

European Union Green Building Materials Market Assessment, By Product Type [Earthen Materials, Structural Insulated Panels, Straw Bale, Wood, Insulated Concrete Forms, Fiber Glass, Cellulose, Natural Fiber, Polystyrene & Isocyanurate, Polyurethane, Steel, Slate/stone, Composites, Fiber Cement, Natural Clay, Others], By Application [Roofing, Flooring, Insulation, Interior Finishing, Others], By End-user [Residential, Commercial, Industrial, Infrastructure], By Region, Opportunities and Forecast, 2016-2030F

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Abstracts

European Union green building materials market size was valued at USD 31.4 billion in 2022, which is expected to grow to USD 63 billion in 2030, with a CAGR of 9.1% during the forecast period between 2023 and 2030. The rising government aid to foster the development of energy-efficient buildings and the increasing utilization of green building materials in residential construction projects to ensure minimized maintenance or replacement costs, superior insulation, and air-sealing quality are expected to be the prominent drivers accelerating the market growth.

Governments in various European Union countries are implementing strategies such as incentives, government aid, and others to increase the utilization of green building materials to reduce the carbon footprints related to the built environment and minimize the effects of climate change. Furthermore, the rise in residential construction activities is attributed to factors, including increasing demand for larger living spaces, the

development of new residential complexes, and others. Thus, the bolstering of residential construction activities is propelling the demand for highly sustainable materials to enhance energy efficiency, fostering the European Union green building materials market growth.

Government Subsidies in the European Union to Foster the Development

Governments in the European Union countries are implementing subsidies in the form of tax benefits, low-interest rate loans, public procurement, fast-track approvals, and promotion of renewable energy to boost the development of new green building projects.

For instance, in August 2022, the government of Germany implemented an aid of USD 19.9 billion (EURO 18.9 billion) for the development of new green buildings and renovation subsidies. Financial aid is fostering the development of new green building projects. Thus, government subsidies for green building projects augment the demand for green building materials in the European Union, thereby driving market growth.

Increase in the Development of New Building Projects

Green building materials, including earthen materials, fiberglass, etc., are often deployed in green building projects to maintain superior indoor air quality, water conservation, and resource efficiency. The increasing measures to improve human health and minimize greenhouse gas emissions bolstered the development of new green building projects in the European Union.

For instance, according to Green Business Certification Inc., in 2022, Spain held the 8th largest green building market at the global level. In 2021, Spain's green building projects were 16,107,100.54 square feet; in 2022, it was 16,851,697.75 square feet, an increase of 4.6%. Therefore, the rise in green building projects is driving the demand for green building materials such as cellulose, polyurethane, fiber cement, etc. in the European Union to ensure the superior durability of structures is, in turn, spurring the European Union green building materials market growth.

Rising Adoption of Green Building Materials in Sweden is Augmenting the Market Growth

Green building materials offers exclusive benefits, including minimum costs related to changing space configurations and superior design flexibility for construction companies

which have their regional presence in Sweden. As a result, the adoption of green building materials is increasing in the country.

For instance, according to Green Business Certification Inc., in 2022, Sweden held the 5th position in the global green building ranking. In 2021, green building projects in Sweden with 52 projects, covering an area of 24,419,164.67 square feet. Hence, the increase in green building projects in Sweden is accelerating the demand for materials such as earthen materials, fiber glass, cellulose, and others to ensure easy maintenance, which is driving the market growth in the country.

Future Market Scenario

The plans for the development of new mixed-use construction projects are increasing in the European Union to achieve long-term sustainability goals. For instance, in June 2023, Atrium Ljungberg, a Sweden-based real estate company announced the plans for the development of Stockholm Wood City. The floor area of the city will be 250,000 square meters, comprising 2,000 houses and 7,000 offices. Thus, the future projects for the development of green building projects in the European Union will accelerate the demand for green building materials, thereby creating a lucrative opportunity for market growth.

The targets of the European Union are increasing for the renovation of substandard building structures with green building materials so that optimum energy efficiency is achieved. For instance, the European Union countries have implemented the EU Green Buildings Pact to make commercial and residential buildings eco-friendly by enhancing insulation and energy efficiency. The primary aim of the pact is to double renovation rates to 35 million buildings across the European Union by 2030. Hence, the increase in the rate of renovation with green building materials such as cellulose and polyurethane will create a favorable growth outlook for the market in the coming years.

The building and construction industry in the European Union is among the major sectors contributing to a higher carbon emission rate. As a result, governments in the European Union are implementing carbon-neutral targets. For instance, the intermediate target of the European Green Deal is to reduce carbon emissions by 55% in 2030 and become carbon neutral by 2050. Therefore, the long-term sustainability targets are expected to reduce carbon generation which will accelerate the deployment of green building materials across the European Union, thereby creating a prominent potential for market growth during the forecast period.

Key Players Landscape and Outlook

The prominent European Union green building materials industry market players include Sika AG, HOLCIM, BASF SE, Binderholz GmbH, and others. The above-listed major players involved in the manufacturing and supply of green building materials, such as earthen materials, fiber glass, cellulose, etc., are investing in strategies such as new product innovation, acquisitions, and facility expansion, to increase their market revenue and volume share in the European Union green building materials market.

In July 2022, HOLCIM, a Switzerland-based manufacturer of green building materials launched ECOPlanet cement, a new range of green building materials. ECOPlanet cement product range has a 30% less carbon footprint. Thus, the development of a new range of products will increase the supply of green building materials in the European Union, thereby spurring market growth in the coming years.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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