

# U.S. paint and coatings industry market analysis

*The latest edition of NPCA's report on the U.S. paint and coatings industry offers valuable insight.*

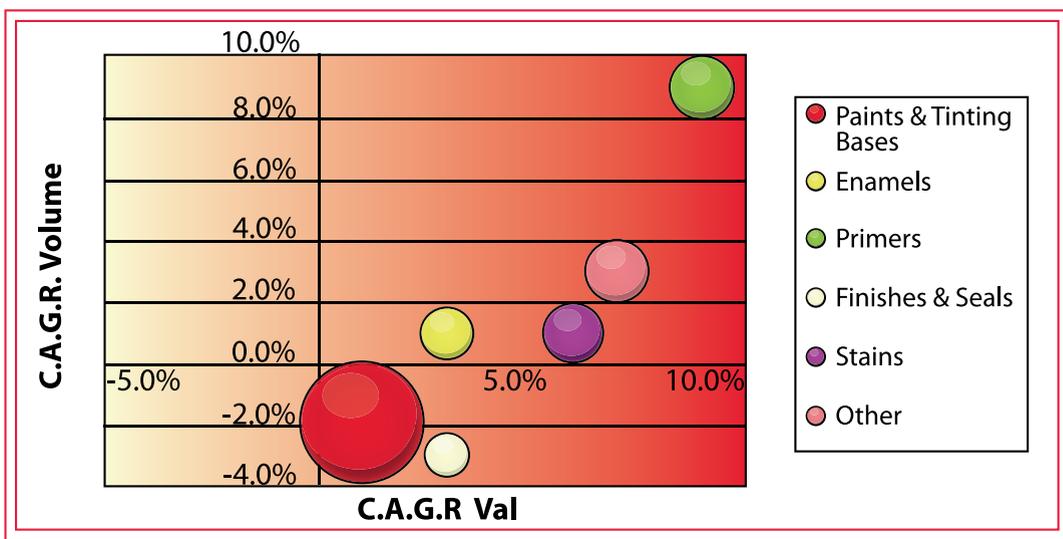
For this month's column, Chemark will outline the features, attributes and benefits of the Seventh Edition of the new NPCA "U.S. Paint & Coatings Industry Market Analysis—2006-2011." Slated for publication in October, the report includes insights such as key buying factors for all segments based on actual customer interviews, technologies used, key advantages and trends, and specific market share information.

This edition offers comprehensive and detailed discussion of 31 market segments profiled; a combination of current, primary real world interviews with key industry experts and U.S. Census data; extensive coverage of supply chain and the impact of trends and issues in major market segments along the chain; and projection of growth rates and forecasts through 2011.

Chemark was awarded the task of preparing this project back in late 2006. The new market analysis will include more information than any preceding edition. This includes enhanced qualitative input through contribution of industry key players, as well as the latest U.S. Census Bureau industry figures, as reviewed and shaped by industry experts and members.

The study's mainstay chapters covering specific industry segments include architectural, OEM and special purpose coatings. In addition, there are several new special and expanded chapters, including nanotechnologies and smart coatings; growth niche opportunities and analysis; investment in overseas operations and outsourcing offshore; renewable resources raw materials; the economic case for substitution; and; update on recent merger and acquisition activities.

Exterior Coatings Sub-Segment Size and Growth Rate of Value and Volume (1997-2006)



Source: U.S. Census Bureau, Current Industrial Report, MA325F  
CAGR—Compound Annual Growth Rate

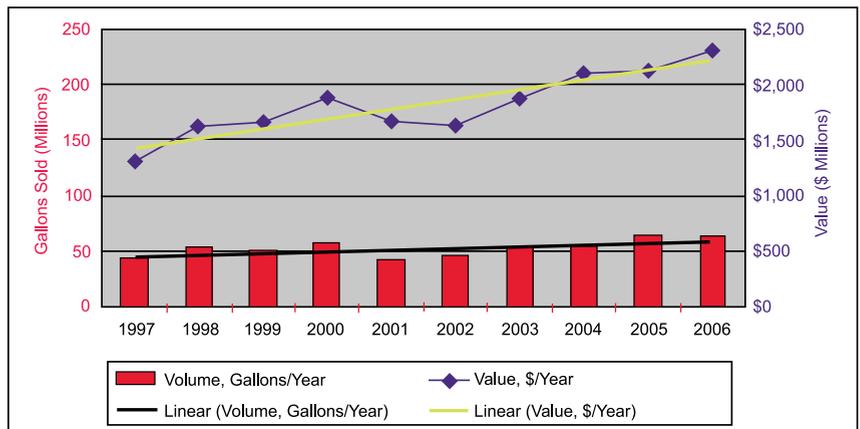
In addition to a user-friendly format, easily understood graphics, accurate data bolstered by direct interviews and straight-forward data interpretation, Chemark is offering both members and non-members of NPCA a three-hour consulting arrangement. This arrangement is designed to address questions about the study, either to clarify or to expand upon the study itself.

This new edition offers unique and valuable insight to those directly as well as those indirectly involved in the paint, coatings and inter-related industries. It includes:

- Market demand insights—based on customer interviews;
  - Technologies used—currently and trend considerations;
  - Key competitive and technology advantages and trends;
  - Specific market share information;
  - Comprehensive and detailed discussion of 31 market segments profiled;
  - Combination of current, primary “real world” interviews with key industry experts and U.S. Census data;
  - Reflections on foreign imports and offshore (manufacturing) considerations within each market addressed;
  - Projection of growth rates and forecasts by gallons and dollars through 2011;
  - Both current and constant dollar assessments of the value continuum by market;
  - Clear and concise charts, graphs and tables—enables quick recall and meaningful transfer of information; and
  - Versatility and friendliness of the electronic report allowing users to switch from chart to table on a click.
- Additionally, the NPCA “U.S. Paint & Coatings Industry Market Analysis, 2006-2011” analysis provides for new and current topical subjects within its Special Topics sections.

Moreover, there are several new, special and expanded chapters, including:

**Historic Volume & Value of Automotive Refinish Coatings (1997-2006)**



Source: Chemark

- Nanotechnologies and Smart Coatings;
- Growth Niche Opportunities and Analysis;
- Investment in Overseas Operations and Outsourcing Offshore;
- Renewable Resources, Raw Materials and the Economic Case For Substitution; and
- Update on Recent Merger and Acquisition Activities.

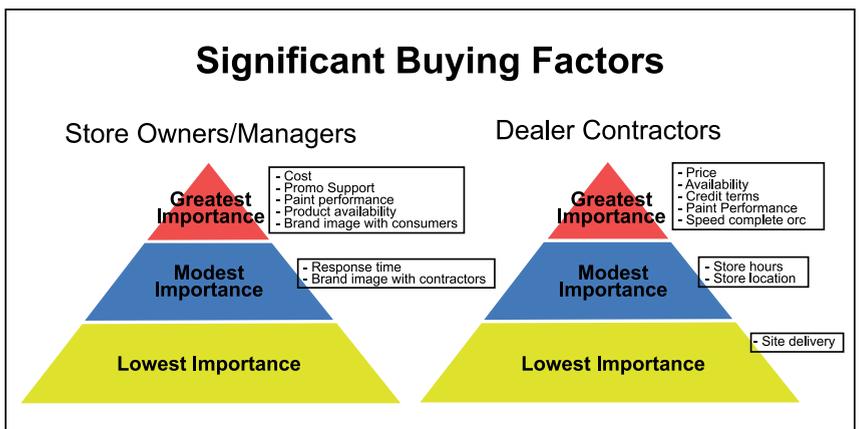
To enhance greater interactive capability, the “U.S. Paint & Coatings

Industry Market Analysis, 2006-2011” is being offered in CD-Rom format at a price of \$1,200 for NPCA Members and \$5,000 for non-members. Printed copies are available for an additional cost.

For additional information on the “U.S. Paint & Coatings Industry Market Analysis, 2006-2011” call either Chemark Consulting, (910) 692-2492 or NPCA, (202) 462-6272. **CW**

See Chemark’s ad this month on page 73.

**Relative Importance of Independent Dealer Key Buying Factors**



Source: Chemark