

Wetroom Waterproofing Solutions Market by Type (Fabric/Fleece Backed Sheet Membrane, Pre-Waterproofed Substrates, Shower Pan Liner), Raw material (Polyurethane, PVC, Polyurea, Acrylic, ABS, Polystyrene), Application, & Region - Global Forecast 2028

<https://marketpublishers.com/r/W8C40A0377CFEN.html>

Date: August 2023

Pages: 227

Price: US\$ 4,950.00 (Single User License)

ID: W8C40A0377CFEN

Abstracts

The global wetroom waterproofing solutions market is projected to reach USD 8.3 billion by 2028, at a CAGR of 5.4% from USD 6.4 billion in 2023. Growing demand for luxurious and functional wet spaces in residential and commercial settings, stringent regulations mandating waterproofing for moisture-prone areas, rising awareness about structural longevity, and the need to prevent water-related damages are key drivers propelling the wetroom waterproofing solutions market.

“Liquid applied waterproofing accounted for the largest share in type segment of wetroom waterproofing solutions market in terms of value.”

Liquid applied waterproofing holds the largest market share in the wetroom waterproofing solutions segment due to its versatility, efficiency, and cost-effectiveness. This method involves applying liquid membranes directly onto surfaces, creating a seamless barrier that conforms to various shapes and sizes. Its adaptability to complex architectural designs and irregular substrates makes it highly preferred for wetroom applications. Additionally, liquid applied waterproofing offers rapid installation, reducing project timelines and labor costs. Its durable, monolithic nature provides long-term protection against leaks and moisture-related issues, making it a preferred choice for both residential and commercial projects, driving its dominance in the market.

“Polyurethane accounted for the largest share in raw material segment of wetroom waterproofing solutions market in terms of value.”

Polyurethane commands the largest share in the raw material segment of the wetroom waterproofing solutions market due to its exceptional properties that cater to the specific needs of moisture-prone environments. Its remarkable flexibility, adhesion, and resistance to water and chemicals make it an ideal choice for wetroom applications. Polyurethane coatings and membranes create a robust, seamless barrier that can withstand the stresses of varying temperatures and structural movements. This versatility, coupled with its durability and relatively easy application, positions polyurethane as a preferred material for ensuring long-lasting protection against leaks and water damage in diverse wetroom settings, contributing to its significant market share.

“New Constructions accounted for the largest share in uses segment of wetroom waterproofing solutions market in terms of value.”

New constructions command the largest share in the uses segment of the wetroom waterproofing solutions market due to the inherent need for proactive waterproofing measures during the initial stages of building development. Integrating waterproofing solutions during new construction projects ensures that wet areas like bathrooms, spas, and swimming pools are effectively shielded from potential water infiltration and subsequent damage. By implementing waterproofing solutions at the onset, developers and contractors may establish a solid foundation for long-term structural integrity, reducing maintenance costs and risks associated with moisture-related issues. This preventive approach aligns with quality assurance standards, enhances the market value of the property, and underscores the importance of proactive planning in safeguarding new constructions against water-related challenges.

“Commercial accounted for the largest share in the application segment of wetroom waterproofing solutions market, in terms of value.”

The commercial sector claims the largest share in the application segment of the wetroom waterproofing solutions market due to the widespread demand for robust waterproofing solutions in high-traffic public spaces. Commercial establishments such as hotels, resorts, restaurants, and fitness centers require effective wetroom protection to maintain both structural integrity and guest satisfaction. With constant foot traffic and extensive use of wet areas, the need for durable and reliable waterproofing solutions is paramount. Implementing these solutions ensures compliance with regulations,

minimizes business disruptions caused by water-related issues, and enhances the longevity of infrastructure investments. As the commercial sector prioritizes customer experiences and facility longevity, it drives the adoption of wetroom waterproofing solutions to safeguard both reputation and assets.

“Asia -Pacific is the largest market for wetroom waterproofing solutions”

Asia Pacific emerges as the largest market for wetroom waterproofing solutions due to a combination of rapid urbanization, booming construction activities, and changing lifestyle preferences in the region. The surge in residential and commercial development, coupled with a rising demand for modern amenities and luxury spaces, propels the need for effective wetroom waterproofing. Additionally, the region's tropical climate necessitates robust protection against moisture-related damages. Increasing awareness about construction quality and longevity further fuels the adoption of waterproofing solutions. With a dynamic real estate landscape and a burgeoning hospitality sector, Asia Pacific stands as a pivotal market, representing significant growth opportunities for manufacturers and providers of wetroom waterproofing solutions.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the wetroom waterproofing solutions market, and information was gathered from secondary research to determine and verify the market size of several segments.

By Company Type: Tier 1 – 40%, Tier 2 – 30%, and Tier 3 – 30%

By Designation: C Level Executives– 20%, Directors – 10%, and Others – 70%

By Region: North America – 20%, Europe – 30%, APAC – 30%, the Middle East & Africa –10%, and South America- 10%

The wetroom waterproofing solutions market comprises major players such as Sika AG (Switzerland), BASF SE (Germany), Pidilite Industries Ltd. (India), The Dow Chemical Company (US), Mapei Corporation (Italy), Knauf Gypsum Pty Ltd. (Australia), Henry Company (US), Henkel Polybit (Germany), Laticrete International Inc. (US), Kemper System America, Inc. (US), Noble Company (US), Schluter Systems (Germany), Wedi (Germany), and others. The study includes in-depth competitive analysis of these key

players in the wetroom waterproofing solutions market, with their company profiles, recent developments, and key market strategies.

Research Coverage

This report segments the market for wetroom waterproofing solutions market on the basis of raw material, uses, type, application, and region, and provides estimations for the overall value of the market across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products & services, key strategies, new product launches, expansions, and mergers & acquisition associated with the market for wetroom waterproofing solutions market.

Key benefits of buying this report

This research report is focused on various levels of analysis — industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view on the competitive landscape; emerging and high-growth segments of the wetroom waterproofing solutions market; high-growth regions; and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the wetroom waterproofing solutions market offered by top players in the global wetroom waterproofing solutions market.

Analysis of drivers: (Growing demand for modern bathroom designs, stringent building regulations and standards, technological advancements in waterproofing materials, rise in construction activities), restraints (Building regulations and approval challenges, competition from alternative solutions, construction time and inconvenience), opportunities (Growing hospitality and tourism sector, rapid urbanization and infrastructure development, government regulations and incentives), and challenges (High initial costs and technical complexity, building regulations and approval processes, retrofitting and structural challenges) influencing the growth of wetroom waterproofing solutions market.

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

waterproofing solutions market.

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for wetroom waterproofing solutions market across regions.

Market Capacity: Production capacities of companies producing wetroom waterproofing solutions are provided wherever available with upcoming capacities for the wetroom waterproofing solutions market.

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the wetroom waterproofing solutions market.

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