

# Construction Chemical Market in India 2014

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## Abstracts

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Netscribes' latest market research report titled Construction Chemicals Market in India 2014 captures one of the important segments of the overall specialty chemicals market. Construction comprises the second largest sector within the Indian economy. The construction chemicals market is expected to witness dynamic growth in the near future owing to government investments in infrastructure, coupled with the expansion of the real estate sector. The market is expected to exhibit immense growth prospects due to the increased number of housing projects in recent years. The rise in disposable income and a continuous FDI inflow in both the construction and chemicals sector have resulted into a huge demand for construction chemicals in India. However, low consumer awareness about the utility of these products and lack of fixed standards hinders the growth of the market. The market is a price sensitive market and unskilled labour coupled low entry barriers adversely affect the market.

Players in the market are focusing on tier 2 and tier 3 cities to generate higher sales as saturation in tier 1 cities have shifted the construction works in these cities. The players are also focused on using eco-friendly construction chemicals as well as silicone based chemicals to acquire a greater share of the market. Upcoming manufacturing projects involving construction is expected to drive the construction chemicals market. Huge investments are being made in all sectors in the infrastructural space to ensure rapid market growth over the next few years.

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## About

### Market:

Construction chemicals is one of the niche segments of the specialty chemicals industry in India

Growing focus on construction activities in India has led to significant rise in demand for construction chemicals in the Indian market

### Drivers:

Growth in Infrastructure Construction

Real Estate Development

Rise in Disposable Income

Healthy Economic Outlook

### Challenges:

Low Consumer Awareness

Lack of Standards

Price Sensitivity

Unskilled Labor

### Trends:

- Focus on Tier 2 and Tier 3 Cities
- Use of Silicone-based Chemicals

- Eco-Friendly Construction Chemicals

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