India Paint Industry Outlook to 2017
- Rising Urbanization and Advent of Environment-Friendly Paints
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The revenue generated by the paint industry in India was USD ~ million in FY’2012, which surged by 12.5% from USD ~ million in FY’2011. The industry witnessed a relatively lower growth in FY’2012 as compared to FY’2011. The demand for paints in the year was adversely affected by high interest rates for automobile loans which resulted in reduced demand of paints from the automotive sector. Additionally, owing to the …

… The industrial growth was led by the automotive sector which showcased a healthy demand in the passenger vehicle segment as well as the consumer durable sector which witnessed good demand. Additionally, the implementation of large projects from engineering contractors and fabricators played a significant part in rising demand.

Figure: India Paints Industry Market Size on the Basis of Revenues in USD Million, FY’2006-FY’2012
The decorative paints can be segmented into various categories of paints. These include enamel, interior emulsions, exterior emulsions, distempers and wood finishes. Distempers are the low-cost products which are classified under …

… Additionally, it enhances the life of wooden surfaces by providing protection against heat, hot liquids, oil stains, termite attacks and others. Wood finishes contributed ~% of the decorative paint revenues in the FY’2012.

**Figure: India Decorative Paints Segmentation by Types on the Basis of Revenue in Percentage, FY’2012**
MARKET SHARE OF MAJOR PLAYERS IN THE INDUSTRIAL PAINTS MARKET IN INDIA, FY’2012

As industrial paints market is technology oriented, the power of differentiation in terms of quality and performance of the industrial paints lies in the market players’ technological expertise. Hence, the existing companies in the organized sector are striving for a higher market share through foreign collaborations. Two of the major companies in the industrial paints sector, Kansai Nerolac and Asian PPG are an example of this...

Kansai Nerolac was the leader in the industrial paint segment for the FY’2012 and accounted for a share of...

Asian Paints was the second largest player in terms of its market share in the total industrial paints revenues, with a contribution of ~%. Asian Paints, in joint venture with PPG Industries Inc., of the US is engaged...

**Figure: India Industrial Paints Market Share on the Basis of Revenues in USD Million in Percentage, FY’2012**
The India paint industry is largely an organized market which is highly concentrated amongst few of the marketers such as Asian Paints, Berger Paints, Kansai Nerolac, Akzo Nobel India, Shalimar Paints and Jenson-Nicholson. However, a considerable share of the market is also held by the unorganized sector …

Asian Paints has been the market leader in the industry over the years. The organized sector is represented by companies such as Asian Paints, Kansai Nerolac, Berger Paints, Akzo Nobel India, Shalimar Paints…

Asian Paints showcased a share of ~% of the total revenues from paints in the organized market in fiscal year 2012. The revenues of the company have showcased an upward trend since FY’2010. Asian Paints, in the decorative paints market, have a diverse product portfolio, available at across price categories. Furthermore, one of the company’s prime assets is …

**Figure: India Paints Industry Market Share on the Basis of Revenues in USD Million in Percentage, FY’2006 - FY’2012**

- Asian Paints
- Berger Paints
- Kansai Nerolac
- Akzo Nobel ICI
- Shalimar Paints
- Jenson Nicholson
- Others
Table: India Paint Industry Competitive Landscape on the Basis of Revenues in USD Million, FY’2008- FY’2012

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**INDIA PAINT INDUSTRY FUTURE OUTLOOK AND PROJECTIONS, FY’2013- FY’2017**

India paints industry has witnessed remarkable growth over the years, wherein in FY’2012, the market showcased revenue of USD ~ million. The market has been growing with a CAGR of ~% over the last six fiscal years. The overall paint industry in India is expected to grow at a CAGR of ~% to USD ~ million in FY’2017…

… indicates that the India paints industry holds a great potential and has a wide scope of growth. Hence, owing to the impetus provided by current housing shortage and subsequent demand for residential units, the total consumption of the paints in India, is expected to grow.

…adversely affected by the escalating raw material prices. The inflation in the economy is expected to hinder the total production of paints on account of increased manufacturing costs. Additionally, the increasing prices of crude oil and …

The Indian Paint industry has strong future prospects and the market players with attractive marketing strategies and comprehensive product portfolios are expected to gain greater market share. Additionally, the increased focus on research and development of the paints will lead to greater advancements …
Figure: India Paints Industry Projections on the Basis of Revenue in USD Million, FY’2013 - FY’2017
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