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A PROFILE OF THE CHINESE PAINT INDUSTRY, 5TH EDITION

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- Increasing emphasis being placed on **environmental and energy considerations**, especially in the architectural segment;
- Economic stimulus measures targeting **development of rural areas and rural car ownership**;
- Strong growth for protective and powder coatings in the **booming infrastructure and piping segments**; and
- **Huge potential in automotive refinishes** as repair industry develops and **vehicle ownership passes the 64-million mark**.

Above are just some of the key findings in IRL's new 200-page report, *A Profile of the Chinese Paint Industry, 5th Edition*.

Containing a host of 2008 market statistics and an extensive collection of data on the coatings and end-use markets in China, this is a volume not to be missed.

The study concludes with a lengthy market forecast section which draws together all of the trends and factors which are expected to drive the markets in the next five years. More detailed information on the contents of the report is given on the right.

All of the research for this study has been undertaken by our Beijing office and is taken from a combination of interviews with senior executive in the Chinese paint and coatings industry and newly-available published statistics. The research was undertaken during the period March-May 2009.

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