

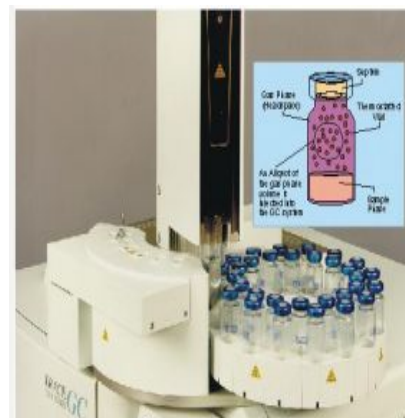
The China Waterborne Coatings Market

Product Briefing



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Waterborne Coatings in China

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



This study focuses on domestic sales of waterborne coatings which are divided into three product categories: acrylic, epoxy and other resins (polyurethane, alkyd) .

A quantitative and qualitative assessment of the following is included:

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

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

Interviewed Companies include:
BASF, Akzonobel, Nippon Paint, PPG, Guangdong Huarun, Jotun Paint, Guangdong Maydos, Guangdong Carpoly, Kansai, Shijiazhuang Goldfish, HKP, Sksu Coating, China Paints, Asia Paint Company and more.

Interview Sampling

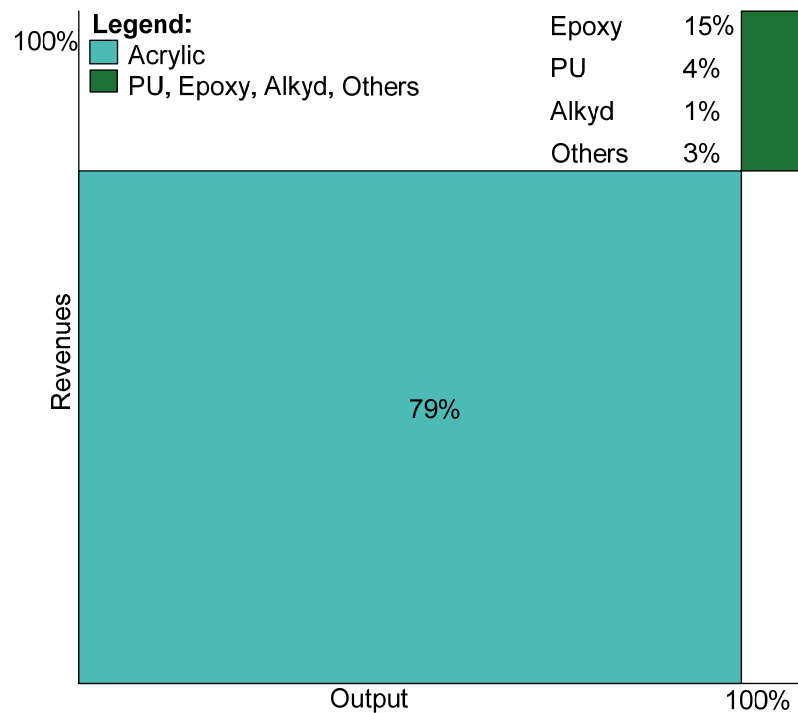
Target Groups	Companies (No.)
Suppliers	60
Downstream Players	40
Experts	5
Total	105

Market Snapshot “An approximately USD 2.3 Bn market ”



The market grew by around 11% last year (nominal) and will see five year growth continue at this rate.

Market Size Figures 2010



Source: GCiS

Definitions

Waterborne Coatings: A waterborne coating is one that uses water as the major resin solvent. It is distinct from traditional coatings in that it uses a much lower (but not entirely absent) amount of organic solvent, which means that as a compound, it is less volatile.

Waterborne Acrylic Coating: Coatings based on acrylic and water as a film forming agent. The acrylic resin is made from an acrylic monomer, a methacrylic acid monomer and water-based solvent. This includes dryfall coatings (typically architectural use) and direct to metal acrylic (can be used for architectural and industrial coatings).

Waterborne Polyurethane Coating: Coatings based on polyurethane and water as a film forming agent. The resin includes an adduct, prepolymer, biuret, and an aliphatic isocyanurate. The coating is a dispersion of a pre-polymer into water (as opposed to emulsion polymerization).

Waterborne Epoxy Coating: Coatings based on epoxy and water as a film forming agent, including epoxy / acrylic hybrids. The resin includes an ethylene oxide compound and hardener.

Waterborne Alkyd Coating: Coatings based on alkyd and water as a film forming agent. The resin Alkyd Resins. Includes polyhydric alcohol, polybasic acid, fatty acid and water.

Market Dynamics “Floropolymer is a small, but growing segment”

Growth in the market is driven by regulation, greater applications and overall industrial expansion. Floropolymer waterborne coatings have been cited by a number of large suppliers as a growing trend.

Market Entry

Market entry is difficult. Entrants will be competing against established foreign suppliers and domestic leaders in the high-end of the market.

Trends

Key trends include the continuation of substitution, stemming from the wider adoption of waterborne coatings across industry and tighter regulatory enforcement.

Competitive Environment

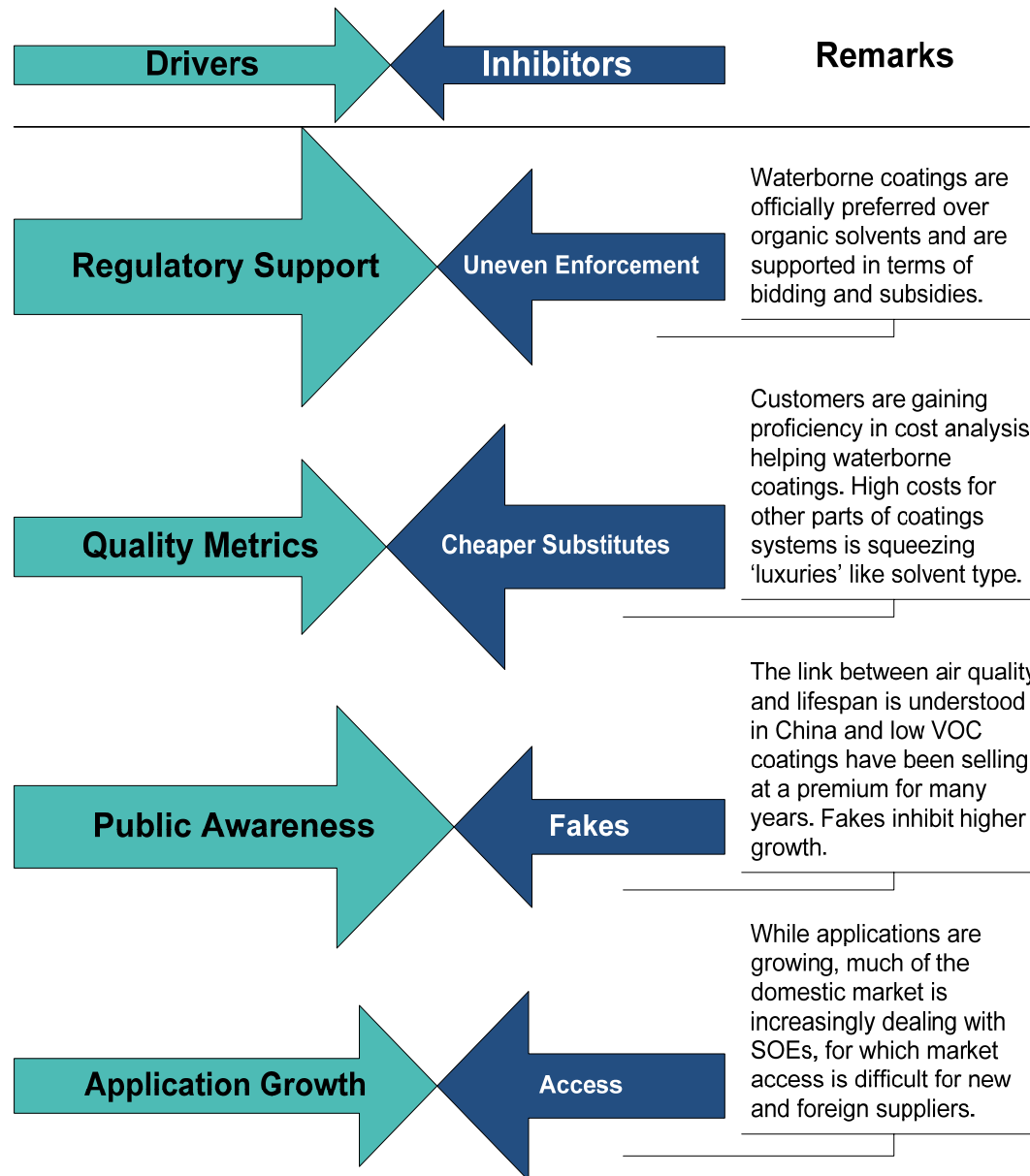
Regional Focus

East China represents the largest regional market. Product shares are similar across regional markets.

Foreign and Domestic Firms

Foreign suppliers and domestic leaders are well established in the high-end of the market.

Drivers & Inhibitors “Organic solvent reduction a growth driver”



Purchasing the Study



This Study is priced at:

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