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Paint companies focusing on increasing retail presence and production capacity to meet burgeoning demand, finds Netscribes

Netscribes (India) Pvt. Ltd. launches a report on the Paint Industry in India 2011 as part of Netscribes' Consumer Goods Report Series.

Mumbai, India – September 15, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Paint Industry in India 2011*. India has witnessed a growth in industrial and infrastructural activities. Further, growth in automotive industry is also expected to generate more demand for paints. Aided with rising disposable income and the requirement to look unique in terms of colour experimentation, the paint industry is provided with the needed impetus for its growth in India.

The report begins with an overview of the paint industry in India including market size and growth. A clear indication of revenue break-up in terms of different types of paints has also been highlighted. This is followed by a supply chain analysis of the industry following which there is a section on the key constituents of paints. Additionally, the different types of paints available in the Indian market have been covered. This is followed by information regarding the sales and distribution channels adopted by the manufacturers in the country. This section is concluded with an analysis of the market through Porter's Five Force model.

The section on EXIM provides an overview to the imports and exports. It covers the overall imports and exports as well as the segmented share by major countries participating in trade.

An analysis of the drivers explains the factors for growth of the market including growth in real estate construction, growth in automotive industry, growth in industrial sector, growth in disposable income, low penetration and increased Government expenditure on infrastructure. India is an emerging economy and with a rising GDP. GDP growth relates to growth in industrial activities and infrastructural developments. Aided with increased Government spending on infrastructure in India, market is optimistic about its impact on the paint industry. For new constructions, paint has become an integral component of the development stage. Another factor boosting the market is the growth in the automotive industry which creates huge demand for industrial paints. Further, with enhanced level of communication in terms of media exposure, awareness about latest trends governing the sector has reached a whole host of consumers. Fulfilling needs to look unique becomes possible with more disposable income at the hands of people which is seen to be on an upward trend. Moreover, low per capita consumption of paints in India provides enough opportunity for further growth in this sector. However, the sector is also facing certain challenges. Factors like rising input prices and stringent environmental regulations pose as a barrier for growth.

A section on certain initiatives governing the sector has also been highlighted. Major Government initiatives as well as industry regulations have been detailed which provides the necessary thrust to the sector for its growth.

The major trends identified in the market include colour experimentation, customer participation with value added services, environment friendly paints, emergence of trademarks and patents, increasing demand for emulsions and usage of small size packs.

The competition section begins with an overview on the different players in the market along with their percentage share in the market segregated across decorative and industrial paints segment. This is followed by a product matrix specifying major players, their range of products with categorization on the basis of functionality in interior or exterior walls, or metal or wood finishes. It also includes a competitive landscape of the players in the market which contains a snapshot of their corporate information and business highlights. The report is concluded with a section on strategic recommendations.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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