

Global Decorative concrete Market Size study, By Type (Stamped Concrete, Stained Concrete, Concrete Overlays, Colored Concrete, Polished Concrete, Epoxy Coating), By application (Floors, walls, driveways and sidewalks, patios) By End-Use sector, and Regional Forecasts 2019-2026

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Abstracts

Global decorative concrete market valued approximately USD 9.6 billion in 2018 is anticipated to grow with a rate of more than 6.3 % over the forecast period 2019-2026.

The key drivers for the decorative concrete market are rise in renovation & remodeling activities, consumer interest towards interior decoration, rapid urbanization coupled with growing demand for green buildings. Decorative concrete is simple concrete with added touch of unique patterns, finishing and coloring. It is used to provide aesthetic touch in the buildings. Green building use decorative concrete for enhancing the beauty and sustainability of the buildings. According to U.S. Green Building Council, green building construction is doubling every three years globally. Further, as per World Green Building Council Organization, in 2018 countries with the highest percentage of green building projects are Australia, China and Ireland. Further, as per the source, green building projects are growing at a significant pace among different countries. For instance: In India, green building projects are increasing at a rate of 20-30% yearly. Thus, rising green building projects is driving the adoption & growth decorative concrete. Furthermore, rising construction activity is expected to create lucrative growth prospects of the decorative concrete market across the globe. However, high cost of the treatment act as a key restraint for the market during the forecast period.

On the basis of segmentation, the decorative concrete market is segmented into application, type and end use sector. On the basis of type segment, the market is sub-

segmented into stamped concrete, stained concrete, concrete overlays, colored concrete, polished concrete, epoxy coating and others, of which stamped concrete segment holds the major share owing to its wide application in exterior application. The application segment is classified into floors, walls, driveways and sidewalks, patios and others of which floor segment dominates the market owing to decorative concretes stain and good resilience and abrasion resistance makes its highly suitable in floor segment. On the basis of end use sector, the market is bifurcated into residential and non-residential sector. The non-residential sector segment expected to dominate the end use segment owing to growing investment in commercial construction and renovation projects.

The regional analysis of decorative concrete market is considered for the key regions such as North America, Europe, Asia Pacific, Latin America and ROW. Europe holds the leading position in decorative concrete market. Whereas, Asia-Pacific is expected to emerge as the fastest growing region in terms of market share. The growth of Asia-Pacific region is witnessed owing to emerging economies such as India and China, coupled with growing construction activities in the region.

The leading market players include-

BASF SE
PPG Industries, Inc.
3M Company
E.I. Du Pont De Nemours and Company.
RPM International Inc.
Huntsman International LLC
The Sherwin-Williams Company
Boral Limited
Cemex, S.A.B De C.V.
Sika AG
Ultratech Cement Limited
Arkema SA
The Euclid Chemical Company
Heidelbergcement AG

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors &

challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

Stamped Concrete

Stained Concrete

Concrete Overlays

Colored Concrete

Polished Concrete

Epoxy Coating

Others

By Application

Floors

Walls

Driveways and Sidewalks

Patios

Others

End-Use Sector

Residential

Non-Residential

By Regions:

North America

U.S.

Canada

Europe

UK

Germany

ROE

Asia Pacific

China

India

Japan

ROAPEC

LAMEA

Brazil

Mexico

ROW

Middle East & Africa

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global Decorative concrete Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Key Trends
- 1.3. Global & Segmental Market Estimates & Forecasts, 2016-2026 (USD Billion)
 - 1.3.1. Decorative Concrete Market, by Type, 2016-2026 (USD Billion)
 - 1.3.2. Decorative Concrete Market, by Application, 2016-2026 (USD Billion)
 - 1.3.3. Decorative Concrete Market, by end-user, 2016-2026 (USD Billion)
 - 1.3.4. Decorative Concrete Market, by Region, 2016-2026 (USD Billion)
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL DECORATIVE CONCRETE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL DECORATIVE CONCRETE MARKET DYNAMICS

- 3.1. See Saw Analysis
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. GLOBAL DECORATIVE CONCRETE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Buyers
 - 4.1.2. Bargaining Power of Suppliers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry

- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.2. PEST Analysis
 - 4.2.1. Political Scenario
 - 4.2.2. Economic Scenario
 - 4.2.3. Social Scenario
 - 4.2.4. Technological Scenario
- 4.3. Key Buying Criteria (On Demand)
- 4.4. Regulatory Framework (On Demand)
- 4.5. Investment Vs Adoption Scenario (On Demand)
- 4.6. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL DECORATIVE CONCRETE MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.1. Market Performance - Potential Model
- 5.2. Global Decorative concrete Market, Sub Segment Analysis
 - 5.2.1. Stamped Concrete
 - 5.2.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.1.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.2. Stained Concrete
 - 5.2.2.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.2.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.3. Concrete Overlays
 - 5.2.3.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.3.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.4. Colored Concrete
 - 5.2.4.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.4.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.5. Polished Concrete
 - 5.2.5.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.5.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.6. Epoxy Coating
 - 5.2.6.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.6.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.7. Others
 - 5.2.7.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 5.2.7.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)

CHAPTER 6. GLOBAL DECORATIVE CONCRETE MARKET, BY APPLICATION

- 6.1. Market Snapshot
- 6.2. Market Performance - Potential Model
- 6.3. Global Decorative concrete Market, Sub Segment Analysis
 - 6.3.1. Floors
 - 6.3.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.1.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.2. Walls
 - 6.3.2.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.2.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.3. Driveways and Sidewalks
 - 6.3.3.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.3.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.4. Patios
 - 6.3.4.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.4.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.5. Others
 - 6.3.5.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 6.3.5.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)

CHAPTER 7. GLOBAL DECORATIVE CONCRETE MARKET, BY END-USER

- 7.1. Market Snapshot
- 7.2. Market Performance - Potential Model
- 7.3. Global Decorative concrete Market, Sub Segment Analysis
 - 7.3.1. Residential
 - 7.3.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 7.3.1.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 7.3.2. Non-Residential
 - 7.3.2.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 7.3.2.2. Regional breakdown estimates & forecasts, 2016-2026 (USD Billion)

CHAPTER 8. GLOBAL DECORATIVE CONCRETE MARKET, BY REGIONAL ANALYSIS

- 8.1. Decorative concrete Market, Regional Market Snapshot (2016-2026)
- 8.2. North America Decorative concrete Market Snapshot
 - 8.2.1. U.S.
 - 8.2.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)

- 8.2.1.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.2.1.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.2.1.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.2.2. Canada
 - 8.2.2.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.2.2.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.2.2.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.2.2.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.3. Europe Decorative concrete Market Snapshot
 - 8.3.1. U.K.
 - 8.3.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.1.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.1.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.1.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.2. Germany
 - 8.3.2.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.2.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.2.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.2.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.3. Rest of Europe
 - 8.3.3.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.3.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.3.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.3.3.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.4. Asia Decorative concreteMarket Snapshot
 - 8.4.1. China
 - 8.4.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.1.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.1.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.1.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.2. India
 - 8.4.2.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.2.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.2.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.2.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.3. Japan
 - 8.4.3.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.3.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.3.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)

- 8.4.3.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.4.4. Rest of Asia Pacific
 - 8.4.4.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.4.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.4.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.4.4.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.5. Latin America Decorative concrete Market Snapshot
 - 8.5.1. Brazil
 - 8.5.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.5.1.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.5.1.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.5.1.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.5.2. Mexico
 - 8.5.2.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.5.2.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.5.2.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.5.2.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)
- 8.6. Rest of The World
 - 8.6.1. Middle East and Africa
 - 8.6.1.1. Market estimates & forecasts, 2016-2026 (USD Billion)
 - 8.6.1.2. Application breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.6.1.3. End-user breakdown estimates & forecasts, 2016-2026 (USD Billion)
 - 8.6.1.4. Type breakdown estimates & forecasts, 2016-2026 (USD Billion)

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Company Market Share (Subject to Data Availability)
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. BASF SE
 - 9.3.1.1. Overview
 - 9.3.1.2. Financial (Subject to Data Availability)
 - 9.3.1.3. Product Summary
 - 9.3.1.4. Recent Developments
 - 9.3.2. PPG Industries, Inc.
 - 9.3.3. 3M Company
 - 9.3.4. E.I. Du Pont De Nemours and Company.
 - 9.3.5. RPM International Inc.
 - 9.3.6. Huntsman International LLC

- 9.3.7. The Sherwin-Williams Company
- 9.3.8. Boral Limited
- 9.3.9. Cemex, S.A.B De C.V.
- 9.3.10. Sika AG
- 9.3.11. Ultratech Cement Limited
- 9.3.12. Arkema SA
- 9.3.13. The Euclid Chemical Company

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. LIST OF SECONDARY SOURCES, USED IN THE STUDY OF GLOBAL DECORATIVE CONCRETE MARKET

TABLE 2. LIST OF PRIMARY SOURCES, USED IN THE STUDY OF GLOBAL DECORATIVE CONCRETE MARKET

TABLE 3. GLOBAL DECORATIVE CONCRETE MARKET, REPORT SCOPE

TABLE 4. YEARS CONSIDERED FOR THE STUDY

TABLE 5. EXCHANGE RATES CONSIDERED

TABLE 6. GLOBAL DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY REGION 2016-2026 (USD BILLION)

TABLE 7. GLOBAL DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY END-USER 2016-2026 (USD BILLION)

TABLE 8. GLOBAL DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY APPLICATION 2016-2026 (USD BILLION)

TABLE 9. GLOBAL DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY TYPE 2016-2026 (USD BILLION)

TABLE 10. GLOBAL DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY TYPE 2016-2026 (USD BILLION)

TABLE 11. GLOBAL DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY DELIVERY MODE 2016-2026 (USD BILLION)

TABLE 12. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 13. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 14. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 15. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 16. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 17. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 18. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 19. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 20. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 21. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 22. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 23. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 24. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 25. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 26. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 27. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 28. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 29. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 30. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 31. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 32. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 33. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 34. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 35. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 36. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 37. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 38. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 39. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES

& FORECASTS, 2016-2026 (USD BILLION)

TABLE 40. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 41. GLOBAL DECORATIVE CONCRETE MARKET BY REGION, ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 42. U.S. DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 43. U.S DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 44. U.S. DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 45. U.S. DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 46. U.S. DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 47. U.S. DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 48. CANADA DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 49. CANADA DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 50. CANADA DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 51. CANADA DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 52. CANADA DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 53. CANADA DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 54. UK DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 55. UK DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 56. UK DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 57. UK DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 58. UK DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 59. UK DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 60. GERMANY DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 61. GERMANY DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 62. GERMANY DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 63. GERMANY DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 64. GERMANY DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 65. GERMANY DECORATIVE CONCRETE MARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 66. ROE DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 67. ROE DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 68. ROE DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 69. ROE DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 70. ROE DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 71. ROE DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 72. CHINA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 73. CHINA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 74. CHINA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 75. CHINA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 76. CHINA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 77. CHINA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 78. INDIA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS,

2016-2026 (USD BILLION)

TABLE 79. INDIA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 80. INDIA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 81. INDIA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 82. INDIA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 83. INDIA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 84. JAPAN DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 85. JAPAN DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 86. JAPAN DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 87. JAPAN DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 88. JAPAN DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 89. JAPAN DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 90. ROAPAC DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 91. ROAPAC DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 92. ROAPAC DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 93. ROAPAC DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 94. ROAPAC DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 95. ROAPAC DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 96. BRAZIL DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 97. BRAZIL DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 98. BRAZIL DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 99. BRAZIL DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 100. BRAZIL DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 101. BRAZIL DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 102. MEXICO DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 103. MEXICO DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 104. MEXICO DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 105. MEXICO DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 106. MEXICO DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 107. MEXICO DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 108. MIDDLE EAST & AFRICA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS, 2016-2026 (USD BILLION)

TABLE 109. MIDDLE EAST & AFRICA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 110. MIDDLE EAST & AFRICA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 111. MIDDLE EAST & AFRICA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 112. MIDDLE EAST & AFRICA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

TABLE 113. MIDDLE EAST & AFRICA DECORATIVE CONCRETETEMARKET ESTIMATES & FORECASTS BY SEGMENT 2016-2026 (USD BILLION)

List Of Figures

LIST OF FIGURES

FIG 1. GLOBAL DECORATIVE CONCRETETEMARKET, RESEARCH METHODOLOGY

FIG 2. GLOBAL DECORATIVE CONCRETETEMARKET, MARKET ESTIMATION
TECHNIQUES

FIG 3. GLOBAL MARKET SIZE ESTIMATES & FORECAST METHODS

FIG 4. GLOBAL DECORATIVE CONCRETETEMARKET, KEY TRENDS 2017

FIG 5. GLOBAL HEAT EXCHANGERS, GROWTH PROSPECTS 2018-2026

FIG 6. GLOBAL DECORATIVE CONCRETETEMARKET, PORTERS 5 FORCE MODEL

FIG 7. GLOBAL DECORATIVE CONCRETETEMARKET, PEST ANALYSIS

FIG 8. GLOBAL DECORATIVE CONCRETETEMARKET, VALUE CHAIN ANALYSIS

FIG 9. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 10. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 11. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 12. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 13. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 14. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 15. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 16. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 17. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 18. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 19. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 20. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 21. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026
(USD BILLION)

FIG 22. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026 (USD BILLION)

FIG 23. GLOBAL DECORATIVE CONCRETE MARKET BY SEGMENT, 2016 & 2026 (USD BILLION)

FIG 24. GLOBAL DECORATIVE CONCRETE MARKET, REGIONAL SNAPSHOT 2016 & 2026

FIG 25. NORTH AMERICA DECORATIVE CONCRETE MARKET 2016 & 2026 (USD BILLION)

FIG 26. EUROPE DECORATIVE CONCRETE 2016 & 2026 (USD BILLION)

FIG 27. ASIA PACIFIC DECORATIVE CONCRETE MARKET 2016 & 2026 (USD BILLION)

FIG 28. LATIN AMERICA DECORATIVE CONCRETE MARKET 2016 & 2026 (USD BILLION)

FIG 29. ROW DECORATIVE CONCRETE MARKET 2016 & 2026 (USD BILLION)

FIG 30. GLOBAL DECORATIVE CONCRETE MARKET, COMPANY MARKET SHARE ANALYSIS (2017)

COMPANIES MENTIONED

BASF SE

PPG Industries, Inc.

3M Company

E.I. Du Pont De Nemours and Company.

RPM International Inc.

Huntsman International LLC

The Sherwin-Williams Company

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