

White Cement Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Outlook 2023-2028:

The global white cement market size reached US\$ 5,565.2 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7,234.9 Million by 2028, exhibiting a growth rate (CAGR) of 4.6% during 2023-2028.

White cement refers to a construction material which provides excellent durability along with aestheticism. The colour of white cement depends on the quality of the raw materials (iron oxide and manganese oxide) and the manufacturing process. White cement-based plasters are employed for covering swimming pools and facades as they provide uniformity unlike grey cement. Due to its whiteness, brightness, aesthetic appeal, strength and quality, white cement finds several industrial applications. It is used in designer roof and flooring, terrazzo flooring, pre-cast cladding panels as well as transportation projects. Moreover, the ability of white concrete to be cast in any shape makes it ideal for sculptures, monuments and restoration of archaeological sites.

Global White Cement Market Drivers:

Rapid population growth, rising middle-class, elevating income levels, increasing number of nuclear families, mounting working population and changing lifestyles have increased the demand for houses over past several years. Moreover, migration of rural population to urban areas has also created urban housing shortages, which is expected to propel the growth of the housing sector in the coming years.

Infrastructural developments have aided the construction of roads, flyovers, railway stations, etc. In the Middle East, infrastructural construction due to major events, like Dubai Expo 2020 (rescheduled for Oct 2021) and FIFA World Cup 2022 in Qatar, are

expected to catalyze the growth of the construction sector and consequently, the consumption of white cement.

Growing requirements for spaces from educational and healthcare sectors have increased the construction of educational institutes and hospitals. Along with this, development in the tourism industry has also provided opportunity for the construction of hotels, resorts and villas, in turn, spurring the growth of the market.

Advancements in surface treatments and admixtures of white cement have simplified the casting of architectural white cement concrete. In precast applications, white cement is being used exclusively in the exposed layer, producing a decorative facing mix that is just a few inches thick. Such advancements create potential for new industrial applications of white cement, thereby fostering the market growth.

Rising traffic safety concerns and development of roads have strongly aided the market growth of white cement in recent years. White cement creates a strong visual contrast and offers an opportunity for passive traffic safety in transportation projects. Median barriers, made of white cement, not only separate vehicles physically from hazards, but also are highly visible at night and in wet conditions. White cement in roadways also provides a traffic calming effect that increases safety for all modes of transportation.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global white cement market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type and application.

Breakup by Type:

- White Portland Cement
- White Masonry Cement
- Others

On the basis of type, white portland cement represents the most popular product type. White portland cement has a high degree of whiteness which can be modified by adding mineral oxide pigments to concrete. It is ideal for applications such as precast curtain walls, facing panels, stucco, terrazzo surface, cement paint, and white/coloured concrete and mortar.

Breakup by Application:

Residential
Commercial
Infrastructure

Based on application, the market has been segregated into commercial, residential and infrastructural sectors. Amongst these, the residential sector accounts for more than a half of the total market. As white cement reduces the requirement of excessive lighting due to its reflective property, it is used for flooring applications in commercial buildings such as malls, schools, offices, etc.

Regional Insights:

Asia-Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others

Europe

Germany
France
United Kingdom
Italy
Spain
Russia
Others

North America

United States
Canada

Latin America

Brazil
Mexico
Others

Middle East & Africa

On a geographical front, Asia Pacific enjoys the leading position in the global white cement market on account of expanding construction activities in the region resulting from mounting disposable incomes, population growth and rapid urbanization.

Competitive Landscape:

On the global level, the white cement market is highly fragmented with a large number of players operating in the market, however, the market is concentrated at the regional level. Some of the white cement companies include:

Cementir Holding N.V.
Aditya Birla (UltraTech Cement Limited)
JK Cement Ltd
CEMEX
Sotacib
Ras Al Khaimah Cement Company
Federal White Cement
Saveh Cement Company

This report provides a deep insight into the global white cement industry covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. The report also provides a comprehensive analysis for setting up a white cement manufacturing plant. The study analyses the processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the white cement industry in any manner.

Key Questions Answered in This Report:

What was the global white cement market size in 2022?

What will be the global white cement market outlook during the forecast period 2023-2028?

What are the major global white cement market drivers?

What are the major trends in the global white cement market?

What is the impact of COVID-19 on the global white cement market?

What is the global white cement market breakup by type?

What is the global white cement market breakup by application?

What are the major regions in the global white cement market?

Who are the leading white cement manufacturers?

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