

*New from IRL for the Asian region*  
**A PROFILE OF THE  
THAI PAINT INDUSTRY**

**Pre-publication price: €2,250**

**Post-publication price: €2,750**

**Publication: September 2005**

Thailand, with its paint market of the order of 500,000 tonnes and growing rapidly, has emerged as an important location for the paint industry as a result of the booming construction sector and investment in the automotive sector (especially on the part of the Japanese car industry). IRL is therefore delighted to offer a unique study on the paint and coatings industry in Thailand, which it will publish in September 2005.

*A Profile of the Thai Paint Industry* will include 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 will also include a five-year market forecast based on estimates of the various paint sector sizes for the year 2004 to 2009. More detailed information on the planned contents of the report is given on the right.

Research for this title will include a comprehensive programme of desk research, a review of all available published sources and interviews with senior industry executives. Interviews for this title are being conducted by a Thai speaker and researcher from our London-based call centre throughout July and August 2005.

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.

**PROPOSED CONTENTS**

**1. Introduction**

**2. Executive Summary**

**3. Background**

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

**4. The Thai Paint Industry**

- Structure of the industry
- Profiles/mini-profiles of Thai paint companies
- The multinational dimension of the Thai paint industry
- Mergers and acquisitions review
- Investments review

**5. Production, Trade & Consumption**

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

**6. Thai Paint Market Data**

- Market information according to sector, covering decorative paints, automotive coatings, powder coatings and others

**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 Thai Paint Manufacturers**

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