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**A PROFILE OF THE TURKISH PAINT
INDUSTRY, 2nd Edition**

Publication: August 2006

Price: €2,000

Average growth of about 11% pa could push Turkey to a million-tonne market by 2010, if industry expectations are borne out. This is one of many surprising market facts to emerge in IRL's second *Profile of the Turkish Paint Industry*. An industry which is fairly dependent upon imported **raw materials, companies will want to ensure they are positioned well to meet Turkish demand in the future.**

Recovery from the earthquake of 2001 has prompted many shifts within the construction sector, including **better building technology** and much **more wood use**. In general, living standards in Turkey are rising, creating strong demand for **building paints and consumer goods**, which, based on Turkey's very **strong manufacture-and-export economy**, will be another hot area of growth, the study has found. Coverage in this new report extends to the following topics:

- Paint production
- Paint imports and exports
- Paint consumption and per capita use
- Market splits by paint type/end use
- Market shares of companies
- Information on paint producers
- Market forecasts and growth rates

Full information on the contents of the report, with new sectors added, is given on the right.

Research for this study has been undertaken between June and August 2006, with interviews carried out in Turkish with senior industry executives within the Turkish paint and coatings industry, further supported by a lengthy period of desk research.

This report will serve as a valuable tool for 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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(revised and expanded)

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