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**A PROFILE OF THE WESTERN  
EUROPEAN PAINT INDUSTRY, 4<sup>th</sup> Edition**

**Including new survey: The Greening of the Decorative Paint Sector in Western Europe**

**Publication: October 2009**

**Price: €3,250**

IRL is pleased to announce the availability of its newest *Profile of the Western European Paint Industry* – its fourth edition.

The study contains new information on the decorative sector, including figures for **professional vs DIY use** and **interior vs exterior use** and looks at the impact and changes that the 2009 economic crisis is having (or will continue to have in the future). Find out which markets will be hit hardest by the crisis and which are protected from the downturn.

This report also comprises the **results of IRL's greening survey for the decorative sector**, which is drawn from a cross-section of companies of varying sizes and across all countries in the usual scope of the study (see below and right). Results are analysed according to company size and country size.

Industrial segment data incorporated in this study includes information on the **marine and protective** segments, taken from IRL's *Global Overview of the Marine and Protective Coatings Markets*, with some additional smaller countries included. Also included is information on the **coatings for plastics** segment, based on IRL's last report in this area, but updated with new figures for 2008.

The following 16 countries are covered:

- |           |               |
|-----------|---------------|
| ➤ Austria | ➤ Italy       |
| ➤ Belgium | ➤ Netherlands |
| ➤ Denmark | ➤ Norway      |
| ➤ Finland | ➤ Portugal    |
| ➤ France  | ➤ Spain       |
| ➤ Germany | ➤ Sweden      |
| ➤ Greece  | ➤ Switzerland |
| ➤ Ireland | ➤ UK          |

Interviews for this study have been carried out by both a web-based survey and by telephone interviews with senior coatings industry executives between May and August 2009.

**CONTENTS**

- 1. Foreword**
- 2. Executive Summary**
- 3. Background**

**CHAPTER 4\***

**The Greening of the Decorative Paint Sector in Western Europe**

This chapter contains of all the results gathered from IRL's survey on this topic, **which should be of great interest to raw material producers**. It covers approaches and attitudes to 'going green', sustainability, economy vs ecology choices and changing priorities between 2009 and 2014.

*\*Available as a standalone report. Ask for or see separate brochure.*

**CHAPTERS 5-20**

Each of these chapters is dedicated to one of the 16 countries (listed left) and provides an economic background, paint supply summary, decorative, protective and marine and plastic coatings market data. The UK chapter also includes a list of infrastructure and construction projects associated with the London Olympic Games of 2012.

- 21. Summary of Statistical Data for 2008**
- 22. Estimated Market Sizes in 2009**
- 23. Market Forecast, 2009-2014**
- 24. Directory of Western European Paintmakers**

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