

*Now available*  
**A PROFILE OF THE FRENCH PAINT INDUSTRY,  
2<sup>nd</sup> Edition**

**Published: July 2008**

**Price: €2,750**

**LEISURE** is a key driver in two rather different high-growth segments in France: the DIY and marine paint markets. The DIY paint market in France is experiencing significant growth as the idea is increasingly being sold to the female population and as perceptions of DIY and the rationale for undertaking it change.

Boatyards and shipyards in France are also likely to be strong consumers of paint and coatings in the future, as the French continue to indulge their growing passion for sailing, as the world's rich commission new megayachts and superyachts and as the French shipbuilding industry remains a competitive place for building prestigious ocean-going ships.

Above are just some of the key findings which are included in IRL's second edition of *A Profile of the French Paint Industry*. This new report, which has been completely updated and revised, provides **a comprehensive review of the French 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 French coatings industry which were undertaken by a French national between April and June 2008.

This has also been supported by an extended period of desk research which culminates in a well-rounded study reaching more than 160 pages.

**CONTENTS**

**Foreword**

**Executive Summary**

**Introduction**

- Demographic, economic and climatic data
- French chemical industry and industry associations in France

**The French Paint Industry**

- Structure and location of the paint industry
- French paintmakers and their activities
- Mergers and acquisitions review
- Investment review

**French Paint Production, Trade & Consumption**

- Paint production statistics, foreign trade data with comment and analysis and paint consumption data

**French Paint Market Data**

- Introductory remarks
- Architectural coatings (split between professional and DIY markets)
- General industrial coatings
- Automotive OEM coatings
- Coil coatings
- Industrial wood coatings
- Coatings for plastics
- Protective coatings
- Automotive refinishes
- Marine and yacht paints
- Powder coatings
- UV-curable coatings

**End-User Industry Statistics**

- Overview of end-user industries, including: construction and infrastructure, iron and steel industry, aluminium industry, automotive sector, agricultural equipment, aerospace and packaging

**Market Forecast to 2012**

- Five-year forecast by segment from 2007 to 2012

**Directory of French Paint Manufacturers**

- Updated for this 2008 edition

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