

Case Study

Opportunity Assessment and Market Study of Chemical Coatings in Select Countries

CLIENT

A leading manufacturer of industrial materials and chemical products headquartered in Japan engaged Aranca to undertake a detailed study on the chemical coatings market across six countries (US, Canada, France, Germany, Switzerland and Austria)

RESEARCH METHODOLOGY

Desk research, 300-325 telephonic interviews with key industry players

RESEARCH FRAMEWORK & DELIVERABLES

Chemical Coatings Market Analysis:

- Type of chemical coatings available and its relevance in the market
- Key end-use markets for architectural, industrial, specialty coatings
- Industrial coatings market split by form, type, chemistry and applications
- Assessment of trade dynamics

Value Chain & Competitive Analysis

- Mapping the industrial coatings value chain
- Identification of key players and assessing their existing capabilities
- Assessment of the decision-making process in selecting vendors

Key Findings and Conclusion:

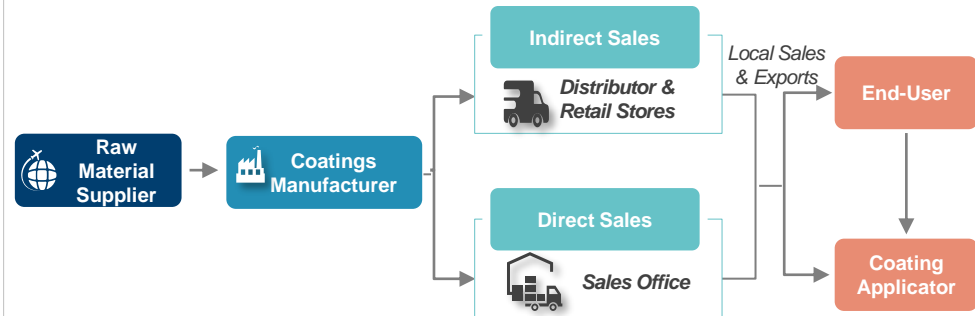
- Key insights on technological, pricing, production, consumption trends expected to impact the market
- Opportunities available in the chemical coatings market in each of the target regions that the client can capitalize on

SAMPLE ANALYSIS TEMPLATES

Industrial and Specialty Coatings: Segmentation by Chemistry (USA)

Coatings \ Year	2013	2016	2020	CAGR
Water-based	Xx	xx	xx	x%
Solvent-based	Xx	xx	xx	x%
Powdered	Xx	xx	xx	x%
Radiation Cured	Xx	xx	xx	x%
Total ('000 MT)	Xxx	xxx	xxx	x%

Chemical Coatings Value Chain



Competitive Landscape

