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# **THE U.S. PAINT & COATINGS INDUSTRY**

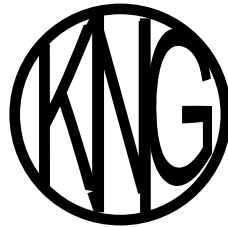
## **2015-2020**

**A Multiclient Study**

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**June, 2016**



**KUSUMGAR, NERLFI & GROWNEY, INC.**  
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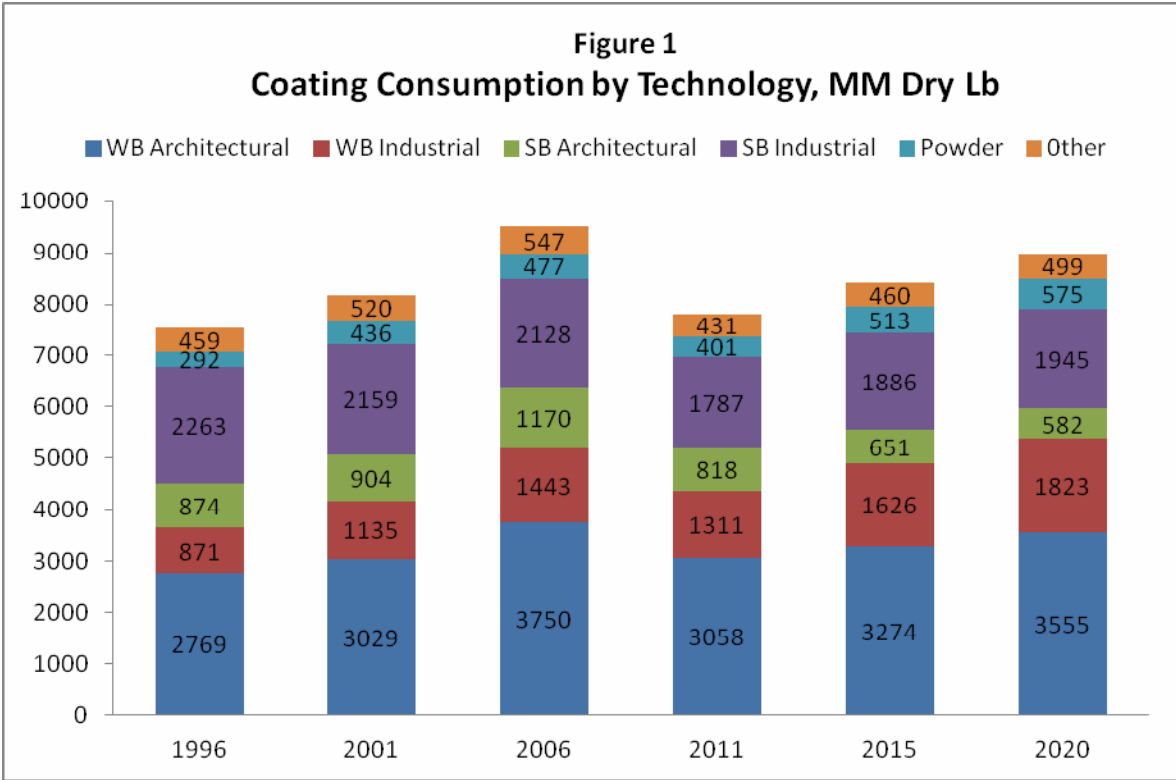
## **Green & Sustainable Coatings Lead**

Led by the strong recovery in the original equipment manufacturers (OEM) segment the coating industry has grown modestly the last several years. Coating volume in pound solids is still off some 10% from the peak in 2007 but dollar value is up by 10%. Coating consumption in 2015 was 1.53 billion gallons containing 8.4 billion pounds of solids with a sales value of \$26.6 billion. Growth is placed at a mature 1% annual rate which about matches the long term historical trend.

Federal, state, local, and sometimes even international regulations continue to impact coating formulation, transportation, storage, disposal, application, worker usage, abatement technology, etc. Increasingly, consumer demands for green and sustainable coatings are impacting coating developments.

The coating industry continues to move to more environmentally friendly products. Water-based technology has gained share in the last twenty years rising from 47% of the dry pounds in 1996 to a 57% share in 2015. The water-based share of architectural paints has risen from 76% in 1996 to 83% in 2015; OEM's share has increased from 23% to 30%; and special purpose coatings from 22% to 44%. In the OEM segment powder technology has grown from 14% of the dry weight in 1996 to 22% in 2015. Radiation-cured technology remains a small percentage of the OEM volume but it has grown from 3% of the pounds to 5%. Figure 1 summarizes the historical change in coating technology.

Alkyds remain the largest volume solvent-based coating in volume with 27% of the solids in 2015. They continue to lose share in solvent-based technology but new technology has increased alkyd activity in water-based formulations. Polyurethanes and epoxies each capture 9-10% of the solvent-based dry pounds with polyurethanes the leader in dollars with a 21% share and epoxies behind at 10%. Acrylics comprised 7% of the solvent-based weight but their share of dollars is 19%. In water-based technology acrylic and vinyl-acrylic based products predominate and combined for three-quarters of the dry weight and two-thirds of the value. Water-based alkyds, epoxies and polyurethanes are a small percentage of the volume but a higher percentage of the value.



**THE STUDY**

**THE U. S. PAINT & COATINGS INDUSTRY, 2015-2020** characterizes U. S. consumption of coatings during 2015 and estimates consumption in the year 2020. This over 1,200 page report is a comprehensive analysis of formulated products, resins, pigments and solvents. A thorough business analysis is provided which includes profiles of leading formulators. Significant trends, new developments, regulatory implications, supplier structure, mergers and acquisitions, and technology are covered in detail.

Subscribers will find **THE U. S. PAINT & COATINGS INDUSTRY, 2015-2020** the definitive reference work. Current participants, and those contemplating entry, will find the study essential in their planning process. Firms contemplating introducing new materials and technologies will find the study particularly attractive.

**THE U. S. PAINT & COATINGS INDUSTRY, 2015-2020** is based on well over 500 interviews with formulators, raw materials suppliers, equipment manufacturers, end users, and trade associations. Additionally, available literature and web data was reviewed and analyzed. Kusumgar, Nerlfi & Growney's extensive knowledge of the industry, gained over the last three decades, insures an accurate and comprehensive report.

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## OUR QUALIFICATIONS

Kusumgar, Nerlfi & Growney is a consulting firm specializing in market research and business analysis for the polymer and chemical industries. Members of the firm possess over 80 years of experience analyzing the coating, ink, and adhesive & sealant industries. Kusumgar, Nerlfi & Growney is dedicated to providing comprehensive and accurate information and insight on technology driven markets.

The information and analyses contained in **THE U.S. PAINT & COATINGS INDUSTRY, 2015-2020** was developed by Michael Growney, Minesh Kusumgar and Steven Nerlfi. No outside contractors were employed. Our expertise has been gained from conducting over 40 multiclient and numerous proprietary studies.

## ADDITIONAL SERVICES

Kusumgar, Nerlfi & Growney's recently completed studies include **THE GLOBAL ADHESIVES INDUSTRY, GLOBAL COATING & INK ADDITIVES** and **GLOBAL PAINT & COATINGS**. Interested parties are invited to contact Kusumgar, Nerlfi & Growney for brochures and additional information. Brochures can be obtained at [www.kusumgar-nerlfi-growney.com](http://www.kusumgar-nerlfi-growney.com). We welcome inquires for projects of a proprietary nature.

## SUBSCRIPTION INFORMATION

**THE U.S. PAINT & COATINGS INDUSTRY, 2015-2020** is available through subscription. The price of the study is \$14,000. Subscribers will receive 5 electronic copies (PDF) of the report. Additional copies are available upon request for \$750. A corporate use license is available for \$2,000. To subscribe, please complete and sign the contract on the following page and return to Kusumgar, Nerlfi & Growney. For additional information please call Kusumgar, Nerlfi & Growney at 201-773-0785 (FAX: 201-773-8517) or e-mail us at [nerlfikng@cs.com](mailto:nerlfikng@cs.com).

# CONTRACT FOR THE U.S. PAINT & COATINGS INDUSTRY, 2015-2020

## KUSUMGAR, NERLFI & GROWNEY, INC.

45 Willow Street  
Elmwood Park, NJ 07407  
Phone: 201-773-0785  
Fax: 201-773-8517

Please initiate our participation in **THE U.S. PAINT & COATINGS INDUSTRY, 2015-2020**. We understand our subscription entitles us to five electronic copies (PDF) of the final report.

We agree that for a period of three years from publication to:

1. Not reproduce the study, in whole or in part, by any means.
2. Restrict use of the study to our own employees.
3. Prevent the disclosure of its contents, to the best of our ability, to any other firm or person.

We understand that we may disclose the contents of this study to any firm that we own more than half of, or to a company that maintains more than a half interest in our firm. We may use or disclose any information in the study which is public knowledge, in our possession before receiving the report, or that has been obtained from third parties, but not from this study.

Kusumgar, Nerlfi & Growney will take reasonable precautions to prevent disclosure of the contents of this study, except to subscribers, for a period of three years after it is issued.

We understand the fee for **THE U.S. PAINT & COATINGS INDUSTRY, 2015-2020** is \$14,000.

Kusumgar, Nerlfi & Growney will invoice us for the full amount upon acceptance of our participation, after a countersigned copy of this contract is returned to us for our records. We will pay this invoice within thirty days.

Accepted: Kusumgar, Nerlfi & Growney

Subscriber:

Signature

Signature

Name

Name

Title

Title

Date

Date

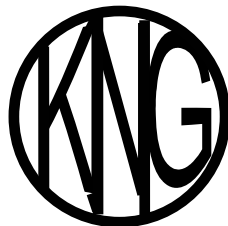
# **POLYMER AND CHEMICAL BUSINESS ANALYSIS AND MARKET RESEARCH**

## **ADDITIONAL SERVICES**

**THE U.S. PAINT & COATINGS INDUSTRY, 2015-2020** is Kusumgar, Nerlfi & Growney's twenty-fifth multiclient study. Studies immediately available, or scheduled for completion, include:

- **ASIAN PAINT & COATINGS**, September 2008
- **ASIAN ADHESIVES & SEALANTS**, March 2009
- **GLOBAL PAINT & COATINGS**, October, 2009
- **GLOBAL COATING & INK ADDITIVES**, March 2010
- **THE GLOBAL ADHESIVES INDUSTRY**, September 2010
- **THE GLOBAL SEALANTS INDUSTRY, 2011-2016**, October 2012
- **THE GLOBAL RADIATION-CURED PRODUCTS INDUSTRY, 2012-2017**, May 2013
- **GLOBAL PAINT & COATINGS, 2013-2018**, February 2014
- **GLOBAL COATING & INK ADDITIVES, 2013-2018**, August 2014
- **THE GLOBAL ADHESIVES INDUSTRY, 2014-2019**, April 2015

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