

A brand-new title for South America
**A PROFILE OF THE
ARGENTINEAN PAINT INDUSTRY**

Publication: April 2008

Price: €2,750

IRL is pleased to announce the availability of its first edition of *A Profile of the Argentinean Paint Industry* – and what a timely edition it is!

Good growth in the construction segment is currently driving demand for decorative paints, protective coatings, wood coatings and general industrial coatings, while rising affordability is allowing the Argentinean consumer to upgrade to coatings of better and better quality.

The automotive segments are also prospering. With Fiat manufacturing once more on Argentinean soil and the car industry progressing its manufacture for domestic and export markets alike, **the automotive OEM segment is one of the key growth areas. Refinish consumption will also grow** as a result of the national car fleet expanding.

Overall growth in the Argentinean paint market is placed at nearly 7% pa for the next five years, which will add approximately 100,000 tonnes of new demand in the country.

Coverage in this new study includes:

- Paint production – decorative and other
- Paint trade, with comment and analysis
- History of paint consumption and per capita paint consumption
- Market breakdowns by technology or chemistry
- Five-year market forecasts
- End-user industry production statistics
- Construction industry forecasts

More information on the contents is given in the column on the right.

Research for this report has included an extensive interview programme undertaken in Spanish with senior industry executives in Argentina between January and March 2008, and an extensive period of desk research.

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A Division of BRG (UK) Ltd

CP House, 97 - 107 Uxbridge Road, Ealing, London W5 5TL

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Email: cathyalbraith@brg.co.uk Website: www.informationresearch.co.uk