

# **Stucco Market By Construction Activity (New, Renovation) , By Product (Traditional Three Coat Stucco, Exterior Insulating and Finish Systems, Newer-One Coat Stucco) By Insulation Type (Insulated Sliding, Non-insulated Sliding) By End-Use (Residential, Non-residential) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The stucco market was valued at \$12.7 billion in 2023, and is projected to reach \$17.8 billion by 2033, growing at a CAGR of 3.4% from 2024 to 2033.

Stucco is a versatile and durable exterior finishing material commonly used in construction for both residential and commercial buildings. It is a cement-based plaster applied over walls and surfaces to create a textured, weather-resistant, and visually appealing finish. Traditional stucco is a mixture of cement, sand, lime, and water, but modern versions often include additives to enhance durability and flexibility. Known for its adaptability, stucco can be applied to a variety of substrates, including wood, masonry, and metal lath.

The global stucco market is witnessing robust growth due to factors such as surge in global construction activities, particularly in emerging economies, and increase in focus on residential housing projects and urban development. This is attributed to the fact that stucco's ability to withstand harsh weather conditions, including extreme heat, cold, and moisture, makes it a preferred choice for both residential and commercial constructions. Its longevity reduces maintenance costs, enhancing its appeal among builders and homeowners. Based on the annual data from the Census Bureau's Survey of Construction (SOC), stucco emerged as the leading principal siding material,

accounting for 26.8% of new single-family homes started in 2023. In addition, stucco's adaptability to various architectural styles and its availability in a range of textures and colors contribute to its popularity, thus driving the market growth. Moreover, rise in interest in remodeling and restoring older buildings often includes stucco applications, especially for structures with historical or aesthetic value, which considerably fosters the market growth. With growing awareness about sustainable construction practices, stucco's insulating properties have become a significant driver. However, high susceptibility of stucco to cracking due to structural movements, improper installation, or exposure to extreme weather conditions, potentially leads to costly repairs and reduced appeal, thereby hampering the market growth. Furthermore, availability of modern siding materials, such as fiber cement, vinyl, and engineered wood, offer similar durability with easier installation and lower maintenance, creating competition for stucco in the market. On the contrary, innovations in stucco application techniques and the development of synthetic stucco systems (e.g., exterior insulation and finish systems) have enhanced its performance, versatility, and ease of application. Such developments are expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

The global stucco market is segmented into construction activity, product, insulation type, end-use vertical, and region. By construction activity, the market is classified into new and renovation. On the basis product, it is segregated into traditional three-coat stucco, exterior insulating and finish systems, and newer-one coat stucco. Depending on insulation type, it is classified into insulating siding and non-insulated siding. As per end-use vertical, it is fragmented into residential and non-residential. Region wise, the market is studied across areas such as North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By construction activity, the new segment is expected to dominate the market from 2024 to 2033.

On the basis product, the traditional three-coat stucco segment is anticipated to register the highest growth during the forecast period.

Depending on insulation type, the insulating siding segment is projected to exhibit the highest growth in the upcoming future.

As per end-use vertical, the non-residential segment is estimated to grow with the

highest CAGR during the forecast period.

Region wise, Asia-Pacific is likely to emerge as the most lucrative market for stucco throughout the forecast period.

### Competition Analysis

Competitive analysis and profiles of the major players in the global stucco market include General Electric, FOSROC INTERNATIONAL LTD., BASF SE, MAPEI S.P.A., RPM INTERNATIONAL, RPM International Inc., SIKA AG, GCP Applied Technologies Inc., HEIDELBERG CEMENT, Dow Inc., and CEMEX S.A.B. DE C.V These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Manufacturing Capacity

Investment Opportunities

Upcoming/New Entrant by Regions

Technology Trend Analysis

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Patient/epidemiology data at country, region, global level

Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network

etc. in excel format)

SWOT Analysis

Volume Market Size and Forecast

Key Market Segments

By Construction Activity

New

Renovation

By Product

Traditional Three Coat Stucco

Exterior Insulating and Finish Systems

Newer-One Coat Stucco

By Insulation Type

Insulated Sliding

Non-insulated Sliding

By End-Use

Residential

Non-residential

## By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

India

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

Key Market Players

General Electric

FOSROC INTERNATIONAL LTD.

BASF SE

MAPEI S.P.A.

RPM INTERNATIONAL

RPM International Inc.

SIKA AG

GCP Applied Technologies Inc.

HEIDELBERG CEMENT

Dow Inc.

CEMEX S.A.B. DE C.V

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