

# Opportunities for Composites in European Construction Market 2008-2013: Trends, Forecast and Opportunity Analysis, January 2009

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## Abstracts

Construction is one of the largest segments within the European composites industry in volume shipment. This includes 12 major applications such as door, windows, rebar, utility pole, bridge deck, grating, cooling tower, bathtub, swimming pool, architectural applications, FRP panel, and others. Today composite products are becoming far more commonplace. Rebar, decking, grating, door and window, swimming pool, FRP panel and many other applications are gaining great interest from consumers.

This report provides insight into composites in European construction by the end of 2007 and forecasts the market for 2008-2013. Learn what factors are impacting the construction market. The report extensively looks at recent industry trends, as well as future opportunities and threats, and represents an invaluable aid to sales and marketing professionals in, or interested in the industry. In addition, the report analyses market sizes and trends, market structures, key company shares for various segments. Construction markets by materials such as reinforcements and resins are discussed.

Lucintel has identified the best and worst performing markets in 2007. The worst performers in European construction were markets that were most closely associated with the slowdown in residential construction. Because of the slowdown in residential construction, specifically for exports into the U.S., these markets witnessed a significant decline from the previous year. The best markets were those associated with industrial or commercial applications, most of which have very little correlation to the movements in residential housing. As the European residential housing market continues to decline into 2008, it is important to know which sectors have continued to show strength despite the global economic slowdown. In addition, knowing the top five segments, which are expected to grow at or above 9% a year for the next five years, can help to avoid some

of the further weaknesses projected for some application segments. For the next five years, the European composite market in construction is expected to average over 6.0% per year, however, individual results vary greatly from -6.6% to 14.9% per year. According to Lucintel, construction applications in Europe are estimated to reach \$3.1 billion in 2013. Discover which applications will grow the fastest and how changing penetration trends from composites will affect the marketplace.

Ryan Lee, market analyst at Lucintel and author of the report said, "Once potential customers understand the advantages of composite products, the sale itself is not entirely difficult. Often the difficulty is getting the potential customer to see past the initial cost of the product and educate them as to the life cycle cost of composites as compared to conventional materials, which traditionally have less strength, require more maintenance, and need more frequent replacements."

Material suppliers and product manufacturers need to continually stay abreast, critically analyze, and act fast to capture maximum market share and growth in various applications and markets. This 223 page condensed market report provides all of the latest, as well as the critical issues concerning materials, market and applications related to the construction industry. This report is a must have report by every company dealing with construction industry. In today's global economy, you need every advantage that you can find to keep you ahead in your business. Learn about current and future trends, and explore the directions that this industry is heading.

To make any investment, business or strategic decisions, you need timely and adequate information. This market report fulfills this core need. This is an indispensable reference guide for composite material suppliers, product manufacturers, investors, researchers, engineers, distributors and many more, who are dealing with construction industry.

### **Some of the features of this market report are:**

Market size estimates for top 12 composites applications (door, windows, rebar, utility pole, bridge deck, grating, cooling tower, bathtub, swimming pool, architectural applications, FRP panel, etc.) in the European construction industry in terms of volume (million lbs) and \$ million shipment.

Porter's Five Force Analysis for composites opportunities in European construction market in terms of Supplier Power, Buyer Power, Barriers to Entry,

Threat of Substitution and Rivalry.

Competitive analysis for various applications in terms of types of materials used such as the door market by various material types (composites, wood and steel).

Trends (2002 – 2007) and forecast (2008-2013) for composites applications in the European construction industry. Growth rates for various applications in volume (million lbs) and \$ million shipment.

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