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**A PROFILE OF THE WESTERN  
 EUROPEAN PAINT INDUSTRY**

**Publication: November 2004**

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Western Europe might be a mature paint market but architectural applications for coatings drawn from the decorative and industrial sectors are a consistent area of growth across much of the region. IRL, in its 2<sup>nd</sup> Edition of *A Profile of the Western European Paint Industry*, provides a detailed insight into the decorative paint market with an extensive statistical characterisation highlighting national differences and preferences. Which countries go for quality when buying paint, who likes a bargain and where are matt finishes used in the greatest amounts? All of these questions and more are answered in our informative 348-page report.

In the industrial sector new coverage examines the **protective and marine** segments which is taken together with a selection of *basic* data taken from our more detailed industrial **wood finishes and coatings for plastics** reports, also published in 2004.

Coverage of these **16 countries** is included and the same data (see right) is given for every country:

- |           |               |
|-----------|---------------|
| • Austria | • Italy       |
| • Belgium | • Netherlands |
| • Denmark | • Norway      |
| • Finland | • Portugal    |
| • France  | • Spain       |
| • Germany | • Sweden      |
| • Greece  | • Switzerland |
| • Ireland | • UK          |

This report will serve as a valuable tool to strategic planners, business analysts and marketing managers involved in the manufacture, distribution and marketing of paints and coatings and their raw materials.

Research for this profile has drawn on a variety of published sources, including in-house and library data, and has been supported by an extensive interview programme from our London-based call centre with over 60 interviews conducted with major paintmakers in the 16 countries above.

**CONTENTS**

1. **Introduction**
2. **Executive Summary**
3. **Background Information**
  - Demographic and GDP data etc
  - Major industries and trading partners, climatic data etc
4. **Industry Review**
  - Mergers & Acquisitions Review
  - Investment Review

**Chapters, 5, 6, 7 & 8**

These chapters provide a market review for the 16 countries organised thus:

- **Leading Five Economies (Chap. 5)**
- **Benelux Region (Chapter 6)**
- **Scandinavia (Chapter 7)**
- **Other Countries (Chapter 8)**

Trade figures are presented with a special examination of the **exports to Eastern Europe**. A fresh focus on decorative paints is included in this edition, covering:

- Market size and split between **DIY vs professional** use (%)
- Market split between **gloss, satin** and **matt** paints (%)
- **Own-label vs private label** use (%)
- Popularity of **decking coatings** in Western Europe
- Ex-works vs retail pricing (in €)
- Latest trends and national characteristics in house-building, special coatings requirements etc

In the industrial sector coverage includes

- New data on the **protective and marine** coatings sectors
- Selected non-technical data on **wood and plastic finishing**

9. **End User Industry Statistics**
10. **Current and Future Standing of the Paint Industry and Market**
  - Wish List
  - Response to Legislation
  - Market projection for 2004 to 2009
11. **Directory of Paint Manufacturers by Country**
  - Revised and expanded since 2002

# IRL ORDER FORM

Please send me a copy of the following:

**A Profile of the WESTERN  
European Paint Industry, 2<sup>nd</sup> Ed**

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European Paint Industry, 2<sup>nd</sup> Ed** (see other  
brochure)

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I would like to receive your free **CUBE** newsletter for the coatings industry (please provide full contact details above, including email address)

02/2005

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