

# A Profile of the Middle Eastern & African Paint Industry

<https://marketpublishers.com/r/ABAEC92AD02EN.html>

Date: December 2009

Pages: 170

Price: US\$ 4,515.00 (Single User License)

ID: ABAEC92AD02EN

## Abstracts

IRL is pleased to announce the availability of a new edition of regional title, A Profile of the Middle Eastern and African Paint Industry. This third-edition volume offers a fresh look at the decorative paint markets in 18 countries which is especially valuable at a time when more companies are concentrating their efforts on these growth markets at the expense of the more mature markets of the west.

In addition, the key topics of protective coatings and wood coatings are included for the major economies. The table on the right summarises the content of the study.

Many of these markets have been quite sheltered from the effects of the global economic crisis and IRL finds reasons for growth of 4-5% pa for the paint markets in many of these countries (and in some countries, it is considerably higher).

The report includes a five-year market forecast based on estimates of the decorative and overall market sizes for the year 2009 to 2014. More detailed information on the contents of the report is given on the right.

Research for this title included a comprehensive programme of desk research and an extensive number of interviews with senior industry executives in French, Arabic and English, chiefly in the decorative paint markets but with other selected sectors included in the key economies (see right).

Interviews for this title were conducted at our London office by a Middle Eastern national throughout October-December 2009.

This report will serve as a valuable tool to strategic planners, business analysts and

marketing managers involved in the manufacture, distribution and marketing of paints and coatings and their raw materials.

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