

Earthen Plasters Market by Type (Iron, Calcium, Magnesium, Silicates, Aluminium), Application (Walls, Roofs, Masonry, Agriculture,) and Region (APAC, North America, Europe, MEA & South America) - Global Forecast to 2026

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Abstracts

The global earthen plasters market size is expected to grow from USD 86 million in 2021 to USD 103 million by 2026, at a CAGR of 3.5% during the forecast period. The driving factors for the earthen plasters market is the advantages of clay plasters over other natural plasters, the growth in industrial, commercial & residential construction activities. This driving factor is boosting the demand for the earthen plasters industry.

“Aluminium is expected to be the fastest-growing type in the earthen plasters market during the forecast period.”

Aluminium is the fastest-growing type segment in the earthen plasters market. Aluminum stabilize clay minerals by decreasing critical coagulation concentration, clay dispersion, water uptake, and clay swelling and by increasing micro aggregation. The presence of aluminum has a favorable effect on soil physical properties, increasing aggregate stability, permeability, friability, porosity, and hydraulic conductivity, and reducing swelling, clay dispersion, bulk density, and modulus of rupture. It accounted for a share of about 27.9% of the earthen plasters market, in terms of value, in 2020.

“Roofs is expected to be the fastest-growing application in the earthen plasters market during the forecast period.”

Roofs is the fastest-growing application segment in the earthen plasters market. The growth of this segment is mainly attributed to the high demand for earthen plasters.

High ceilings are notorious for energy wastage, the earthen plasters are breathable and requires no additional vapor barrier and have excellent insulation performance. The earthen plasters are natural, ecological building materials, having good moisture absorption, buffering, and diffusion. They are easy to process and completely free of toxins, recommended for allergy sufferers. It accounted for a share of about 20.6% of the earthen plasters market, in terms of value, in 2020.

“APAC is the largest market for earthen plasters ”

APAC is the largest and market of earthen plasters, with China being the major emerging market. APAC accounted for the largest share of the earthen plasters market in 2020. The market in the region is growing because of increased customer base and increased per capita expenditure o construction activities .

This study has been validated through primaries conducted with various industry experts worldwide. These primary sources have been divided into 3 categories, namely by company, by designation, and by region.

By Company Type- Tier 1- 55%, Tier 2- 30%, and Tier 3- 15%

By Designation- C Level- 21%, Directors – 23%, and Others - 56%

By Region- North America- 45%, Europe- 27%, Asia Pacific- 15%, Middle East – 6%, and South America - 7%

The earthen plasters market comprises major solution providers, such as American Clay Enterprises LLC (US), Clayworks (India), Claytech Baustoffe Aus Lehm (UK), Conluto (Germany) and Clay.It (Lithuania) among others. The study includes an in-depth competitive analysis of these key players in the earthen plasters market, with their company profiles, and key market strategies.

Research Coverage:

The report covers the earthen plasters market based on type, application and region. This study aims at estimating the size and future growth potential of the market across various segmentation types. It also includes an in-depth competitive analysis of the key market players, along with their profiles and key growth strategies.

Key Benefits of Buying the Report:

Comprehensive coverage and analysis of the earthen plasters market in Asia Pacific, Europe, North America, South America and Middle East & Africa

Competitive landscape of major players and their developments in earthen plasters market

Identifying high-potential opportunities for earthen plasters

Identifying and targeting high-growth application segments

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*Details on Business Overview, Products and services offered, Recent Developments, right to win might not be captured in case of unlisted companies.

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