

A Profile of the Brazilian Paint Industry 3rd Edition

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Abstracts

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.

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