

# **Green Roof Market Report by Type (Extensive, Intensive), Distribution Channel (Online, Offline), Application (Residential, Commercial, Industrial), and Region 2024-2032**

<https://marketpublishers.com/r/G0A8308503A4EN.html>

Date: September 2024

Pages: 142

Price: US\$ 3,899.00 (Single User License)

ID: G0A8308503A4EN

## **Abstracts**

The global green roof market size reached US\$ 2.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.8 Billion by 2032, exhibiting a growth rate (CAGR) of 13.3% during 2024-2032. The market is experiencing steady growth driven by the increasing awareness among the masses about climate change and its associated challenges, regulatory support and incentives from governments and local authorities worldwide, and limited space in densely populated cities.

### **Green Roof Market Analysis:**

**Market Growth and Size:** The market is witnessing robust growth, which can be attributed to rising environmental concerns and the need for sustainable urban development. Moreover, government incentives, tax benefits, and regulations promoting green building practices are propelling the growth of the market.

**Technological Advancements:** Innovations in green roof technology, such as modular systems and improved waterproofing, are making installation and maintenance more efficient. In addition, the integration of the Internet of Things (IoT) for monitoring and optimizing green roof performance is supporting the market growth.

**Industry Applications:** Green roofs are widely used in residential, commercial, and industrial buildings to reduce energy consumption, improve air quality, and manage stormwater runoff. Besides this, they are used in urban agriculture,

contributing to food production in cities.

**Geographical Trends:** Europe leads the market on account of the growing focus sustainability. However, North America is emerging as a fast-growing market, driven by the increasing need for sustainable building practices.

**Competitive Landscape:** Key players in the market are actively engaged in several strategic initiatives. They are investing in research and development (R&D) activities to create more efficient and sustainable green roof systems, exploring advancements in materials and technology to enhance performance and durability.

**Challenges and Opportunities:** While the market faces challenges, such as high initial costs and maintenance requirements, it also encounters opportunities in partnering with urban planners and architects to integrate green roofs into building designs.

**Future Outlook:** The future of the green roof market looks promising, with the increasing awareness among the masses about environmental benefits and urbanization trends. Additionally, innovations in materials and technology are expected to propel the growth of the market.

## Green Roof Market Trends:

### Environmental sustainability

The growing focus on environmental sustainability is offering a favorable market outlook. Increasing awareness among the masses about climate change and its associated challenges is encouraging people to adopt sustainable building practices. Green roofs, with their ability to reduce carbon emissions, mitigate urban heat islands, and promote biodiversity, align perfectly with these objectives. Governments and municipalities worldwide are incentivizing and mandating green roof installations to combat climate change. Additionally, businesses and property owners are adopting green roofs as a responsible choice to reduce their carbon footprint. As sustainability is becoming paramount in construction and urban planning, there is a rise in the demand for green roofs, driven by the need to address environmental concerns and create eco-friendly urban environments.

## Urbanization and space utilization

Rapid urbanization, coupled with limited space in densely populated cities, is impelling the growth of the market. As urban areas are expanding, traditional green spaces like parks and gardens are displaced by buildings and infrastructure. Green roofs provide a practical solution to this challenge by converting underutilized rooftop spaces into green and functional areas. These spaces can serve multiple purposes, such as recreational areas, gardens, or urban farms, improving the quality of life for city dwellers. Moreover, green roofs help mitigate the urban heat island effect, reducing the overall energy consumption of buildings and contributing to a more comfortable urban environment. In addition, the growing demand for green roofs to optimize space utilization and enhance urban livability is positively influencing the market.

## Regulatory support and incentives

Regulatory support and incentives from governments and local authorities to encourage the adoption of green roofs are strengthening the growth of the market. These measures often include tax credits, grants, zoning regulations, and building codes that promote green roof installations. In line with this, various countries are providing financial incentives to offset the initial costs of green roof construction. Such support not only makes green roofs more financially attractive to building owners but also creates a positive environment for architects, developers, and construction professionals to incorporate green roof designs into their projects. As governments worldwide are prioritizing sustainable urban development, these regulatory measures are bolstering the growth of the market.

## Energy efficiency and cost savings

Green roofs act as natural insulators, helping to regulate indoor temperatures. By reducing heat gain in summer and heat loss in winter, they decrease the energy required for heating and cooling buildings. This leads to substantial savings on energy bills for building owners, making green roofs an economically attractive investment over time. Moreover, the extended lifespan of roofing membranes due to protection from harsh weather conditions further contributes to cost savings. As businesses and homeowners are seeking ways to reduce operational expenses and enhance sustainability, the demand for green roofs as a practical and financially viable solution is rising.

## Green Roof Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on type, distribution channel, and application.

#### Breakup by Type:

Extensive

Intensive

Extensive accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the type. This includes extensive and intensive. According to the report, extensive represented the largest segment.

Extensive green roofs are characterized by their lightweight and low-maintenance vegetation, such as succulents, sedums, and mosses. They require minimal soil depth, making them ideal for retrofitting existing buildings and structures. They are known for their cost-effectiveness, as they are relatively simple to install and maintain. They also provide benefits like stormwater management, improved air quality, and reduced urban heat island effect.

Intensive green roofs, while representing a smaller segment of the market, offer a more diverse range of vegetation and functionality. These roofs feature a deeper soil substrate, allowing for the cultivation of a variety of plants, shrubs, and even small trees. They are often designed as rooftop gardens or recreational spaces and can support more extensive biodiversity.

#### Breakup by Distribution Channel:

Online

Offline

Offline holds the largest share in the industry

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes online and offline. According to the report, offline accounted for the largest market share.

Traditional brick-and-mortar stores or offline distribution channels, including specialized nurseries, landscaping suppliers, and construction material retailers, are the primary avenues for purchasing green roof materials and components. People visit these physical locations to explore options, receive expert advice, and make their purchases. Offline channels offer a hands-on shopping experience and allow buyers to physically inspect the quality of products before making decisions.

With the proliferation of e-commerce platforms, people have the option to browse, compare, and purchase green roof materials and components online. Online retailers specializing in eco-friendly and sustainable building products are offering a wide range of options. This channel appeals to individuals and businesses looking for convenience, especially when sourcing materials for do it yourself (DIY) green roof projects.

Breakup by Application:

Residential

Commercial

Industrial

Commercial represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the application. This includes residential, commercial, and industrial. According to the report, commercial represented the largest segment.

Commercial buildings, including offices, hotels, shopping centers, and restaurants, are embracing green roofs due to their numerous benefits. Green roofs help commercial property owners improve energy efficiency, reduce cooling costs, and create aesthetically pleasing environments for consumers and employees. Additionally, green roofs contribute to meeting sustainability and corporate social responsibility goals, enhancing the overall image and marketability of commercial properties.

The residential segment of the is gaining traction as homeowners are seeking sustainable and eco-friendly solutions for their properties. Residential green roofs are typically smaller in scale compared to commercial and industrial installations, often designed for individual homes or apartment complexes. They offer homeowners the advantages of improved insulation, reduced stormwater runoff, and enhanced aesthetic appeal. Residential green roofs can also serve as gardens, recreational spaces, or as a means to lower energy bills.

Industrial applications represent a smaller but significant segment of the market. Industrial facilities, such as factories, warehouses, and manufacturing plants, are adopting green roofs for their ability to reduce energy consumption, manage stormwater runoff, and provide insulation. These roofs often require specialized engineering to accommodate heavy loads and specific operational needs.

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Europe leads the market, accounting for the largest green roof market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe accounted for the largest market share due to strong government support, favorable policies, and the rising focus on sustainability. These green roofs are integral to urban planning, offering benefits, such as enhanced energy efficiency, stormwater management, and urban biodiversity. Moreover, technological advancements and the development of specialized green roof systems and components are propelling the

growth of the market in the region.

North America represents a significant segment of the market. Urban centers like Toronto and Chicago are implementing green roof mandates and incentives, fostering a growing interest in green roof technology. The market in the region is driven by factors, such as the need for sustainable building practices, energy efficiency, and the mitigation of urban heat islands.

The Asia Pacific region is experiencing rapid growth in the market due to rapid urbanization, environmental concerns, and government initiatives. Countries like China, Japan, and Singapore are witnessing an increase in green roof installations as they are striving to create greener and more sustainable urban environments. As urbanization is increasing in the Asia Pacific region, green roofs are playing a crucial role in mitigating urban challenges.

Latin America is an emerging segment in the market. While the adoption of green roofs is not as widespread as in other regions, countries like Brazil, Mexico, and Colombia are showing increasing interest in green building practices. Government incentives and a growing awareness about environmental sustainability are contributing to the development of the market in the region.

The Middle East and Africa represent a smaller segment of the market, due to arid climates and different construction practices. However, there is growing interest in green roofs in some urban centers, such as Dubai and Abu Dhabi, where sustainability is a key focus.

#### Leading Key Players in the Green Roof Industry:

Key players in the market are actively engaged in several strategic initiatives. They are investing in research and development (R&D) activities to create more efficient and sustainable green roof systems, exploring advancements in materials and technology to enhance performance and durability. They are also focusing on expanding their product portfolios to cater to diverse consumer needs, offering both extensive and intensive green roof solutions. Additionally, key players are actively participating in collaborations with architects, urban planners, and environmental organizations to promote the benefits of green roofs and incorporate them into sustainable building designs. They are also working on expanding their global presence by entering emerging markets where green roof adoption is rising, ensuring they remain leaders in this environment conscious industry.



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

American Hydrotech Inc. (Sika AG)

ArchiGreen Roof Ltd

Axter Limited

Barrett Company

Bauder Ltd

Columbia Green Technologies

Green Roof Blocks

Optigr?n international AG

Sempergreen B.V.

XeroFlor North America

ZinCo GmbH

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

March 6, 2020: Green Roof Blocks introduced roof garden modules and paks, providing simple solutions for green roof systems. They bring simplicity to green buildings for less money as compared to other products. They are completely self-contained module made of a long-lasting, unique knitted high-density polyethylene.

July 1, 2020: Sempergreen B.V. and Knauf Insulation launched detention roof, a new and innovative green roof concept. This detention roof will make an important contribution to water issues within urban areas.

### Key Questions Answered in This Report

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

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