

New for the Americas
**A PROFILE OF THE CENTRAL AMERICAN AND
CARIBBEAN PAINT INDUSTRY, 1ST EDITION**

Publication: December 2008

Price: €2,750

IRL has published a brand-new report dedicated exclusively to the paint industries and markets of the Central American and Caribbean region.

IRL is one of the few businesses which conducts research in this region and this 160-page report provides a **rare and remarkable insight into the paint markets of the region** and the factors which shape their demand. The data included in this report extends to 16 countries and includes both **Mexico** and **Cuba**. The full geographical scope of the study is shown below:

Central America:

- Belize
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama

Caribbean:

- Bahamas
- Barbados
- Cuba
- Dominican Republic
- Haiti
- Jamaica
- Puerto Rico
- Trinidad & Tobago

In Central American chapters, coverage extends to:

- **Decorative coatings, wood coatings and protective coatings**

In the Caribbean chapters, coverage extends to:

- **Decorative coatings only**

The column on the right provides more information on the planned contents and format of the study

Research for this study has included an extensive interview programme with paint companies across the Central American and Caribbean region, backed up by a period of secondary (desk) research.

Interviews have been conducted in Spanish and English by an experienced IRL researcher based in Argentina and have taken place between July and November 2008.

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CHAPTERS 4 -11: Central American Region

Each country chapter contains (*where appropriate):

- Economic background
- Paint supply summary
 - Imports
 - Exports
- Decorative paint market data
 - Market size
 - Professional vs DIY use
 - Own label vs private label use
 - Trends, influences, growth etc
 - Major players / company profiles
- Notes on industrial wood finishes*
 - Key technologies
 - Key applications
- Notes on protective coatings*
 - Key technologies
 - Key applications

CHAPTERS 12-19: Caribbean Region

Each country chapter contains:

- Economic background
- Paint supply summary
 - Imports
 - Exports
- Decorative paint market data
 - Market size
 - Professional vs DIY use
 - Own label vs private label use
 - Trends, influences, growth etc.
 - Major players / company profiles

- 20. Summary of Paint Market Statistics**
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- 22. Directory of Distributors of Raw Materials for the Coatings Industry in Central America and The Caribbean**
- 23. Directory of Paintmakers in the Central American and Caribbean Region**

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