

Stucco Market by Construction Activity (New and Renovation Construction), Product (Traditional Three-coat Stucco, Exterior Insulating & Finish Systems, and Newer-one Coat Stucco), Insulation Type (Insulated Siding and Non-insulated Siding), and End Use (Residential and Nonresidential): Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The global Stucco market was valued at \$10.7 billion in 2018, and is projected to reach \$15.3 billion by 2026, growing at a CAGR of 4.5% from 2019 to 2026.

Stucco, also called as render or plaster, is a material used in construction activities that is made of sand, cement, lime, and water. Stucco provides advantages such as high strength, prolonged durability, and ability to combat moisture. Another key advantage of using stucco is that it requires less maintenance, thus acting as an ideal option in the construction industry.

Development of the construction industry in the emerging countries such as India and China is boosting demand for stucco. Stucco is used as a decorative coating for walls and ceilings, and as a sculptural and artistic material in architecture. Hence, with growing construction activities, the demand for stucco is expected to increase. However, strong competition among manufacturers and fluctuation in prices of raw materials are the factors that are expected to restrain the growth of the global. On the contrary, factors such as increase in investment in new technologies for stucco preparing machinery and rise in construction activities to cater to the need of growing population are expected to offer lucrative opportunities for market expansion.

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

The key players operation in the global stucco market include BASF SE, RPM International Inc., Sika AG, Fosroc International Ltd., Mapei S.p.A., GCP Applied Technologies Inc., General Electric (GE), CEMEX S.A.B. de C.V., and Heidelberg. These companies have adopted various strategies such as product launch, R&D, acquisition, merger, product development, and partnership to gain a competitive edge in the market. For instance, Mapei planned for expansion of its facilities in the UAE. This business expansion helped Mapei to reinforce its presence in the Middle East market.

KEY BENEFITS FOR STAKEHOLDERS

Porter's five forces analysis helps to analyze the potential of buyers & suppliers and the competitive scenario of the industry for strategy building.

It outlines the current stucco market trends and future scenario of the Stuc

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Major countries in the region have been mapped according to their individual revenue contribution in the stucco market analysis at the regional and country-level market.

The key drivers, restraints, and stucco market opportunities and their detailed impact analyses are elucidated in the study.

The profiles of key players along with their key strategic developments are enlisted in the report.

KEY MARKET SEGMENTS

By Construction Activity

New

Renovation

By Product

Traditional Three-coat Stucco

Exterior insulating & Finish Systems

Newer-one Coat Stucco

By Insulation Type

Insulated Siding

Non-insulated Siding

By End-Use

Residential

Nonresidential

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Turkey

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

Key Players

BASF SE

RPM International Inc.

Sika AG

Fosroc International Ltd.

Mapei S.p.A.

GCP Applied Technologies Inc.

General Electric (GE)

CEMEX S.A.B. de C.V.

Heidelberg

The Dow Chemical Company

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