

Consumer Appliance Coatings Market to Grow at a 6.85% CAGR Forecast to 2020

Consumer Appliance Coatings Market 2016 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2020

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/EINPresswire.com/ -- The Global [Consumer Appliance Coatings](#) Market has been estimated at USD XX.XX billion in 2015 and is projected to reach USD XX.XX billion by 2020, at a CAGR of 6.85% during the forecast period. Consumer Appliance Coatings is a continuous process of where small ground particles of pigments and resin are charged electrostatically and sprayed on the appliances during the finishing process. The consumer appliance coatings provides aesthetic colours and texture options, thereby making it attractive and durable at the same time.

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Consumer Appliance Coatings, owing to their corrosion and temperature resistance, increased durability on end products, and low fire-hazards risks properties is becoming an integral part of various commercial and industrial sectors. In the Consumer Appliance Coatings market report, we have taken the following major end-use application sectors into consideration: Refrigerators, Cooking Appliance, Dishwashers, Washing Machines, Microwave and Owen, and Others. The Refrigerators segment is the fastest growing segment in the market and accounted for more than XX.XX% share of the Global Consumer Appliance Coatings Market in 2015.

This market is driven by a number of factors, such as the benefits associated with Consumer Appliance Coatings, fast growing global consumer appliance industry, and increased awareness on eco-friendly products. However, this market faces certain drawbacks, such as higher cost of raw materials, and the lack of product focus. These factors may act as a roadblock to the growth of the market.



According to the type of resin used in the production, the market has been segmented into Epoxy, Epoxy PE Hybrid Thermoplastics, and Others. Epoxy PE Hybrid will grow at a fast pace during the forecast period.

The market has also been geographically segmented into China, India, Thailand, US, Australia, Germany, Russia, Brazil and Rest of the Global. In terms of consumption in 2015, China led the market with a share of XX.XX%. With the improvement in the financial status of the consumers, the purchasing power of the middle class consumers has increased, which in turn is accelerating the demand for consumer appliances, in turn making these countries an area of immense potential and opportunities. However, the lack of product focus in these developing countries has considerably hindered the growth of this market.

Furthermore, the newer applications of Consumer Appliance Coatings such as Fluoropolymer coatings will offer numerous opportunities in the growth of the Global Consumer Appliance Coatings Market. Some of the major companies dominating this market for its products, services, and continuous product developments are Akzo Nobel Coatings, BASF, PPG Industries, DuPont, Axalta Coatings System, Beckers Speciality Corporation, Henkel Corporation, Evonik, Wacker Chemie, TIGER Drylac U.S.A. Rohm and Haas Powder Coatings Co Ralco Steel, Kansai Paints, and Valspar.

Key Deliverables in the Study

1. Market analysis for the Global Consumer Appliance Coatings Market , with region specific assessments and competition analysis on global and regional scales
2. Market definition along with the identification of key drivers and restraints
3. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
4. Extensively researched competitive landscape section with profiles of major companies along with their market shares
5. Identification and analysis of the macro and micro factors that affect the global Consumer Appliance Coatings market on both global and regional scales
6. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
7. A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
8. Insights on the major countries/regions in which this industry is booming and to also identify the regions that are still untapped

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