

# The China Anti-Corrosion Coatings Market

## Product Briefing



### Contents

- Product Overview
- Market Snapshot
- Market Dynamics
- Drivers and Inhibitors
- Purchasing the Study



## Anti-Corrosion Coatings in China

This LPS provides an in-depth understanding of the market for anti-corrosion coatings in Mainland China, which was produced from our primary survey in 1H, 2011.



The following figure shows a breakdown of the interviews conducted for this study.

**Interviewed Companies include:**  
**3M, AkzoNobel, BASF, Chongqing Sanxia, COSCO Kansai, Chugoku, DuPont, Hempel, Jiangsu Lanling, Jotun, Nippon, PPG, Sherwin-Williams, Tianjin Beacon and more.**

This study focuses on domestic sales of anti-corrosion coatings which are divided into six product categories: epoxy, polyurethane, alkyd, acrylic resin, rich zinc primer and chlorinated rubber.

A quantitative and qualitative assessment of the following is included:

- Market Figures
- Competitive Analysis
- Channel Analysis
- Analysis by industry
- Growth Rates & Forecasts
- Market Opportunities

### Interview Sampling

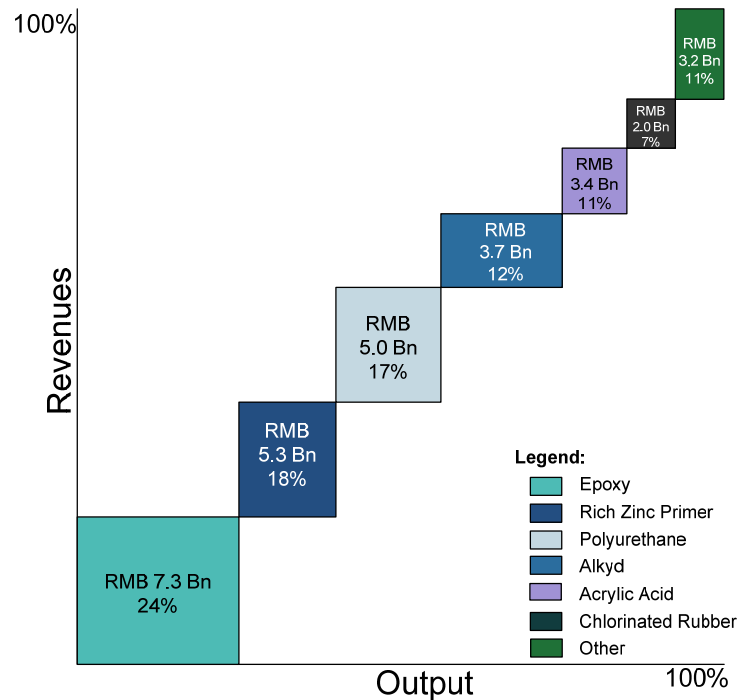
Target Groups	Companies (No.)
Suppliers	45
Channel Players	15
Customers	41
Others	5
<b>Total</b>	<b>106</b>

# Market Snapshot “An approximately RMB 30 Bn market ”



The market grew by around 13% last year (nominal). CAGR is forecasted at 19% through to 2015 in nominal revenue terms.

## Market Size Figures 2010



Source: GCiS

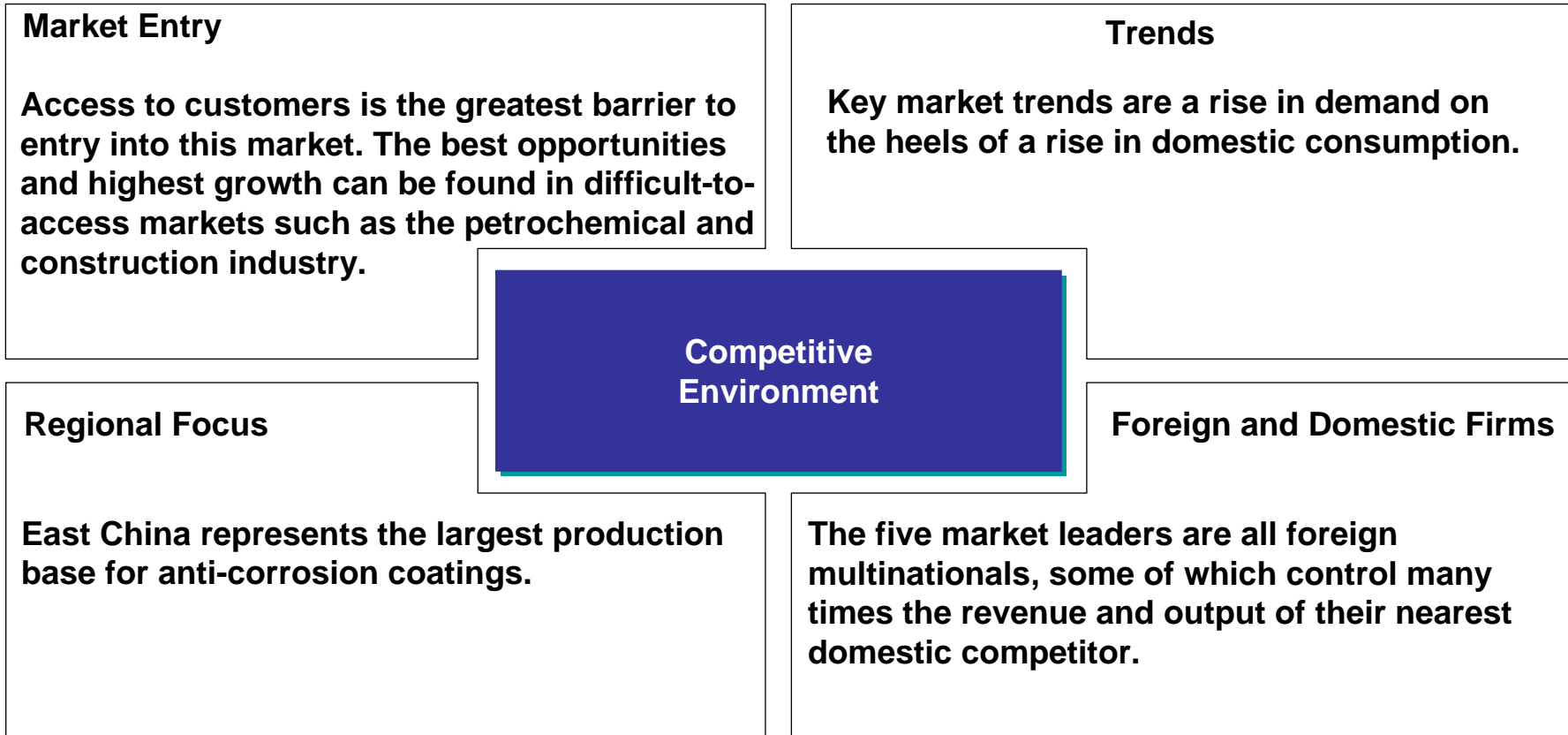
## Definitions

**Anti-Corrosion Coating (ACC).** Corrosion is the disintegration of an engineered material in its constituent parts due to chemical reactions with its environment. Corrosion most typically refers to the electrochemical oxidation of metals in reaction with an oxidant such as oxygen, called rusting. Another common form is the chemical corrosion of metals that are exposed to an acidic environment. An anti-corrosion coating shields the corrosive material from its environment. Some metals corrode faster than others. Adding zinc, a very corrosive metal, improves the anti-corrosion properties of a coating by providing “cathodic protection.” The zinc acts as a “sacrificial anode” for the underlying steel structure. The zinc corrodes at a faster rate while the substrate corrodes at a retarded rate. A high quality anti-corrosion coating will protect the underlying steel structure from corrosion for up to 20 years or more.

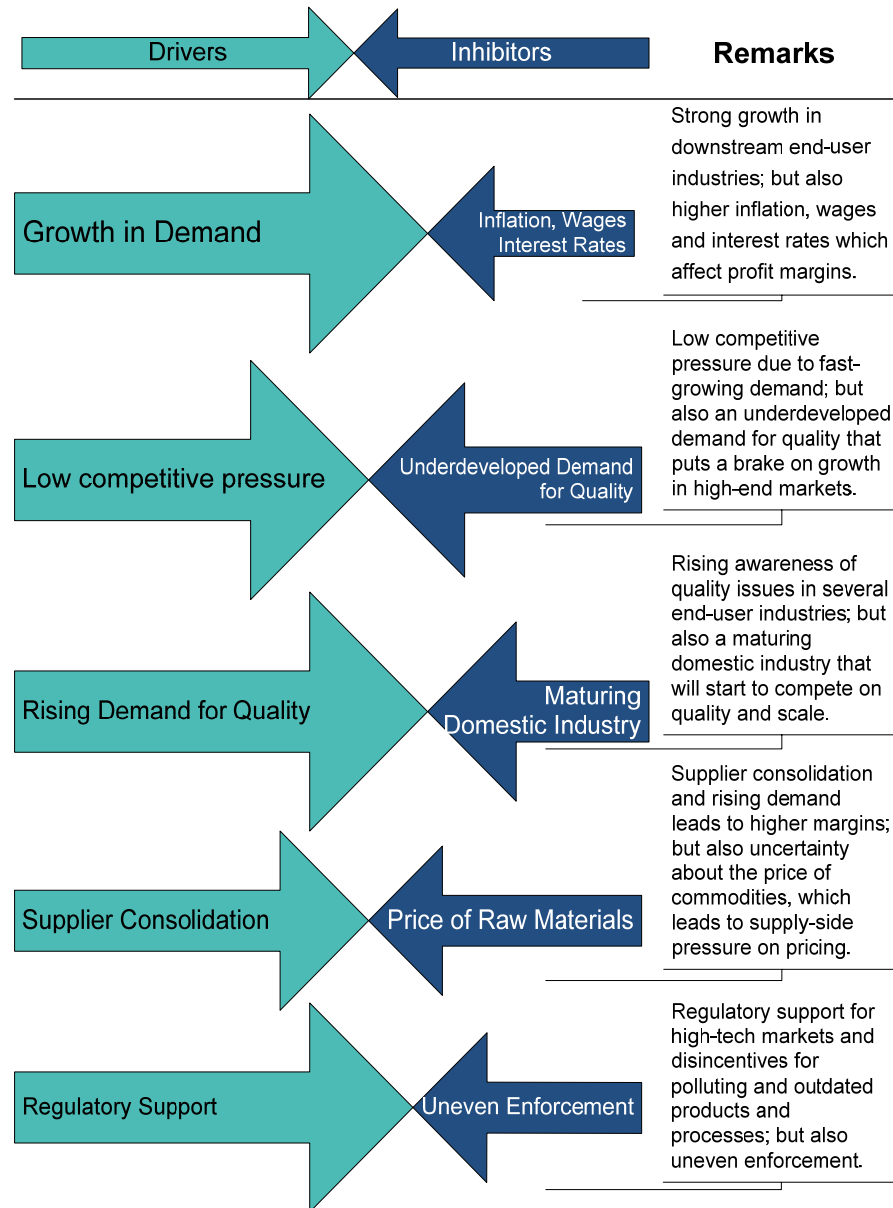
**Resin.** The resin – also called the vehicle or binder – is the film-forming component of a coating. The resin imparts adhesion properties to the coating and also has a strong influence on such properties as drying time, durability and toughness. A solvent is added to adjust the viscosity and drying time of the resin. Solvents are volatile and do not end up in the film that forms when coatings set (also called drying or curing). Resins are typically classed as water-borne or solvent-borne depending on the type of solvent used.

# Market Dynamics “Highest growth is in hard-to-access markets”

**This is a suppliers’ market: several suppliers indicate that prices are on the rise as a result of high demand. Domestic end-user industries are increasingly well-aware of the importance of high-quality anti-corrosion systems.**



# Drivers & Inhibitors “Rising prices on better quality awareness”



## Purchasing the Study

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This Study is priced at:

Complete Study: <b>RMB 23,600</b>	Executive Summary: <b>RMB 10,400</b>
Aggregate Analysis: <b>RMB 16,100</b>	Supplier Profiles: <b>RMB 13,800</b>
Competitive Analysis: <b>RMB 11,100</b>	Influencer Analysis: <b>RMB 9,800</b>
Product Segments Analysis (each): <b>RMB 8,700</b>	<i>Plus Tax</i>

Major areas covered include:

- Market size and shares
- Five-year Projections
- Market Structure
- Pricing trends
- Distribution
- Consumption
- Assessment of key suppliers

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