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**A PROFILE OF THE
SOUTH AMERICAN PAINT INDUSTRY**

Publication: July 2006

Gains in economic prosperity, recovery in the Argentinean economy and large volumes of low quality paints are just three factors which indicate that opportunities are to be found in South America. These are among the findings of IRL's new study, *A Profile of the South American Paint Industry*, which provides coverage of the following 10 countries in the content:

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- Paraguay
- Peru
- Uruguay
- Venezuela

The report provides information on the following aspects of the industry and markets:

- Paint production
- Paint imports and exports
- Paint consumption and per capita use
- Market splits by paint type/end use
- Major paint producers
- Trends in end-user industries
- Market forecasts and growth rates

Full information on the contents of the report, which includes a five-year market forecast to 2010, is given on the right.

Research for this title has been undertaken in the period April – July 2006, with interviews being conducted in Spanish with senior industry executives within the South American paint and coatings industry, which has been further supported by an extensive 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.

Post-publication price: US\$ 2,500

CONTENTS

- 1. Introduction**
- 2. Executive Summary**
- 3. Background**
 - Population, economic data, free trade agreements, climatic data and an industry review
- 4. Special Industry and Market Review: BRAZIL**
 - Contains all of the detailed information on the Brazilian coatings sector from IRL's *Profile of the Brazilian Paint Industry (2005)*

CHAPTERS 5 – 13

Paint Market Review by Country

These chapters, covering the other nine countries, provides a summary of **paint production, paint imports and exports, paint consumption and per capita consumption** for each country. A fresh focus on **decorative paints** will provide information on:

- **Emulsion/resin technology** in use in each market
- Market size and split between **DIY vs professional** use (%)
- Market split between **gloss, satin and matt** paints (%)
- Market split between **premium, medium and economy** paints (%)
- **Own-label vs private label** use (%)
- Factory gate vs retail pricing

In the industrial sector, coverage where possible/suitable is given for:

- **automotive OEM and automotive refinish** markets
- **protective coatings** markets, with insight into main and potential new applications

- 14. End-User Industry Statistics/Indicators**
- 15. Summary of Decorative Paint Market Statistics**
- 16. Market Forecast**
 - Market forecast from 2005 to 2010
- 17. Directory of Paint Manufacturers by Country** - completely revised and expanded

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