

A Profile of the Middle Eastern & African Paint Industry

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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.

Contents

1. FOREWORD

- 1.1 About This Report
- 1.2 Scope
- 1.3 Methodology
- 1.4 Units of Volume and Value
- 1.5 Rounding

2. EXECUTIVE SUMMARY

3. SAUDI ARABIA

- 3.1 Background and Paint Supply Summary
 - 3.1.1 Background
 - 3.1.2 Paint Supply Summary
- 3.2 Paint Trade
 - 3.2.1 Imports
 - 3.2.2 Exports
- 3.3 Decorative Paint
- 3.4 Protective Coatings
 - 3.4.1 Overview and Market Size
 - 3.4.2 Suppliers
 - 3.4.3 Technologies and Growth
- 3.5 Industrial Wood Coatings

4. UNITED ARAB EMIRATES

- 4.1 Background and Paint Supply Summary
 - 4.1.1 Background
 - 4.1.2 Paint Supply Summary
- 4.2 Paint Trade
 - 4.2.1 Imports
 - 4.2.2 Exports
- 4.3 Decorative Paint
 - Purchasing, Quality and Price Considerations
 - Tinting Systems
 - Characteristics of the Emirati Decorative Paint Market

- 4.4 Protective Coatings
 - 4.4.1 General Remarks and Applications
 - 4.4.2 Technologies and Growth
- 4.5 Industrial Wood Coatings

5. ISRAEL

- 5.1 Background and Paint Supply Summary
 - 5.1.1 Background
 - 5.1.2 Paint Supply Summary
- 5.2 Paint Trade
 - 5.2.1 Imports
 - 5.2.2 Exports
- 5.3 Decorative Paint

6. KUWAIT

- 6.1 Background and Paint Supply Summary
 - 6.1.1 Background
 - 6.1.2 Paint Supply Summary
- 6.2 Paint Trade
 - 6.2.1 Imports
 - 6.2.2 Exports
- 6.3 Decorative Paint

7. LEBANON

- 7.1 Background and Paint Supply Summary
 - 7.1.1 Background
 - 7.1.2 Paint Supply Summary
- 7.2 Paint Trade
 - 7.2.1 Imports
 - 7.2.2 Exports
- 7.3 Decorative Paint

8. OMAN

- 8.1 Background and Paint Supply Summary
 - 8.1.1 Background

- 8.1.2 Paint Supply Summary
- 8.2 Paint Trade
 - 8.2.1 Imports
 - 8.2.2 Exports
- 8.3 Decorative Paint

9. QATAR

- 9.1 Background and Paint Supply Summary
 - 9.1.1 Background
 - 9.1.2 Paint Supply Summary
 - 9.1.3 Imports
 - 9.1.4 Exports
- 9.2 Decorative Paint

10. YEMEN

- 10.1 Background and Paint Supply Summary
 - 10.1.1 Background
 - 10.1.2 Paint Supply Summary
- 10.2 Paint Trade
 - 10.2.1 Imports
 - 10.2.2 Exports
- 10.3 Decorative Paint

11. SOUTH AFRICA

- 11.1 Background and Paint Supply Summary
 - 11.1.1 Background
 - 11.1.2 Paint Supply Summary
- 11.2 Paint Trade
 - 11.2.1 Imports
 - 11.2.2 Exports
- 11.3 Decorative Paint
 - 11.3.1 Characteristics of the South African Decorative Paint Market
- 11.4 Protective Coatings
 - 11.4.1 Suppliers
 - 11.4.2 Technologies and Growth

12. ALGERIA

12.1 Background and Paint Supply Summary

12.1.1 Background

12.1.2 Paint Supply Summary

12.2 Paint Trade

12.2.1 Imports

12.2.2 Exports

12.3 Decorative Paint

13. EGYPT

13.1 Background and Paint Supply Summary

13.1.1 Background

13.1.2 Paint Supply Summary

13.2 Paint Trade

13.2.1 Imports

13.2.2 Exports

13.3 Decorative Paint

14. GABON

14.1 Background and Paint Supply Summary

14.1.1 Background

14.1.2 Paint Supply Summary

14.2 Paint Trade

14.2.1 Imports

14.2.2 Exports

14.3 Decorative Paint

15. LIBYA

15.1 Background and Paint Supply Summary

15.1.1 Background

15.1.2 Paint Supply Summary

15.2 Paint Trade

15.2.1 Imports

16. MOROCCO

16.1 Background and Paint Supply Summary

16.1.1 Background

16.1.2 Paint Supply Summary

16.2 Paint Trade

16.2.1 Imports

16.2.2 Exports

16.3 Decorative Paint

17. NAMIBIA

17.1 Background and Paint Supply Summary

17.1.1 Background

17.1.2 Paint Supply Summary

17.2 Paint Trade

17.2.1 Imports

17.2.2 Exports

17.3 Decorative Paint

18. SENEGAL

18.1 Background and Paint Supply Summary

18.1.1 Background

18.1.2 Paint Supply Summary

18.2 Paint Trade

18.2.1 Imports

18.2.2 Exports

18.3 Decorative Paint

19. TUNISIA

19.1 Background and Paint Supply Summary

19.1.1 Background

19.1.2 Paint Supply Summary

19.2 Paint Trade

19.2.1 Imports

19.2.2 Exports

19.3 Decorative Paint

20. ZAMBIA

20.1 Background and Paint Supply Summary

20.1.1 Background

20.1.2 Paint Supply Summary

20.2 Paint Trade

20.2.1 Imports

20.2.2 Exports

20.3 Decorative Paint

21. SUMMARY OF MIDDLE EASTERN AND AFRICAN PAINT STATISTICS

22. MARKET FORECAST TO 2014

23. APPENDIX – CLIMATIC DATA

24. DIRECTORY OF PAINT MAKERS IN THE MIDDLE EAST AND AFRICA

24.1 Algeria

24.2 Bahrain

24.3 Cameroon

24.4 Egypt

24.5 Gabon

24.6 Israel

24.7 Jordan

24.8 Kenya

24.9 Lebanon

24.10 Libya

24.11 Morocco

24.12 Namibia

24.13 Oman

24.14 Qatar

24.15 Saudi Arabia

24.16 Senegal

24.17 South Africa

24.18 Syria

24.19 Tunisia

24.20 uae

24.21 Zambia

Table Of Tables

TABLE OF TABLES

1. FOREWORD

- 1.1 About This Report
- 1.2 Scope
- 1.3 Methodology
- 1.4 Units of Volume and Value
- 1.5 Rounding

2. EXECUTIVE SUMMARY

Market Forecast for the Middle Eastern and African Paint Industries, 2009-14 (tonnes and Aagr %)

3. SAUDI ARABIA

3.1 Background and Paint Supply Summary

- GDP and Demographic Data for Saudi Arabia (2008)
- Summary of Estimated Saudi Arabian Paint Supply, 2009 (tonnes)

3.2 Paint Trade

- Saudi Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)
- Saudi Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

3.3 Decorative Paint

- Split of the Saudi Arabian Emulsion Paint Market by Chemistry, 2009 (%)
- Split of the Saudi Arabian Gloss Paint Market by Chemistry, 2009 (%)
- Purchasing Behaviour in the Saudi Arabian Decorative Paint Market, 2008 (%)
- Market Shares in the Saudi Arabian Decorative Paint Sector, 2009 (%)
- Split of the Saudi Arabian Decorative Paint Market by Product Quality, 2008-9 (%)

3.4 Protective Coatings

- Split of the Saudi Arabian Protective Coatings Sector by Environment of Application, 2009 (%)
- Relative Importance of Saudi Arabian Protective Coatings Applications, 2009
- Split of the Saudi Arabian Protective Coatings Sector by Nature of Project, 2009 (%)
- Split of the Saudi Arabian Protective Coatings Sector by Technology, 2009 (%)
- Split of the Saudi Arabian Protective Coatings Sector by Chemistry, 2009 (%)
- Growth Rate of Protective Coatings Consuming End-use Industries in Saudi Arabia,

2008-13 (% Growth pa)

3.5 Industrial Wood Coatings

4. UNITED ARAB EMIRATES

4.1 Background and Paint Supply Summary

GDP and Demographic Data for the uae (2008)

Summary of Estimated Emirati Paint Supply, 2009 (tonnes)

4.2 Paint Trade

Emirati Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Emirati Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

4.3 Decorative Paint

Market Shares in the Decorative Paint Market in the Uae, 2008 (%)

Split of the Emirati Emulsion Paint Market by Chemistry, 2009 (%)

Split of the Emirati Decorative Paint Market by Finish Type, 2008 (%)

Purchasing Behaviour in the Emirati Decorative Paint Market, 2008 (%)

Quality of Paint Purchased in the Uae's Decorative Paint Market, 2005 and 2007 (%)

4.4 Protective Coatings

Split of the Emirati Protective Coatings Sector by Environment of Application, 2008 (%)

Relative Importance of Emirati Protective Coatings Applications, 2007

Split of the Emirati Protective Coatings Sector by Technology, 2007 (%)

Split of the Emirati Protective Coatings Sector by Chemistry, 2008 (%)

Growth Rate for Emirati Protective Coatings Applications, 2008-13 (% Growth pa)

4.5 Industrial Wood Coatings

Split of the Uae's Industrial Wood Coatings Market by Application, 2009 (%)

Split of the Uae's Industrial Wood Coatings Market by Technology, 2008 (%)

Market Shares in the Uae's Industrial Wood Coatings Market, 2008 (%)

5. ISRAEL

5.1 Background and Paint Supply Summary

GDP and Demographic Data for Israel (2008)

Summary of Estimated Israeli Paint Supply, 2009 (tonnes)

5.2 Paint Trade

Israeli Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Israeli Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

5.3 Decorative Paint

Split of the Israeli Decorative Paint Market by Value, 2008 (US\$ Million)

Split of the Israeli Decorative Paint Market by Grade, 2009 (%)

6. KUWAIT

6.1 Background and Paint Supply Summary

GDP and Demographic Data for Kuwait (2008)

Summary of Estimated Kuwaiti Paint Supply, 2009 (tonnes)

6.2 Paint Trade

Kuwaiti Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Kuwaiti Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

6.3 Decorative Paint

Split of the Kuwaiti Decorative Paint Market by Purchasing/application Type, 2009 (%)

Split of the Kuwaiti Gloss Paint Market by, 2009 (%)

Split of the Kuwaiti Decorative Paint Market by Outlet Type, 2009 (%)

Split of the Kuwaiti Decorative Paint Market by Grade, 2009 (%)

7. LEBANON

7.1 Background and Paint Supply Summary

GDP and Demographic Data for Lebanon (2008)

Summary of Estimated Lebanese Paint Supply, 2009 (tonnes)

7.2 Paint Trade

Lebanese Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Lebanese Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

7.3 Decorative Paint

Split of the Lebanese Decorative Paint Market by Purchasing/application Type, 2009 (%)

Split of the Lebanese Decorative Paint Market by Grade, 2009 (%)

8. OMAN

8.1 Background and Paint Supply Summary

GDP and Demographic Data for Oman (2008)

Summary of Estimated Omani Paint Supply, 2009 (tonnes)

8.2 Paint Trade

Omani Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Omani Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

8.3 Decorative Paint

Split of the Omani Decorative Paint Market by Grade, 2009 (%)

9. QATAR

9.1 Background and Paint Supply Summary

GDP and Demographic Data for Qatar (2008)

Summary of Estimated Qatari Paint Supply, 2009 (tonnes)

Qatari Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Qatari Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

9.2 Decorative Paint

Split of the Qatari Emulsion Paint Market by Chemistry, 2009 (%)

Split of the Qatari Decorative Paint Market by Purchasing Behaviour, 2009 (%)

10. YEMEN

10.1 Background and Paint Supply Summary

GDP and Demographic Data for Yemen (2008)

Summary of Estimated Yemeni Paint Supply, 2009 (tonnes)

10.2 Paint Trade

Yemeni Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Yemeni Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

10.3 Decorative Paint

Split of the Yemeni Emulsion Paint Market by Chemistry, 2009 (%)

Split of the Yemeni Gloss Paint Market by Technology, 2009 (%)

Split of the Yemeni Decorative Paint Market by Purchasing Behaviour, 2009 (%)

Split of the Yemeni Decorative Paint Market by Grade, 2009 (%)

11. SOUTH AFRICA

11.1 Background and Paint Supply Summary

GDP and Demographic Data for South Africa (2008)

Summary of Estimated South African Paint Supply, 2009 (tonnes)

11.2 Paint Trade

South African Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

South African Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

11.3 Decorative Paint

Split of the South African Emulsion Paint Market by Chemistry, 2009 (%)

Purchasing Behaviour in the South African Decorative Paint Market, 2005 and 2009 (%)

Split of the South African Decorative Paint Market by Grade

11.4 Protective Coatings

Split of the South African Protective Coatings Sector by Environment of Application, 2007 (%)

Relative Importance of South African Protective Coatings Applications, 2007

Expected Growth Rates in the South African Protective Coatings Market, 2009-14 (% PA)

Split of the South African Protective Coatings Market by Project Type, 2009 (%)

Split of the South African Protective Coatings Sector by Technology, 2007 (%)

12. ALGERIA

12.1 Background and Paint Supply Summary

GDP and Demographic Data for Algeria (2008)

Summary of Estimated Algerian Paint Supply, 2009 (tonnes)

12.2 Paint Trade

Algerian Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Algerian Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

12.3 Decorative Paint

Split of the Algerian Decorative Paint Market by Application Type, 2009 (%)

Split of the Algerian Decorative Paint Market by Grade, 2009 (%)

13. EGYPT

13.1 Background and Paint Supply Summary

GDP and Demographic Data for Egypt (2008)

Summary of Estimated Egyptian Paint Supply, 2009 (tonnes)

13.2 Paint Trade

Egyptian Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Egyptian Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

13.3 Decorative Paint

Split of the Egyptian Emulsion Paint Market by Chemistry, 2009 (%)

Split of the Egyptian Gloss Paint Market by Technology, 2009 (%)

Split of the Egyptian Decorative Paint Market by Purchasing Behaviour, 2009 (%)

Split of the Egyptian Decorative Paint Market by Grade, 2009 (%)

14. GABON

14.1 Background and Paint Supply Summary

GDP and Demographic Data for Gabon (2008)

Summary of Estimated Gabonese Paint Supply, 2009 (tonnes)

14.2 Paint Trade

Gabonese Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Gabonese Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

14.3 Decorative Paint

Split of the Gabonese Decorative Paint Market by Grade, 2009 (%)

15. LIBYA

15.1 Background and Paint Supply Summary

GDP and Demographic Data for Libya (2008)

Summary of Estimated Libyan Paint Supply, 2009 (tonnes)

15.2 Paint Trade

Libyan Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Split of the Libyan Decorative Paint Market by Purchasing/application Type, 2009

16. MOROCCO

16.1 Background and Paint Supply Summary

GDP and Demographic Data for Morocco (2008)

Summary of Estimated Moroccan Paint Supply, 2009 (tonnes)

16.2 Paint Trade

Moroccan Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Moroccan Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

16.3 Decorative Paint

Split of the Moroccan Decorative Paint Market by Grade, 2009 (%)

17. NAMIBIA

17.1 Background and Paint Supply Summary

GDP and Demographic Data for Namibia (2008)

Summary of Estimated Namibian Paint Supply, 2009 (tonnes)

17.2 Paint Trade

Namibian Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Namibian Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

17.3 Decorative Paint

Split of the Namibian Decorative Paint Market by Purchasing/application Type, 2009

Split of the Namibian Decorative Paint Market by Grade 2009

18. SENEGAL

18.1 Background and Paint Supply Summary

GDP and Demographic Data for Senegal (2008)

Summary of Estimated Senegalese Paint Supply, 2009 (tonnes)

18.2 Paint Trade

Senegalese Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Senegalese Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

18.3 Decorative Paint

Split of the Senegalese Decorative Paint Market by Grade, 2009 (%)

19. TUNISIA

19.1 Background and Paint Supply Summary

GDP and Demographic Data for Tunisia (2008)

Summary of Estimated Tunisian Paint Supply, 2009 (tonnes)

19.2 Paint Trade

Tunisian Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Tunisian Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

19.3 Decorative Paint

Split of the Tunisian Decorative Paint Market by Purchasing/application Type, 2009 (%)

Split of the Tunisian Decorative Paint Market by Grade, 2009 (%)

20. ZAMBIA

20.1 Background and Paint Supply Summary

GDP and Demographic Data for Zambia (2008)

Summary of Estimated Zambian Paint Supply, 2009 (tonnes)

20.2 Paint Trade

Zambian Paint Imports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

Zambian Paint Exports by Volume and Value, 2006-8 (tonnes and US\$ Thousand)

20.3 Decorative Paint

Split of the Zambian Decorative Paint Market by Grade, 2009 (%)

Split of the Zambian Decorative Paint Market by Purchasing/application Type, 2009 (%)

21. SUMMARY OF MIDDLE EASTERN AND AFRICAN PAINT STATISTICS

Summary of key Paint and Coatings Statistics for the Middle East and Africa, 2009
(tonnes and Kg/head)

22. MARKET FORECAST TO 2014

Market Forecast for the Middle Eastern and African Paint Industries, 2009-14 (tonnes
and Agr %)

23. APPENDIX – CLIMATIC DATA

Selected Mean Climatic Conditions in the Middle East and Africa

24. DIRECTORY OF PAINT MAKERS IN THE MIDDLE EAST AND AFRICA

- 24.1 Algeria
- 24.2 Bahrain
- 24.3 Cameroon
- 24.4 Egypt
- 24.5 Gabon
- 24.6 Israel
- 24.7 Jordan
- 24.8 Kenya
- 24.9 Lebanon
- 24.10 Libya
- 24.11 Morocco
- 24.12 Namibia
- 24.13 Oman
- 24.14 Qatar
- 24.15 Saudi Arabia
- 24.16 Senegal
- 24.17 South Africa
- 24.18 Syria
- 24.19 Tunisia
- 24.20 UAE
- 24.21 Zambia

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