

# What is happening to the growth of the German market of deco-paints ?

## An X-ray scan of a non growing market

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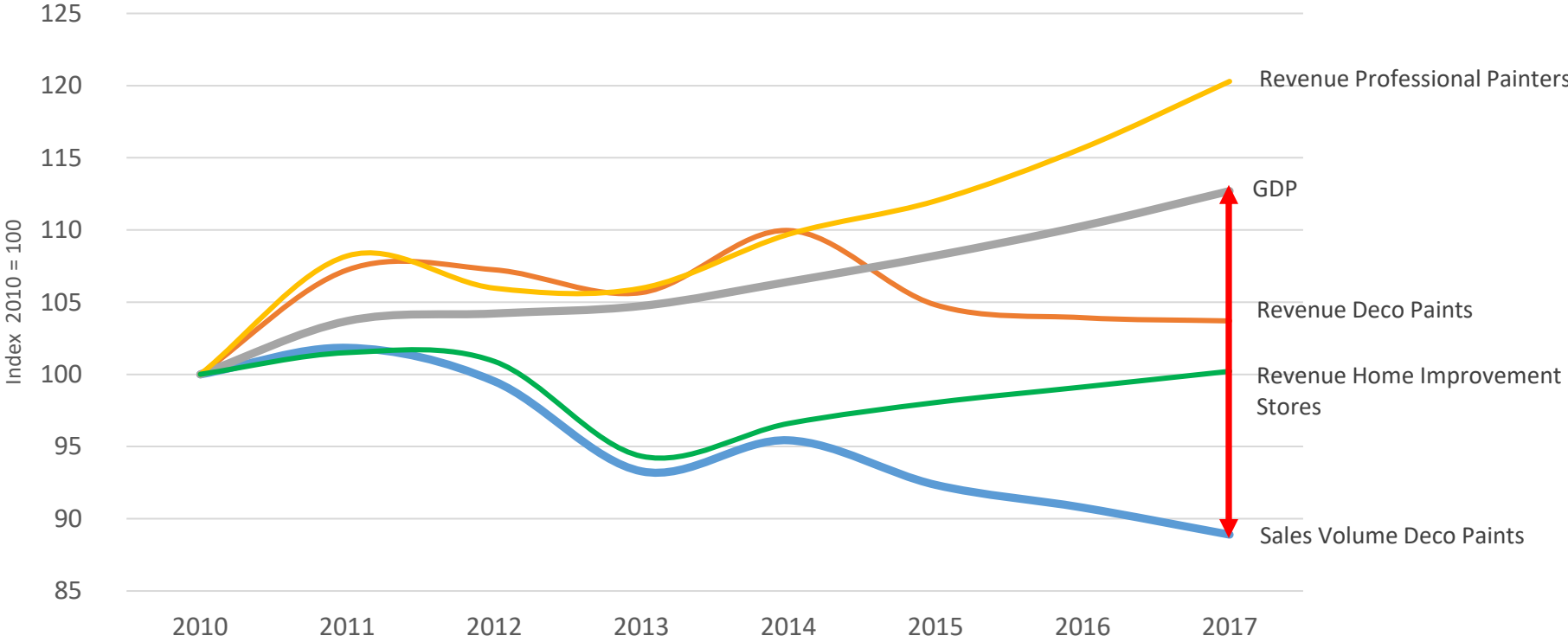


Verband der deutschen Lack-  
und Druckfarbenindustrie e.V.



# What's going wrong here .....

## German Decorative Paint Market 2010-2017



# Objective of the Study

1. Identify and evaluate the impact of relevant drivers and influencing factors on the demand for decorative paints in Germany between 2010 and 2017.
2. Project the demand volume growth on the basis of the identified market drivers and influencing factors for the period 2018-2022.