

# **North America Commercial Wall Water Resistive Barrier Market Size, Share & Trends Analysis Report By Product (Mechanically Attached Sheet, Self-Adhered Sheet), By End-use (Commercial, Institutional, Industrial), By Country, And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

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### **North America Commercial Wall Water Resistive Barrier Market Growth & Trends**

The North America commercial wall water resistive barrier market size is expected to reach USD 3,264.8 million by 2030, according to a new report by Grand View Research, Inc. It is expected to grow at a CAGR of 8.3% from 2024 to 2030. The growth of commercial wall water-resistant barriers market is attributed to stringent government regulations and ongoing construction in the industrial and healthcare end-use. In addition, the increasing emphasis on the use of eco-friendly material such as fiberglass, foam, and cellulose in barrier products such as gypsum sheathing, and closed-cell spray foam is expected to fuel the market growth.

With the growing concerns related to the climate change, there is a greater focus on constructing energy-efficient and sustainable buildings. The use of water resistive barrier is an essential part of construction that helps to improve energy efficiency and reduce the building's carbon footprint. Thus, positively affecting the overall market demand.

Technological advancement in construction industry is the growth contributing factor for

the market. High application of fluid applied membrane, which comprises a liquid rubber that is used for all types of waterproofing solutions for exterior application on the building. Excellent adhesion and safe application offered by the fluid membrane water resistant barriers have gained attention over the years owing to on-spot manufacturing and implementation. This has resulted in high product utilization in various institutional buildings favoring less renovation time with a maximum barrier against water intrusion.

The North America commercial wall water resistive barrier market is competitive in nature owing to the presence of manufacturers that are consolidated in U.S. and Canada. Leading players in the market are constantly concentrating on company expansion strategies through partnerships and collaborations across the value chain to gain a competitive advantage.

#### North America Commercial Wall Water Resistive Barrier Market Report Highlights

The EIFs segment led the market and accounted for the largest revenue share of 37.9% in 2023, and it is growing at a fastest CAGR of 9.8% over the forecast year 2023-2030. Exterior Insulation and Finish System (EIFs) is an exterior wall cladding that primarily uses insulation boards on the exterior sheathing of the wall with a skin or exterior plaster. Polymer-based (PB) is the most common type of EIFS used as a reinforced base coat applied to the insulation before the complete coat. EIFS wall system relies on the base coat section of the exterior layer to withstand water penetration.

Healthcare end-use segment is expected to register fastest growth of CAGR 8.5% over the forecast year 2023-2030. This is owing to rising concern towards storing medical equipment and medicines free from water and moisture contact. These barriers aid in maintaining the shelf life of the medicines and related equipment. In addition, rising use of non-flammable, odorless, and environmentally friendly coating of the product to protect the wall from water and moisture intrusion inside the healthcare facilities is expected to spur the demand for the product over the forecast

period.

The U.S. is expected to be the largest market for commercial wall water-resistant barrier in 2023. The U.S. market is growing at a CAGR of 8.6% in terms of revenue over the forecast year. The market is driven by increasing construction & renovation activities of government-operated buildings and healthcare facilities in the country. Furthermore, stringent regulations are formulated by the government for improving efficiency of the commercial buildings. This is anticipated to fuel the demand for commercial wall water resistant barrier in U.S.

Commercial building is expected to be the largest end-use segment for the commercial wall water-resistant barrier market, accounting for a revenue share of 37.1% in 2023. This is due to the increasing compliances of the International Building Code (IBC) in construction of commercial buildings and rising concern about the declining structural integrity of commercial buildings due to rainwater penetration and moisture ingress. This has resulted in the adoption of wall water resistant barriers. Moreover, increasing construction spending in the region is expected to propel the demand for these products over the forecast period.

Some of the key players operating in the market includes VaproShield, Henry Company, Pecora Corporation, DuPont, Georgia-Pacific Gypsum LLC, Dow, INDEVCO Building Products, LLC, and PROSOCO, INC.

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