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# **A PROFILE OF THE ITALIAN PAINT INDUSTRY**

**Published: December 2003**

**Price: € 2,000**

IRL is pleased to announce the availability of *A Profile of the Italian Paint Industry* as part of its growing library of *Profile* titles. This new first-edition publication offers a unique, all-round insight into the Italian paint industry and its associated markets.

Why Italy? The Italian paint industry is the largest of all of the paint industries in Western Europe, but it is also the most fragmented with 900 companies, many having fewer than five staff. The result is many acquisitions from outside-in but an inability for Italian companies to compete with acquisition strategies in other countries.

The Italian paint market is second only to Germany in terms of market size, at 950,000 tonnes, and has particular strengths in building paints, wood coatings, powder coatings and general industrial coatings, reflecting in part Italian expertise in architecture, furniture and domestic electrical goods.

Italy is a net exporter of paints and is slowly gaining prominence as a base for the supply to markets in Central and Eastern Europe such as the Czech Republic and Poland.

In addition to information on the Italian paint industry, this *Profile* provides useful information on the end-user markets and industries for paints in Italy, giving insight into future market trends and prospects. Fuller information on the contents of the report (135 pages and 57 tables) is given on the right.

The *Profile* includes five-year market forecasts based on estimates of the various paint sector sizes for the year 2002 and calculated up until 2007.

The research for this report was carried out in November 2003 by a native Italian speaker and researcher based in our London office.

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- Climatic data
- The Italian chemical industry
- Importers and distributors of raw materials
- Associations and standards

### **4. The Italian Paint Industry**

- Structure and location of the industry
- Paint manufacturers and their activities
- Brief paint company profiles (nearly 60 in all)
- International dimension
- Recent investments and agreements

### **5. Production, Trade & Consumption**

- Paint production
- Foreign trade in paints and coatings and raw materials, with analysis and comment (based on Eurostat and United Nations trade statistics)
- Paint consumption

### **6. Paint Market Data**

- Includes: general overview, building paints, automotive OEM and refinish, general industrial, heavy duty, wood finishes, marine, yacht and powder coatings

### **7. End-User Industries**

- Includes information on the following: transport infrastructure, automotive/component industry, furniture and wood, white goods and marine sectors

### **8. Market Forecasts 2002 – 2007**

- Market projections by coatings sector

### **9. Concluding Remarks**

### **10. Directory of Selected Importers and Distributors of Raw Materials**

### **11. Directory of Italian Paint Manufacturers**

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