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# Paint & Coatings

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US Industry Study with Forecasts for **2017 & 2022**

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Study #3073 | August 2013 | \$5100 | 349 pages

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*Advances in demand will be driven by a strong rebound in construction activity through 2017, which will propel demand for architectural paint as well as metal building component coatings.*

## US demand to rise 4.2% annually through 2017

US demand for paint and coatings is forecast to rise 4.2 percent annually to 1.5 billion gallons in 2017, valued at \$30.6 billion. This will be a notable improvement over the volume declines recorded during the 2007-2012 period, supported by an improving economic outlook and increased consumer confidence. In particular, advances will be driven by a strong rebound in construction activity, which will propel demand for architectural paint as well as metal building component coatings. Advances in the manufacturing sector will be supported by renewed growth in durable goods output as rising consumer spending generates greater opportunities for coatings used in the production of big-ticket items such as motor vehicles and furniture.

## Residential architectural paint to see good growth

The architectural market is the leading outlet for paint and coatings and will grow at an above-average pace through the forecast period. The residential segment will offer the best opportunities for growth, as the country recovers from the housing crisis that greatly reduced demand for residential architectural paint, particularly for new housing. Demand for interior paint will grow faster than demand for exterior paint. Increasing environmental awareness and greater consumer concern regarding indoor air quality will spur demand for

## US Paint & Coatings Demand (1.5 billion gallons, 2017)



Architectural Markets

Manufacturing Markets

Maintenance & Specialty Coatings

low- or no-volatile organic compound (VOC) products, especially those that are marketed as having low odor or being odor-free. In exterior applications, coatings demand will continue to be restricted by the popularity of siding materials (e.g., vinyl) that do not need painting. However, the growing use of fiber cement siding will provide some support, as this substrate -- unlike vinyl -- can be painted.

## Metal buildings, furniture among best prospects in manufacturing markets

Paint and coatings demand in manufacturing markets is expected to expand at a healthy pace through 2017. The metal

building components segment is projected to achieve particularly rapid gains, promoted by the increased utilization of prefabricated metal building systems in nonresidential construction applications due to the functionality and labor cost savings these systems provide. Furniture coatings will also account for a sizable share of new demand between 2012 and 2017, benefiting from rapid gains in new housing completions, which will boost demand for home furnishings. The outlook for motor vehicle coatings will be positively impacted by improving economic conditions and rising consumer confidence, which will propel vehicle demand, in turn boosting production rates and creating opportunities for automotive coatings.

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## Sample Text, Table & Chart

### ARCHITECTURAL MARKETS

#### Exterior

Demand for exterior-grade architectural coatings is forecast to reach 1.2 billion gallons in 2017. While the market has been depressed in the interior segment, this period has seen a notable improvement from the demand in 2012. Demand for exterior coatings is supported by housing activity. For example, the construction that occurred during the 2008-2009 period creates opportunities for exterior paint in new residential applications. However, the overall impact of this housing downturn on exterior paint demand was somewhat muted, as relatively few new homes are sided with paintable exterior substrates such as wood. The existing home sales are also a key determinant of demand in this market, since improvement projects such as exterior repainting are commonly undertaken both by home buyers and sellers when homes change hands. An expected turnaround in existing home sales will therefore create additional opportunities for exterior paint going forward.

Through 2017, US demand for exterior architectural paint will be positively impacted by the strong growth anticipated for construction expenditures, as spending rises from low 2012 levels. Increased construction activity will drive demand for all types of siding materials, including paintable substrates such as wood. Moreover, gains will be supported by the sizable share of existing homes in the US that have wood siding and require occasional repainting. One key factor inhibiting growth in the exterior paint market is the consumer preference for exterior siding materials, principally vinyl, which do not require paint. For instance, the demand for wood siding and accessories (e.g., trim, shutters, soffits, etc.) in home construction has declined substantially over the past two years as consumers increasingly opt for materials with lower maintenance requirements. Restrictions on timber harvesting and changing management policies also affect demand for wood siding. A

102

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TABLE V-3

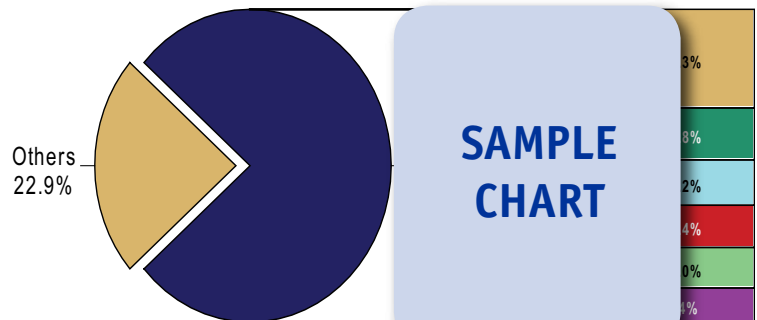
MANUFACTURING COATINGS DEMAND BY MARKET  
 (million gallons)

Item	2002	2007	2012	2017	2022
Manufacturers' Shipments (bil 2005\$) gallons/mil \$ mfg					
Manufacturing Coatings Demand					
Furniture & Fixtures					
Motor Vehicles					
Packaging					
Metal Building Components					
Machinery					
Appliances					
Aerospace & Other Transportation					
Lawn & Garden Equipment					
Other					

SAMPLE TABLE

CHART VII-3

US INDUSTRIAL COATINGS MARKET SHARE  
 (\$12.5 billion, 2012)

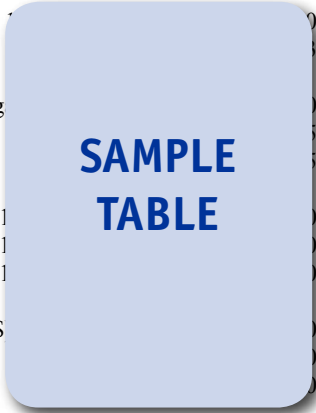


SAMPLE CHART

## Sample Profile, Table & Forecast

**TABLE VI-5**  
**INDUSTRIAL MAINTENANCE COATINGS DEMAND**

Item	2002	2007	2012	2017	2022
Industrial Building Stock (bil 2005\$)					
gallons/mil \$ stock					
Industrial Maintenance Coatings (mil g)					
Interior Formulations					
Exterior Formulations					
\$/gallon - total					
\$/gallon - interior					
\$/gallon - exterior					
Industrial Maintenance Coatings (mil \$)					
Interior Formulations					
Exterior Formulations					



**COMPANY PROFILES**

**Vista Paint Corporation**  
 2020 East Orangethorpe Avenue  
 Fullerton, CA 92831  
 714-680-3800  
<http://www.vis>

Annual Sales:  
 Employment:

Key Products: block fillers, wood stains and ts

Vista Paint produces architectural coatings for residential, commercial and industrial applications. The privately held company also provides paint spray equipment sales, rental and repair services, and markets window and wall coverings.

The Company's products include paints, enamels, primers and undercoats, block fillers, wood stains and lacquers, and sealers for architectural and other end uses; and road marking paints. These products are marketed via a network of 48 retail stores in the US. Vista Paint has production and warehousing space at its headquarters site in Fullerton, California.

Among Vista Paint's architectural paints are ACRIGLO, SATIN SHIELD, WEATHER MASTER, SOLOTEX, CAREFREE, PROTEC, DURAGLIDE, DURATONE, ACRIPOXY, ACRIBOND, UNICOAT, BREEZEWALL, COVERALL, and VISTA formulations. WEATHER MASTER paints are 100 percent acrylic types that also resist mildew growth. The Company produces abrasion resistant ACRIPOXY epoxy fortified paints for interior and exterior applications. SOLOTEX paints are 100 percent acrylic types engineered to provide long term elasticity

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**STUDY  
COVERAGE**

This Freedonia study, **Paint & Coatings**, provides historical data (2002, 2007, 2012) plus forecasts for 2017 and 2022 for paint and coatings supply and demand, as well as demand by type and market (manufacturing, maintenance and specialty, architectural). The study also assesses market environment factors, evaluates company market share and profiles 33 companies in the US paint and coatings industry.



**OTHER STUDIES**

**Disinfectant & Antimicrobial Chemicals**

Demand for disinfectant and antimicrobial chemicals in the US is forecast to rise 6.1 percent annually to \$1.6 billion in 2017. Organosulfur compounds will see significant growth as antimicrobial agents in products such as water-based architectural paint, floor coverings, home textiles, and other construction materials. This study analyzes the \$1.2 billion US disinfectant and antimicrobial chemical industry, with forecasts for 2017 and 2022 by market, function, and product. The study also evaluates company market share and profiles industry players.

#3043 ..... June 2013 ..... \$4900

**Corrosion Inhibitors**

US demand for corrosion inhibitors will rise 4.1 percent annually to \$2.5 billion in 2017. The oil and gas industry's continued expansion of horizontal drilling and hydrofracturing well stimulation in shale formations will drive advances in demand. Concrete and cement additives will grow the fastest due to a rebound in construction spending. This study analyzes the \$2 billion US corrosion inhibitors industry, with forecasts for 2017 and 2022 by application, market and product. The study also evaluates company market share and profiles industry competitors.

#2994 ..... March 2013 ..... \$5100

**Adhesives & Sealants**

US demand for adhesives and sealants will rise 2.2 percent per year to 9.8 billion pounds in 2017, valued at \$11.9 billion. Natural adhesives and sealants will remain the largest product segment, while reactive and hot melt types grow the fastest. Solvent-based products will also do well based in part on reformulation efforts to lower VOC emissions. This study analyzes the 8.8 billion pound US adhesives and sealants industry, with forecasts for 2017 and 2022 by market and product. The study also evaluates company market share and profiles industry players.

#2982 ..... March 2013 ..... \$5300

**Solvents**

US solvents demand will continue to rebound from its recessionary lows, rising 1.5 percent per year in volume terms through 2016 to 10.9 billion pounds. Growth in consumer oriented markets and regulations aimed at solvent volatility and toxicity will favor "green" solvents such as butanediol derivatives, terpenes, and alcohols. The construction market will grow the fastest. This study analyzes the 10.1 billion pound US solvent industry, with forecasts for 2016 and 2021 by product and market. The study also evaluates company market share and profiles industry players.

#2925 ..... November 2012 ..... \$4900

**World Paint & Coatings**

Global paint and coatings demand will rise 5.4 percent annually to 45.6 million metric tons in 2015. The Asia/Pacific region will remain the largest market and will grow the fastest. The key architectural segment will lead gains worldwide. High-solids formulations will continue gaining market share on solvent-based types. This study analyzes the 35 million metric ton world paint and coatings industry, with forecasts for 2015 and 2020 by formulation, market, world region and for 23 countries. The study also evaluates company market share and profiles industry participants.

#2845 ..... February 2012 ..... \$6100

**About The Freedonia Group**

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