

# **Global Below-Grade Waterproofing Market by Material Type (Polymers, Bitumen, Bentonite, Rubberized Asphalt, and Others), by Membrane Type (Sheet-based and Liquid-coated), by Position Type (Positive side, Blind side and Negative side), by Application Type (Fluid-Applied, Fully Bonded, Self-Adhered, and Loose-Laid), by End-User Type (Commercial Building, Residential Building and Public Infrastructure), and by Region (North America, Europe, Asia-Pacific, and Rest of the World), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2017-2022**

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## **Abstracts**

This report, from Stratview Research, studies the global below-grade waterproofing market over the period 2017 to 2022. The report provides detailed insights into the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

### **THE GLOBAL BELOW-GRADE WATERPROOFING MARKET: HIGHLIGHTS**

The global below-grade waterproofing market offers healthy growth opportunity and is likely to grow at 6.5% CAGR over the next five years to reach US\$ 1,870.7 million in 2022. Increasing building and infrastructure activities owing to rebounding economy, increasing global investments for the construction of high-rise buildings and infrastructures, high focus on the protection of buildings and infrastructures from corrosion and other weather conditions, and increasing demand for energy efficient

building are the major growth drivers of the global below-grade waterproofing market.

The global below-grade waterproofing market is firstly segmented based on material type as Polymers, Bitumen, Bentonite, Rubberized Asphalt, and others. The polymers segment is expected to remain the growth engine of the global below-grade waterproofing market during the forecast period of 2017 to 2022. The segment is likely to witness the highest growth over the next five years as well. High synthetic polymer production to support rising population and urbanization, an introduction of high-performance below-grade waterproofing system and a gradual shift from bitumen to synthetic polymers are the major growth drivers of the segment over the next five years.

Based on the membrane type, the global below-grade waterproofing market is segmented as sheet-based and liquid-coated. Sheet-based membrane expected to remain the most dominant membrane type in the global below-grade waterproofing market during the forecast period of 2017 to 2022. Increasing usage of breathable waterproofing membranes and environmentally safe products would remain the major growth drivers of sheet-based below-grade waterproofing membrane market over the next five years.

Based on the position type, the below-grade waterproofing market is segmented as the positive side, negative side and blind side. The positive side is projected to remain the dominant segment of the global below-grade waterproofing market over the next five years, whereas blind side is likely to be the fastest-growing segment during the same period, driven by its suitability with zero property line application.

Based on the end-user type, the global below-grade waterproofing market is segmented as commercial building, residential building, and public infrastructure. The commercial building segment is expected to remain the largest in the global below-grade waterproofing market during the forecast period, whereas the public infrastructure segment is expected to witness the highest growth during the same period. Increasing construction activities of high rise buildings coupled with increasing preference of foundations and basements are the major growth drivers of the commercial building segment.

Based on region, Asia-Pacific is expected to remain the largest below-grade waterproofing market during the forecast period. The region is also expected to experience the highest growth during the same period. Continuous growth in the construction and infrastructure sector in emerging Asian economies, such as China and

India, are driving the demand for the below-grade waterproofing system in the region.

The supply chain of this market comprises raw materials suppliers, below-grade waterproofing manufacturers, distributors, and contractors. The key below-grade waterproofing system manufacturers are GCP Applied Technologies, Sika AG, RPM International Inc., Carlisle Companies Inc., and BASF SE. Developing high-performance below-grade waterproofing systems, regional expansion and mergers & acquisitions are the key strategies adopted by major players to gain a competitive edge in the market.

## **RESEARCH METHODOLOGY**

This report offers high-quality insights and is the outcome of detailed research methodology comprising extensive secondary research, rigorous primary interviews with industry stakeholders and validation and triangulation with Stratview Research's internal database and statistical tools. More than 500 authenticated secondary sources, such as company annual reports, fact book, press release, journals, investor presentation, white papers, patents, and articles have been leveraged to gather the data. About 10 detailed primary interviews with the market players across the value chain in all four regions and with industry experts have been executed to obtain both the qualitative and quantitative insights.

## **REPORT FEATURES**

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the report:

Market structure: Overview, industry life cycle analysis, supply chain analysis

Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis

Market trend and forecast analysis

Market segment trend and forecast

Competitive landscape and dynamics: Market share, product portfolio, product

launches, etc.

Attractive market segments and associated growth opportunities

Emerging trends

Strategic growth opportunities for the existing and new players

Key success factors

The global below-grade waterproofing market is segmented into the following categories.

Global Below-Grade Waterproofing Market, By Material Type

Polymers (Regional Analysis: NA, Europe, APAC, and RoW)

Bitumen (Regional Analysis: NA, Europe, APAC, and RoW)

Bentonite (Regional Analysis: NA, Europe, APAC, and RoW)

Rubberized Asphalt (Regional Analysis: NA, Europe, APAC, and RoW)

Other materials (Regional Analysis: NA, Europe, APAC, and RoW)

Global Below-Grade Waterproofing Market, By Membrane Type

Sheet-based Membrane (Regional Analysis: NA, Europe, APAC, and RoW)

Liquid-coated Membrane (Regional Analysis: NA, Europe, APAC, and RoW)

Global Below-Grade Waterproofing Market, By Position Type

Positive Side (Regional Analysis: NA, Europe, APAC, and RoW)

Negative Side (Regional Analysis: NA, Europe, APAC, and RoW)

Blind Side (Regional Analysis: NA, Europe, APAC, and RoW)

Global Below-Grade Waterproofing Market, By Application Type

Fluid Applied (Regional Analysis: NA, Europe, APAC, and RoW)

Fully Bonded (Regional Analysis: NA, Europe, APAC, and RoW)

Self-Adhered (Regional Analysis: NA, Europe, APAC, and RoW)

Loose-Laid (Regional Analysis: NA, Europe, APAC, and RoW)

Global Below-Grade Waterproofing Market, By End-User Type

Commercial Building (Regional Analysis: NA, Europe, APAC, and RoW)

Residential Building (Regional Analysis: NA, Europe, APAC, and RoW)

Public Infrastructure (Regional Analysis: NA, Europe, APAC, and RoW)

Global Below-Grade Waterproofing Market, By Region

North America (Country Analysis: The USA, Canada, and Mexico)

Europe (Country Analysis: Germany, France, The UK, Russia, and Rest of Europe)

Asia-Pacific (Country Analysis: China, Japan, India and Rest of Asia-Pacific)

Rest of the World (Country Analysis: Latin America, The Middle East, and Others)

## REPORT CUSTOMIZATION OPTIONS

With this detailed report, Stratview Research offers one of the following free customization options to our respectable clients:

*Global Below-Grade Waterproofing Market by Material Type (Polymers, Bitumen, Bentonite, Rubberized Asphalt, an...*

## **COMPANY PROFILING**

Detailed profiling of additional market players (up to 3 players)

SWOT analysis of key players (up to 3 players)

## **REGIONAL SEGMENTATION**

Current market size (2016) of below-grade waterproofing in any of the North American country by material type

## **COMPETITIVE BENCHMARKING**

Benchmarking of key players on the following parameters: Product portfolio, geographical reach, regional presence, and strategic alliances

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