

Gypsum Plaster Market Forecasts to 2032 – Global Analysis By Product Type (Colored Gypsum Plaster, Lightweight Gypsum Plaster, Heat-Resistant Gypsum Plaster and Regular Gypsum Plaster), Plaster System, Application, and By Geography

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Abstracts

According to Statistics MRC, the Global Gypsum Plaster Market is accounted for \$3.6 billion in 2025 and is expected to reach \$6.5 billion by 2032 growing at a CAGR of 8.5% during the forecast period. Gypsum plaster is a building material composed of calcined gypsum, which is mixed with water to form a smooth, durable coating for walls and ceilings. It offers excellent fire resistance, thermal insulation, and soundproofing while providing a high-quality finish. Unlike cement-based alternatives, it sets quickly and minimizes shrinkage, reducing cracks in the surface. Widely used in interior construction, gypsum plaster enhances aesthetics and ensures structural stability. Its ease of application and environmentally friendly properties make it a preferred choice in modern architecture.

According to USGS, USA accounts for 22 million tons of annual gypsum production in 2023.

Market Dynamics:

Driver:

Rapid urbanization and government-backed housing projects

As cities expand and infrastructure investments rise, builders seek efficient and cost-effective alternatives to traditional cement-based materials. Gypsum plaster offers

quicker drying times, smoother finishes, and improved insulation properties, making it ideal for residential and commercial developments. Additionally, policies promoting sustainable construction practices are encouraging the use of gypsum-based materials, further supporting market growth.

Restraint:

Limited suitability for external applications

Unlike cement plaster, which withstands varying environmental conditions, gypsum requires protective coatings or additional treatments when used in exterior applications. This constraint reduces its adoption in regions with high humidity or frequent rainfall. Moreover, concerns regarding durability and long-term performance in open environments hinder market expansion, leading builders to seek alternative materials for external finishing.

Opportunity:

Development of modified gypsum products with enhanced durability, water resistance

Advances in material engineering have led to formulations incorporating additives that improve moisture tolerance and strength, extending their usability to a wider range of applications. Additionally, innovations in gypsum-based coatings and hybrid blends enable integration into exterior construction, addressing previous limitations. These improvements align with industry demands for high-performance, eco-friendly alternatives, driving further adoption across construction sectors.

Threat:

Competition from alternative materials

Builders often opt for materials with proven versatility in diverse environments, making traditional options more favorable. The presence of advanced synthetic wall-finishing technologies also reduces reliance on gypsum, as these alternatives offer superior resistance to moisture and impact. Maintaining competitive pricing and performance-enhancing innovations will be crucial in mitigating market threats and sustaining growth.

Covid-19 Impact:

The pandemic had a mixed impact on the gypsum plaster market, disrupting supply chains while simultaneously accelerating demand for cost-effective construction materials. Lockdowns and restrictions affected manufacturing operations, leading to delays in material distribution and project timelines. However, the surge in residential renovations and real estate development post-pandemic created renewed interest in efficient building solutions.

The colored gypsum plaster segment is expected to be the largest during the forecast period

The colored gypsum plaster segment is expected to account for the largest market share during the forecast period due to its growing preference in modern architectural applications. Colored gypsum eliminates the need for additional painting, reducing finishing time and labor costs while enhancing aesthetic appeal. The increasing demand for decorative and customized wall finishes in residential and commercial construction is driving adoption.

The manually applied plaster segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the manually applied plaster segment is predicted to witness the highest growth rate driven by its continued preference for precise and customized finishes. While machine-applied plastering techniques are gaining traction, traditional manual application remains relevant for complex surfaces and intricate detailing. Skilled laborers favor this approach for achieving superior texture and uniformity, particularly in high-end residential and commercial projects.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share fueled by rapid urbanization, infrastructure development, and large-scale housing projects. Countries like China, India, and Indonesia are witnessing a surge in construction activity, driving demand for efficient and cost-effective building materials. Government initiatives promoting affordable housing and sustainable construction further support the market expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest

CAGR due to rising adoption of eco-friendly and efficient construction techniques. The region's strong emphasis on sustainable building materials, coupled with technological innovations in gypsum-based products, is accelerating market growth. Government policies promoting green construction and energy-efficient buildings are encouraging builders to opt for gypsum plaster.

Key players in the market

Some of the key players in Gypsum Plaster Market include Yoshino Gypsum Co Ltd, Winstone Wallboards Ltd, Vg-orth GmbH & Co. KG, USG Corporation, Sam Gypsum Private Ltd, Saint-Gobain, N.K.V Gypsum Plaster Company Ltd, La Maruxina, Knauf Gips KG, James Hardie Industries plc, Global Gypsum Company Co. LTD, Georgia-Pacific Gypsum II LLC and Escayescos.

Key Developments:

In April 2025, Saint-Gobain announced the acquisition of a leading gypsum board producer based in Vietnam to strengthen its position in the rapidly growing Southeast Asian construction market. The acquisition aligns with its strategy to expand in high-growth regions and enhance local production capabilities.

In March 2025, Knauf introduced its new "EcoLite+" series of ultra-lightweight gypsum boards with enhanced thermal insulation and recycled content. The boards are designed to meet the EU's evolving energy efficiency standards and support green building certifications like LEED and BREEAM.

Product Types Covered:

Colored Gypsum Plaster

Lightweight Gypsum Plaster

Heat-Resistant Gypsum Plaster

Regular Gypsum Plaster

Plaster Systems Covered:

Manually Applied Plaster

Machine Applied Plaster

Finishes

Other Plaster Systems

Applications Covered:

Residential

Commercial

Industrial

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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