

Concrete Air-entraining Agents Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Concrete Air-Entraining Agents Market was valued at USD 2 billion in 2024 and is estimated to grow at a CAGR of 3.7% to reach USD 2.8 billion by 2034. This market is driven by the increasing demand for durable and long-lasting construction materials in regions that experience extreme weather patterns. In cold climates, repeated freeze-thaw cycles can cause internal water within the concrete to freeze and expand, leading to cracking and structural damage. Air-entraining agents help solve this issue by introducing microscopic air voids into the concrete mix, allowing space for water to expand safely. This process significantly improves concrete's resilience in severe climates.

With growing urbanization and infrastructure investments in emerging economies, the need for concrete that resists weathering and extends service life is stronger than ever. As modern construction emphasizes reduced maintenance and greater performance, the use of these agents has become increasingly common in roads, bridges, and transit systems. These developments reflect the market's growing focus on performance-based building materials that are designed to last longer and withstand environmental stress.

In 2024, the synthetic air-entraining agents segment held a 44% share. These synthetic agents, including chemical compounds such as alkyl sulfates and sulfonates, are widely used due to their ability to offer precise air content control, cost-effectiveness, and compatibility across diverse cement compositions. Their dependable performance has made them the go-to choice in large-scale applications such as infrastructure and ready-mix concrete production. Meanwhile, blended formulations that combine synthetic and natural surfactants are gaining attention for providing a sustainable yet effective

alternative. These hybrid agents cater to markets seeking greener construction solutions without compromising on performance.

Ready-mix concrete segment in the concrete air-entraining agents market held a 41% share in 2024. This dominance is largely due to its use in a wide range of construction activities, from infrastructure to commercial development. Controlled environments at ready-mix plants allow for precise dosing and optimal blending of liquid air-entraining agents. These agents help ensure consistent performance, especially in terms of durability and freeze-thaw protection, aligning with modern construction standards that demand long-lasting materials.

U.S. Concrete Air-entraining Agents Market held an 85% share and generated USD 248.6 million in 2024. Growth in this region is being supported by increased activity in both new residential construction and upgrades to aging infrastructure. Harsh winters and varied climates across several states necessitate the use of air-entrained concrete to withstand environmental stresses. Regulatory standards established by key institutions in the construction industry enforce the use of these agents in both public and private sector projects, reinforcing their adoption and further expanding market demand.

Leading companies operating in the Global Concrete Air-entraining Agents Market include GCP Applied Technologies Inc., Mapei S.p.A., BASF SE, RPM International Inc., and Sika AG. Key players in this market are focusing on R&D initiatives to develop next-generation air-entraining agents with improved sustainability and performance. They are enhancing formulations to meet specific regional climatic requirements and shifting regulatory expectations. Companies are also expanding their global reach by strengthening distribution networks and forming partnerships with regional construction material suppliers. Investing in automated dosing technologies for concrete plants and digital tracking systems has helped manufacturers offer value-added solutions.

Companies Mentioned

BASF SE, Cementaid International Ltd., Cemex S.A.B. de C.V., Chryso Group, Concrete Additives and Chemicals Pvt. Ltd., Euclid Chemical Company, Fosroc, Inc., Fritz-Pak Corporation, GCP Applied Technologies Inc., Kao Corporation, Kryton International Inc., Mapei S.p.A., Master Builders Solutions, Oscrete Construction Products, Pidilite Industries Ltd., Rhein Chemotechnik GmbH, RPM International Inc., Shandong Wanshan Chemical Co., Ltd., Sika AG, W. R. Grace & Co.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope and definition
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Data mining sources
 - 1.3.1 Global
 - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
 - 1.4.1 Base year calculation
 - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis
- 2.2 Key market trends
 - 2.2.1 Regional
 - 2.2.2 Type
 - 2.2.3 Form
 - 2.2.4 Application
 - 2.2.5 End use Industry
- 2.3 TAM Analysis, 2025-2034
- 2.4 CXO perspectives: Strategic imperatives
 - 2.4.1 Executive decision points
 - 2.4.2 Critical success factors
- 2.5 Future Outlook and Strategic Recommendations

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Supplier Landscape
 - 3.1.2 Profit Margin

- 3.1.3 Value addition at each stage
- 3.1.4 Factor affecting the value chain
- 3.1.5 Disruptions
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Growing construction activities in cold regions
 - 3.2.1.2 Increasing demand for durable concrete structures
 - 3.2.1.3 Rising infrastructure development projects
 - 3.2.1.4 Stringent building codes and standards
 - 3.2.1.5 Enhanced concrete performance requirements
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.2.1 Challenges in maintaining proper air content
 - 3.2.2.2 Balancing air content and concrete strength
 - 3.2.2.3 Fluctuating raw material prices
 - 3.2.2.4 Competition from alternative technologies
 - 3.2.3 Market opportunities
 - 3.2.3.1 Development of bio-based air-entraining agents
 - 3.2.3.2 Expansion in emerging markets
 - 3.2.3.3 Advancements in admixture technology
 - 3.2.3.4 Growing demand for high-performance concrete
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
 - 3.4.1 North America
 - 3.4.2 Europe
 - 3.4.3 Asia Pacific
 - 3.4.4 Latin America
 - 3.4.5 Middle East & Africa
- 3.5 Porter's analysis
- 3.6 PESTEL analysis
 - 3.6.1 Technology and Innovation Landscape
 - 3.6.2 Current technological trends
 - 3.6.3 Emerging technologies
- 3.7 Price trends
 - 3.7.1 By region
 - 3.7.2 By product
- 3.8 Future market trends
- 3.9 Technology and Innovation Landscape
 - 3.9.1 Current technological trends
 - 3.9.2 Emerging technologies

- 3.10 Patent Landscape
- 3.11 Trade statistics (HS code) (Note: the trade statistics will be provided for key countries only)
 - 3.11.1 Major importing countries
 - 3.11.2 Major exporting countries
- 3.12 Sustainability and Environmental Aspects
 - 3.12.1 Sustainable Practices
 - 3.12.2 Waste Reduction Strategies
 - 3.12.3 Energy Efficiency in Production
 - 3.12.4 Eco-friendly Initiatives
- 3.13 Carbon Footprint Considerations

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
 - 4.2.1 By region
 - 4.2.1.1 North America
 - 4.2.1.2 Europe
 - 4.2.1.3 Asia Pacific
 - 4.2.1.4 LATAM
 - 4.2.1.5 MEA
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
 - 4.6.1 Mergers & acquisitions
 - 4.6.2 Partnerships & collaborations
 - 4.6.3 New Product Launches
 - 4.6.4 Expansion Plans

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY TYPE, 2021 – 2034 (USD BILLION) (KILO TONS)

- 5.1 Key trends
- 5.2 Natural-based air-entraining agents
 - 5.2.1 Vinsol resin
 - 5.2.2 Wood rosin
 - 5.2.3 Tall oil

- 5.2.4 Others
- 5.3 Synthetic air-entraining agents
 - 5.3.1 Alkyl aryl sulfonates
 - 5.3.2 Alkyl sulfates
 - 5.3.3 Olefin sulfonates
 - 5.3.4 Others
- 5.4 Blended air-entraining agents

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY FORM, 2021 – 2034 (USD BILLION) (KILO TONS)

- 6.1 Key trends
- 6.2 Liquid
- 6.3 Powder

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2021 – 2034 (USD BILLION) (KILO TONS)

- 7.1 Key trends
- 7.2 Ready-mix concrete
- 7.3 Precast concrete
- 7.4 Concrete pavements
- 7.5 Concrete blocks & bricks
- 7.6 Shotcrete
- 7.7 Others

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY END USE INDUSTRY, 2021 – 2034 (USD BILLION) (KILO TONS)

- 8.1 Key trends
- 8.2 Residential construction
- 8.3 Commercial construction
- 8.4 Infrastructure development
 - 8.4.1 Roads & highways
 - 8.4.2 Bridges & dams
 - 8.4.3 Airports & ports
 - 8.4.4 Others
- 8.5 Industrial construction
- 8.6 Others

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (USD BILLION) (KILO TONS)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 France
 - 9.3.4 Spain
 - 9.3.5 Italy
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 Australia
 - 9.4.5 South Korea
 - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Argentina
 - 9.5.4 Rest of Latin America
- 9.6 Middle East and Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 South Africa
 - 9.6.3 UAE
 - 9.6.4 Rest of Middle East and Africa

CHAPTER 10 COMPANY PROFILES

- 10.1 BASF SE
- 10.2 Cementaid International Ltd.
- 10.3 Cemex S.A.B. de C.V.
- 10.4 Chryso Group

- 10.5 Concrete Additives and Chemicals Pvt. Ltd.
- 10.6 Euclid Chemical Company
- 10.7 Fosroc, Inc.
- 10.8 Fritz-Pak Corporation
- 10.9 GCP Applied Technologies Inc.
- 10.10 Kao Corporation
- 10.11 Kryton International Inc.
- 10.12 Mapei S.p.A.
- 10.13 Master Builders Solutions
- 10.14 Oscrete Construction Products
- 10.15 Pidilite Industries Ltd.
- 10.16 Rhein Chemotechnik GmbH
- 10.17 RPM International Inc.
- 10.18 Shandong Wanshan Chemical Co., Ltd.
- 10.19 Sika AG
- 10.20 W. R. Grace & Co.

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