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**A PROFILE OF THE ITALIAN PAINT INDUSTRY,
2nd Edition**

Published: September 2008 Price: €2,750

CONSUMER aspects look likely to drive key parts of the Italian paint and coatings market in the future across a number of different market segments.

The prospects for the Italian coatings market are generally good, growing at around 3% pa, with opportunities in DIY paints, can coatings and general industrial coatings being identified as growth areas driven by basic yet contrasting aspects of the consumer lifestyle. Changes in the quality of decorative paint and the way it is sold are also to be expected.

Paint production in Italy continues to grow in order to serve not only a domestic market of 1.14 million tonnes but also a host of foreign markets, which are worth more than US\$ 1 billion to the industry.

Above are just some of the key findings which are included in IRL's second edition of *A Profile of the Italian Paint Industry*. This new report, which has been completely updated and revised, provides **a comprehensive review of the Italian paint industry and market, covering 12 mainstream coatings segments**. Fuller information on the content of the study is given on the right.

Primary research for this study has included an extensive interview programme with senior executives in the Italian coatings industry which were undertaken by an Italian national between May and July 2008.

This has also been supported by an extended period of desk research which culminates in a well-rounded study reaching more than 130 pages.

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- The Italian chemical industry

The Italian Paint Industry

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- Paint production statistics, foreign trade data, paint sales, balance of trade, consumption and per capita consumption data

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- Overview of end-user industries, including construction sector and building permit data, DIY retailers, automotive and moped statistics, steel production

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- Five-year forecast by segment from 2007 to 2012

Directory of Raw Material Importers and Distributors

Directory of Italian Paint Manufacturers

- Extensively updated and revised for this 2008 edition

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