

New from IRL
**A PROFILE OF THE
 BRAZILIAN PAINT INDUSTRY**

Publication: January 2005

Price: US\$ 3,000

Brazil, which is the largest paint market in South America, has a population twice that of Germany with paint demand at roughly the same level, that is, about 1.5 million tonnes. **Paint demand is expected to grow in line with GDP, at about 3-4% pa over the next five years.** Continued good demand is assured through the need for **12 million more homes, the rising prominence of Brazilian goods in export markets and huge levels of state investment** in the construction, transport and marine sectors. These are just some of the findings in IRL's new *Profile of the Brazilian Paint Industry*, which contains information on the following topics:

- Availability of paint raw materials
- Paint production
- Paint imports and exports
- Paint consumption and per capita use
- Market segmentation by paint type and end-use sector
- Information on paint producers
- Trends in end-user industries
- Penetration of new paint technologies
- Market forecasts and growth rates

The report also includes a five-year market forecast based on estimates of the various paint sector sizes for the year 2004 to 2009. Fuller information on the planned contents of the report is given on the right.

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. Interviews for this title were conducted in Portuguese by an experienced Brazilian researcher and interviewer in autumn 2004.

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.

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2. Executive Summary

3. Background

- Economic and demographic data
- Climatic data
- The Brazilian chemical industry
- Raw material suppliers, importers and distributors

4. The Brazilian Paint Industry

- Structure of the industry
- Profiles/mini-profiles of Brazilian paint companies – 30 in total
- The multinational dimension of the Brazilian paint industry
- Mergers and acquisitions review
- Investments review

5. Production, Trade & Consumption

- Official statistics for paint production
- Foreign trade in paints and coatings
- Consumption and per capita consumption data

6. Brazilian Paint Market Data

- Market information according to sector, covering **architectural paints, automotive OEM coatings and refinishes, general industrial coatings, powder coatings, protective coatings and marine paints**

7. End-User Industries

- Statistics on and for the construction and housing markets, automotive industry, white goods, shipbuilding

8. Market Forecasts 2004 – 2009

- Market projections for all major sectors

9. Directory of Raw Material Importers

10. Directory of Paint Manufacturers

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