

# **Natural Zeolites Market Size, Share & Trends Analysis Report By Application (Animal Feed, Pet Litter, Water Treatment, Agriculture & Soil Amendments, Building & Construction), By Region (North America, Europe, APAC), And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/NE752E34E0D7EN.html>

Date: December 2024

Pages: 100

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

ID: NE752E34E0D7EN

## **Abstracts**

This report can be delivered to the clients within 1 Business Day

### **Natural Zeolites Market Growth & Trends**

The global natural zeolites market size is anticipated to reach USD 2.49 billion by 2030, according to a new report by Grand View Research, Inc. The market is projected to grow at a CAGR of 6.0% from 2025 to 2030. Increasing investments in development of new infrastructure in the global construction industry are expected to propel the product demand. The usage of natural zeolites is prominent in construction materials owing to their hygroscopic qualities and the ability to balance pH. Natural zeolites are pozzolanic materials, which are used to enhance strength of the structure.

The construction industry is witnessing considerable growth not only in emerging economies but also in developed countries such as the U.S. In 2017, construction spending in U.S. was 4.5% higher than in 2016. The growth of global construction industry has led to the increased use of cement. Cement manufacturing is a major contributor to greenhouse gas emissions, and thus, natural zeolites are used in construction materials as a partial replacement for cement.

Soil remediation and water treatment applications are expected to augment growth of the natural zeolites market. Soil contamination is a major concern in the European and Asian countries. According to the European Environment Agency, Europe had

approximately 2.5 million potentially contaminated land sites in 2014. Similarly, almost one-fifth of the land in China is rich in cadmium. In 2013, it was reported that rice grown in Hunan province of China was contaminated with cadmium. Also, 44% of rice samples were found to be contaminated with cadmium in Guangzhou. Owing to the increasing soil contamination, materials such as natural zeolites, are being used in soil amendment applications to improve the overall health and quality of soil and the crops.

China has been a major producer and consumer of natural zeolites on a global scale since many years. Their usage is prominent in China owing to an increase in the demand for construction materials and the requirement for soil amendment products. China is the largest cement producer in the world and has been witnessing high use of natural zeolites such as Pozzolan cement.

The growth of the natural zeolites market is affected by presence of substitutes. Both minerals and non-minerals are a threat to the market in major applications including construction materials, water treatment, and soil amendment. For example, activated carbon in water treatment and bentonite clay in soil amendment can hinder demand. Major players in the global market are increasing their production capacities by establishing new plants; joint ventures; and through acquisitions to increase their customer reach in the international markets.

### Natural Zeolites Market Report Highlights

The animal feed segment dominated the market and accounted for the largest revenue share of 23% in 2024, driven by the rising demand for high-quality animal nutrition.

The water treatment segment is expected to grow at a CAGR of 6.4% over the forecast period, owing to the rising demand for effective water purification solutions.

North America natural zeolites market is expected to register a significant CAGR over the forecast period, which can be attributed to the region's growing awareness of sustainable agricultural practices and environmental management.

The U.S. natural zeolites market dominated North America with a significant revenue share in 2024 due to its extensive use across multiple sectors, such as agriculture, construction, and environmental

remediation.

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