EMINENT GLOBAL RESEARCH SOLUTIONS

Sample Report

Market Intelligence
Powder Coating

XX June, 2022

Table of Content

1 Scope and Objective

2 Domain Understanding

3 Strategy/Methodology

4 Data Sources

5 Project Layout

6 Indicative Outlook/Exemplary Outlook

7 Commercials

8 Disclaimer

Copyright © Eminence IP. All Rights Reserved

Scope and Objective

Copyright © Eminence IP. All Rights Reserved

Scope and Objective

Objective of the Study	➢ To Understand the Global Market Scenario of Powder Coatings
Research Domain	➢ Powder coating
Key Questions to be answered	➢ Market dynamics in powder coatings segment; Drivers, Restraints, Opportunities and Challenges. ➢ Value Chain analysis in powder coating segment; raw material suppliers, Manufactures distributors and end-use industries ➢ Strategic activities of the key players in the powder coating segment. ➢ Global powder coating market by resin type in USD millions from 2019 to 2027. ➢ Global powder coating market by end-use industry in USD millions from 2019 to 2027. ➢ Global powder coating market by region in USD millions from 2019 to 2027.
Geograpgy	➢ North America, Europe, APAC, Middle East, South America, RoW
Time Frame	➢ Historic Years: 2018-2020 ➢ Base Year: 2021 ➢ Forecast Years: 2022-2027
Research Type	➢ Secondary Research

Copyright © Eminence IP. All Rights Reserved

Domain Understanding

Copyright © Eminence IP. All Rights Reserved

Domain Understanding (1/2)

- **Powder coating** is a dry finishing method that combines **curatives, pigments, levelling agents, flow modifiers, and other additives with polymer resin systems**. These components are melted together, cooled, and milled into a fine powder. The powder coating is typically applied to a metal substrate using a process known as **electrostatic spray deposition (ESD)**.
- Powder coating is usually used to create a **hard finish** that is **tougher than conventional paint**. It is mainly used for coating metals, such as **household appliances, outdoor products, aluminum extrusions, Architecture & Constructions, automobiles etc.**

Understanding the categorization of powder coating based on chemical composition and cross linking structure.

Powder Coating

Epoxy

Epoxy coatings have a homogeneous, smooth appearance. They also have good adhesion and chemical and corrosion resistance. Epoxies, on the other hand, can only survive a certain amount of UV radiation. Overexposure to UV radiation might cause the completed product to lose its sheen and chalk.

Polyester

When exposed to UV light, polyester powders have exceptional adhesive qualities and gloss retention. Polyester powders are commonly seen on fencing, outdoor decorative items, and lawn and garden furniture due to their high weathering qualities and lesser chemical resistance.

Nylon

Powdered nylon is commonly used as a protective covering. They are very resistant to a wide range of solvents and oils, as well as impact and abrasion damage. A primer is typically utilized in the coating process to aid in achieving a high level of performance.

Polyurethane

Polyurethane powders are commonly used for aesthetic and functional goods that are exposed to the elements outside. Weatherability is a key property of polyurethane. They are anti-corrosion and humidity resistant, as well as resistant to a variety of chemicals and oils.

Hybrid

Epoxy and polyester resins are combined in hybrid powders. As a result, they have outstanding mechanical qualities as well as high chemical and corrosion resistance. While these coatings offer outstanding flexibility and smoothness, they are not suggested for applications that require weather resistance

Metallic

Metallic coatings are available in a wide range of chemistries, including epoxies, polyesters, and hybrids. Metallic particles have been introduced to the chemistry of these coatings for aesthetic objectives. Their visually appealing qualities, as well as their strength and longevity, making them an excellent choice.

EMINENCE IP

Copyright © Eminence IP. All Rights Reserved

Domain Understanding (2/2)

Understanding the usage of Powder coating in Various End Use Industries

- Grain storage systems
- Tractors
- Trailers
- Cranes
- Ploughs
- Earth moving equipment
- Fork lift trucks etc.

AGRICULTURAL & CONSTRUCTION

- Gas and electric ranges
- Refrigerator doors and shelves
- Washing machines and dryers
- Freezers
- Water heaters
- Vacuum cleaners etc.

HOME APPLIANCE

- Aluminum doors/windows
- Curtain walls
- Facades
- Shutters and louvers
- Bathroom fixtures
- Mailboxes
- Ornamental Fencing etc.

ARCHITECTURAL

- Primers
- Wheels
- Bumpers
- Window trims
- Door handles
- Windshield wipers
- Steering wheels
- Radiators etc.

AUTOMOTIVE & TRANSPORTATION

- Motor windings and housings
- Transformers
- Switch gears
- Electric junction boxes
- Electric connectors
- Electrical cabinets etc.

ELECTRICAL

- Oil, gas and water transmission pipelines
- Reinforcing steel bar (rebar)
- Valves
- Electric motor windings
- Bus bar
- Riser pipe
- Fire Hydrants etc.

FUNCTIONAL

- Playground equipment
- Bicycle frames/wheels
- Golf carts & clubs
- Ski poles
- Exercise equipment
- Metal toys & wagons
- Fans etc.

GENERAL METAL

- Air conditioning equipment
- Heaters
- Furnaces
- Radiators
- Boilers
- Ventilation etc.

HVAC

- Lawn mowers
- Fertilizer spreaders
- Snow blowers
- Barbecue grills
- Chainsaws
- Garden tools
- Wheelbarrows etc.

LAWN & GARDEN

- MDF (medium density fibreboard)
- Plastic
- Glass etc.

OTHER

Copyright © Eminence IP. All Rights Reserved

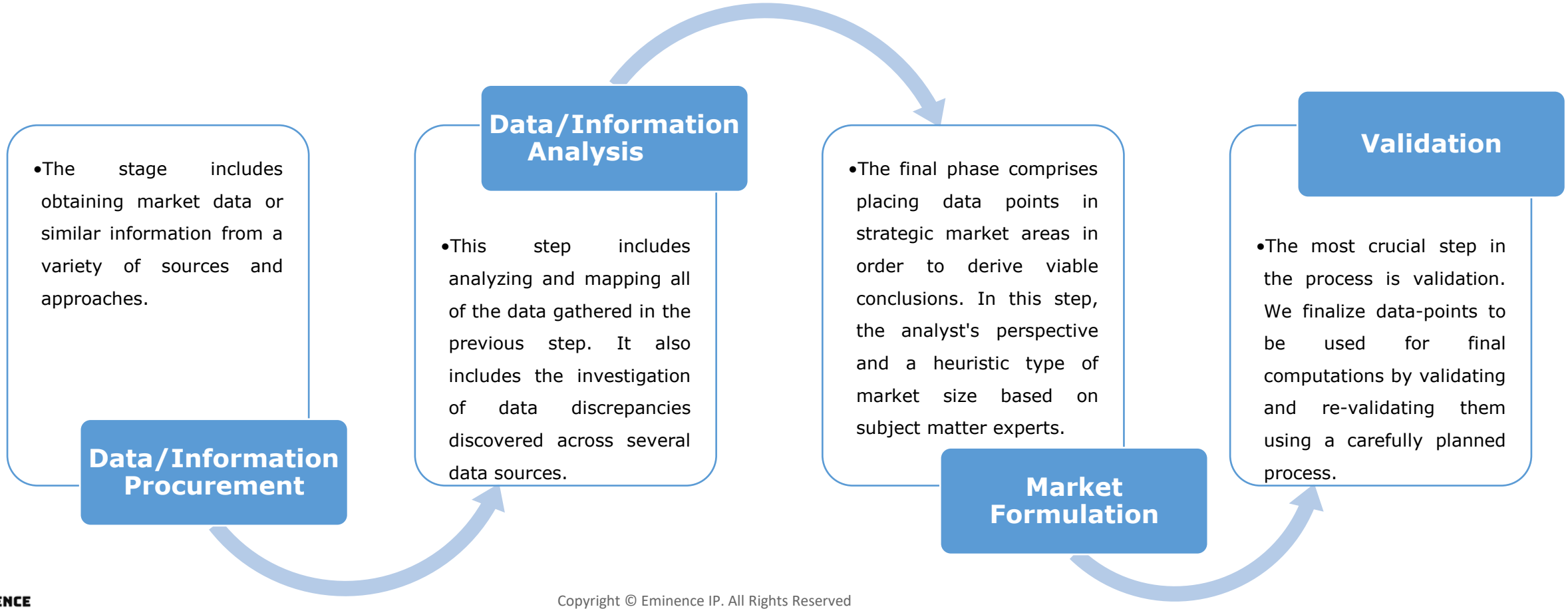
Research Layout

Copyright © Eminence IP. All Rights Reserved

Project Layout

Start to end Approach and methodology for the Research

- Our research methodology **combines primary and secondary initiatives i**n the most effective way possible. One of the most time-consuming parts of our research is gathering data which requires **the extensive research**.
- **The major steps in the process of research are described below**.



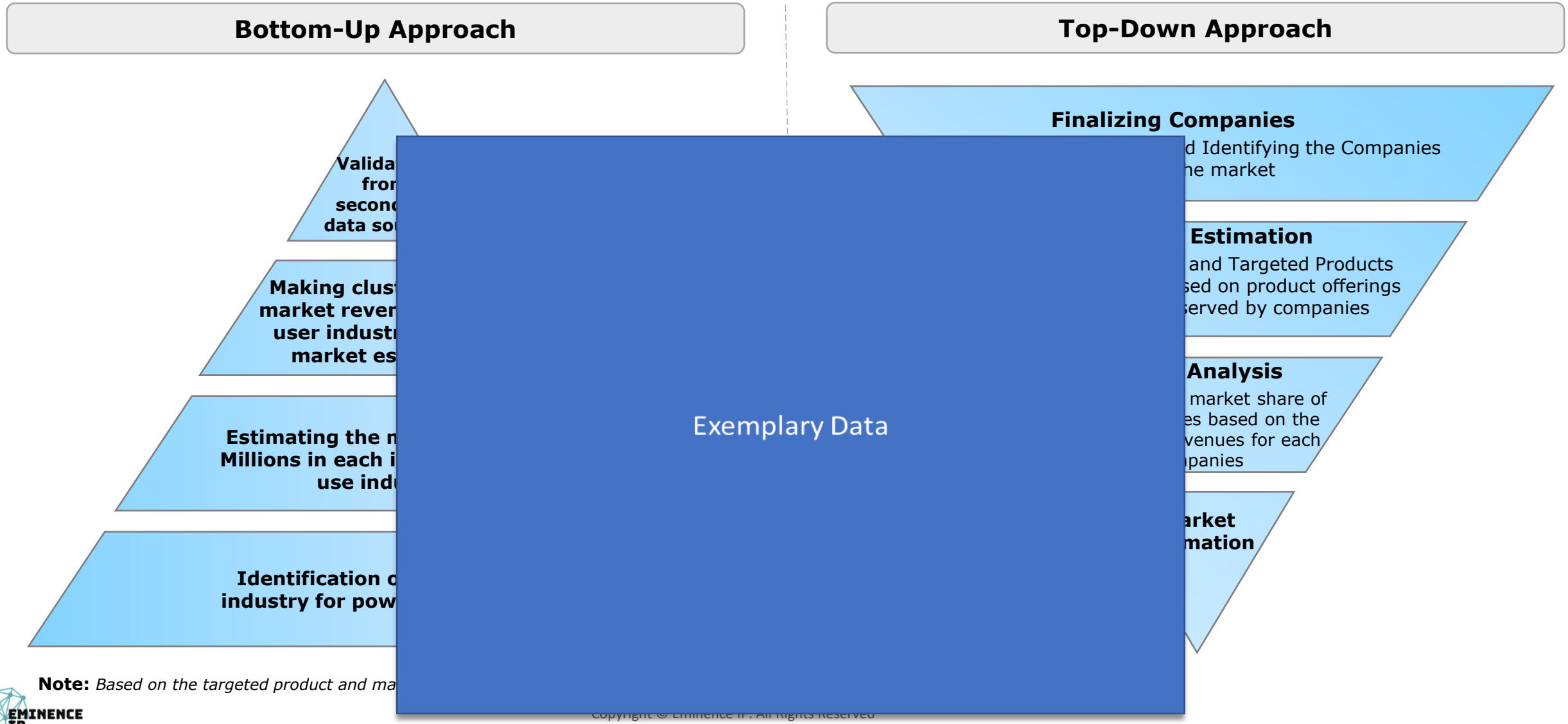
Copyright © Eminence IP. All Rights Reserved

Approach and Methodology

Copyright © Eminence IP. All Rights Reserved

Approach and Methodology: Current Market Estimation

Bottom-Up and Top-Dow Methodology for the Current Market Estimation



Note: *Based on the targeted product and ma*

Copyright © Eminence IP . All Rights Reserved

Approach and Methodology: Future Market Forecast (1/3)

Approach and Methodology for the Future Market Forecast

- A marketing forecast is an analysis that projects the future trends, characteristics in terms of numbers as per the target market. it helps to create marketing plans, future business strategies, understating the market opportunities, etc.
- There are various approach and methodologies available such as **Time series forecasting through historic trend analysis**, **Probabilistic Forecasting, visionary forecasting, factor based analysis etc.**
- Sometimes multiple techniques are used to estimate more precise future market. Therefore, Model based forecast techniques is best approach to estimate future market as it includes historic trend analysis, factor based analysis and qualitative analysis which make is **most suitable approach for emerging and established market.**

Steps involved in Statical Model based Market Forecasting

1. Factors Identification

This stage includes the identification of key qualitative and quantitative factors from supply and demand side which can impact the future market

2. Factors Analysis

Further, historic and future marjet data is procured through direct secondary research from various authanetic data sourecs available.

3. Estimating Y-o-Y Growth

Based on the factor analysis through correlation, year on year growth trend is finalized for the upcoming years

4. Forecast & validation

Based on the eastimated year on year growth trend, future maket is estimated and estimated trend is validated through various Kols and organizations publications Etc.

Copyright © Eminence IP. All Rights Reserved

Approach and Methodology: Future Market Forecast (2/3)

1. Factors Identification

Quantitative Factors (weightage XX%)

1. Factors From End Use Side

a) Increasing demand in Automotive sector
b) Increasing demand in Construction Sector
c) Increasing demand in HVAC Sector
d) XXXX

2. Factors From Suppliers Side

a) Price trend of Raw material used/Product
b) Historic R&D innovation trend
c) Increasing strategic activities
d) XXX

3. Others

a) Investment trend
b) XXXX

Qualitative Factors (weightage XX%)

1. Sustainanbility

a) Emergance of environmently friendly products.
b) Emergance Eco friendly production technologies
c) XXXXX

2. Consumer Awareness

a) Adoption of sustainable products based on product awareness
b) XXX

3. Ragulatory Analysis

a) Ragulations towards Poweder coatings.
b) Polices and targtes of the governments.
c) XXXX

Copyright © Eminence IP. All Rights Reserved

Approach and Methodology: Future Market Forecast (3/3)

2. Factors Analysis and Y-o-Y growth Estimation

- In this stage, for each identified factor, historic and future marjet data is procured through direct secondary research from various authanetic data sourecs available (government reports and publications, associations data, journals, company articles etc.). Based on the factor analysis through correlation, year on year growth trend is finalized for the upcoming years.

Quantitative Factors												
Factors	**Weightage**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**	**2027**	**CAGR**	**Correlation Coefficient**
1. Increasing demand in Automotive sector (USD Million)	XX%	XX	XX	XX	XX	XX	XX	XX	XX	XX	**XX%**	XX
Y-o-Y Growth		**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	
2. Price trend of Poweder Coating (USD per ton)	XX%	XX	XX	XX	XX	XX	XX	XX	XX	XX	**XX%**	XX
Y-o-Y Growth		**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	
XXXXX	XX%	XX	XX	XX	XX	XX	XX	XX	XX	XX	**XX%**	XX
Y-o-Y Growth		**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	**XX%**	
Qualitative Factors												
1. Emergance of environmently friendly products. 2. Ragulations towards Poweder coatings 3. XXX	XX%	Based on data proccurment from government reports and publications, associations data, journals, company articles, blogs, seminar etc. Powder coating market will grow at XX% of CAGR over the forcast timeframe										
Y-o-Y growth rate for powder coating market		XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	XX%	

Future forecasting as per the xx% weightage (Quantitative Factors + Qualitative Factors)

Multiplication factor for 2022 in % will be calculated by formula: = (**xx%** Σ (y-o-y(%) of factor-1 in 2021* Weightage of factor-1)+ (y-o-y(%) of factor-2 in 2021* Weightage of factor-2) +…]

+ **xx%*(**power[Historic estimate 2019/Historic estimate 2021,1/2)-1)] + **xx%** *growth rate based on qualitative factors

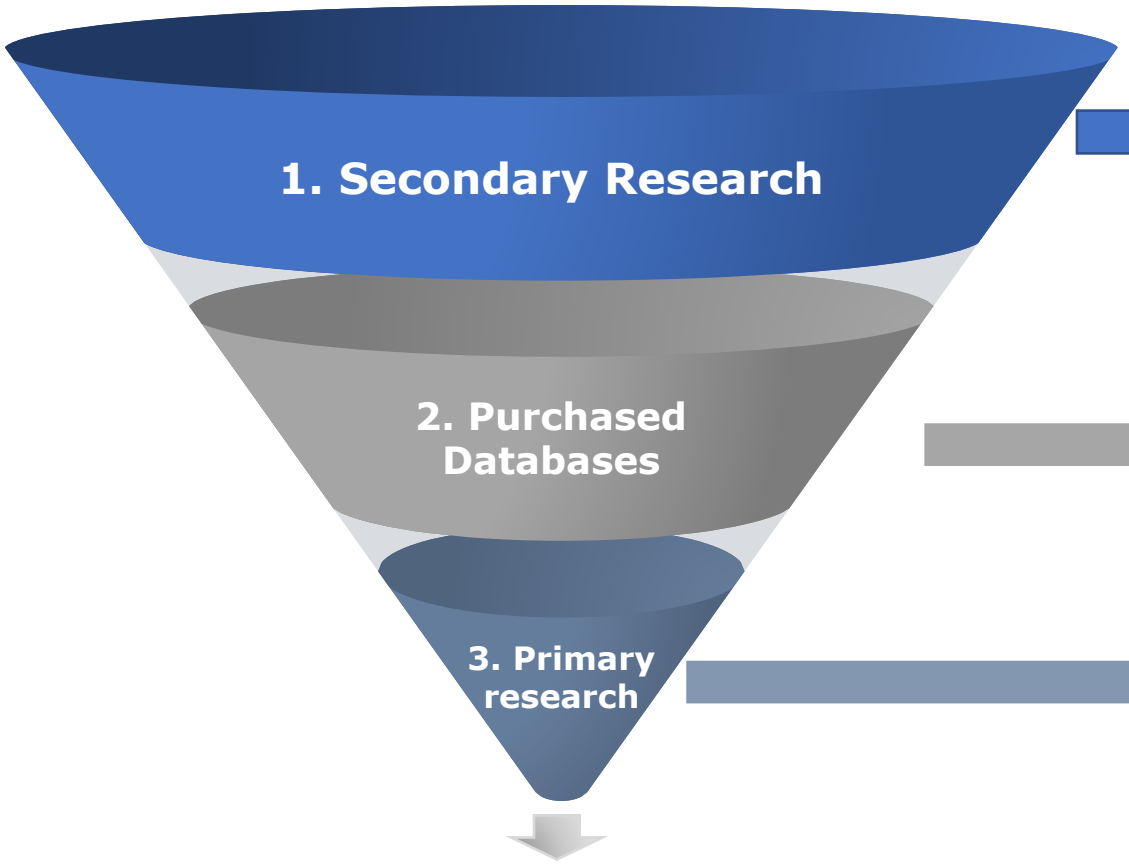
Copyright © Eminence IP. All Rights Reserved

Data Sources

Copyright © Eminence IP. All Rights Reserved

Data Sources

- This step includes analyzing and mapping all of the data gathered in the previous step. It also includes the **investigation of data discrepancies discovered across several data sources.**
- We procure data from various sources which are categorized into three segments namely **Purchased Databases, secondary research, Primary research. After the information gathering from various sources,** we filter out the relevance data required which can be utilized in the study



Data finalized for the study

- The final deliverable will include a list of secondary sources as well as the information gathered from them.
- White papers, government statistics provided by organizations such as the WHO, NGOs, and the World Bank, KoL publications, company filings, and investor documents are just a few examples.

- Includes databases from companies like Hoover's: This aids us in identifying financial data, industry competitive environment, and market participant structure. It's also a crucial phase in market sizing, especially when using commodity-flow approaches.
- Factiva, for example, is an industry database. Assists us in obtaining industry figures and KoL perspectives, as well as formulating conclusions.

The primary interview & survey derive direction from extensive secondary research. secondary research is an continuous process & is conducted at each level along the value chain.

Interviews

Raw material suppliers & manufactures	Manufactures, distributors, research	Market players, industry exports, & independent consultants

Copyright © Eminence IP. All Rights Reserved

Indicative Outlook

Copyright © Eminence IP. All Rights Reserved

Table of Contents: Indicative Outlook

01 **Market dynamics in powder coatings segment**
Market Drivers, Restraints, Opportunities and Challenges

02 **Value chain analysis in powder coatings segment**
Raw material suppliers, formulators, applicators, distributors and end use industries

03 **Strategic activities of the key players in powder coatings segment**
Product launch & development, expansion, merger, aquiesition, agreements, collaboration etc.

04 **Global powder coating market by resin type in Kilo Tons and USD millions from 2019 to 2027**

05 **Global powder coating market by coating method in Kilo Tons and USD millions from 2019 to 2027.**

06 **Global powder coating market by end use industry in Kilo Tons and USD millions from 2019 to 2027.**

07 **Global powder coating market by region in Kilo Tons and USD millions from 2019 to 2027.**

08 **Conclusions and Key Takeaways**

Copyright © Eminence IP. All Rights Reserved

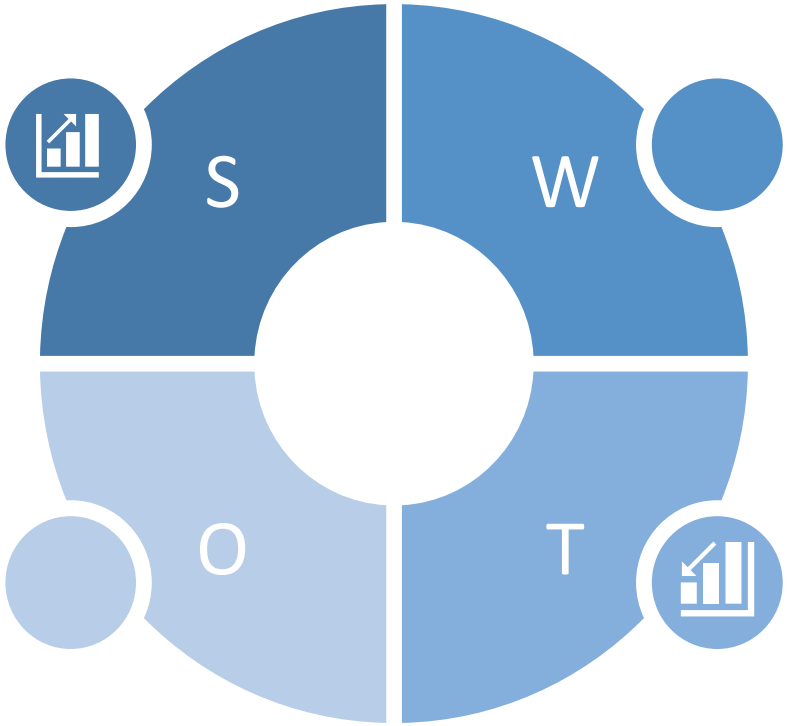
1. Market dynamics

Market Dynamics: SWOT Analysis

SWOT Analysis for Powder Coating Market

Strengths

- Increasing construction spending
- Growing demand in the automotive, aerospace, and marine industries
- lower application costs than liquid coatings
- XXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXX



Weaknesses

- Higher energy consumption & investment on machinery & tools
- XXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXX

Opportunities

- The expansion of polyester resin technology, namely stable, low-gloss formulae, gave architectural market potential that aided the growth of powder coatings during the forecast period.
- XXXXXX

Threats

- The powder coating sector has numerous environmental issues, with a growing emphasis on complying with state and local wastewater discharge rules.
- XXXXX

Copyright © Eminence IP. All Rights Reserved

2. Value chain Analysis

Value Chain Analysis:

Value Chain Analysis In Powder Coating Segment

Players:

AGC
ARKEMA
GEMME
LongCester LONGCAI

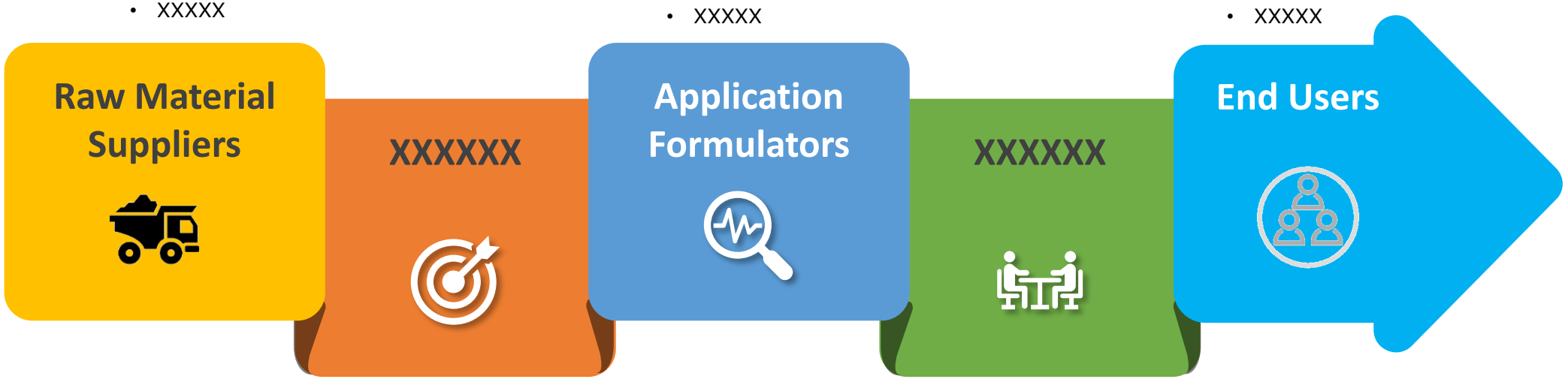
- XXXXX
- XXXXX

Interpon POWDER COATINGS
PRISMATIC POWDERS
湖南云科化工有限公司 HUNAN YUNKE CHEMICAL CO.,LTD.

- XXXXX
- XXXXX

BOSCH
Johnson Controls

- XXXXX
- XXXXX



Raw Materials:

- LUMIFLON LF-710F
- Clear acrylic resins
- Additives
- Pigments
- XXXXX

Formulations:

- UV resin monomer
- YK550-GMA Matting Agent
- Low temperature and fast Agent
- Low temperature curing agent
- XXXXX

EMINENCE IP

Copyright © Eminence IP. All Rights Reserved

3. Strategic Activities

Analyse: Strategic Activities

Strategic activities of the key players in the powder coating segment

S.N	Manufacturer	Year	Strategy Type		Description	Impact Level (High/Medium/Low)	Objective	Source
			Organic	Inorganic				
1	AkzoNobel	Feb, 2021	-	Acquisition	**AkzoNobel completed the Acquisition of Titan Paints** • Akzo Nobel N.V. completed its acquisition of 100% of the shares of Industrias Titan S.A.U. (Titan Paints). • The transaction includes three production facilities and seven logistics and service centers for decorative paints, including one of the most modern manufacturing plants for **water-based paints** in Europe in El Prat de Llobregat, near Barcelona	XXX	XXX	>>
2	XX	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**

Impact Level Analysis

	Investment	Relevancy to the Powder coating	Geo Reach of the Company	**Weighted Average Rating**
Rating for Activity out of 5	XX	XX	XX	XX

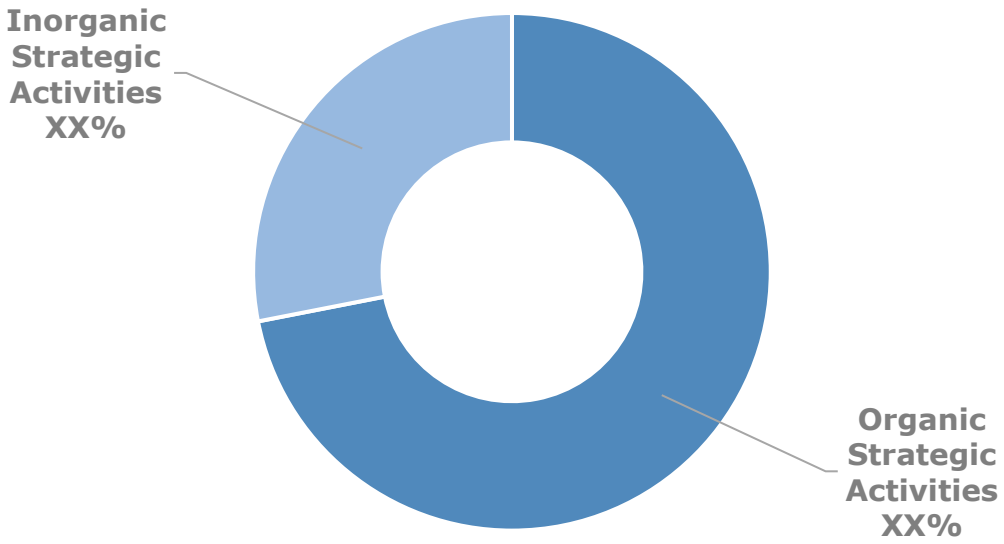
Weighted Average Rating **High (>4)** **Medium (2-4)** **Medium (<2)**

Copyright © Eminence IP. All Rights Reserved

Analysis: Strategic Activities

Analysis: Strategic activities of the key players in the powder coating segment

Share Analysis by type of Strategic Activities in the segment of the powder coating based on the identified results



Share Analysis of Strategic Activities by geography in the segment of the powder coating based on the identified results

[redacted]

Copyright © Eminence IP. All Rights Reserved

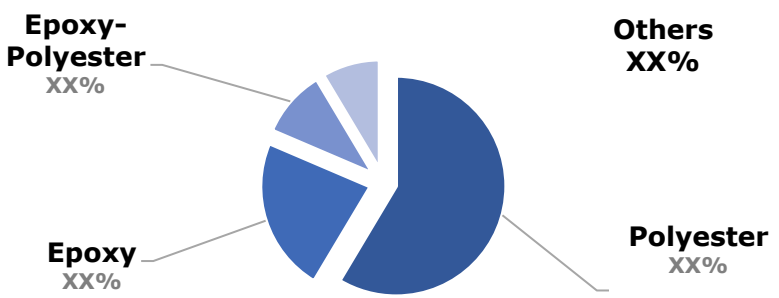
4. Market Analysis

Global Powder Coating Market By Resin Type

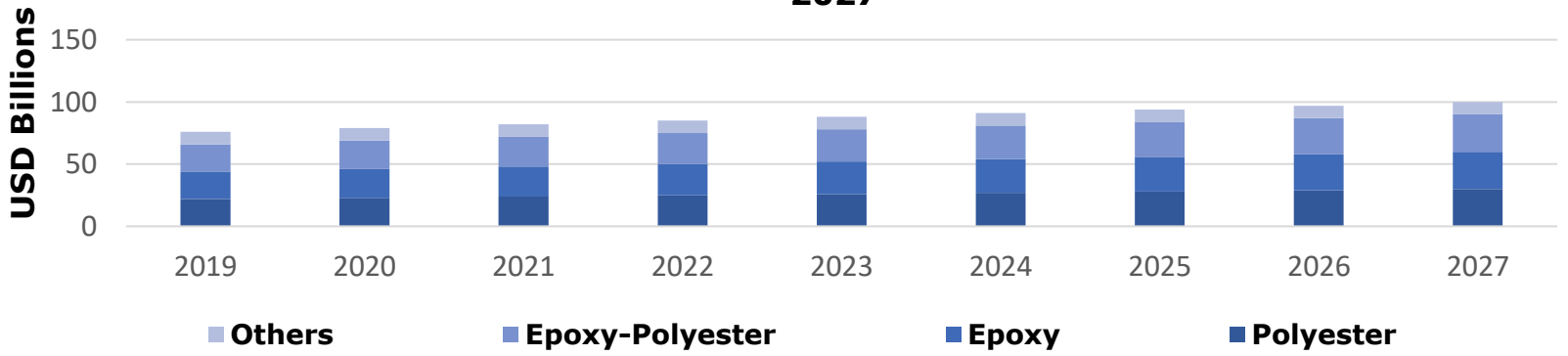
Global powder coating market by resin in USD millions from 2019 to 2027

Resin type	2019	2020	2021	2022	2023	2024	2025	2026	2027	CAGR
Polyester	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Epoxy	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Epoxy-Polyester	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Others	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Total	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**

Global Powder Coating Market share By Resin Type, 2021



Global Powder Coating Market By Resin In USD Millions From 2019 To 2027



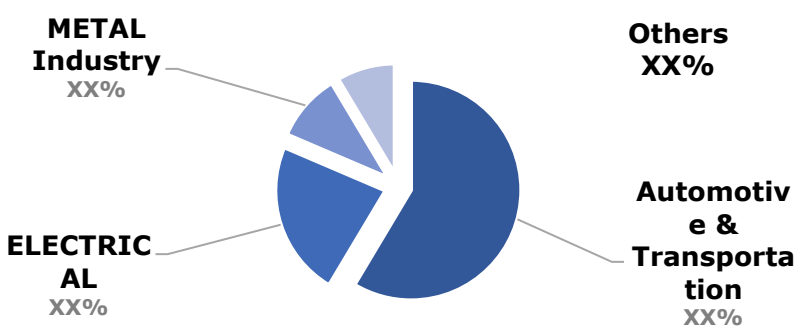
Copyright © Eminence IP. All Rights Reserved

Global Powder Coating Market by Resin Type

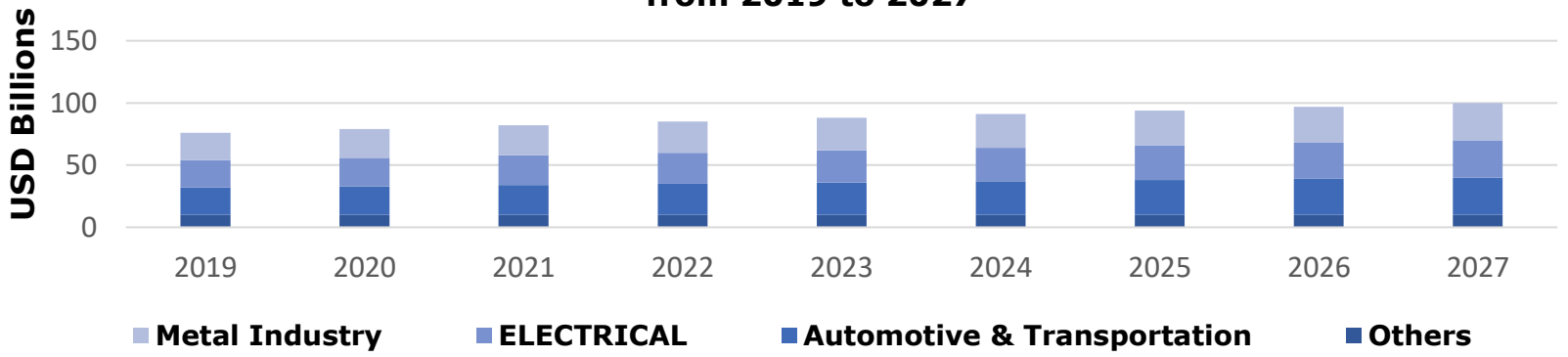
Global powder coating market by end-use Industry in USD millions from 2019 to 2027

By End-Use	2019	2020	2021	2022	2023	2024	2025	2026	2027	CAGR
Automotive & Transportation	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
ELECTRICAL	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
METAL Industry	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Others	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Total	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**

Global Powder Coating Market share By Industry, 2021



Global Powder Coating market by end-use Industry in USD millions from 2019 to 2027



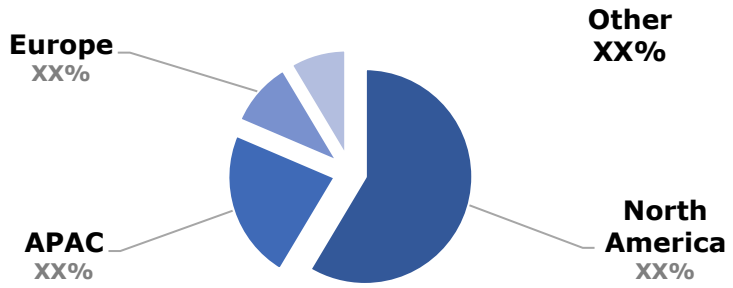
Copyright © Eminence IP. All Rights Reserved

Global powder coating market by region

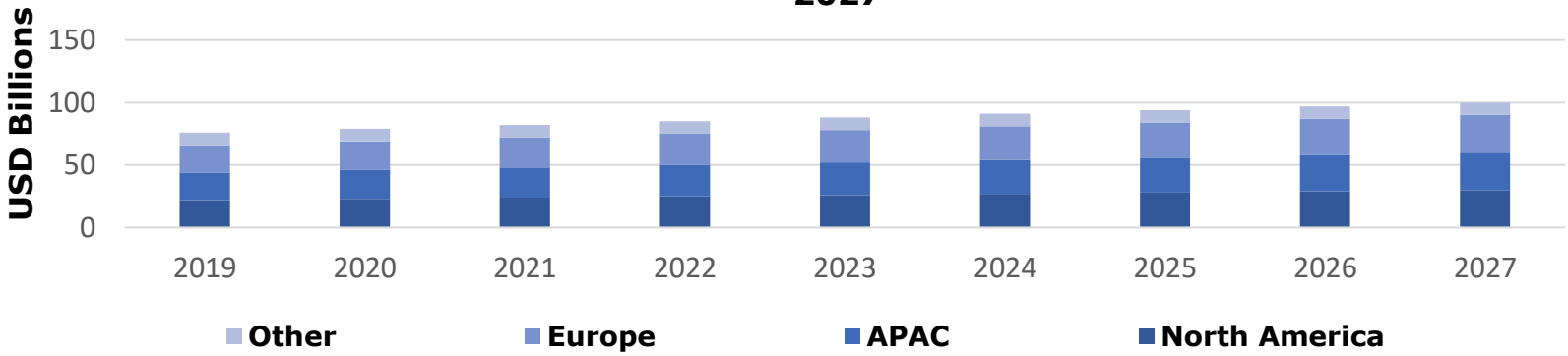
Global powder coating market by region in USD millions from 2019 to 2027

Region	2019	2020	2021	2022	2023	2024	2025	2026	2027	CAGR
North America	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
APAC	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Europe	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Other	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Total	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**	**XX**

Global powder coating market Share by region, 2021

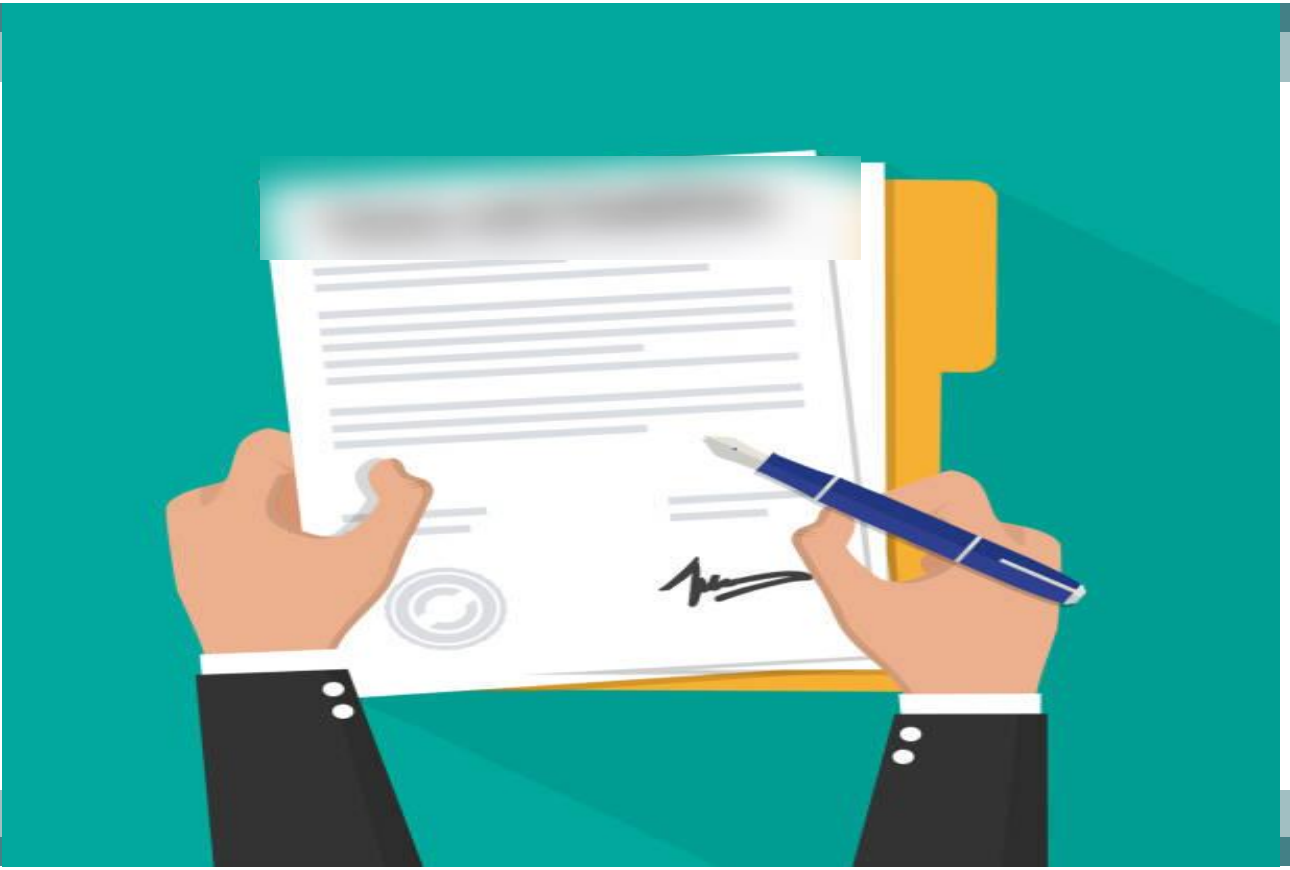


Global Powder Coating market by region in USD millions from 2019 to 2027



[redacted]

Copyright © Eminence IP. All Rights Reserved



Disclaimer

Copyright © Eminence IP. All Rights Reserved

Information provided by Eminence IP are based on extensive research and our analysts use proven and tested methods to provide data. However, to err is human and hence, Eminence IP's reports should only be construed as guidance. We assert that any business or investment decisions should not be based purely on the information presented in our reports.

Eminence IP will not be responsible for any losses incurred by a client as a result of decisions made based on any information included in the reports. Eminence IP does not warrant that all content published on the website in any form, and the research report provided is free of errors. Eminence IP strives to provide the best quality information and will always continue to do so.

Eminence IP do not guarantee or take responsibility for the accuracy, completeness, reliability and usefulness of any information. In many cases, the opinion expressed in the reports is Eminence IP's current opinion based on the prevailing market trends and is subject to change.

The information provided by us is for the sole use of the authorized recipient(s). No part of the information or service may be duplicated or transmitted in any manner or by any medium without prior permission from Eminence IP. Any such act will be considered as the breach of the 'Terms & Conditions'

Copyright © Eminence IP. All Rights Reserved