

Paints and Varnishes Market Report

Description: The UK paint industry is currently riding the wave of the upturn in the housing market in the UK, and the consequent knock-on effect for the do-it-yourself (DIY) industry. Sales of mix-to-order paints grew by 56% in the UK in 1997, reflecting the increasing use of paint by home owners in preference to wallpaper and growing boldness in both colour and use.

Prior to the upsurge in the economy and home ownership, the UK paints and varnishes market had been characterised by low levels of growth, and several sectors of the market were actually contracting.

Retailers have introduced new ranges of own brands to capitalise upon the current trends including Habitat and Marks and Spencer.

Between 1993 and 1997, the manufacturers' sales of paint rose by 48% to £2.17bn in 1997. The retail market was somewhat more sluggish, growing by 25.6% between 1993 and 1997, to reach £638m. This slower rate of growth reflects the competitive nature of the UK retail market for paints and varnishes.

The market remains concentrated in the hands of a small number of multinational companies, such as Imperial Chemical Industries (ICI). A number of the major players in the UK market are foreign companies, such as Basf and Akzo Nobel.

Despite continuing price competition in the retail market and the decline of industrial need for paint, continued exports as well as a growing DIY and housing market will push manufacturers' sales up by 58.6% between 1998 and 2002, reaching £4.01bn.

Ordering: Order Online - <http://www.researchandmarkets.com/reports/3785/>

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.

Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

<http://www.researchandmarkets.com/contact/>

Order Information

Please verify that the product information is correct and select the format(s) you require.

Product Name: Paints and Varnishes Market Report
Web Address: <http://www.researchandmarkets.com/reports/3785/>
Office Code: SCUUPVVK

Product Formats

Please select the product formats and quantity you require:

	Quantity	
Hard Copy:	<input type="checkbox"/>	EUR 754 + EUR 50 Shipping/Handling
Electronic:	<input type="checkbox"/>	EUR 754

* Shipping/Handling is only charged once per order.

Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr Mrs Dr Miss Ms Prof

First Name: _____ Last Name: _____

Email Address: * _____

Job Title: _____

Organisation: _____

Address: _____

City: _____

Postal / Zip Code: _____

Country: _____

Phone Number: _____

Fax Number: _____

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)

Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

- Pay by credit card:
 - American Express
 - Diners Club
 - Master Card
 - Visa

Cardholder's Name _____

Cardholder's Signature _____

Expiry Date _____ | _____

Card Number _____

CVV Number _____

Issue Date _____ | _____

(for Diners Club only)

- Pay by check:

Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

- Pay by wire transfer:

Please transfer funds to:

Account number	833 130 83
Sort code	98-53-30
Swift code	ULSBIE2D
IBAN number	IE78ULSB98533083313083
Bank Address	Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _____

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at <http://www.researchandmarkets.com/info/terms.asp>

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World