

# IRL GLOBAL OVERVIEW

## AN OVERVIEW OF THE GLOBAL PROTECTIVE COATINGS MARKET

**2<sup>nd</sup> edition**

**Publication: January 2011**

**Publication price: € 5,000**

IRL is pleased to announce the publication of a new edition of its study on the **protective coatings sector in 25 key economies around the globe**. The countries have been organised in the following way:

Europe	Asia Pacific	Middle East & Africa
France	China	Saudi Arabia
Germany	India	South Africa
Greece	Japan	Turkey
Italy	South Korea	UAE
Poland		
Russia	Americas	
Spain	Argentina	
United Kingdom	Brazil	
Denmark*	Canada	
Finland*	Mexico	
Norway*	USA	
Sweden *		
*These countries have been analysed as Scandinavia		

- The global economic downturn has affected virtually every industry, including protective coatings. Regional growth in the sector mirrored regional economic development, with the roaring economies of China, India and Brazil showing positive growth but at a lower rate than five years ago. A rebounding of the market will start towards the end of 2010 and continue in 2011 with an estimated 5 to 7% growth pa in the emerging markets.
- The overwhelming opinion by the industry is that lower VOC coatings will be the future, however globally only 6% of protective coatings are water-based whilst traditional solvent-based coatings are consistently indicated as the major technology. This is related to two main reasons: cost and ease of application.

- **Market size as % of total coatings demand**
- **National statistics** relating to pipelines, oil and gas production and power generation
- **Market splits by technology** (high solids, solvent-based, water-based, etc.)
- **Market splits by chemistry** (epoxies, alkyds, polyurethane, etc.)
- **Market splits by application** (infrastructure, power generation, mining, etc.)
- **Ranking of top players** in protective sector by country
- **Summary tables of all statistics** relating to technologies, market sizes and forecasts

*All of the data for this study has been gathered by interviews in appropriate languages with senior protective coatings executives in all 25 countries. The interview programme was undertaken by staff in our London and Beijing offices between June and November 2010.*

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