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Hygroscopic Building Material Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Material Type (Silica Gel, Activated Clay, Zeolites, Natural Fibers, Synthetic Fibers, By Application (Moisture Control in Indoor Environments, Humidity Regulation in Libraries & Museums, Packaging & Storage, Food & Pharmaceutical Industry, Electronics & Automotive Industry), By Form (Desiccant Bags & Cartridges, Desiccant Packets, Desiccant Panels & Sheets, Desiccant Beads, Desiccant Powders), By Region, By Competition, 2020-2030F

https://marketpublishers.com/r/HF638960D983EN.html
Date: June 2025
Pages: 180
Price: US$ 4,500.00 (Single User License)
ID: HF638960D983EN

Abstracts

Market Overview

The Global Hygroscopic Building Material Market was valued at USD 55.09 billion in 2024 and is projected to reach USD 107.68 billion by 2030, growing at a CAGR of 11.65%. This market encompasses construction materials capable of naturally absorbing and releasing moisture from the surrounding environment. Materials such as wood, clay, gypsum, and various bio-based composites contribute to indoor humidity regulation, offering improved air quality, occupant comfort, and energy efficiency. These materials function passively to buffer humidity changes, reducing dependence on mechanical systems. Their integration into modern construction aligns with sustainable design trends, enhancing thermal performance and supporting eco-friendly practices.

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As demand for healthier, more energy-efficient buildings grows globally—driven by regulations and green certification requirements—hygroscopic materials are gaining traction among developers, architects, and engineers. Their applications span both new construction and renovation, across residential, commercial, and institutional sectors.

Key Market Drivers

Growing Demand for Energy-Efficient and Passive Buildings

The increasing emphasis on energy-efficient and passive building design is a key driver accelerating growth in the hygroscopic building material market. With stricter energy regulations and rising sustainability benchmarks, the construction sector is under pressure to reduce environmental impact. Hygroscopic materials contribute significantly by passively regulating indoor humidity—absorbing and releasing moisture in response to atmospheric conditions—thereby reducing reliance on mechanical HVAC systems. This leads to lower energy consumption and supports compliance with green building certifications such as LEED, BREEAM, and WELL. Consequently, architects, builders, and developers are turning to materials like clay, lime, wood, and hempcrete for their dual benefits of performance and sustainability. These materials not only improve thermal comfort but also provide long-term operational cost savings, aligning with the growing preference for eco-conscious construction practices.

Key Market Challenges

Limited Consumer Awareness and Market Education

A major barrier to the widespread adoption of hygroscopic building materials is the limited awareness and understanding among consumers, construction professionals, and architects regarding their benefits and functionality. Despite their proven ability to regulate indoor air quality and enhance occupant comfort, hygroscopic materials remain underutilized due to insufficient market education. Many stakeholders default to traditional building materials, which are more familiar, accessible, and appear cost-effective in the short term. The long-term advantages of energy savings and health improvements are often overlooked or inadequately communicated. Additionally, construction education and professional training programs seldom cover hygroscopic material science in depth, leading to a knowledge gap that hinders their inclusion in design and planning stages. This challenge is particularly pronounced in developing regions, where awareness of sustainable practices is still emerging and price sensitivity tends to outweigh environmental considerations.

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Key Market Trends

Integration of Hygroscopic Materials in Sustainable and Green Building Practices

A significant trend in the hygroscopic building material market is their growing integration into environmentally sustainable building practices. As energy-efficient construction becomes a priority worldwide, materials like wood, clay plasters, lime-based products, and natural fibers are being incorporated into green building designs. These materials offer passive moisture regulation, improving indoor air quality and reducing the burden on HVAC systems. Their use aligns well with certifications like LEED and BREEAM, making them increasingly attractive to builders and architects focused on sustainable development. By enhancing thermal stability and humidity buffering, hygroscopic materials help create healthier and more energy-efficient indoor environments. This trend is further supported by innovations in eco-friendly construction techniques and a growing consumer demand for buildings that promote well-being and environmental responsibility.

Key Market Players

Compagnie de Saint-Gobain S.A.

Rockwool A/S

Knauf Insulation GmbH

Owens Corning

BASF SE

Kingspan Group plc

Gutex Holzfaserplattenwerk H. Henselmann GmbH & Co. KG

Thermo-Hanf Vertriebs GmbH

Havelock Wool LLC

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Soprema S.A.S.

Report Scope:

In this report, the Global Hygroscopic Building Material Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Hygroscopic Building Material Market, By Material Type:

Silica Gel

Activated Clay

Zeolites

Natural Fibers

Synthetic Fibers

Hygroscopic Building Material Market, By Application:

Moisture Control in Indoor Environments

Humidity Regulation in Libraries & Museums

Packaging & Storage

Food & Pharmaceutical Industry

Electronics & Automotive Industry

Hygroscopic Building Material Market, By Form:

Desiccant Bags & Cartridges

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- Desiccant Packets
- Desiccant Panels & Sheets
- Desiccant Beads
- Desiccant Powders

Hygroscopic Building Material Market, By Region:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - France
  - United Kingdom
  - Italy
  - Germany
  - Spain
- Asia-Pacific
  - China
  - India
  - Japan

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Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Hygroscopic Building Material Market.

Available Customizations:

Global Hygroscopic Building Material Market report with the given Market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

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Detailed analysis and profiling of additional Market players (up to five).

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