

### **Market Study: Paints and Varnishes**

*Ceresana Research, Konstanz, Germany, 2011, 575 p., two volumes, from EUR 1,895.00*

According to the new market study by Ceresana Research, the European paints and varnishes market is forecast to generate revenue of EUR 27.7 billion by 2018. Germany is the largest sales market in Europe with a roughly 15 % share, followed by Italy and Russia. 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.

### **Market Study: Adhesives**

*Ceresana Research, Konstanz, Germany, 2011, 870 p., two volumes, from EUR 1,895.00*

The new study gives an overview of the different types of adhesives and offers an analysis of the adhesive market in 31 European countries. According to the study, Germany accounts for about 18.5 % of all demand, followed by France, Italy and the UK. Ceresana expects that the adhesives revenue in Europe will reach EUR 8.25 billion by 2017. Above average increases of 2.7–4.8 % were achieved on the sales markets in Russia, Poland, and Turkey. In Western Europe, the demand for adhesives is especially growing in Germany, Finland, and Sweden. Paper, packaging, and the construction industry are the most important fields of application. The demand of these three areas makes up more than 58 % of the adhesives manufacturing. Ceresana anticipates that the demand for adhesives in medical engineering and the automobile, electrical and electronics industry will see growth rates of 2.7–3.8 %. Especially manufacturers of acrylate adhesives, which are needed for cars and rail vehicles, are expected to profit from the industry's good economic development.