

## Paints & Coatings Market, Romania, 2005 – 2020

Bucharest, 2011, August

InterBiz | research & consulting updated and improved the analysis “Paints & Coatings Market, Romania, 2005 – 2020”.

This report, now into its sixth edition, reflects the impact of recent economic events and how the recession has affected the Paints & Coatings Market in Romania.

The report provides a clear and comprehensive picture of the market, influence factors and future prospects, market potential, trends, competitive environment analysis.

With just-in-time updated market data and continuous follow-up of market news, this report represents a milestone for all entities involved in this sector.

The analysis is focused on three big sub-sectors:

- ➔ decorative paints: for internal walls, for facades, decorative plasters, enamels, varnishes
- ➔ industrial coatings: protective coatings, powder paints, intumescent, wood lacquers, marine coatings, can coatings, other
- ➔ auto paints: OEM and refinish

Further, we propose you to consider the usefulness of this analysis in your activity.

Selected InterBiz clients:



### Methodology used

- ➔ data collection / desk research: public institutions (national statistics, agencies, ministries, authorities), companies involved in the sector, mass media
- ➔ data processing / biz intelligence: the inputs are placed in a matrix and correlations are made. The unlikely variants are excluded and the likely variants are kept and bring into final form. The forecast are based on isoquantic theories.



### Your goals is to know

- ➔ real market size, by sector & sub-sector;
- ➔ market trends;
- ➔ market opportunities;
- ➔ competitive environment, prepare and improve the strategies;
- ➔ strategic factors: influence factors, barriers to growth, key factors for success, maturity point;
- ➔ resource allocation and improvement;
- ➔ useful tool in decision making.

### Mentions about the analysis

- ➔ *Price:* € 1 650 + VAT
- ➔ *Language:* English / Romanian
- ➔ *Information structure:* text, table, charts
- ➔ *Pages:* 121
- ➔ *Format:* Adobe Acrobat
- ➔ *Delivery term:* 1 working day, after the payment / in the same day, if required
- ➔ *Continuity:* continous updating

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### Type of paints & coatings:

- waterborne paints and coatings, of which: acryl/vinyl based and other
- non-aqueous paints and coatings, of which: polyester based and other acryl/vinyl polymers based
- other paints and coatings, of which: based on other synthetic polymers (excl. polyester or acryl/vinyl polymers)

### Type of paints & coatings, by destination:

- decorative paints, of which: interior wall paints, facade paints, decorative plasters (by type), enamels, varnishes
- industrial coatings, of which: industrial coatings (of which: protective coatings, powder coatings, intumescent, other), wood lacquers, marine coatings, can coatings
- auto, of which: OEM and refinish
- other

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### Market share, by type of paints and coatings:

- wall decorative paints
- decorative plasters
- enamels\*
- varnishes\*
- protective coatings\*
- powder coatings\*
- wood lacquers (industrial)\*
- auto paints

\* market share 2008 - 2010

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Respectfully yours,

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