

# **Low gloss powder coatings market: status and prospects**

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This presentation gives an overview of the powder coatings market, thermosettings dominate the powder coating market due to their outstanding performance properties and wide formulation options. Representing over 15% of the total industrial finishing market, powder coatings are used in a wide array of markets. The powder coatings market share in Europe is expected to reach 890 kilo tons by 2023. More and more companies specify powder coatings for a high-quality, durable finish, allowing for maximized production, improved efficiencies, and simplified environmental compliance. Used as functional (protective) and decorative finishes, powder coatings are available in an almost limitless range of colours and textures, and technological advancements have resulted in excellent performance properties.

A SWOT Analysis is presented to introduce and evaluate the potential for new products stemming from the Glow Project and the Principles of the Marketing Mix are applied to the products as this phase of the Glow Project comes to an end.

Key findings at this stage highlight that the market environment and conditions are ripe for product innovation and for a successful launch of new products in the powder coatings industry, pushed by, naturally, global demand for new products, but also government and environmental concerns and strong, superior processing and performance benefits. Distribution channels are also identified as a strength. The project's well organised dissemination and exploitation activities provide a sound platform to take the product to the next step, either building on the existing distribution networks or identifying new channels in the ever-evolving powder coating market. The major product innovation of GLOW represents a significant opportunity for market development.