

New study now available for this key growth region
**A PROFILE OF THE MIDDLE EASTERN &
 AFRICAN PAINT INDUSTRIES, 3RD EDITION**

Published: December 2009

Price: €3,250

IRL is pleased to announce the availability of a new edition of regional title, *A Profile of the Middle Eastern and African Paint Industry*. This third-edition volume offers a fresh look at the **decorative paint markets in 18 countries** which is especially valuable at a time when more companies are concentrating their efforts on these growth markets at the expense of the more mature markets of the west.

In addition, the key topics of protective coatings and wood coatings are included for the major economies. The table on the right summarises the content of the study.

Many of these markets have been quite sheltered from the effects of the global economic crisis and **IRL finds reasons for growth of 4-5% pa for the paint markets in many of these countries (and in some countries, it is considerably higher)**.

The report includes a five-year market forecast based on estimates of the decorative and overall market sizes for the year 2009 to 2014. More detailed information on the contents of the report is given on the right.

Research for this title included a comprehensive programme of desk research and an extensive number of interviews with senior industry executives in French, Arabic and English, chiefly in the decorative paint markets but with other selected sectors included in the key economies (see right).

Interviews for this title were conducted at our London office by a Middle Eastern national throughout October-December 2009.

This report will serve as a valuable tool to strategic planners, business analysts and marketing managers involved in the manufacture, distribution and marketing of paints and coatings and their raw materials.

CONTENTS

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

CHAPTERS 3-20 BY COUNTRY

	Deco	Protective	Wood
Middle East			
Saudi Arabia	•	•	•
UAE	•	•	•
Israel	•		
Kuwait	•		
Lebanon	•		
Oman	•		
Qatar	•		
Yemen	•		
Africa			
South Africa	•	•	
Algeria	•		
Egypt	•		
Gabon	•		
Libya	•		
Morocco	•		
Namibia	•		
Senegal	•		
Tunisia	•		
Zambia			

- 21. Summary of Middle Eastern and African Paint Statistics**
- 22. Market Forecast to 2014**
- 23. Appendix - Climatic Data**
- 24. Directory of Middle Eastern & African Paintmakers** (extensively revised and updated)

IRL ORDER FORM

Please send me a copy of the following:

A Profile of the Middle Eastern & African Paint Industry, 3rd Edition price €3,250

Hard copy

Soft copy (PDF)

Postage and packing UK **€15**

Overseas **€45 (courier)**

I enclose a cheque I have arranged a bank transfer Invoice my Company

Bank details: HSBC plc, 20 Eastcheap, London EC3M 1ED Account No. 01215469
Sortcode 40 02 31 Swift Code: MIDLGB2106G IBAN: GB72MIDL40023101215469

Charge my Visa/MasterCard

Name of cardholder.....

Address of cardholder

Card Security code (three digit no)

Card No.Expiry Date

Name..... Address.....

Position.....

Company..... Email.....

Telephone..... Fax.....

Signature..... Date.....

EU COUNTRIES ONLY: Please supply your VAT registration No.....

Please send me information about IRL's other market reports and research services

I would like to receive your free **CUBE** newsletter for the coatings industry (please provide full contact details above, including email address)

12/2009

PLEASE POST OR FAX THIS ORDER FORM TO:

Information Research

A Division of BRG (UK) Ltd

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

Tel: +44 (0) 20 8832 7830 Fax: +44 (0) 20 8566 4931

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