

# **Green Building Materials Market Report by Application (Insulation, Roofing, Framing, Interior Finishing, Exterior Siding, and Others), and Region 2024-2032**

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## **Abstracts**

The global green building materials market size reached US\$ 346.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 716.4 Billion by 2032, exhibiting a growth rate (CAGR) of 8.18% during 2024-2032. The growing environmental awareness among the masses, rising construction of various smart cities around the world, and increasing awareness about the importance of maintaining indoor air quality are some of the major factors propelling the market.

Green building materials refer to construction materials that are designed and manufactured with a focus on sustainability, energy efficiency, and environmental responsibility. They contain limited amounts of volatile organic compounds (VOCs), which are harmful chemicals that can negatively impact indoor air quality. They also aim to minimize the negative impact on the surroundings throughout their life cycle, from extraction or production to disposal or recycling. They provide better insulation, reduce heat transfer, and optimize natural lighting, resulting in lower energy demands and reduced carbon emissions.

At present, the increasing demand for green building materials due to the rising construction of various commercial, residential, and industrial projects around the world is impelling the growth of the market. Besides this, the growing concerns about climate change, resource depletion, and pollution are offering a favorable market outlook. In addition, the rising implementation of strict regulations by governing agencies of various countries for reducing carbon footprint and utilizing various sustainable construction materials is supporting the growth of the market. Apart from this, increasing technological advancements in the development of innovative green building materials, along with the thriving construction industry, are contributing to the growth of the

market. Additionally, the rising awareness about the importance of maintaining indoor air quality is strengthening the growth of the market.

#### Green Building Materials Market Trends/Drivers:

##### Rising demand for sustainable construction materials

There is a rise in the demand for sustainable construction materials due to the growing adoption of sustainable practices across all industries, including construction. Construction activities have a significant environmental impact, contributing to pollution, waste, and high energy use; hence utilizing various green building materials is necessary. Green building materials also often help companies comply with these regulations. Moreover, they often result in significant savings over the long term in the form of lower energy bills, reduced maintenance costs, and increased property value. They also offer health benefits, such as reducing exposure to toxic chemicals. Besides this, the rising awareness among the masses about the benefits of sustainable construction materials is catalyzing the demand for building materials.

##### Increasing construction of smart cities

Smart cities employ data and technology to create efficiencies, enhance sustainability, and improve the quality-of-life factors for people living and working in the city. They are developed by utilizing sustainable building materials, such as green building materials, for various construction purposes to reduce the carbon footprint and maintain good air quality. Green building materials or sustainable materials offer high energy efficiency, reducing the energy needs of buildings and infrastructure. They include insulating materials that reduce heating and cooling needs or smart glass that can adapt to light conditions. Furthermore, as the energy efficiency of green building materials aligns with the goals of smart cities, they are widely utilized in numerous construction projects of smart cities around the world.

##### Growing environmental awareness among the masses

At present, there is an increase in environmental awareness among the masses to protect the environment from various harmful practices. Apart from this, the rising coverage of climate change, biodiversity loss, pollution, and other environmental crises is contributing to raise public awareness. Environmental education is becoming more common in schools and universities, which includes public awareness campaigns, environmental documentaries, and online resources, to help students to become aware of environmental conditions and take steps to prevent them. Moreover, the increasing

environmental awareness is encouraging individuals to make better decisions and lead life sustainably. It is also compelling the masses to utilize various green building materials to construct projects without causing harm to the environment.

Green Building Materials Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global green building materials market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on application.

Breakup by Application:

Insulation

Roofing

Framing

Interior Finishing

Exterior Siding

Others

Insulation dominates the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes insulation, roofing, framing, interior finishing, exterior siding, and others. According to the report, insulation represented the largest segment.

Insulation is essential for reducing heat transfer between the interior and exterior of a building. Green insulation materials, such as cellulose, natural fibers, and recycled materials, provide excellent thermal resistance. They help minimize heat loss during winter and heat gain during summer, thereby reducing the need for excessive heating and cooling, which results in significant energy savings and reduced greenhouse gas emissions. They are also designed for durability and long-term performance. They resist moisture, pests, and degradation, providing effective insulation for extended periods. They help reduce the need for frequent replacement, minimize waste generation, and prevent the consumption of additional resources over time.

Breakup by Region:

North America

Europe

Asia-Pacific

Middle East and Africa  
Latin America

North America exhibits a clear dominance, accounting for the largest market share

The report has also provided a comprehensive analysis of all the major regional markets, which include Europe, North America, Asia Pacific, the Middle East and Africa, and Latin America.

North America held the biggest market share due to the increasing environmental awareness among people. Besides this, the rising construction of various commercial and industrial setups is propelling the growth of the market in the region.

Another contributing aspect is the increasing market demand for sustainable and environmentally friendly products, along with the rising number of homeowners prioritizing energy efficiency, healthy indoor environments, and sustainable practices.

Asia Pacific is estimated to expand further in this domain due to the rising adoption of technologically advanced procedures to create sustainable building materials. Besides this, increasing research activities to develop innovative green building materials are bolstering the growth of the market.

#### Competitive Landscape:

Key market players are researching to innovate and develop new green building materials. They are also focusing on improving product performance, durability, energy efficiency, and sustainability. Leading companies are continuously expanding their product portfolios to fulfil the emerging needs of the market. They are also developing insulation materials, sustainable flooring solutions, eco-friendly paints, renewable energy systems, and other innovative products or enhancing existing ones to offer a wider range of options to customers. Top companies are collaborating with other companies to drive market growth and create synergies. They are also adopting effective marketing strategies to connect with their target audience and increase their sales.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Alumasc Group Plc

Bauder Limited  
Binderholz GmbH  
CertainTeed Corporation  
RedBuilt, LLC  
PPG Industries  
DuPont  
Forbo International SA  
Interface Inc.  
Kingspan Group plc

Lafarge

BASF SE

Owens Corning

National Fiber

Recent Developments:

Binderholz GmbH acquired BSW Timber Ltd. in 2022 to become Europe's largest sawmill and solid wood processor.

In 2021, Lafarge launched Ecolabel cement for the first time in Egypt to meet the company's green criteria and minimize carbon footprint.

In 2023, Owens Corning announced the featuring of its comprehensive insulation product line at 2023 International Builders' Show in the Las Vegas Convention Center.

### Key Questions Answered in This Report

1. What was the size of the global green building materials market in 2023?
2. What is the expected growth rate of the global green building materials market during 2024-2032?
3. What are the key factors driving the global green building materials market?
4. What has been the impact of COVID-19 on the global green building materials market?
5. What is the breakup of the global green building materials market based on the application?
6. What are the key regions in the global green building materials market?
7. Who are the key players/companies in the global green building materials market?

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