

► Market study

## European paints market to grow

Paints and varnishes are not only pretty – they also protect houses, vehicles, and other precious objects against corrosion and decay. Even their mere material value is considerable: “Revenues in Europe will increase to EUR 27.7 billion by 2018,” says *Oliver Kutsch*, CEO of Ceresana Research.

The market research institute is currently publishing a new study on the European paint and varnish market. Demand for industrial varnishes, the second-largest field of application behind the construction industry, is especially increasing in Russia, Poland, and Turkey. But also some West European countries, like the Netherlands, record above European average growth, which amounts to 1.6 % per year. Powder coatings, acryl varnishes, and epoxy-based products are increasingly used as industrial varnishes.

The transport industry is of special significance: Although this sector accounts for less than 8% of the entire paint and varnish market, its share in terms of value totals almost 15%. Car series paints, refinish coatings, and ship paints enjoy above-average growth.

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