

## A BRAND-NEW TITLE FROM IRL

# A PROFILE OF THE TURKISH PAINT INDUSTRY

**Publication: July 2003**

**Price: US\$ 2,000**

IRL is pleased to announce the continued expansion of its range of national paint industry profiles with the brand-new publication, *A Profile of the Turkish Paint Industry*. This is the first time that the Turkish paint and coatings sector has been the subject of a detailed study and it provides a unique insight into the industry and market.

Why Turkey? The Turkish paint industry exhibits a high dependence upon imports for raw materials while ongoing plans for infrastructure and development guarantee continued good demand for the foreseeable future. Turkey has a young and rapidly growing population, which will require the construction of an estimated seven million new homes in the country by 2010, all demanding superior building products and technology. Turkey is also to be noted as having the only highly developed automotive industry in the region, while other sectors of industry such as tourism will continue to enhance the attractions of Turkey as a key market. Development of all of the end-use sectors suggests that the Turkish paint market will return to annual growth of 10% pa for the remainder of the decade.

In addition, manufacturing in Turkey provides businesses with the ideal location for exports to Eastern Europe, the CIS countries and Russia – all key growth markets for the coatings industry. In all, Turkey exports paints to over 80 countries

The information on the right provides a guide to the contents of the publication; research for *A Profile of the Turkish Paint Industry* has been undertaken at our London office through a native Turkish speaker with interviews carried out in June and July 2002.

The completed *Profile* includes (data up to 2002 and provides a five-year sector-by-sector forecast to 2007.

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