revenue of Valspar by Business, FY2012
- Revenue of Valspar by Business, FY2013Q1
- Revenue of Valspar by Region, FY2012
- Valspar's Subsidiaries in China
- Sales of Valspar by Region, FY2012
- Powder Coating Products of Jutun
- Main Operating Indicators of Jutun, 2010-2012
- Development Course of Nippon Paint
- Plant Distribution of Nippon Paint in China
- Products and Application of Powder Coating of Nippon Paint
- Development Course of Tiger Coatings
- Plant Distribution of Tiger Coatings in China
- Powder Coating Products of Anhui Meijia New Materials
- Powder Coating Products of JiangSu HuaGuang Powder
- Major Subsidiaries of Ai Yue Powder Coating Group
- Marketing Network of Fujian Wanan Industry
- Major Clients of Fujian Wanan Industry
- Powder Coating Products of Guangzhou Kinte Powder Coating

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