

# Roofing Market in India 2013

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## Abstracts

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Netscribes' latest market research report titled Roofing Market in India 2013 depicts the current status of roofing industry with a special focus on asbestos, tile and metal roofing segments. Currently, the roofing sector is preparing for the next generation products, with infrastructure and industrial boom being the major demand drivers. Airports, metro rails, Special Economic Zones, industrial cities and IT parks have initiated the need of enhanced construction technology. Urban consumers are gradually shifting from conventional roofing system to high quality, more technically advanced roofing systems based on their purchasing capacity. Asbestos roofing is becoming increasingly popular in the rural areas owing to the rise in rural income supported by government initiatives such as Mahatma Gandhi National Rural Employment Guarantee Act which promises employment to low-income individuals. Affordable housing programs also aids in demand generation for the roofing industry.

The emerging concept of pre-engineered buildings (PEB) provides huge opportunity for the metal roofing players to capitalize upon. Manufacturing industries such as power, automobile, engineering goods and services including logistics, warehouses and infrastructure are large users of PEB. Presently India's per capita steel consumption is around 45-50 kg which is way lower than the world average of 175 kg signifying the expansion opportunity for the steel roofing industry owing to the increasing construction activities across the country. However, lack of skilled labor force required for roofing installation and maintenance adversely impacts the roofing market. Further, the presence of unorganized players offering roofing products at low prices poses major threat to the organized players in the industry. Currently, there is a prominent trend of installed production capacity expansion, particularly for the asbestos roofing sheets, by major players such as Everest, HIL, Ramco and Visaka which indicates the optimistic outlook held by the industry experts for the domestic roofing market.

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### Market

India has been witnessing a tremendous increase in roofing demand owing to rapid growth in the construction industry along with growing

Roofing market in India is expected to reach x1 mn sq m in 20--, growing at a CAGR of r % from x2 mn sq m in 20—

### Drivers & Challenges

#### Drivers

Growth in Construction Industry

Industrial Growth

Growing PEB Market

Growing Population and Rise in Disposable Income

Huge Rural Consumer Base

#### Challenges

Rise in Raw Material Price

Presence of Unorganized Players

Shortage of Skilled Manpower

Seasonality

Ban on Asbestos

## Cartelization in Asbestos Roofing Segment

### **Technology Trends**

Zinc-Aluminium (Zn-Al) Coated Sheets

Concealed-fixed System

Green Roofing Solutions

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