

Thin Bed Mortar Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Thin-bed mortar is a specially designed adhesive mortar that is used in laying tiles and stones, AAC/CLC blocks, and other building materials by the thin-layer method, usually between 2-6 mm. It is a construction material that gives high bond, cost-efficiency, and precision relative to the conventional thick-bed mortars. Thin-bed mortars usually have cement, polymers, fillers, and additives that make them more flexible, have greater adhesion strength, and are more workable and therefore are applicable in modern construction practice. They are used extensively in residential, commercial, and industrial building projects because of their rapid setting characteristic, compatibility with large-format tiles, and the fact that they are compatible with lightweight walling systems.

The Thin Bed Mortar market is set to show a growth rate of about 4.6% during the forecast period (2025-2033F). The thin-bed mortar industry is a growing market worldwide due to increased construction and renovation projects in residential, commercial, and industrial buildings. The growing use of large-format tiles, lightweight systems, and eco-friendly building materials is driving demand for high-performance thin-bed mortars. The economic growth in developing countries also favors market growth. Furthermore, the product has better efficiency and durability, improved by the use of polymer-modified and ready-mix technology, which facilitates market acceptance. Combining these, thin-bed mortars are a solution of choice in the current construction requirement to ensure the continued growth of the industry in the world market.

Based on the application category, the market is categorised into tile & stone adhesive, thin joint masonry (AAC/CLC blocks), insulation & finishing systems, floor & wall layering, repair, renovation & refurbishment, and others. Among these, the Tile & Stone Adhesive holds the largest market share, driven by the extensive use of thin-bed mortars for installing tiles in residential, commercial,

and industrial buildings, the rapid urbanization process, and the increasing popularity of ceramic, porcelain, and large-format ceramic tiles. However, the thin Joint Masonry (AAC/CLC Blocks) is expected to witness the fastest growth due to the result of increased incorporation of lightweight, energy-saving walling systems in green building and government-financed low-cost housing developments. The growing demand for environmentally-friendly building materials and quicker construction methods will cause the further acceleration of the usage of thin joint mortars in the future.

Based on the end-user category, the market is categorized into residential, commercial, industrial, and others. Among these, the residential segment holds the maximum market share because of the large number of tile jobs, flooring jobs, wall overlaying, and renovation jobs in residential areas, due to the fast urbanization and the high need for modern interiors. The high rate of remodeling of kitchens, bathrooms, and living areas also increases demand in this segment. However, the commercial segment is expected to grow the fastest in the future. This is backed by the growing commercial construction activities, including offices, hotels, retail areas, and public infrastructure, that will need durable, high-performance adhesives and mortars.

Based on the distribution channel category, the market is segmented into direct sales, retail sales, online, and others. Among these, direct sales are dominating as large construction companies, contractors, and other infrastructure developers are more likely to use bulk procurement directly with manufacturers. This channel is prevalent in major projects where long-term collaboration with suppliers is critical. However, the online channel is likely to experience the most significant growth in the future because of further digitalization of the construction procurement business, the increase in use of e-commerce platforms by small contractors and DIY consumers, and better logistics and delivery networks.

For a better understanding of the demand of Thin Bed Mortar, the market is analyzed based on its worldwide adoption in countries such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, U.K., France, Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, and the Rest of Asia-Pacific), and Rest of World. Among these, Asia-Pacific holds the largest market share, because of the high rate of urbanization, residential construction, and construction of major infrastructures in the key economies of China, India, and Southeast Asian countries. However, the Rest of the World, including Latin

America, the Middle East, and Africa, will experience tremendous growth as government efforts are being enhanced to promote construction and infrastructure activities.

Some major players running in the market include Ardex Group, Saint-Gobain Group, MAPEI Inc., Sika Group, LATICRETE International, Inc., Cemex S.A.B de C.V., Cantillana (Holcim Ltd.), Custom Building Products, LLC, Katto Kft., and Nelissen Steenfabrieken.

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