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## **Automotive Paints and Coatings Market Rebounding**

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**VENTURE PLANNING GROUP** 545 Eighth Avenue, Suite 401 New York, NY 10018  
Phone + 1 212 564 2838 Fax + 1 212 564 8133 [info@vpgcorp.com](mailto:info@vpgcorp.com)

F R O S T & S U L L I V A N



Market  
Engineering

# Automotive Paints and Coatings Market Rebounding Government Credits, Exports Creating Opportunities

Mexico

May 2012

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# Executive Summary

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- The automotive paints and coatings market in Mexico was worth \$xxx.x million in 2011, and is expected to reach \$xxx.x million in 2017, increasing at a CAGR of x.x percent.
- This market is divided into two segments: OEMs (xx percent) and refinish paints and coatings (xx percent).
- The growth of the OEM segment of automotive paints and coatings is driven mainly by the expansion of the automotive industry. Each consumer vehicle explains the application of xx.x liters of paint.
- The growth rate of the OEM segment during the forecast period (2012-2017) is larger than the refinish segment.
- The top five companies in the industry are: DuPont, BASF, PPG, Akzo Nobel, and Sherwin-Williams (Napko).

# Market Overview—Definitions

- This research service presents an in-depth market analysis of the Mexican automotive paints and coatings market. The research service covers topics such as industry challenges, market drivers, and restraints. It also presents the competitive structure of the Mexican automotive paints and coatings market, as well as emerging technological trends. Revenue forecasts are also discussed.



- The automotive paints and coatings market in Mexico is segmented as follows:
  - OEMs
  - Refinish paints and coatings

# Market Overview—Key Questions This Study Will Answer

## Hypotheses

Is the automotive paints and coatings market growing? How long will it continue to grow and at what rate?

Are the existing competitors structured correctly to meet customer needs?

Will the currently available products for paints and coatings and companies' services continue to exist or will they get acquired/replaced by other companies?

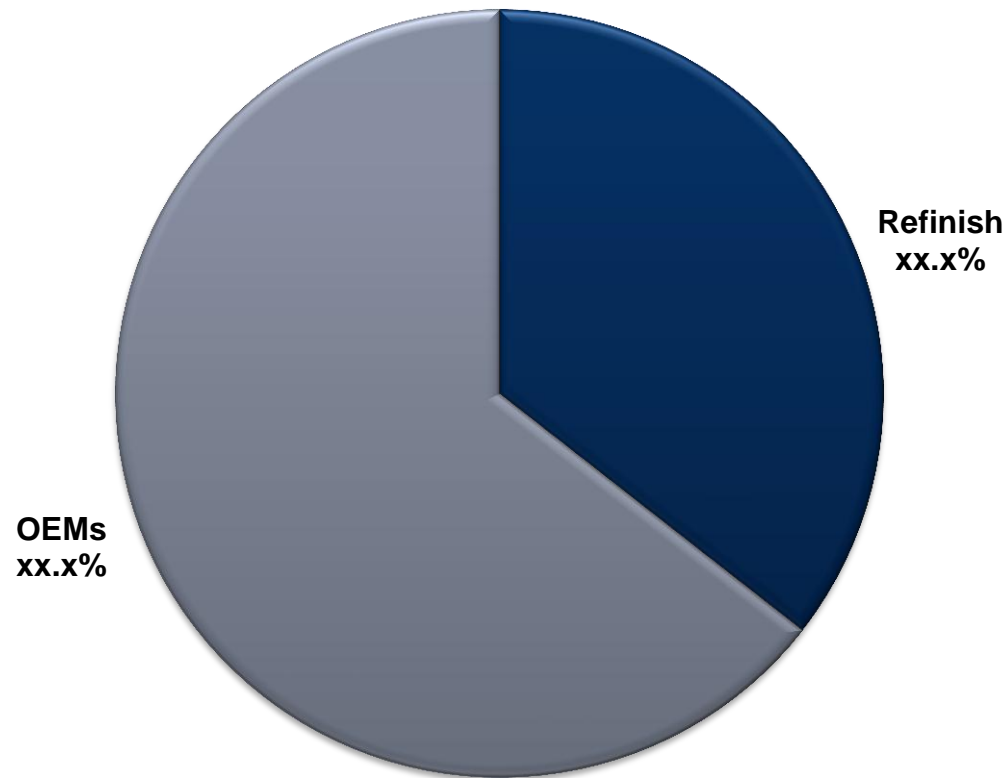
How will the structure of the market change? Is it ripe for acquisitions?

Are the products/services offered today meeting customer needs or is there additional development needed?

Are the vendors in the space ready to go it alone, or do they need partnerships to take their business to the next level?

# Market Overview—Segmentation

**Percent Sales Breakdown**  
**Total Automotive Paints and Coatings Market: Mexico, 2011**

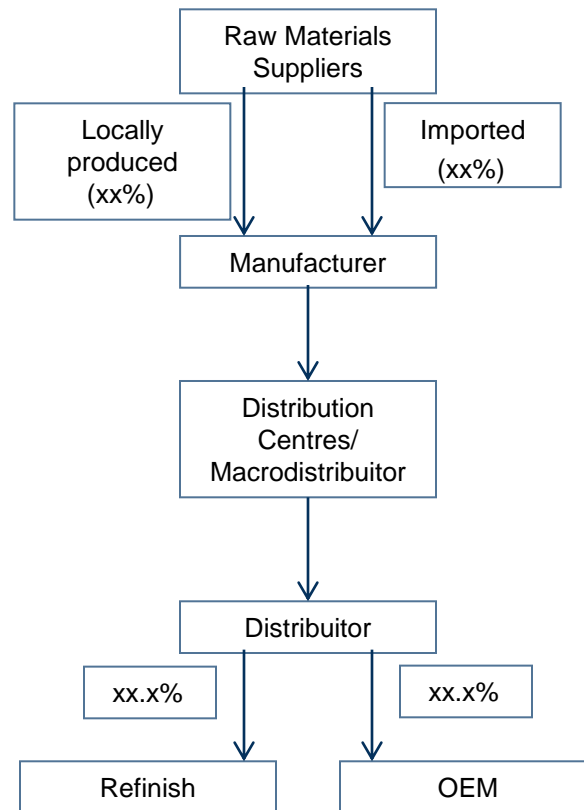


Note: All figures are rounded. The base year is 2011.

# Market Overview—Distribution Channels

**Key Takeaway: Refinish paints and coatings are applied in body shops while OEMs are used in the automotive terminals.**

## Total Automotive Paints and Coatings Market: Distribution Channel Analysis, Mexico, 2011



Key: OEM (original equipment manufacturers), VARs (value-added resellers)