

*New from IRL for the Chinese markets*  
**POTENTIAL OF AUTOMOTIVE-RELATED  
COATINGS IN CHINA**

**Publication: February 2007**

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Consumer goods manufacture in China is growing to outstanding proportions as increasing numbers of major manufacturers settle there to target China's 1.3 billion-strong population and to tap into relatively low-cost labour. Typical examples (2005) are:

- 303 million mobile phones
- 82 million television sets
- 68 million air conditioning units
- 5 million cars

- **Growth rates for Chinese consumption are driven by rising incomes**
- **Worldwide consumption of consumer goods continues to be driven by next-generation design, for example LCD-TVs**
- **Chinese consumption of toys holds enormous potential, especially for those of an educational nature.**

In this new, 160-page study, which has been conceived to provide a **good overview of key manufacturing sectors as well as the nature of coatings supply for these markets in China**, IRL offers a **unique insight into the locations and statistics of consumer goods production and related coatings sourcing and supply.**

This study has been extensively researched by Chinese research staff in our Beijing office and the result is **an unrivalled and targeted cross-section of industry statistics and opinions** which will be of significant interest to suppliers of coatings for consumer goods. For more information on the contents of the study and the sectors covered, please see below.

## **POTENTIAL OF AUTOMOTIVE-RELATED COATINGS IN CHINA**

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#### **2. Executive Summary**

#### **3. Background**

- Demographic and economic data
- Automotive Industry (Industry Overview, Passenger Cars, Industry Trends)
- Appliances (TVs, Videos, Sound Systems, Air Conditioning and White Goods)
- Electrical Equipment (Computers, Photocopiers, Fax Machines, Telephones and Mobile Phones)
- Toys
- Footwear

#### **4. Automotive OEM Coatings\***

#### **5. Automotive Refinishes\***

#### **6. Powder Coatings\***

#### **7. Coatings for Plastics\***

#### **8. Directory of Selected Manufacturers** (covering producers of automotive OEM, refinish, powder and plastic coatings in China)

#### **\*Contents of Chapters 4-7**

For each coating type, information is provided on the **industry sector, production data, import and export supplies and consumption**, together with **industry trends and influences**. Some **company profiles** are also included.

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