

India White Cement Market, By Pack Size (1Kg, 5Kg, 25Kg and 50Kg), By Compression Strength (33 Mega Pascal, 43 Mega Pascal, 53 Mega Pascal), By End Use (Residential, Commercial, Industrial and Infrastructure), By Region (East, West, North and South), Competition Forecast & Opportunities, 2025

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Abstracts

India white cement market is expected to grow at a CAGR of 12% during 2020 - 2025 due to rising residential and commercial construction activities coupled with increasing number of government initiatives such as 'Housing for All' by 2020, setting up of hospitals, railway stations, airports and road networks. Factors like rising middle class population, improving standard of living and increasing income levels are boosting demand for houses in India. Further, growing infrastructure developments are fueling construction activities such as construction of roads, flyovers, railway stations and others. These factors are fostering the growth of the construction sector, and thereby, the consumption of white cement. However major cement companies have identified immediate business risks on account of Corona Virus (COVID -19), which may even have its effects in FY2021 and FY2022.

India white cement market is segmented based on pack size, end use, and region. Based on pack size, the market can be segmented into 1 Kg, 5 Kg, 25 Kg and 50 Kg. The 50 Kg segment is likely to continue its dominance during the forecast period. Based on end use, the market can be categorized into residential, commercial, industrial and infrastructure. The residential sector dominates the market owing to extensive use of cement in flooring and painting applications. Additionally, use of white cement in constructing residential infrastructure helps builders in energy savings. Moreover, white cement also reduces the requirement of excessive lighting due to its reflective property.

South region is the largest white cement market in the country, followed by West , North and East regions.

Major players operating in India white cement market include Ultratech (Birla White) Cement Ltd, J.K. Cement Limited, Emirates Cements India Private Limited, Travancore Cement India Private Limited, Sakarni Plaster (India) Private Limited, NGS White Cements Pvt Ltd, among others. Ultratech Cement Limited is market leader in India with 680 KT production capacity of white cement. The company is focusing on expanding its market reach by tapping rural markets. Many players are importing white cement and directly selling in the market under their own brand name due to shrinking profit margins, even though the volume shares are increasing every year.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of India white cement market.

To classify and forecast India white cement market based on pack size, compression strength, end use, company and regional distribution.

To identify drivers and challenges for India white cement market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India white cement market.

To conduct pricing analysis for India white cement market.

To identify and analyze the profile of leading players operating in India white cement market.

Some of the leading players in India white cement market are Ultratech (Birla White) Cement Ltd, J.K. Cement Limited, Emirates Cements India Private Limited, Travancore Cement India Private Limited, Sakarni Plaster (India) Private Limited, NGS White Cements Pvt Ltd and others.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of white cement manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of India white cement market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

White cement manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to white cement

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, major end users, etc., besides allowing them in strategizing investments and capitalizing on market

opportunities.

Report Scope:

In this report, India white cement market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Pack Size:

1 Kg

5 Kg

25 Kg

50 Kg

Market, By Compression Strength:

33 Mega Pascal

Other Than 33 Mega Pascal

Market, By End Use:

Residential

Commercial

Industrial

Infrastructure

Market, By Region:

North

East

South

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India white cement market.

Available Customizations:

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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