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The paint industry in India is driven by growth in not only construction activities but also in automotive industry. Media exposure and innovative marketing initiatives by the players have only added to increasing awareness about latest trends prevalent in the sector. Due to increased Government funding for infrastructure, demand for paints both in industrial and decorative segment is set to rise, thereby rendering Indian paint industry to be poised for further growth.

http://www.bharatbook.com/market-research-reports/consumer-goods-market-research-report/paint-industry-in-india-2011.html

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 Porterâ€™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.Market Research Book

For more information kindly visit :

Paint Industry in India 2011

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