



A PROFILE OF THE ASIA-PACIFIC PAINT INDUSTRY, 9TH EDITION

IRL is pleased to announce the availability of a ninth edition of its title *A Profile of the Asia-Pacific Paint Industry*, which provides up-to-date information on the paint industries and markets of 11 major economies in the region.

Based on these 11 major economies, the Asia-Pacific paint market has been rated at almost 13.9 million tonnes in 2009, and is forecast to grow by about 7.9% per year in the period to 2014, when the market will top over 20 million tonnes as seen below:

Market Forecast for Paint Demand in the Asia Pacific Region, 2009 – 2014 (Tonnes)

Country	Market Size in 2009 (Tonnes)	Market Size in 2014 (Tonnes)
China	7,566,300	12,185,600
India	1,813,500	2,920,700
Indonesia	636,700	852,100
Japan	1,418,400	1,282,100
Malaysia	140,000	166,300
Philippines	277,700	347,700
Singapore	219,000	307,200
South Korea	867,000	1,080,400
Taiwan	256,800	297,700
Thailand	406,300	496,700
Vietnam	280,800	384,700
Total	13,882,500	20,321,200

Source: IRL

China and India are the major growth drivers in the region with paint demand in these two countries likely to continue growing at more than 10% pa in the coming years.

At varying rates, many of the other Asian economies are recovering from the effects of the global economic crisis of 2008-9, some of these being particularly impacted by the decline in consumer goods demand in the west. These are economies which are

being boosted through governmental stimulus packages which have been conceived to ensure continued economic growth in the face of otherwise potential collapse.

Three countries in the region have paint demand exceeding one million tonnes. These are China (approximately 7.5 million tonnes), India (1.8 million tonnes) and Japan (1.4 million tonnes). In contrast to the other two, the Japanese paint market is struggling against a backdrop of traditional expectations and a reluctance to accept much greater waterborne paint use. Very, very few segments of the Japanese paint market are growing at the moment, but great hopes are being pinned on a revival of home repair paints with the introduction of the '200-Year House' concept, which unites the ideas of recycling, maintenance and strategic reviews of how the national housing stock is used as it deals with an increasingly ageing population and a declining birth-rate.

Some of the smaller but growing economies are also poised to hand opportunity to the coatings industry in the near- and longer-term.

- Indonesia emerges as a good market for the future. It has enjoyed strong growth in recent years and is winning international investment and confidence from industry. General and wide-ranging expansion of the tourism industry and the establishment of economic development zones will be among the key driving forces for the Indonesian paint market.
- Vietnam, which has attracted significant industry investment in recent years, is one of the fastest-growing economies in the Asian region and like Indonesia, it will become a good prospect for the paint industry – but on two levels. Firstly there is strong investment in construction and infrastructure. Secondly, accession of Vietnam to the World Trade Organisation in the future is likely to liberate industry, which will translate into further industrial development, particularly in segments such as cars and manufacturing.
- Singapore remains a strong market and one of the greatest consumers of paint per capita in the world at 47 kg/head. Strong growth in the architectural, marine and protective coatings segments is expected to continue in the future.
- The Philippines also represent a lively market to look for in the future. This is an industry in which local partners are usually sought, rather than direct participation on the part of the paint companies. The Philippines offer a broad spread of opportunities for the coatings industry, especially in terms of civil construction, architectural, marine and protective applications.

A Profile of the Asia-Pacific Paint Industry (360pp and 152 tables) contains information on the paint industries and paint markets of the following 11 countries: China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam. The report concludes with an extensive and updated directory of paintmakers in each of these 11 countries.

A Profile of the Asia Pacific Paint Industry is now available to purchase from IRL, price €3,250. Sections of the report, priced individually, will soon be available to purchase online at our website:

www.informationresearch.co.uk

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