

India Jointing Compound Market, By Product (Single, Multi), By Application (Residential, Commercial, Industrial), By Type (Taping, Topping, All Purpose, LITE Drying, Setting), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

India Jointing Compound Market was valued at USD 16.28 Billion in 2024 and is expected to reach USD 22.87 Billion by 2030 with a CAGR of 5.67% during the forecast period.

Jointing compound, also known as drywall compound or joint compound, is a versatile material primarily used in the construction and finishing of drywall. It is a thick, paste-like substance designed to fill joints, seams, and gaps between sheets of drywall to create a smooth, even surface. The compound helps to hide the seams and screw or nail holes, ensuring a seamless transition between drywall panels.

Made from a mixture of gypsum powder, water, and other additives, jointing compound is available in various forms, such as ready-mixed or powder that requires mixing. It is typically applied in multiple layers, with each layer being sanded down to achieve a smooth, flawless finish. After application, the compound hardens and becomes durable, allowing for the attachment of paint or wallpaper.

There are different types of jointing compounds, including all-purpose, lightweight, and quick-setting compounds. All-purpose compounds are commonly used for most drywall finishing tasks, while lightweight compounds are easier to work with due to their reduced weight. Quick-setting compounds are often employed for faster drying times and immediate results, though they require more skill to apply.

Key Market Drivers

Advancements in Product Technology

Technological advancements in jointing compound formulations have played a significant role in driving the growth of the India jointing compound market. Manufacturers are continuously innovating to improve the performance, ease of use, and environmental sustainability of jointing compounds. These advancements have made jointing compounds more effective, reducing the time and labor required for drywall finishing.

Modern jointing compounds are now available in a variety of specialized formulations, including lightweight compounds, quick-setting compounds, and compounds that offer enhanced durability and flexibility. These innovations cater to the growing needs of both professional contractors and DIY enthusiasts, enabling faster application, reduced drying times, and improved finish quality. For instance, lightweight jointing compounds are easier to handle and apply, reducing the physical strain on workers and improving efficiency during installation. Furthermore, the development of eco-friendly jointing compounds has gained popularity in response to growing environmental concerns. Manufacturers are now producing jointing compounds with low volatile organic compound (VOC) emissions, making them safer to use in indoor environments. These green formulations align with the increasing demand for sustainable construction materials in India, especially in urban areas where air quality and environmental impact are closely monitored.

The introduction of advanced jointing compounds that can withstand high humidity, extreme temperatures, and other challenging conditions is also driving market growth. These specialized products are essential for projects in regions with extreme climates or those requiring additional durability, such as hotels, hospitals, and industrial spaces.

Growing Demand for DIY Home Improvement Projects

The increasing popularity of do-it-yourself (DIY) home improvement projects in India has emerged as a significant driver of the jointing compound market. As urbanization continues to rise, many homeowners are opting to undertake home renovation and improvement tasks themselves, rather than relying solely on professional services. This DIY trend has been fueled by several factors, including the availability of online tutorials, affordable home improvement tools, and the growing desire among individuals to personalize their living spaces.

Jointing compounds, which are essential for finishing drywall installations, are seeing increased usage due to this DIY boom. Homeowners are increasingly purchasing jointing compounds for small-scale projects such as patching up walls, creating accent features, and repairing damaged drywall. The availability of lightweight and easy-to-use jointing compounds has made them accessible to non-professionals, further contributing to their popularity in the DIY market. Additionally, the rise of online retail platforms in India has made jointing compounds more accessible to consumers, especially in smaller cities and towns where traditional hardware stores may not carry a wide range of products. E-commerce platforms offer a variety of jointing compounds, including ready-mixed options and smaller packaging, catering to DIY enthusiasts who may not need large quantities for their home improvement projects. As a result, jointing compound manufacturers are targeting this growing segment with user-friendly and affordable products.

The DIY trend has created a new customer base for jointing compounds, diversifying the market beyond professional contractors and large construction projects. As the interest in home improvement continues to rise, the demand for jointing compounds in the DIY segment is expected to further increase. The global DIY home improvement market is projected to reach USD 1.8 trillion by 2027, growing at a 7-8% CAGR.

Urbanization and Increased Disposable Income

Urbanization and the rise in disposable income levels have been crucial drivers of the jointing compound market in India. As more people move to urban centers in search of better employment and living opportunities, the demand for residential, commercial, and mixed-use developments has surged. This urban migration has led to increased construction activities, further driving the need for finishing materials such as jointing compounds.

The growing middle-class population, with higher disposable incomes, has also contributed to a greater demand for quality housing and commercial properties. Homebuyers in urban areas are increasingly prioritizing aesthetics and interior finishes, which has further boosted the need for drywall installations. Drywall offers a modern and flexible solution for constructing walls and ceilings, and jointing compounds are crucial for achieving a polished and smooth surface. In addition to residential construction, the demand for jointing compounds has expanded in the commercial real estate sector. The rise in office spaces, retail outlets, hotels, and educational institutions in urban areas has led to a higher volume of drywall and jointing compound usage. As

businesses and commercial establishments seek to create aesthetically appealing and functional spaces, the demand for drywall installation and the associated jointing compounds has grown significantly.

Higher disposable incomes also allow homeowners and developers to invest in high-quality finishing materials. This has driven the demand for premium jointing compounds that offer enhanced durability, ease of application, and superior finishes. As urbanization continues to grow and disposable incomes rise, the market for jointing compounds in India is expected to experience sustained growth, driven by both residential and commercial construction sectors. As of 2024, around 38% of India's population resides in urban areas. This is expected to rise to 40% by 2030 and 50% by 2050. By 2030, the urban population in India is projected to exceed 600 million people.

Key Market Challenges

High Cost of Raw Materials and Production

One of the significant challenges faced by the jointing compound market in India is the rising cost of raw materials and production. Jointing compounds primarily consist of gypsum, binders, fillers, and other additives. The prices of these raw materials are subject to fluctuations in the global market, and any increase in their cost can directly affect the final price of jointing compounds. Gypsum, the core material used in jointing compounds, is often sourced from global suppliers, and changes in international transportation costs, tariffs, or supply chain disruptions can lead to price hikes. Additionally, other components such as resins and polymers used for enhancing the quality and performance of jointing compounds are also subject to volatile prices. This cost fluctuation can create uncertainty for manufacturers and customers alike, impacting their budget planning and pricing strategies. Manufacturers, particularly small and medium-sized enterprises, may struggle to absorb these rising costs, which could lead to margin compression or price hikes passed on to consumers.

The impact of these price increases is twofold. First, the rising cost of jointing compounds makes them less affordable for consumers, particularly in the price-sensitive Indian market. This is a concern for both the construction industry, which uses these compounds on a large scale, and the growing DIY segment, where affordability is key. If jointing compounds become more expensive, it could dampen demand from smaller-scale projects or lower-income groups.

As the cost of production rises, manufacturers may be forced to reduce the quality of

their products to maintain competitive prices. This can lead to compromises in the durability, performance, and ease of application of jointing compounds, which can negatively impact their overall effectiveness in the construction and finishing process. Lower-quality products may also result in higher rejection rates and more waste, which can further inflate costs.

To mitigate these challenges, manufacturers need to adopt cost-effective production techniques, improve supply chain efficiency, and explore alternative raw materials or locally sourced inputs. However, the volatility of raw material prices remains a persistent challenge that could limit the growth potential of the jointing compound market in India.

Lack of Skilled Labor and Technical Expertise

Another significant challenge hindering the growth of the jointing compound market in India is the shortage of skilled labor and technical expertise in drywall installation and finishing. While jointing compounds are widely used in residential, commercial, and industrial construction, the proper application of these materials requires a high level of skill and precision. The process of applying jointing compound to drywall is not only about filling joints but also ensuring a smooth, uniform finish that is free from imperfections such as cracks, bubbles, or uneven surfaces. Achieving this level of finish requires trained professionals who understand the nuances of working with jointing compounds.

In India, there is a notable gap in the availability of skilled labor capable of handling drywall installation and finishing tasks. This shortage of skilled workers is exacerbated by the rapid pace of construction projects across urban areas, which has led to a high demand for workers in the construction sector. Many of the laborers in India's construction industry are unskilled or semi-skilled and lack the technical knowledge required for specialized tasks like applying jointing compounds. Consequently, drywall finishing, which includes the application of jointing compounds, often suffers from poor workmanship, resulting in subpar finishes that require additional time and resources for correction.

The lack of skilled labor in this area also contributes to higher labor costs. Unskilled workers may take longer to complete drywall finishing tasks, leading to increased project timelines and additional expenses. Moreover, the lack of expertise in handling jointing compounds properly can lead to waste, as incorrect application techniques may result in excess material being used or unnecessary repairs being needed, further driving up costs for construction companies.

The shortage of skilled workers also impacts the market for jointing compounds in the DIY segment. Many DIY enthusiasts in India may lack the experience needed to apply jointing compounds effectively, leading to suboptimal results and frustration. As a result, the lack of technical expertise both among professionals and DIY consumers limits the potential for widespread adoption of jointing compounds and may reduce consumer confidence in using these products.

To address this challenge, there is a growing need for training and certification programs aimed at developing specialized skills in drywall installation and jointing compound application. The construction industry and jointing compound manufacturers must collaborate with vocational institutions, industry associations, and training centers to bridge this skill gap. Investing in labor training not only improves the quality of finishes but also increases demand for high-quality jointing compounds, ultimately supporting market growth.

Key Market Trends

Shift Toward Eco-friendly and Sustainable Products

In recent years, there has been a noticeable shift toward eco-friendly and sustainable products in the Indian jointing compound market. As environmental concerns grow, both consumers and manufacturers are increasingly prioritizing sustainable materials and practices in construction and building products. Jointing compound manufacturers have responded to this trend by introducing low-VOC (volatile organic compound) and non-toxic formulations, which contribute to a healthier indoor air quality and reduce the environmental impact of construction materials. These products appeal to eco-conscious consumers and are in line with the growing preference for green building materials.

The Indian government's push toward sustainability and green building certifications, such as the LEED (Leadership in Energy and Environmental Design) certification, has further accelerated this trend. Builders and developers are increasingly choosing products that contribute to green building initiatives, driving the demand for jointing compounds with low environmental footprints. Additionally, regulations and guidelines on the use of environmentally friendly materials in construction are becoming more stringent, prompting manufacturers to innovate and develop sustainable alternatives.

Manufacturers are also focusing on reducing the carbon footprint associated with

production and transportation of jointing compounds. By sourcing raw materials locally, reducing packaging waste, and optimizing the production process to minimize energy consumption, they are helping to reduce the overall environmental impact. As consumers become more aware of the benefits of eco-friendly products, the demand for sustainable jointing compounds is expected to rise, encouraging manufacturers to continue developing greener solutions for the market.

This shift toward sustainability is not just a passing trend but a long-term market movement driven by a growing environmental consciousness in India. As more consumers and businesses recognize the value of green building practices, the demand for eco-friendly jointing compounds will likely continue to grow, influencing product development and shaping the future of the Indian jointing compound market.

Growth of the DIY Segment

The DIY (Do-It-Yourself) home improvement market in India has witnessed significant growth in recent years, and this trend is becoming a crucial driver for the jointing compound market. With increasing disposable incomes, rising homeownership, and a growing interest in personalizing living spaces, more Indian consumers are opting to undertake their own home renovation and improvement projects. The DIY market, once relatively small in India, has exploded, driven by the availability of online resources, tutorials, and easy access to home improvement materials.

This shift toward DIY home improvement is contributing to the rising demand for jointing compounds. DIY enthusiasts, who are eager to tackle small drywall repair or installation projects, often require jointing compounds for tasks like patching holes, filling joints between drywall sheets, and achieving a smooth finish. Manufacturers have responded to this demand by developing user-friendly products, such as ready-mixed jointing compounds, which make the application process easier for non-professionals.

The availability of jointing compounds in smaller, more affordable packaging options has also fueled this trend. DIY consumers are typically less interested in purchasing large quantities of jointing compounds, so packaging tailored to smaller projects allows for greater convenience and affordability. This makes the product more accessible to homeowners who only require small amounts for occasional repairs or renovations. Additionally, the rise of e-commerce platforms in India has made it easier for DIY enthusiasts to access jointing compounds and other home improvement materials. Online platforms offer a wide range of jointing compounds from various manufacturers, along with step-by-step guides and instructional videos. This ease of access, combined

with the growing interest in DIY projects, has created a significant market segment for jointing compounds.

As DIY home improvement continues to gain popularity, the demand for jointing compounds in this segment is expected to increase, presenting new growth opportunities for manufacturers in India. This trend also reflects a larger cultural shift toward self-reliance and personalized home design, which is likely to have a lasting impact on the jointing compound market.

Segmental Insights

Product Insights

Multi held the largest market share in 2024. Multi-purpose jointing compounds dominate the India jointing compound market due to their versatility, cost-effectiveness, and wide applicability across various construction projects. The primary reason for their dominance is their ability to serve multiple functions in the drywall finishing process. These compounds can be used for filling joints, seams, and gaps, as well as for covering nail or screw heads and creating a smooth surface for painting or other finishing applications. Their broad usability makes them the go-to choice for both large-scale construction projects and smaller DIY tasks.

In India's rapidly growing construction sector, efficiency and cost control are key priorities. Multi-purpose jointing compounds offer a significant advantage by reducing the need for multiple specialized products. This makes them highly attractive to contractors and builders, as they simplify inventory management and reduce overall material costs. The ability to use a single compound for various stages of drywall finishing translates into both time and cost savings, which is especially crucial for budget-sensitive projects.

The ease of application of multi-purpose jointing compounds makes them highly favored, even by DIY enthusiasts. These compounds are generally user-friendly, requiring less technical expertise compared to more specialized products. This accessibility has contributed to their popularity in India, where a growing number of homeowners are engaging in DIY home improvement projects. The widespread availability of ready-mixed formulations further enhances their appeal, as it eliminates the need for additional preparation.

Regional Insights

South India held the largest market share in 2024. South India holds a dominant position in the Indian jointing compound market due to several key factors, including the region's rapid infrastructure development, high demand for residential and commercial properties, and a growing focus on construction quality and modern building practices.

One of the primary reasons for South India's dominance in the jointing compound market is the region's robust construction and real estate sectors. Cities like Bengaluru, Chennai, Hyderabad, and Kochi are witnessing significant urbanization, with a rise in residential complexes, office spaces, and commercial establishments. The demand for modern construction materials, including drywall and jointing compounds, has surged as builders and developers increasingly adopt dry construction techniques for their benefits of speed, cost-effectiveness, and flexibility. Jointing compounds, essential for the smooth finishing of drywall, are therefore in high demand in these rapidly growing urban centers.

South India has a long-standing preference for contemporary construction methods. Drywall installations, which require jointing compounds for finishing, have become a preferred choice in commercial buildings, high-rise apartments, and luxury homes, as they offer advantages in terms of quick installation, lightweight construction, and improved aesthetics. The increasing inclination toward modern interior designs, including partition walls and false ceilings, further drives the demand for jointing compounds in the region.

South India is home to a strong presence of manufacturing units and distribution channels, which makes jointing compounds readily available in local markets. Major construction companies in the region also prioritize the use of high-quality materials, which encourages the widespread adoption of premium jointing compounds. The region's well-developed infrastructure and availability of skilled labor make it easier for manufacturers to cater to the growing demand for drywall materials.

Key Market Players

Saint-Gobain Gyproc India Ltd.

USG Boral Building Products India Private Limited

India Gypsum Pvt Ltd.

Jayswal Interiors Pvt Ltd.

Dana Interiors Private Limited

Indus Industries Pvt. Ltd.

Gyptech Systems Pvt Ltd.

Durabuild Care Pvt. Ltd.

Report Scope:

In this report, the India Jointing Compound Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Jointing Compound Market, By Product:

Single

Multi

India Jointing Compound Market, By Application:

Residential

Commercial

Industrial

India Jointing Compound Market, By Type:

Taping

Topping

All Purpose

LITE Drying

Setting

India Jointing Compound Market, By Region:

South India

North India

West India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Jointing Compound Market.

Available Customizations:

India Jointing Compound 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

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

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