

Report name	CONSTRUCTIONS & BUILDING MATERIALS IN ROMANIA – OVERVIEW 2010
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Category	Competitive and Market Intelligence / Sector Study
Description	
<p>This report is an up-to-date pragmatic overview of the construction sector in Romania, comprising key issues and insights on all relevant segments from various perspectives:</p> <ul style="list-style-type: none"> ▪ Overall construction works (residential vs. non-residential vs. infrastructure) ▪ Major building materials markets (heavy products, as well as finishing materials) ▪ Construction equipment & portable power tools ▪ Building materials & equipment distribution (including DIY) ▪ Real estate <p>Our analysis is the result of continuous research undertaken on the construction markets in Romania in the past 10 years, via a business intelligence approach including thorough desk research and interviews with knowledgeable industry experts and major market players in the sector.</p> <p>Segment and market profiles include the following key information output:</p> <ul style="list-style-type: none"> ▪ Market size & structure (import vs. local production, by type, by quality, by usage) ▪ Rankings of major market players ▪ Profiles of key market players (financials, role in the market, investments, etc.) ▪ Pricing ▪ Market drivers, opportunities & threats ▪ Forecasts and trends <p>Every section of the report is a combination of data tables & charts and concise, to-the-point comments, backed up by specific industry insights that would allow for a good understanding of the analysed markets and support effective decision making.</p> <p>All in all, the report is a cost-effective marketing tool for companies interested in the Romanian construction sector, providing quality information for both new market entrants and incumbent players.</p>	

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Companies mentioned	Lafarge, Holcim, Heidelberg, ReadyMix, Alas, Grandemar, Wienerberger, Simcor, Macon, Elprecon, Xella, Siceram, Somaco, Lindab, Ruukki, Plannja, Megaprofil, Bramac, Tondach, Tegola, Ergon, Henkel, Baumit, Saint-Gobain, Weber-Batec, Mapei, Selena, Den Braven, Soudal, Temad, Rehau, Veka, Profine, Deceuninck, Gealan, Teraplast, Guardian, AGC Glass, GU, Roto, Schuring, Schachermayer, Arcon, Ursa, Austrotherm, Isopor, Swisspor, Deutek, DAW, Fabryo, Policolor, Kober, Atlas, Akzo Nobel, Rigips, Knauf, Lasselsberger, Strabag, Colas, Liebherr, Wirtgen, Bosch, Hilti, Makita, Hitachi, Bricostore, bauMax, Praktiker, Hornbach, Obi	
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