

# North America Ceramic Tile Adhesive Market - Forecasts from 2018 to 2023

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## Abstracts

The North America ceramic tile adhesive market is projected to witness a CAGR of 8.92% during the forecast period to reach a total market size of US\$1,293.353 million by 2023, increasing from US\$774.589 million in 2017. The ceramic tile adhesive is used for installing ceramic tile on the floors and walls. The consumption of ceramic tile has been increasing rapidly in the region on account of its durability, resistance to tread wear, and color permanence. Moreover, due to its resistance ability, it is aggressively installed in high traffic areas such as schools, hospitals, hotels, and other high traffic structures. The growth in the ceramic tile consumption has been instrumental in increasing the demand for ceramic tile adhesive for its installation. The capability of ceramic tile adhesive to offer significant adhesion along with time saving improvement as compared to the conventional method of installing tiles has resulted in its growing popularity. Moreover, the gradual change in the consumer preference has resulted in consumers choosing ceramic products extensively in their projects. The improvement in the employment rate in the region is significantly boosting the remodeling spending in the region which is leading to increasing installation of ceramic tiles. Simultaneously, the construction of new housing units is also growing which has rapidly pushed the ceramic tile adhesive market in the region.

### By type

By type, the North America ceramic tile adhesive market is segmented as reaction resin adhesive, dispersion adhesive, and cementitious adhesive. The cementitious tile adhesive holds the major market share in 2017 on account of comprehensive applicability as compared to the dispersion and reaction resin adhesive. In fact, the cementitious adhesive is expected to grow at the highest CAGR and is anticipated to hold the largest share in 2023.

## By application

The North America ceramic tile adhesive market is segmented as wood floor pasting, resilient floor pasting, tiled floor pasting, and stone floor pasting based on application. The replacement of ceramic tile over the resilient flooring is growing at the fastest rate primarily due to the problem of permanent indentation. However, the growing consumer preference towards the use of more ceramic tiles will lead to the increasing replacement activity which is significantly driving the use of ceramic tile adhesive for its installation over other the flooring options.

## By countries

By countries, the market is segmented as the United States, Canada, Mexico, and others. The consumption of ceramic tile is increasing considerably in the region, more specifically in the United States and Mexico, on account of growing residential and non-residential spending and rising disposable income. This has resulted in significant increase in the use of ceramic tile adhesive for its installation. The market in Mexico is anticipated to grow at highest CAGR while the United States is expected to remain a dominant market in the region.

## Competitive landscape

The North America ceramic tile adhesive market is competitive owing to the presence of well-diversified international, regional and local players. The competitive landscape details strategies, products, and investments being done by key players in different technologies and companies to boost their market presence. Some of the major players discussed in the report are Bostik, BASF SE, ParexGroup, and Henkel Corporation among others.

Segments covered under the North America ceramic tile adhesive market report are as below:

## By Type

Reaction resin adhesive

Dispersion adhesive

## Cementitious adhesive

### By Application

Wood floor pasting

Resilient floor pasting

Tiled floor pasting

Stone floor pasting

### By Countries

United States

Canada

Mexico

Others

## Contents

### **1. INTRODUCTION**

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Design
- 2.2. Secondary Sources
- 2.3. Validation

### **3. KEY FINDINGS OF THE STUDY**

### **4. MARKET DYNAMICS**

- 4.1. Market Segmentation
- 4.2. Drivers
- 4.3. Restraints
- 4.4. Opportunities
- 4.5. Supplier Outlook
- 4.6. Industry Outlook
- 4.7. Porter's Five Forces Analysis
  - 4.7.1. Bargaining Power of Suppliers
  - 4.7.2. Bargaining Power of Buyers
  - 4.7.3. Threat of New Entrants
  - 4.7.4. Threat of Substitutes
  - 4.7.5. Competitive Rivalry in the Industry
- 4.8. Industry Value Chain Analysis
- 4.9. Industry Regulations
- 4.10. Scenario Analysis

### **5. NORTH AMERICA CERAMIC TILE ADHESIVE MARKET FORECAST BY TYPE (US\$ MILLION)**

- 5.1. Resin Reaction Adhesive
- 5.2. Dispersion Adhesive
- 5.3. Cementitious Adhesive

### **6. NORTH AMERICA CERAMIC TILE ADHESIVE MARKET FORECAST BY APPLICATION (US\$ MILLION)**

- 6.1. Wood Floor Pasting
- 6.2. Resilient Floor Pasting
- 6.3. Tiled Floor Pasting
- 6.4. Stone Floor Pasting

## **7. NORTH AMERICA CERAMIC TILE ADHESIVE MARKET FORECAST BY COUNTRIES (US\$ MILLION)**

- 7.1. United States
- 7.2. Canada
- 7.3. Mexico
- 7.4. Others

## **8. COMPETITIVE INTELLIGENCE**

- 8.1. Market Share Analysis
- 8.2. Strategies of Key Players
- 8.3. Recent Investments And Deals

## **9. COMPANY PROFILES**

- 9.1. ParexGroup
  - 9.1.1. Overview
  - 9.1.2. Financials
  - 9.1.3. Product and Services
  - 9.1.4. Key Developments
- 9.2. Bostik
  - 9.2.1. Overview
  - 9.2.2. Financials
  - 9.2.3. Products and Services
  - 9.2.4. Key Developments
- 9.3. Laticrete International Inc.
  - 9.3.1. Overview
  - 9.3.2. Financials
  - 9.3.3. Products and Services
  - 9.3.4. Key Developments
- 9.4. BASF SE
  - 9.4.1. Overview

- 9.4.2. Financials
- 9.4.3. Products and Services
- 9.4.4. Key Developments
- 9.5. The Dow Chemical Company
  - 9.5.1. Overview
  - 9.5.2. Financials
  - 9.5.3. Products and Services
  - 9.5.4. Key Developments
- 9.6. Mapei Corporation
  - 9.6.1. Overview
  - 9.6.2. Financials
  - 9.6.3. Products and Services
  - 9.6.4. Key Developments
- 9.7. Henkel AG & Co. KGaA
  - 9.7.1. Overview
  - 9.7.2. Financials
  - 9.7.3. Products and Services
  - 9.7.4. Key Developments

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