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THE WESTERN EUROPEAN MARKET FOR DECORATIVE COATINGS

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Price: €1,750

Spring is nearly here and that is the time when thoughts for many turn to DIY and a fresh round of home improvements. IRL is therefore pleased to make available to the paint industry and its suppliers a unique collection of market information, facts and figures for the decorative paints sector in Western Europe. The data is taken from our recent *Profile of the Western European Paint Industry* (published in November 2004).

This is a superb opportunity to access a complete statistical characterisation of the decorative coatings market in Western Europe, which also highlights national differences and preferences. The report also answers questions such as which countries go for quality when buying paint, who likes a bargain and where are matt finishes used in the greatest amounts?

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

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

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

Research for this profile has drawn extensively on an interview programme conducted through our London-based call centre with interviews conducted with major decorative paintmakers in the 16 countries above.

CONTENTS

- 1. Introduction**
- 2. Executive Summary for Decorative Coatings in Western Europe**
- 3. Background Information**
 - Demographic and GDP data
 - Major industries and trading partners, climatic data etc

Chapters 4, 5, 6, 7 & 8

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

- **Leading Five Economies (Chap. 4)**
- **Benelux Region (Chapter 5)**
- **Scandinavia (Chapter 6)**
- **Other Countries (Chapter 7)**

Statistical information and facts on the decorative (interior and exterior) coatings sector include:

- Market size and split between **DIY vs professional** use (%)
- Market split between **gloss, satin and matt** paints (%)
- **Own-label vs private label** use (%)
- Ex-works vs retail pricing (in €)
- Tabular **statistical summary** of each of the above (**Chapter 8**)
- Popularity of **decking coatings** in Western Europe
- Latest trends and national characteristics in house-building, special coatings requirements etc

- 9. Market Forecast for Decorative Paints in Western Europe, 2003 – 2008**

- 10. Directory of Paint Manufacturers in Western Europe (decorative & industrial)**

IRL ORDER FORM

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