



*New Updated Report*

## **A PROFILE OF THE BRAZILIAN PAINT INDUSTRY, 3<sup>RD</sup> EDITION**

**Publication: December 2011**

**Price: €2,750**

- ❖ Resumption of growth in 2010 and 2011 following a dip in the market in 2009 caused by the global economic crisis;
- ❖ Rising consumer prosperity due to easier credit and general economic strength;
- ❖ Brazil to host Football World Cup in 2014 and Olympic Games in 2016 – both will bring investment in infrastructure/construction;
- ❖ Heavy investment in offshore oil production – set to triple by 2020 – plus programme to modernise the Transpetro

Above are just some of the key findings for growth prospects found in IRL's third edition of *A Profile of the Brazilian Paint Industry*. This new report, which has been completely updated and revised, provides an **overview of eight mainstream coatings sectors** in Brazil.

Primary research for this study included an extensive interview programme with senior paint company executives undertaken in Portuguese during September and October 2011. The data has been further supported with secondary research to provide official statistics and insights into the recent and expected performance of various end-user segments.

Full information on the contents of the report, which includes a five-year market forecast to 2016, is given on the right.

### **CONTENTS**

- 1. Introduction**
- 2. Executive Summary**
- 3. Background**
  - Economic data
  - Population data
  - Climatic data
- 4. The Brazilian Paint Industry**
  - Basic facts and figures
  - Mergers and acquisitions review
  - Investment review
  - Company profiles (38 in total)
- 5. Brazilian Paint Statistics**
  - Paint production
  - Paint imports and exports
  - Paint sales
  - Balance of trade
  - Consumption and per capita consumption
- 6. Brazilian Paint Market Data**
  - Overview
  - Decorative paints
  - Industrial wood coatings
  - Protective coatings
  - Marine paints
  - General industrial coatings
  - Automotive OEM coatings
  - Automotive refinishes
  - Powder coatings
- 7. End-User Industry Indicators**
  - Construction sector
  - Steel industry
  - Automotive industry
  - Automotive components
  - Oil
  - Furniture industry
  - White and brown goods
- 8. Market Forecasts to 2016**
  - Five-year market forecasts
- 9. Directory of Brazilian Paint Makers**

Please send me a copy of the following report in  **PDF** and/or  **hard copy** format/s:

*A Profile of the Brazilian Paint Industry, 3<sup>rd</sup> Edition* €2,750

**Postage and packing (hard copy only) - UK €20**  **Overseas €50 (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 .....

Security code (three digit number) .....

Card No. .... Expiry Date .....

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

Position.....

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

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

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

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

IRL will be publishing information on the paint markets in each of the BRIC economies in 2012. **Please send me information on IRL's 2012 paint profiles for:**

**RUSSIA** (to be published in Q1)  **INDIA** (publ. Q2)  **CHINA** (publ. Q1)

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

**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: cgalbraith@brggroup.com Website: www.informationresearch.co.uk**