

# **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**

Global green building materials market size was valued at USD 276.32 billion in 2022, which is expected to grow to USD 655.4 billion in 2030, with a CAGR of 11.4% during the forecast period between 2023 and 2030. Rising government measures for energy-efficient building development and the increasing deployment of green building materials in commercial construction projects to ensure reduced maintenance or replacement costs are prominent drivers accelerating the market growth.

Governments in various countries are implementing different strategies such as incentives, government aid, and so on to boost the utilization of green building materials to minimize the carbon footprints related to the built environment and diminish the effects of climate change. Moreover, the surge in commercial construction activities is attributed to factors including increasing demand for larger commercial spaces, the development of new healthcare infrastructure, and others. Thus, the booming commercial construction activities are propelling the demand for highly sustainable

materials to maximize energy efficiency, which, in turn, is fostering the green building materials market growth.

### Green Building Projects to Accelerate the Market Growth

The Leadership in Energy and Environmental Design (LEED) certified materials such as earthen materials, fiberglass, and others are often deployed in green building projects to maintain superior indoor air quality, water conservation, resource efficiency, etc. Increasing measures to improve human health and minimize greenhouse gas emissions are the major factors bolstering the development of new green building projects at the global level.

For instance, according to Green Business Certification Inc., in 2022, China held the dominant position in the global green building ranking. In 2021, China's green building projects were 1,077 units; in 2022, it was 1,121 units, an increase of 4.1%. Therefore, the rise in green building projects is driving the demand for green building materials such as cellulose, polyurethane, and fiber cement to ensure the superior durability of structures. It, in turn, is increasing market growth at the global level.

### Government Initiatives are Boosting the Green Building Development

Governments across the global level are taking measures such as tax benefits, low-interest rate loans, public procurement, fast-track approvals, promotion of renewable energy, etc., to bolster the development of new green building projects.

For instance, in 2020, the United Kingdom government implemented the C02nstruct Zero program to eliminate carbon emissions in the country's construction sector and provide a comprehensive action plan, an ambitious vision, and clear targets. The primary focus of the C02nstruct Zero program is to increase the development of green building projects in the United Kingdom to achieve the 2050 net zero carbon emission targets. Thus, the government initiatives for green building projects are fostering the demand for green building materials to enable superior insulation and air-sealing qualities, thereby augmenting the market growth.

### North America to Dominate Globally

Green building materials offer benefits, including minimum costs for changing space configurations and superior design flexibility to North American construction companies. As a result, the adoption of green building materials is increasing in the North American

region.

For instance, according to Green Business Certification Inc., in 2022, Canada held the 3rd position in the global green building ranking. In 2021, green building projects in Canada were 205 units; in 2022, it was 248 units, an increase of 4.1%. Hence, the growth in green building projects in North America is accelerating the demand for materials such as earthen materials, fiberglass, cellulose, and others to ensure easy maintenance, which is driving the market growth in the region.

### Impact of COVID-19

The COVID-19 restrictions in 2020 restrained the demand for green building materials since various global countries-imposed lockdown measures and halted construction activities. As a result, the green building materials market registered losses in 2020.

For instance, in March 2020, the Indian government imposed COVID-19 protocols, due to which construction activities were halted. Thus, the development of green building projects diminished in 2020, creating a bottleneck for market growth. However, the economic stimulus packages for green construction projects implemented by various countries at the end of 2020 accelerated the demand for green construction materials, propelling the market growth.

### Impact of Russia-Ukraine War

Russia and Ukraine are major trade partners for various European countries for the supply of green building materials such as polyurethane, fiberglass, and others. The Russia-Ukraine war disrupted the supply of green building materials in countries such as Poland and Hungary. As a result, the growth of the green building market was limited in the countries in 2022. However, the destruction of buildings due to war will require renovations and reconstruction. Thus, the demand for green building materials will increase in the coming years in Ukraine and Russia.

For instance, according to Ukraine government data, rebuilding buildings and infrastructure damaged during the war could emit 49 million tonnes of carbon emissions. Thus, the increase in construction activities post the completion of the Russia-Ukraine war will spur the demand for green building materials to cut the carbon footprint, thereby creating a lucrative opportunity for market growth.

### Key Players Landscape and Outlook

The major market players in the green building materials industry are Sika AG, ACC Limited, HOLCIM, and CERTAINTEED., and others. The above-mentioned prominent players involved in the manufacturing and supplying materials such as earthen materials, fiberglass, and cellulose are investing in strategies such as new product innovation, acquisitions, facility expansion, and others to increase their market revenue and volume share in the global green building materials market.

In October 2022, HOLCIM, a Switzerland-based manufacturer of green building materials, acquired Wiltshire Heavy Building Materials, a United Kingdom-based manufacturer of green building materials such as recycled concrete and aggregates. The acquisition's major focus was to increase HOLCIM's market presence in the United Kingdom's green building materials market.

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