

A map of West Africa showing various countries including Mauritania, Senegal, Mali, Niger, Guinea, Sierra Leone, Liberia, Côte d'Ivoire, Ghana, Togo, Nigeria, and Cameroon. Major cities like Dakar, Bamako, Niamey, Conakry, Freetown, Monrovia, Abidjan, Accra, Lomé, and Lagos are marked. The Atlantic Ocean is to the west, and the Gulf of Guinea is to the south. A scale bar at the bottom left shows distances in kilometers and miles. A disclaimer in the top right corner states: "The boundaries and names shown and the data used on this map do not imply official endorsement or acceptance by the United Nations."

# West Africa Auto Refinish & Floor Coatings Report

Market Research: **Executive Summary**

August 2025

# Research Methodology

This comprehensive market research employed a two-module approach combining quantitative consumer insights with competitive landscape analysis across target markets in West Africa.

## Module 1: Car Parc Understanding

- Desk research and local authority visits for total car parc estimation
- Consumer surveys (200-300 car drivers/owners per country)
- Data collection on vehicle ownership and repair decision-making

## Module 2: Competitive Landscape Analysis

- 30 comprehensive store visits per country
- Systematic data collection on product portfolios and pricing
- Visual documentation for verification and analysis

*For floor and industrial coatings research in Ghana, a qualitative approach was employed with eight expert interviews covering key industry stakeholders.*



# Market Overview - Size & Opportunity

The West African auto refinish market represents a significant opportunity across ten countries, with substantial consumer base and market value.

**3.1-3.4M**

Potential Consumers

**\$177-218M**

Total Market Value

## Market Value Distribution



Primary Markets Secondary Markets Emerging Markets



10 countries across West Africa included in research

# Primary Markets Performance

The primary markets of Nigeria, Ghana, and Cameroon represent the largest portion of the West African auto refinish opportunity.

★ **Nigeria:** 11.9M vehicles

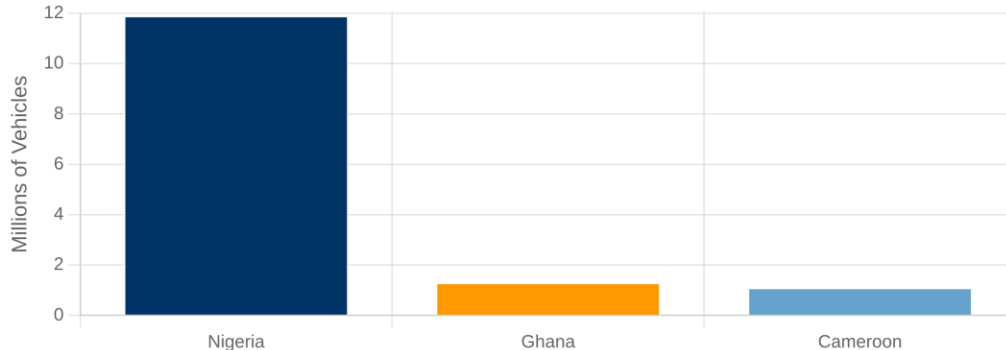
★ **Ghana:** 1.3M vehicles

★ **Cameroon:** 1.1M+ vehicles

**\$124.2-145.4M**

Combined Market Value

## Vehicle Population Comparison



*West African trade networks supporting the automotive sector*

# Secondary & Emerging Markets

## Secondary Markets

**\$43.9-59.6M**

Combined Market Value

Ivory Coast: 700k vehicles (2% annual growth)

DRC: 1.2M vehicles (minimal growth)

Senegal: 554k vehicles (consistent growth)

Togo: 231k vehicles (24% annual growth)

## Emerging Markets

**\$9.7-13.1M**

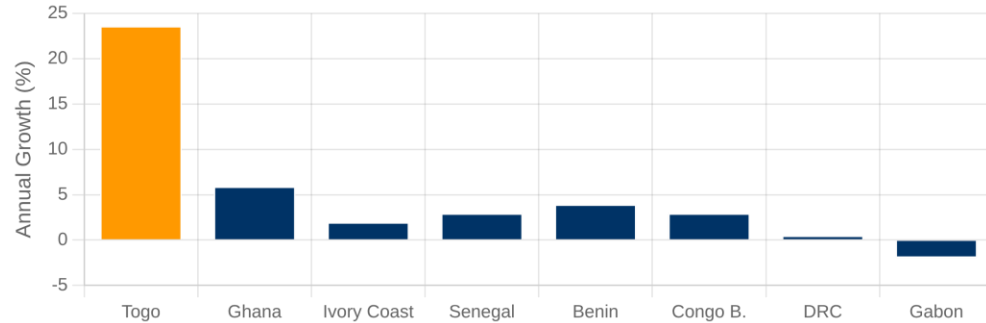
Combined Market Value

Congo Brazzaville: 211k vehicles (consistent growth)

Gabon: 180k vehicles (below 2014 levels)

Benin: 253k vehicles (showing growth)

## Annual Growth Rates



**Key Insight:** Togo shows the strongest growth potential at 24% annually, while established markets like DRC show minimal growth despite larger vehicle numbers.

Smaller markets present focused opportunities with less competition and higher growth rates.

# Consumer Behavior & Vehicle Profile

**50-86%**

Used Car Dominance

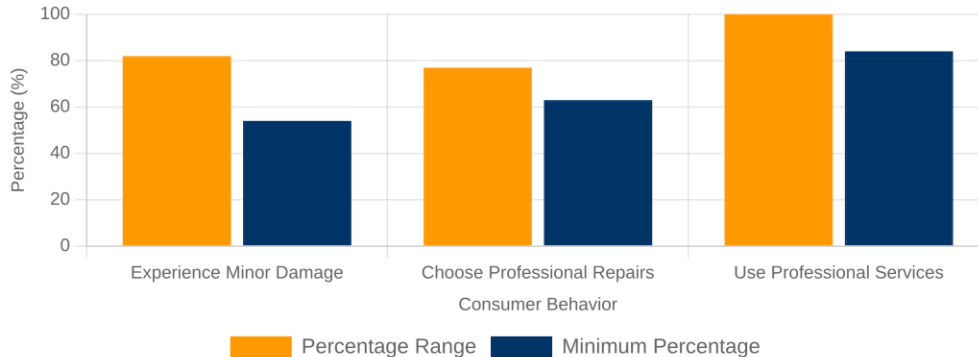
**10-19 years**

Average Vehicle Age

## Vehicle Profile Trends

- Toyota maintains dominant presence across most markets
- Grey, black, and silver/white are universally preferred colors
- Commercial vehicles represent 50-58% of major markets

## Damage & Repair Patterns



*Professional auto body repair services are preferred by 63-77% of vehicle owners*

# Product Category Analysis

Analysis of product categories reveals varying levels of penetration, with core products achieving near-universal distribution while specialty products remain significantly underpenetrated.

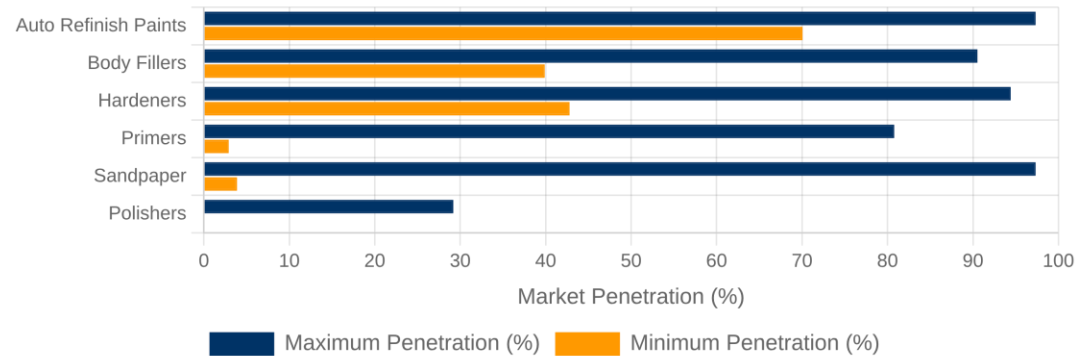
## Core Categories (High)

|                                 |         |
|---------------------------------|---------|
| <b>Auto Refinish Paints</b>     | 72-100% |
| <b>Body Fillers</b>             | 41-93%  |
| <b>Hardeners &amp; Thinners</b> | 44-97%  |

## Specialty Products (Low)

|                  |        |
|------------------|--------|
| <b>Primers</b>   | 3-83%  |
| <b>Sandpaper</b> | 4-100% |
| <b>Polishers</b> | 0-30%  |

## Market Penetration Visualization



*Auto refinish paint products show highest market penetration across all regions*

# Floor & Industrial Coatings (Ghana)

Ghana's floor and industrial coatings market presents a competitive environment with established local and international players operating through complex stakeholder relationships.

## Polyurethane

**300-850 GHS/m<sup>2</sup>**

Flexible, UV-resistant for workshops, car parks

## Epoxy

**150-600 GHS/m<sup>2</sup>**

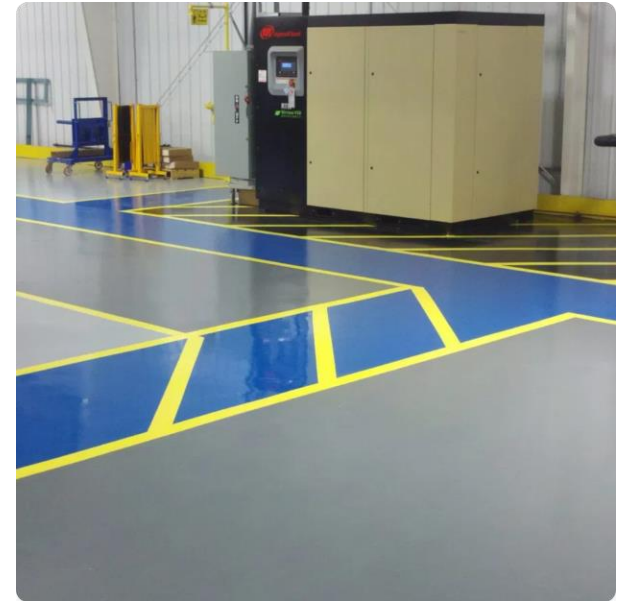
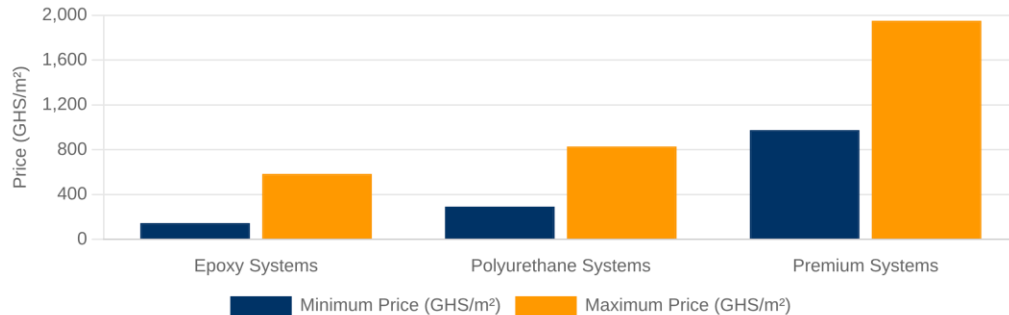
Cost-effective for warehouses, hospitals

## Premium

**1,000-2,000 GHS/m<sup>2</sup>**

For chemical plants, pharmaceutical facilities

## Price Range Comparison (GHS/m<sup>2</sup>)



*Industrial epoxy floor coating application*

# Market Trends & Decision Factors

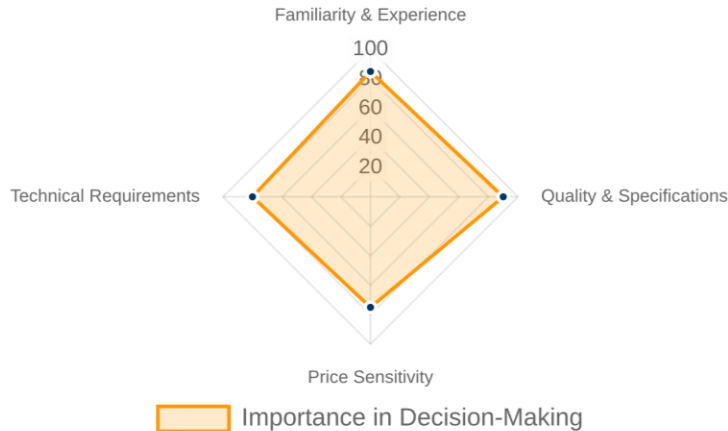
## Premium Product Shift

Increasing demand for ISO-certified products with proven performance. Warranty offerings becoming competitive differentiators.

## Direct Engagement Trend

End users taking active roles in project management. Cost control and quality assurance driving market evolution.

## Primary Selection Drivers



**Key Insight:** The market increasingly values quality and technical specifications over price, with ISO certification becoming a significant differentiator.

# Strategic Opportunities & Success Factors

The expanded West African market presents significant opportunities characterized by diverse market conditions, evolving customer expectations, and increasing sophistication.

## Growth Opportunities

### Geographic Expansion

Ten-market regional presence offers diverse growth trajectories with emerging markets showing strongest vehicle growth potential (Togo at 24% annually). Smaller markets present focused opportunities with less competition.

### Product Development

Premium and certified products increasingly in demand with specialized, high-performance solutions showing market traction. Opportunity for comprehensive product portfolio expansion, particularly in underpenetrated specialty categories.

## Market Success Factors

### Auto Refinish Markets:

- ✓ Understanding diverse market maturity levels
- ✓ Building comprehensive distribution networks

### Floor & Industrial Coatings:

- ✓ Developing stakeholder relationships
- ✓ Technical expertise with quality assurance



## Conclusion

Success requires understanding intricate stakeholder relationships, technical competence, and strategic positioning across different market segments and development stages.

The evolution toward premium products, specialized applications, and direct engagement models indicates continued growth potential for companies capable of delivering integrated solutions.