

BASF: Global Challenges, Technological Capabilities, Marketing Tactics, And Strategic Direction in the Paint and Coatings Industry

Table of Contents

Global Paints and Coatings Market Dynamics and Trends

Worldwide strategic overview of the paints and coatings market

Sales forecasts for major market segments

Sales forecasts for key geographic regions: North America, Europe, Asia Pacific, Latin America, Africa, Mideast

Major U.S. and international regulatory, technological, economic, demographic, and social trends with potentially significant impact on the paints and coatings industry during the next five years

Industry consolidation

Market globalization

Environmental regulations

Strategic Directions

Specific business, new product development and marketing strategies

Major strengths and weaknesses, e.g., managerial, organizational, marketing and product development

Anticipated acquisitions, joint ventures and divestitures

Marketing Tactics

Promotional tactics

Distribution approaches

Product service and support

Customer relations

Technological Know-How

Internally developed and acquired technologies, processes, and related Capabilities

Proprietary technologies and patent litigations

List of Tables

Table -1 Worldwide Paints and Coatings Market
by Geographic Region

Table -2 Worldwide Paints and Coatings Market Growth
by Geographic Region

Table -3 Worldwide Paints and Coatings Sales by Market Segment