

Earthen Plasters Market Size, Share & Trends Analysis Report By Product (Clay Plaster, Lime Plaster, Gypsum Plaster), By End-use (Residential, Non-Residential), By Region (North America, Europe, Asia Pacific, CSA, MEA), And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/ECC3E9450BB1EN.html>

Date: April 2025

Pages: 101

Price: US\$ 5,950.00 (Single User License)

ID: ECC3E9450BB1EN

Abstracts

This report can be delivered to the clients within 3 Business days

Earthen Plasters Market Growth & Trends

The global earthen plasters market size is anticipated to reach USD 109.7 billion by 2030 and is projected to grow at a CAGR of 4.5% during the forecast period, according to a new report by Grand View Research, Inc. The market is experiencing significant growth due to the rising demand for sustainable and eco-friendly construction materials. As environmental concerns become more pronounced, both residential and commercial sectors are increasingly opting for materials that have minimal ecological footprints. Earthen plasters, made from natural ingredients such as clay, sand, and straw, are free from harmful chemicals and provide a non-toxic alternative to conventional plasters. This growing preference for environmentally responsible building materials is a major driver of the market, especially as consumers and businesses look to reduce their carbon footprints and adopt greener building practices.

Urbanization and the rapid growth of infrastructure in emerging economies are also contributing to the expansion of the market. As cities grow and new construction projects are initiated, there is a significant push toward using sustainable

materials in residential and non-residential buildings. In developing regions, where construction activities are booming, the adoption of earthen plasters as an affordable and eco-friendly solution is increasing. This trend is supported by the increasing recognition of the need for energy-efficient and environmentally conscious buildings, particularly in the face of rising environmental regulations.

Another key factor driving the market is the growing awareness and acceptance of natural building techniques among architects, builders, and homeowners. Professionals in the construction industry are becoming more knowledgeable about the benefits of earthen plasters, including their ability to regulate indoor temperatures, reduce moisture, and promote better indoor air quality. These benefits, along with the aesthetic appeal of earthen plasters, make them an attractive option for a wide range of applications, from residential homes to commercial buildings. The rise in green architecture and sustainable design is fueling the demand for earthen plasters in construction projects worldwide.

Government regulations and policies supporting sustainable construction practices are also playing a significant role in boosting the market. Many countries and regions are implementing stricter building codes and offering incentives for using green materials in construction. Programs such as LEED (Leadership in Energy and Environmental Design) encourage the use of environmentally friendly materials, and this has led to an increase in the adoption of earthen plasters in both residential and commercial construction projects. These regulations not only promote the use of natural materials but also make it financially attractive for builders to choose sustainable alternatives to conventional construction materials.

The aesthetic appeal and versatility of earthen plasters are driving their adoption in modern construction. The natural textures, colors, and finishes provided by earthen plasters add a unique and rustic charm to buildings, which appeals to both designers and end users. This aesthetic value, combined with the functional benefits of earthen plasters such as moisture regulation and thermal insulation, makes them a highly sought-after choice for those looking to create comfortable, energy-efficient, and visually appealing spaces. As biophilic design trends continue to rise, earthen plasters offer a perfect blend of functionality and beauty, further driving their market growth.

Earthen Plasters Market Report Highlights

The clay plaster segment led the market and accounted for the largest revenue

share of 41.8% in 2024. The growing demand for sustainable and eco-friendly construction materials is a significant driver for the clay plaster segment within the market.

The lime plaster segment is expected to witness the fastest CAGR of 4.8% over the forecast period, driven by its natural properties and environmental benefits.

Asia Pacific dominated the market with the largest global revenue share of about 42.20% in 2024, driven by increasing interest in eco-friendly construction practices.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Scope & Assumption
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook, 2024 (USD Million)
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

CHAPTER 3. EARTHEN PLASTERS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage/Ancillary Market Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Sales Channel Analysis
- 3.3. Regulatory Framework
 - 3.3.1. Analyst Perspective
 - 3.3.2. Regulations & Standards
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Opportunities
 - 3.4.4. Industry Challenges
- 3.5. Business Environmental Tools Analysis: Earthen Plasters Market
 - 3.5.1. Porter's Five Forces Analysis
 - 3.5.1.1. Bargaining Power of Suppliers
 - 3.5.1.2. Bargaining Power of Buyers

- 3.5.1.3. Threat of Substitution
- 3.5.1.4. Threat of New Entrants
- 3.5.1.5. Competitive Rivalry
- 3.5.2. PESTLE Analysis
 - 3.5.2.1. Political Landscape
 - 3.5.2.2. Economic Landscape
 - 3.5.2.3. Social Landscape
 - 3.5.2.4. Technology Landscape
 - 3.5.2.5. Environmental Landscape
 - 3.5.2.6. Legal Landscape
- 3.6. Market Disruption Analysis

CHAPTER 4. EARTHEN PLASTERS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1. Key Takeaways
- 4.2. Product Movement Analysis & Market Share, 2024 & 2030
- 4.3. Global Earthen Plasters Market, By Product, 2018 - 2030 (USD Million)
- 4.4. Clay Plaster
 - 4.4.1. Earthen Plasters Market Estimates And Forecasts, by Clay Plaster 2018 - 2030 (USD Million)
- 4.5. Lime Plaster
 - 4.5.1. Earthen Plasters Market Estimates And Forecasts, by Lime Plaster, 2018 - 2030 (USD Million)
- 4.6. Gypsum Plaster
 - 4.6.1. Earthen Plasters Market Estimates And Forecasts, by Gypsum Plaster 2018 - 2030 (USD Million)
- 4.7. Others
 - 4.7.1. Earthen Plasters Market Estimates And Forecasts, by Others, 2018 - 2030 (USD Million)

CHAPTER 5. EARTHEN PLASTERS MARKET: END USE ESTIMATES & TREND ANALYSIS

- 5.1. Key Takeaways
- 5.2. End Use Movement Analysis & Market Share, 2024 & 2030
- 5.3. Global Earthen Plasters Market, By End Use, 2018 - 2030 (USD Million)
- 5.4. Residential
 - 5.4.1. Earthen Plasters Market Estimates And Forecasts, by Residential, 2018 - 2030

(USD Million)

5.5. Non-residential

5.5.1. Earthen Plasters Market Estimates And Forecasts, by Non-residential, 2018 - 2030 (USD Million)

CHAPTER 6. EARTHEN PLASTERS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

6.1. Key Takeaways

6.2. Regional Market Share Analysis, 2024 & 2030

6.3. North America

6.3.1. North America Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.3.2. North America Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.3.3. North America Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.3.4. U.S.

6.3.4.1. U.S. Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.3.4.2. U.S. Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.3.4.3. U.S. Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.3.5. Canada

6.3.5.1. Canada Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.3.5.2. Canada Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.3.5.3. Canada Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.3.6. Mexico

6.3.6.1. Mexico Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.3.6.2. Mexico Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.3.6.3. Mexico Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.4. Europe

6.4.1. Europe Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.4.2. Europe Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.4.3. Europe Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.4.4. Germany

6.4.4.1. Germany Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.4.4.2. Germany Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.4.4.3. Germany Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.4.5. UK

6.4.5.1. UK Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.4.5.2. UK Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.4.5.3. UK Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.4.6. France

6.4.6.1. France Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.4.6.2. France Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.4.6.3. France Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.4.7. Italy

6.4.7.1. Italy Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.4.7.2. Italy Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.4.7.3. Italy Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.4.8. Spain

6.4.8.1. Spain Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.4.8.2. Spain Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.4.8.3. Spain Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.5. Asia Pacific

6.5.1. Asia Pacific Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.5.2. Asia Pacific Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.5.3. Asia Pacific Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.5.4. China

6.5.4.1. China Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.5.4.2. China Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.5.4.3. China Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.5.5. India

6.5.5.1. India Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.5.5.2. India Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.5.5.3. India Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.5.6. Japan

6.5.6.1. Japan Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.5.6.2. Japan Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.5.6.3. Japan Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.5.7. South Korea

6.5.7.1. South Korea Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.5.7.2. South Korea Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.5.7.3. South Korea Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.6. Central & South America

6.6.1. Central & South America Earthen Plasters Market Estimates And Forecasts,

2018 - 2030 (USD Million)

6.6.2. Central & South America Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.6.3. Central & South America Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

6.7. Middle East & Africa

6.7.1. Middle East & Africa Earthen Plasters Market Estimates And Forecasts, 2018 - 2030 (USD Million)

6.7.2. Middle East & Africa Earthen Plasters Market Estimates And Forecasts, By Product, 2018 - 2030 (USD Million)

6.7.3. Middle East & Africa Earthen Plasters Market Estimates And Forecasts, By End Use, 2018 - 2030 (USD Million)

CHAPTER 7. SUPPLIER INTELLIGENCE

7.1. Kraljic Matrix

7.2. Engagement Model

7.3. Negotiation Strategies

7.4. Sourcing Best Practices

7.5. Vendor Selection Criteria

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Key Players, their Recent Developments, and their Impact on Industry

8.2. Competition Categorization

8.3. Company Market Position Analysis

8.4. Company Heat Map Analysis

8.5. Strategy Mapping, 2024

8.6. Company Listing

8.6.1. Clayworks Ltd

8.6.1.1. Company Overview

8.6.1.2. Financial Performance

8.6.1.3. Product Benchmarking

8.6.1.4. Strategic Initiatives

8.6.2. American Clay Enterprises

8.6.2.1. Company Overview

8.6.2.2. Financial Performance

8.6.2.3. Product Benchmarking

8.6.2.4. Strategic Initiatives

8.6.3. StrawJet

- 8.6.3.1. Company Overview
- 8.6.3.2. Financial Performance
- 8.6.3.3. Product Benchmarking
- 8.6.3.4. Strategic Initiatives

8.6.4. Building Technologies (NBT)

- 8.6.4.1. Company Overview
- 8.6.4.2. Financial Performance
- 8.6.4.3. Product Benchmarking
- 8.6.4.4. Strategic Initiatives

8.6.5. Claylin

- 8.6.5.1. Company Overview
- 8.6.5.2. Financial Performance
- 8.6.5.3. Product Benchmarking
- 8.6.5.4. Strategic Initiatives

8.6.6. Cobworks

- 8.6.6.1. Company Overview
- 8.6.6.2. Financial Performance
- 8.6.6.3. Product Benchmarking
- 8.6.6.4. Strategic Initiatives

8.6.7. Earthbags

- 8.6.7.1. Company Overview
- 8.6.7.2. Financial Performance
- 8.6.7.3. Product Benchmarking
- 8.6.7.4. Strategic Initiatives

8.6.8. Straw Bale Gardens

- 8.6.8.1. Company Overview
- 8.6.8.2. Financial Performance
- 8.6.8.3. Product Benchmarking
- 8.6.8.4. Strategic Initiatives

8.6.9. Build Naturally

- 8.6.9.1. Company Overview
- 8.6.9.2. Financial Performance
- 8.6.9.3. Product Benchmarking
- 8.6.9.4. Strategic Initiatives

8.6.10. Earthen Shelter

- 8.6.10.1. Company Overview
- 8.6.10.2. Financial Performance
- 8.6.10.3. Product Benchmarking

8.6.10.4. Strategic Initiatives

I would like to order

Product name: Earthen Plasters Market Size, Share & Trends Analysis Report By Product (Clay Plaster, Lime Plaster, Gypsum Plaster), By End-use (Residential, Non-Residential), By Region (North America, Europe, Asia Pacific, CSA, MEA), And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/ECC3E9450BB1EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ECC3E9450BB1EN.html>