

# Growth Opportunities in the Global Waterproofing Membrane Market

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## Abstracts

The future of the waterproofing membrane market looks promising with opportunities in the residential and non-residential construction industries. The global waterproofing membrane market is expected to reach an estimated \$24.2 billion by 2021 and is forecast to grow at a CAGR of 4.3% from 2016 to 2021. The major growth drivers for this market are increasing construction activities and cost-effectiveness of waterproofing membranes.

In this market, bitumen, polyvinyl chloride (PVC), thermoplastic polyolefin (TPO), polyurethane, and ethylene propylene diene monomer (EPDM) are the materials used to make the waterproofing membrane. Lucintel forecasts that bitumen will remain the largest segment due to ease of availability and lower cost. Lucintel predicts that demand for TPO based water proofing membrane is likely to experience the highest growth in the forecast period because of its attractive properties of being eco-friendly and easy to install; TPO is also lightweight and offers superior heat resistance.

Within the waterproofing membrane market, the largest application will continue to be roofing and wall; it is also expected to witness the highest growth over the forecast period from 2016 to 2021. Over the forecast period, growth in the roofing and wall applications will likely be driven by increased demand for single ply roofing, growing energy efficient roofing solutions, and the increasing retrofit market in Europe and North America. For business expansion, the report suggests innovation and new product development to ease of use, to offer low maintenance, and to be substrate compatible.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's challenging economy, you need every advantage that you can find.

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