

Decorative Concrete Market by Type (Stamped, Stained, Colored, Polished, Epoxy, Concrete Overlays), Application (Floors, Walls, Driveways & sidewalks, Pool decks), End-use Industry (Residential, Non-residential), and Region - Global Forecast to 2028

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Abstracts

The market size for Global Decorative concrete Market size is projected to grow from USD 18.3 billion in 2023 to USD 24.3 billion by 2028, at a CAGR of 5.8% from 2023 to 2028.

The robust growth of the decorative concrete market is closely tied to the global trend of heightened demand for renovation and remodeling endeavors. As societies worldwide engage in upgrading and enhancing existing structures, the need for construction materials that offer durability and minimal upkeep becomes increasingly pronounced. Decorative concrete, with its versatile applications and aesthetic appeal, emerges as a key solution to fulfill these requirements. One of the driving factors behind the expanding market is the growing preference for construction products that not only provide structural strength but also contribute to the visual attractiveness of spaces. Decorative concrete, in various forms such as stamped, stained, or polished, meets this demand by offering a wide range of options for enhancing the appearance of floors, walls, driveways, and other surfaces.

The decorative concrete market faces challenges due to raw material price fluctuations, impacting operational costs and profit margins. However, emerging economies' increasing demand for aesthetically pleasing and durable construction materials provides a significant growth opportunity. Despite its potential, the market contends with the challenge of low awareness regarding the benefits and applications of decorative concrete, necessitating focused efforts to educate consumers and unlock its full

potential.

By Type, Polished concrete segment to account for highest growth rate

The polished concrete segment is anticipated to be the fastest-growing segment in the decorative concrete market by 2028. With its high gloss finish and aesthetic appeal, polished concrete flooring has emerged as a popular choice, serving as a cost-effective alternative to materials like marble, granite, tile, linoleum, or coated concrete. It is particularly favored for its ability to withstand high foot traffic, low maintenance requirements, and resistance to moisture. The application of polished concrete extends across various settings, including retail stores, hotels, restaurants, and residential spaces.

By Application, floors segment to account for the highest CAGR during the forecast period

The 'floors' segment is expected to be the fastest-growing segment in the decorative concrete market from 2023 to 2028 due to its versatile application and widespread use in both residential and non-residential settings. Concrete floors offer a stylish and contemporary flooring solution. They are easy to install, especially when there's an existing concrete slab for staining, polishing, or applying decorative coatings. The demand for aesthetically appealing, durable, and cost-effective flooring applications is driving the growth of the floors segment in the decorative concrete market.

By End Use Industry, residential segment to account for the highest CAGR during the forecast period

The residential segment is anticipated to be the fastest-growing segment in the decorative concrete market from 2023 to 2028. This growth is attributed to the rising adoption of decorative concrete in new residential constructions, as well as in renovation and restructuring projects. The application of decorative concrete on residential floors significantly enhances aesthetic appeal. Moreover, decorative concrete offers flooring solutions that are both safe and slip resistant. The increasing preference for stylish and functional interior spaces in residential settings is propelling the demand for decorative concrete in the residential segment.

APAC to be the fastest growing region in the Decorative concrete market.

The Asia-Pacific (APAC) region is expected to exhibit the highest compound annual

growth rate (CAGR) in the decorative concrete market from 2023 to 2028. This growth is driven by emerging economies in APAC, experiencing substantial demand for decorative concrete. The expansion of the construction industries, propelled by rapid economic development and government initiatives toward infrastructural development, is a key factor. The increasing population in these countries contributes to a robust customer base.

By Company: Tier1: 40%, Tier 2: 25%, Tier3: 4: 35%

By Designation: C-Level: 35%, Director Level: 30%, Others: 35%

By Region: North America: 25%, Europe: 20%, Asia Pacific: 45%, South America: 5%, and Middle East & Africa: 5%.

Companies Covered: CEMEX, S.A.B. de C.V. (Mexico), BASF SE (Germany), 3M Company (US), Sika AG (Switzerland), RPM International Inc. (US), The Sherwin Williams Company (US), PPG Industries, Inc. (US), Ultratech Cement Limited (India), and Boral Limited (Australia), and others are covered in the decorative concrete market.

Research Coverage

The market study covers the decorative concrete market across various segments. It aims at estimating the market size and the growth potential of this market across different segments based on type, applications, end-use industry, and region. The study also includes an in-depth competitive analysis of key players in the market, their company profiles, key observations related to their products and business offerings, recent developments undertaken by them, and key growth strategies adopted by them to improve their position in the decorative concrete market.

Key Benefits of Buying the Report

The report is expected to help the market leaders/new entrants in this market share the closest approximations of the revenue numbers of the overall decorative concrete market and its segments and sub-segments. This report is projected to help stakeholders understand the competitive landscape of the market, gain insights to improve the position of their businesses, and plan suitable go-to-market strategies. The report also aims to help stakeholders understand the pulse of the market and provides them with information on the key market drivers, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Investments in the infrastructure industry, Rise in demand for green buildings), restraints (raw material price fluctuations), opportunities (growing demand for aesthetic appeal) and challenges (Lack of awareness about decorative concrete in developing economies) influencing the growth of the decorative concrete market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the decorative concrete market

Market Development: Comprehensive information about lucrative markets – the report analyses the decorative concrete market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the decorative concrete market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like CEMEX, S.A.B. de C.V. (Mexico), BASF SE (Germany), 3M Company (US), Sika AG (Switzerland), RPM International Inc. (US), The Sherwin Williams Company (US), PPG Industries, Inc. (US), Ultratech Cement Limited (India), and Boral Limited (Australia), and among others in the decorative concrete market. The report also helps stakeholders understand the pulse of the decorative concrete market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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