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A PROFILE OF THE CENTRAL & EASTERN EUROPEAN PAINT INDUSTRY, 3RD EDITION

Publication: January 2008

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A brand new overview of the Central and Eastern European paint industry and market is now available in this up-to-the-minute study from IRL.

Average market growth of 9-10% pa across the region provides ample opportunity for coatings companies, particularly those in the decorative sector which is detailed throughout this study. As a result of various combinations of:-

- Post-communist reforms
- EU-backed construction
- Rising industrial output
- Rising disposable incomes
- DIY store investment

many national paint markets are growing at rapid rates and attracting more investment than ever.

Future growth markets to be aware of include **Russia, Poland, Turkey, Romania** and the **Ukraine**. Serbia and Bosnia-Herzegovina, despite yielding little information, are tipped by outsiders to continue experiencing strong growth.

Research for this title was undertaken in the period September – December 2007, with interviews carried out in a host of native languages with senior industry executives across the entire region.

This is further supported by other more detailed research results from IRL undertaken in 2006 in **Turkey, the Czech Republic and Slovakia** for its **national profiles of those countries** and data from **Belarus, Hungary, Poland, Russia, Slovakia** which provide additional information on **automotive OEM, refinish, powder coatings and coatings for plastics** in those countries.

More information on the contents of the study is given on the right.

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2. **Executive Summary**
3. **Industry Review**
 - Merger and acquisitions review
 - Investment review

CHAPTERS 4-24

Each of the chapters 4-24 is organised by region and then country and provides:

- Economic overview
- Summary of paint supply
- Production and/or local industry data, where available
- Paint import and export data
- Market data in varying levels of depth with the main emphasis being **decorative paints**

Central Europe

4. **Bosnia-Herzegovina**
5. **Czech Republic**
6. **Hungary**
7. **Poland**
8. **Slovakia**
9. **Slovenia**

Baltic States

10. **Estonia**
11. **Latvia**
12. **Lithuania**

Eastern Europe

13. **Armenia**
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22. **Turkey**
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25. **Statistical Summary**

- Handy tabular reference of all key paint statistics in the report

26. **Market Forecast, 2007-2012**

27. **Appendix – Climatic Data**

28. **Directory of Paint Manufacturers in Central and Eastern Europe**

- Revised and updated with company contact details in 19 countries

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