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**A PROFILE OF THE CENTRAL AND
 EASTERN EUROPEAN PAINT INDUSTRY**

Publication: December 2004

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A fresh look at Central and Eastern Europe and the good prospects it extends to the paint industry is now available in IRL's second edition of *A Profile of the Central and Eastern European Paint Industry*. **Nine new countries** have been added to the contents, bringing the coverage to a total of 22 countries:

- | | |
|------------------|--------------|
| • Armenia | • Latvia |
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| • Bulgaria | • Poland |
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| • Estonia | • Slovakia |
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This *Profile* includes a special focus on the complementary markets and industries of Russia and Turkey, including **short company profiles, market data for several different sectors in each country, production, consumption and trade data** organised in the same way as the data given for the remaining 20 countries (see right).

This 243-page report contains a wealth of data and highlights **many opportunities** where there are **national strengths and weaknesses**, as well as indicating a **shortage of industrial coatings** in some parts of the region. It will serve as a valuable tool for strategic planners, analysts, marketing managers and anyone involved in the manufacture, distribution and marketing of paints and coatings and their raw materials.

Research for this title has included a comprehensive programme of desk research, a review of all available published sources and interviews with senior industry executives in Russian, Turkish, Polish, Hungarian, Czech, Croatian, Romanian and English. These have been undertaken at the call centre in our London office between September and November 2004.

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- 5. Major Market Review - Russia**
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Chapters 7, 8, 9 and 10

These chapters provide a paint market review for the remaining 20 countries organised in the following way:

- **Central Europe (Chapter 7)**
- **Baltic States (Chapter 8)**
- **Eastern Europe (Chapter 9)**
- **Caspian Region (Chapter 10)**

Data on the following topics is typically included:

- **Industry characteristics**
- **Paint production** (with history where available)
- **Paint trade**, including a history of imports from Western Europe for the top 10 countries
- **Paint consumption** by end-use sector
- **Decorative paint use and DIY popularity**
- **DIY retailing**
- **Major industries** and their potential
- **Major companies** and their overall market shares (where available)
- **Growth rates** for individual sectors and overall demand (where available)

- 11. Statistical Summary and Forecast**
 - Summary of data for all countries
 - Market Forecast to 2009
- 12. Paint Industry Associations in Central and Eastern Europe**
- 13. Directory of Paint Manufacturers in Central and Eastern Europe** (revised and expanded)

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