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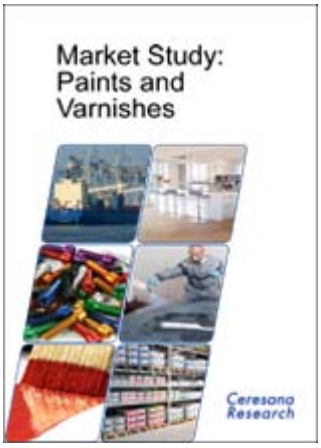
Colorful Europe: Ceresana analyzes the paint and varnish market



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 €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.

On the road

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. 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 also gaining importance.

Build-up in Eastern Europe

The construction industry’s influence on the paint and varnish market continues to decline. While the construction industry accounted for approximately 59% of European demand in 2002, its share is anticipated to drop to 56% by 2018. However, this trend is weakened by rising sales of dispersion paints in Eastern Europe.

Organic and nano coatings are gaining popularity

Many manufacturers develop solvent-free and environmentally-friendly paints and varnishes that are, for example, suitable for steel containers or internal coatings. This allows reducing environmental pollution by VOC emissions. A great number of companies are working on product solutions, which offer special properties: apart from heat insulation, especially nanotechnology is a topic of the future, e.g. when it comes to self-cleaning of antibacterial coatings.

Practice-oriented study

The market report of Ceresana Research provides a concise overview of the different coating products. The paint and varnish market in 30 European countries is analyzed in detail, i.e. demand and production as well as import, export, and revenue. Each important field of application is examined individually: construction industry, wood processing, transport industry, but also coatings for plastics, corrosion protection varnishes, and ceramics and glass coatings. A useful list of producers in Vol. II offers comprehensive profiles of the 138 largest manufacturers of paints and varnishes. The report, available in English or German, forecasts market opportunities and risks until 2018: www.ceresana.com/en/market-studies/industry/paints-and-varnishes/

About Ceresana Research

Ceresana Research is one of the world's leading industrial market research institutions. Companies, institutions, and associations from more than 45 countries have already profited from our global market data and well-founded prognoses. Our core competencies include chemicals + plastics + additives + commodities + materials + industrial components + packaging + construction materials.

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