

A PROFILE OF THE MIDDLE EASTERN AND AFRICAN PAINT INDUSTRY

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Price: €3,000

IRL is pleased to announce the availability of its new study, *A Profile of the Middle Eastern and African Paint Industry*. In it the collective paint demand of over 1.8 million tonnes is summarised for the following 22 countries:

Middle East

- Bahrain
- Iran
- Iraq
- Israel
- Jordan
- Kuwait
- Lebanon
- Oman
- Qatar
- Syria
- UAE

Africa

- Algeria
- Cameroon
- Egypt
- Gabon
- Ivory Coast
- Morocco
- Namibia
- Senegal
- South Africa
- Tunisia
- Zambia

Huge levels of state and overseas investment in infrastructure, real estate and tourism provide the keys to growth in many of these markets, with major sporting events in **Qatar** in 2006 and possibly **South Africa** in 2010 providing opportunities for the paint industry. In **Iraq** there is also thought to be much potential from 2006 onwards and many of the paint industries in the region will be well-placed to capitalise on the market associated with rebuilding Iraq. Many of the markets in North Africa offer attractive growth rates, while some in the Middle East are more static. For more information on the contents, see the column on the right.

The report, which provides a rare opportunity to access a collection of data on paint in the **Middle East** and **Africa**, 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.

Interviews for this report were carried out in June and July 2004 by French, Turkish and English speakers based in the call centre in our London office.

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Chapters 5 and 6 provide a summary of **paint production, paint imports and exports, paint consumption and per capita paint consumption** for each country.

In addition this report carries additional detail on the paint market sectors in percentage terms **according to sector share** and with an **overall market share** (in %) by company.

Decorative paint markets are examined according to the **demand and drivers for water-based paints** - or otherwise - as well as looking into purchasing behaviour (**DIY vs BIY or professional**) and the penetration of **in-store colour mixing systems**.

Selected markets for **industrial wood coatings** and **powder coatings** are also covered. In many cases powder coatings are known as a small growth sector of unquantified volume. **Each chapter is finished with a summary of paint statistics for 2003** for easy comparison and reference.

- 7. Forecast**
 - A five-year forecast for paint demand from 2003 to 2008 is given with growth rates for each country
- 8. Post-Script: Future Potentials in the Middle East and Africa**
- 9. Directory of Paint Manufacturers in the Middle East and Africa**

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