

Global Market for Architectural Coatings - Italy

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Abstracts

For the first time, IRL is releasing an in-depth analysis of the top global markets for Architectural coatings.

Building on our successful Overview of the Global Architectural Coatings market and our innovative country-by-country database of coatings market data, IRL is offering a detailed and comprehensive guide to this interesting coatings market sector.

For the first time, we are covering market shares, revenues, sales channels and prices in our analysis.

The in-depth reports focus on the top country markets worldwide for marine and protective coatings.

Geographical coverage of the reports is as follows:

Germany

China

UK

Japan

Spain

South Korea

Italy

India

France

Indonesia

Turkey

USA

Poland

Russia

Saudi Arabia

UAE

South Africa

Brazil

Argentina

Canada

Mexico

The reports provide, by country, consumption estimates in both volume and value for Architectural coatings, with 2014 as the base year and forecasts to 2019.

In our two-tiered approach, top-level data is also available for the remaining countries covered in our global database (~100 countries).

The information in the reports is based on a comprehensive programme of telephone interviews with key players in each country market, backed up by thorough secondary research and IRL's in-house database of global paints and coatings market data.

For each in-depth country report the following market analysis is provided:

Market Volumes (Tonnes) & Values (€)

Market by End-Use Application

New Housing

Non-Residential

Residential RMI

Type of Paint

Wall Emulsions/Dispersions

Primers/Undercoats

Others

Wood Coatings/Preservatives

Metal Coatings

Market by Resin Type

Epoxy

Polyurethane

Vinyl/Styrene/VAE

Pure Acrylic

Polyester

Alkyd

Nitrocellulose

Others

Market by Application System

Water-based

Solvent-based

Gloss Level

Matt

Semi-Gloss

Gloss

Paint Composition

Additives

Binder/Resins (solid content)

Solvents

Pigment/Fillers/Extenders

Interior/Exterior

Interior

Exterior

Paint Grade

Economy

Middle

Premium

Market Shares by Volume & Company Profiles

For each of the major manufacturers/suppliers

Distribution Channel Shares**Market Prices (MSP)****Key Trends and Drivers****Market Volumes in Metric Tonnes by Type of Resin & Application System**

Resin (Pure Acrylic, Alkyds, Epoxy, Nitrocellulose, Polyesters, Polyurethane, Vinyl/Styrene/VAE, Others)

Application System (Water-based, Solvent-based)

Detailed Prices and Market Values by Type of Resin and Application System: 2014
Average Manufacturers' Selling Price by Product.

Sales Volume in Metric Tonnes (Country Trends 2011/2014 and Forecasts to 2019)
by:

End Use (New Housing, Non-Residential, Residential RMI)

Gloss Level (Matt, Semi-Gloss, Gloss)

Location (Interior, Exterior)

Type of Paint (Wall Emulsions, Primers/Undercoats, Others, Wood Coatings/Preservatives, Metal Coatings)

Paint Composition (Additives, Binders/Resins, Solvents, Pigments/Fillers/Extenders)

Paint Grade (Economy, Middle, Premium)

Market Shares: 2014 Sales Volumes in Metric Tonnes by Company

Distribution: 2014 Share by Channel (Wholesalers/Merchants, Specialist Retailers, Internet Stores, DIY Retailers, Direct Sales)

Profiles: Manufacturers and Distributors (Company Details, Financial Information, Product Coverage, General Overview)

GLOBAL DATA ARCHITECTURAL COATINGS (Top-level only)

Top-level data is available for the remaining countries covered in our global database (~100 countries).

Sales Volumes in Metric Tonnes: Country Trends 2011/2014 and Forecasts to 2019

Prices and Market Values: 2014 Manufacturers' Selling Price by Product

Sales Volumes and Prices: Analysis by Country and Region

Contents

ITALY ARCHITECTURAL

ARCHITECTURAL COATINGS

ITALY - COATINGS BACKGROUND

- 1.0 Title Page
- 1.1 IT - Background - Overview
- 1.2 Key Figures
- 1.3 Macroeconomic Trends and Forecasts
- 1.4.1/2 Import/Export

FOREWORD - ARCHITECTURAL COATINGS

- 1.0 Title Page
- 1.1 Foreword - Architectural Coatings

ITALY - ARCHITECTURAL COATINGS OVERVIEW & DIST.

- 1.0 Title Page
- 1.1 IT - Arch. Coatings Overview and Distribution
- 1.2 Dwelling Stock
- 1.3 New Dwelling Construction
- 1.4 Main Distributors/End User Profiles

ITALY - ARCHITECTURAL COATINGS PRODUCT SECTION

- 1.0 Title Page
- 1.1 IT - Market Overview
- 1.2 Historical Trends and Forecasts: Arch. Coatings
 - 1.3.1 Prices and Market Values
 - 1.3.2 Prices and Values by Application System (EUR)
 - 1.3.3 Prices and Values by Application System (USD)
 - 1.3.4 Prices and Values by Resin Type (EUR)
 - 1.3.5 Prices and Values by Resin Type (USD)
 - 1.3.6 Prices and Values by Paint Type (EUR)
 - 1.3.7 Prices and Values by Paint Type (USD)

- 1.4.1 End Use: Historical and Forecasts
- 1.4.2 Application System: Historical and Forecasts
- 1.4.3 Resin Type: Historical and Forecasts
- 1.4.4 Paint Type: Historical and Forecasts
- 1.4.5 Paint Composition: Historical and Forecasts
- 1.4.6 Paint Composition: Breakdown by Resin Type
- 1.4.7 Gloss Levels: Historical and Forecasts
- 1.4.8 Interior/Exterior: Historical and Forecasts
- 1.4.9 Paint Grade: Historical and Forecasts
- 1.5 Market Shares: Architectural Coatings
- 1.6 Distribution: Architectural Coatings

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