

Paint and Coatings Industry in Russia (the Tendencies in the Period up to 2010)

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REPORT ANNOTATION

The report is combined research (deep interviews, qualitative researches, desk-researches) which can interest:

- The manufacturers of paint and coatings materials;
- The enterprises - consumers of paint and coatings materials in different fields of industry (machine-building, automobile, furniture, construction etc.);
- The suppliers of raw materials for paint and coatings industry;
- The leading market operators specializing in different paint and coatings materials sale;
- Marketing agencies and specialized printed editions;
- Potential investors in paint and coatings industry.

Research objective: to evaluate the main tendencies and to forecast the main points (parameters) of the development of paint and coatings industry in the period up to 2010.

The results of the investigation will give the opportunity to:

1. Compare the forecasts of the paint and coatings materials manufacturers with the prospective demands of the industries - consumers to create the effective assortment policy;
2. Develop the effective concept of paint and coatings materials promotion on the market in Russia in the period up to 2010;
3. Create sound price policy in accordance with the prospective price niche structure of the paint and coatings materials market;
4. Arrange the effective distribution system taking into account the tendencies of domestic paint and coatings materials market changes;
5. Plan paint and coating industry modernization according to the market demands in the period up to 2010;
6. Develop the strategy of raw materials purchases to manufacture paint and coatings materials in accordance with the tendencies of the raw materials market changes;
7. Compare the paint and coatings market experts' opinions with State Statistic committee data about the production and consumption of paint and coatings materials in Russia;
8. Discover possible ways of science and engineering progress in the field of paint and coatings materials technologies in the period up to 2010.

The following experts and organizations took part in deep interviews:

- High management of paint and coatings enterprises;
- Well-known experts in paint and coatings field in Russia;
- Paint and coatings experts from information agencies, research institutes, specialized editions;
- Middle management of paint and coatings enterprises;
- Marketing experts from paint and coatings enterprises;
- Experts in paint and coatings technologies;
- High and middle management from woodworking enterprises, furniture factories, machine-building plants, instrument-making plants and other industrial enterprises using paint and coatings in the process of manufacturing of their products;
- Management from construction organizations using paints and coatings to finish the buildings;
- Representatives of foreign companies - manufacturers of raw materials for paints and coatings which use

Russian enterprises;

- Representatives of Russian companies - manufacturers of raw materials for paint and coatings materials.

The following aspects are covered in the research:

- Prospects of capacity changes of paint and coatings materials market in Russia according to the main segments: automotive paint and coatings materials (to paint buses, cars and lorries, motorcycles and bicycles, agricultural engineering);
- architectural paints and coatings (to finish the buildings both inside and outside, then primers, fillings, impregnations);
- industrial paint and coatings materials (to paint vessels, plastics, vans, for anticorrosion protection of metal structures, powder paints);
- furniture paints and coatings etc.;
- Market shares of both foreign and domestic paint and coatings brands in Russia in different segments, tendencies of development;
- Regional peculiarities of the development of Russian paint and coatings market in segments;
- Analysis of the raw materials market potential for the production of paint and coatings materials in Russia, tendencies of the development. The forecast of the new market players appearance in raw materials field in Russia.

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RESEARCH PROJECT DISCRPTION

Objective:

to discover out the main tendencies of coatings field development in Russia up to 2010 through different segments of Russian market.

Goals:

- to forecast the future prospects of coatings market development in Russia;
- to determine the potential capacity of Russian coatings market by 2010;
- to forecast the rate of growth of coatings materials production and consumption up to 2010 in Russia;
- to forecast the tendencies of changes of import coatings materials consumption volumes in Russia up to 2010;
- to determine the volumes of import row materials consumption for the coatings production in Russia and the rate of their growth up to 2010;
- to forecast the segmentation of coatings materials market through the consumption parameters and to find out the coatings materials which will have been the most prospective by 2010;
- to find out the ways of creating the manufacturing potential of coatings materials depending on the consumers demand in the Russian Federation in the period up to 2010.

Methodology:

- standard deep interviews of the experts in the field being studied or of the representatives of the focus groups with high social status;
- questionnaire design through Face to face method.

Volume of sampling:

100-120 respondents.

Respondents:

- High management of paint and coatings enterprises;
- Well-known experts in paint and coatings field in Russia;
- Paint and coatings experts from information agencies, research institutes, specialized editions;
- Middle management of paint and coatings enterprises;
- Marketing experts from paint and coatings enterprises;

- Experts in paint and coatings technologies;
- High and middle management from woodworking enterprises, furniture factories, machine-building plants, instrument-making plants and other industrial enterprises using paint and coatings in the process of manufacturing of their products;
- Management from construction organizations using paints and coatings to finish the buildings;
- Representatives of foreign companies - manufacturers of raw materials for paints and coatings which use Russian enterprises;
- Representatives of Russian companies - manufacturers of raw materials for paint and coatings materials.

Research geography:

Privolzhskiy Federal District - Nizhny Novgorod region, Perm region, Samara region, Orenburg region, Mari-El republic.

North-Western Federal District - Leningrad region, Saint-Petersburg

Central Federal District - Vladimir region, Voronezh region, Moscow region, Yaroslavl region, Tambov region, Belgorod region, Ryazan region, Smolensk region, Bryansk region.

Siberian Federal District - Novosibirsk region, Omsk region

Ural Federal District - Chelyabinsk region, Sverdlovsk region.

Southern Federal District - Rostov region, Karachay-Cherkess republic, Astrakhan region, Krasnodar Territory.

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