

Polymer Modified Cementitious Coatings Market by Flexibility, Composition, Polymer Type (Acrylic Polymers, SBR Latex), Application (Non-Residential Buildings, Residential Buildings, Public Infrastructure) and Region - Global Forecast to 2025

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Abstracts

The polymer modified cementitious coatings market is projected to grow at a CAGR of 6.5% between 2020 and 2025

The polymer modified cementitious coatings market is estimated at USD 1.1 billion in 2020 and is projected to reach USD 1.5 billion by 2025, at a CAGR of 6.5% from 2020 to 2025. Increasing government initiatives to support infrastructure development and construction activities in emerging countries of the Asia Pacific region offer lucrative growth opportunities to manufacturers of polymer modified cementitious coatings. Moreover, increasing urbanization in the emerging economies is expected to drive the growth of the market.

Impact of COVID-19 outbreak on the polymer modified cementitious coatings market

The COVID-19 outbreak started from Wuhan, China has spread across all the major economies in the world. The polymer modified cementitious coatings market has significantly been impacted due to the outbreak of COVID-19 as most of the construction activities were put on hold. Trade, travel, retail, and manufacturing activities have been affected, and the production of construction chemicals has come to a standstill during the first three months of 2020 and is expected to continue till the second quarter of 2020. However, various countries have lifted lockdowns, which is expected to encourage market growth. The long-term effect of this crisis could be unprecedented and is expected to limit the growth of the polymer modified cementitious

coatings market in the near future.

The overall construction industry is yet to recover from the effects of the pandemic. Improvements in economic conditions are expected to provide substantial opportunities for growth in the construction market. High growth in private commercial construction is expected to drive infrastructure developments. Public construction is estimated to witness sluggish growth as compared to residential and commercial construction. Following the impact of the outbreak, governing bodies of major countries are expected to invest in infrastructure projects to improve health and security and to reinvigorate the construction industry. The construction industry is expected to witness growth owing to rise in demand from the emerging economies of the Asia Pacific, Latin America, the Middle East & Africa, and Eastern Europe in the near future.

Two-component segment to grow at the highest CAGR in the polymer modified cementitious coatings market between 2020 and 2025

Two-component segment is projected to be the fastest growing composition segment in the polymer modified cementitious coatings market during the forecast period. The growth can be attributed to excellent resistance to water, resistance to long-term weathering, good scratch resistance, and higher water vapor permeability of the two-component polymer modified cementitious coatings. Further, the increasing demand for higher durability and flexibility is expected to drive the market for two-component polymer modified cementitious coatings.

Based on the region, Asia Pacific is projected to grow at the highest CAGR in the polymer modified cementitious coatings market between 2020 and 2025

The polymer modified cementitious coatings market in the Asia Pacific region is projected to grow at the highest CAGR between 2020 and 2025. China accounted for the major share of the global polymer modified cementitious coatings market in 2019, which is driving the growth of the Asia Pacific region. China, India, and Japan are the lucrative markets for polymer modified cementitious coatings in the Asia Pacific region during the forecast period. In addition, expansion of the residential construction sector and economic growth of countries in Asia Pacific are further fueling the growth of the polymer modified cementitious coatings market in this region.

Breakdown of primary interviews for the report on the polymer modified cementitious coatings market

By Company Type – Tier 1 – 16%, Tier 2 –36%, and Tier 3 – 48%

By Designation – C-Level – 12%, D-Level Executives – 28%, and Others – 60%

By Region – Western Europe – 32%, North America – 24%, Asia Pacific – 20%, Middle East & Africa–12%, Central & Eastern Europe –8%, Rest of the World – 4%

Major companies such as Arkema S.A. (France), Sika AG (Switzerland), Akzo Nobel N.V. (Netherlands), MAPEI S.p.A. (Italy), Compagnie de Saint-Gobain S.A. (France), and Fosroc International Limited (UAE) , Dow, Inc. (US) and H.B. Fuller Company (US) The Lubrizol Corporation (US), Organik Kimya Sanayi Ve Ticaret A.S. (Turkey), Pidilite Industries Limited (India), GCP Applied Technologies Inc. (US), Berger Paints India Limited (India), W. R. Meadows, Inc. (US), Evercrete Corporation (US), Indulor Chemie GmbH (Germany), The Euclid Chemical Company (US) and among others.

Research Coverage

The report covers the polymer modified cementitious coatings market by flexibility (Flexible and non-flexible), composition (one-component and two-component), polymer type (acrylic polymers, SBR latex), application (non-residential buildings, residential buildings and public infrastructure) and by region. The study aims at estimating the size and future growth potential of the market across various segments. 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

From an insight perspective, this report focuses on various levels of analyses, such as industry analysis (industry trends) and company profiles. With these insights, the study discusses the basic views on the competitive landscape, emerging & high-growth segments, high-growth regions, drivers, restraints, opportunities, and challenges in the polymer modified cementitious coatings market.

The report provides insights on the following:

Market Penetration: Comprehensive information on various products of polymer modified cementitious coatings offered by top players operating in the market

Product Development/Innovation: Detailed insights into upcoming developments in the polymer modified cementitious coatings market, R&D activities, and new applications

Market Development: Comprehensive information about lucrative and emerging markets across different regions

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the polymer modified cementitious coatings market

Competitive Assessment: In-depth assessment of strategies, products, and manufacturing capabilities of leading players in the polymer modified cementitious coatings market

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*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, winning imperatives, Current Focus and Strategies, Threat from Competition, Right to Win might not be captured in case of unlisted companies.

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