STRATEGIC INSIGHTS INTO **Bangladesh Paint Market**

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1. MARKET SIZE

Global: $ **187** billion

Local: Tk **6,250** cr

2.

The sector is experiencing **6-8%** annual growth

3.

Annual paint consumption in the country Over **180,000** tonnes

4.

The Asia-Pacific region is the largest paint and coatings industry worldwide, with a market share of more than **46%**

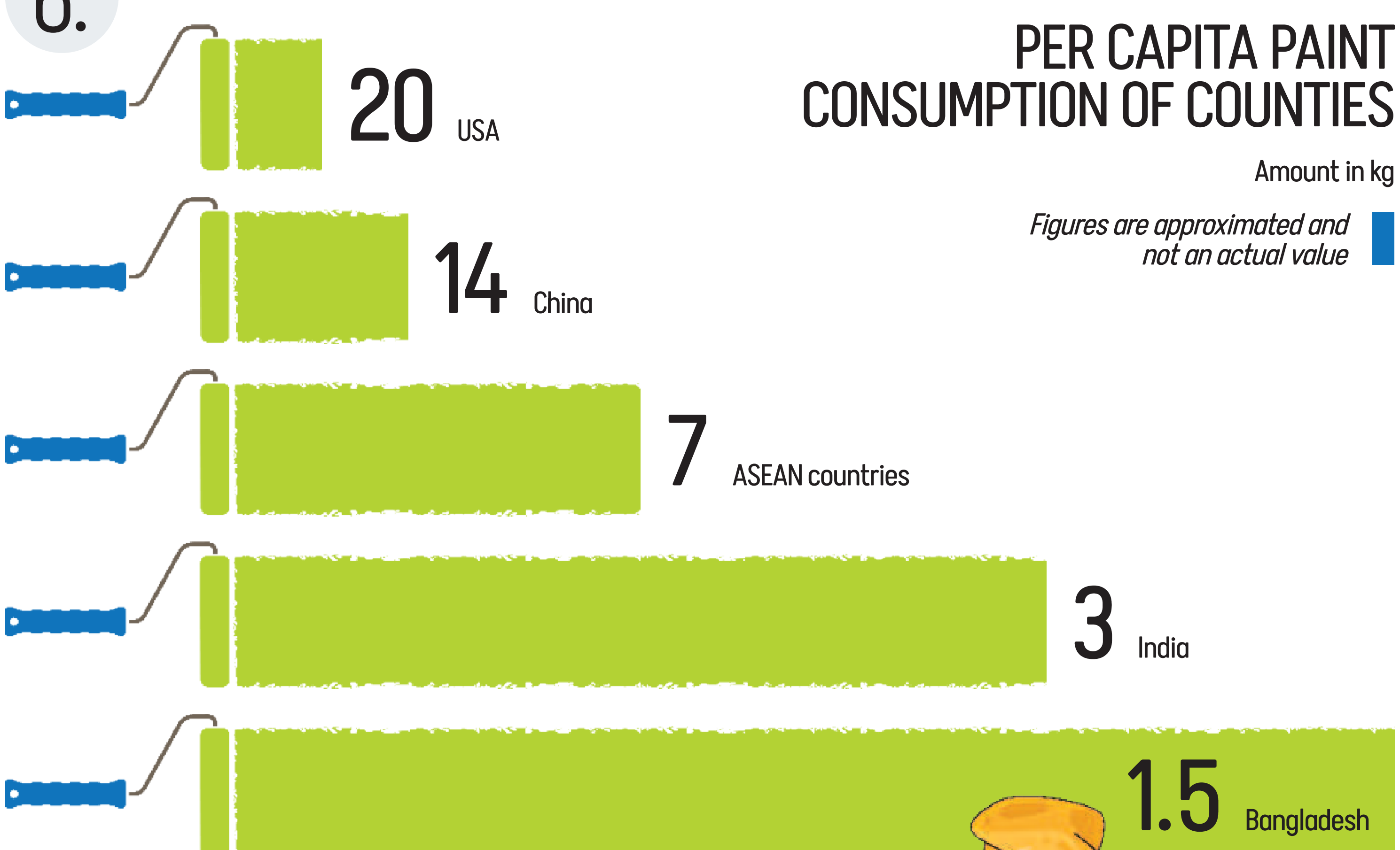
5. CHALLENGES IN THE PAINT INDUSTRY

- High dependence on imported raw materials increases production costs.
- Global inflation and currency volatility disrupt supply chain stability.
- Buyers demand technical performance beyond simple color and price.
- Credit-based trading systems create significant financial risks for manufacturers.
- Harsh humidity and salinity levels significantly impact paint durability.
- Rising supplementary duties and taxes put significant pressure on margins.

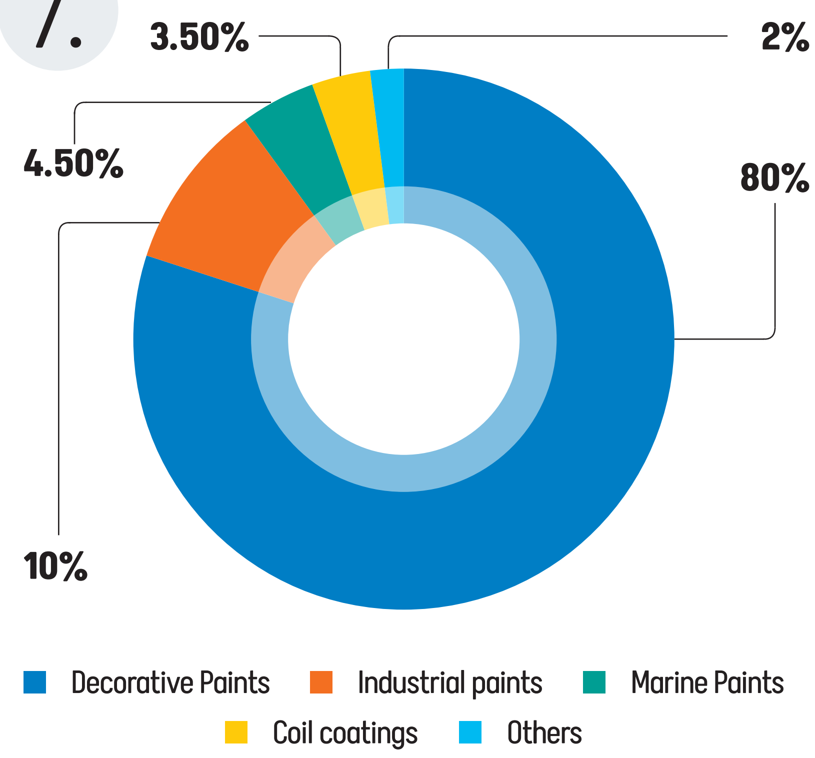
6. PER CAPITA PAINT CONSUMPTION OF COUNTIES

Amount in kg

Figures are approximated and not an actual value

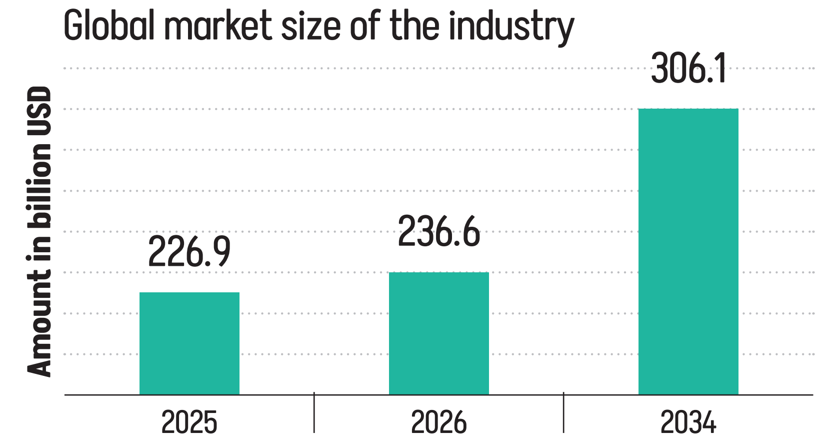


7. Market size of catagories of paint



SOURCE: **BANGLADESH PAINT MANUFACTURERS' ASSOCIATION (BPMA)**

Global market size of the industry

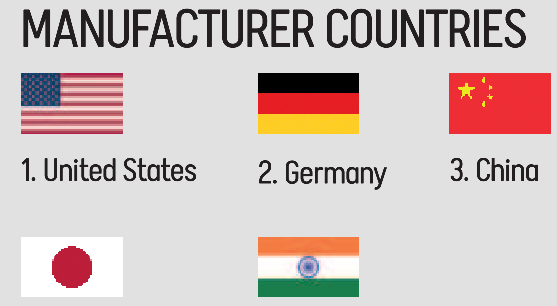


The industry continues to experience steady growth at a Compound Annual Growth Rate (CAGR) of roughly 4.2% to 5.4%

8. KEY MARKET PLAYERS

- Berger
- Asian paints
- Aqua Paints
- Rainbow Paints
- Nippon Paint
- Dulux
- Kansai Nerolac

9. GLOBAL KEY PAINT MANUFACTURER COUNTRIES



1. United States
2. Germany
3. China
4. Japan
5. India