

North America Self-Leveling Underlayment Market Research Report Forecast to 2026

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Report description:

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Market Overview

Self-leveling underlayment provides good flow, ease of handling, strong adhesion, and provide a glossy and excellent finish. These are easy to use, less messy, suitable for any kind of surface, faster to dry, and require less labor. The North American self-leveling underlayment market is estimated at USD 145.4 million in 2019, which is expected to reach USD 184.6 million in 2026, registering a CAGR of 4.7%.

The major factors driving the growth of this market are the high demand for self-leveling underlayment from the construction industry and the benefits of self-leveling products over conventional flooring methods. Furthermore, the growing demand for replacement and renovation of existing floors is expected to boost the demand for self-leveling underlayment during the forecast period. However, lack of awareness among end users and the high cost of self-leveling underlayment to that of traditional concrete materials inhibit the market growth.

The North American self-leveling underlayment market is driven by factors such as the high demand for self-leveling underlayment from the construction industry and the several benefits of self-leveling products over traditional flooring methods. However, the high cost of self-leveling concrete is expected to restrain the global market growth. Nevertheless, the growing construction of commercial buildings is expected to present a growth opportunity for the market players.

In recent years, the growing construction sector has boosted the demand for innovative construction solutions, including self-leveling underlayment solutions. Governments across the region are promoting infrastructure development. The countries in North America are introducing various reforms and regulations to boost their infrastructure and real estate. Such reforms are expected to boost the demand for self-leveling underlayment solutions due to the growth of the construction sector. Authorities in North America have observed increased spending on private construction activities, especially in the US. As per the US Census Bureau and various sources, the total construction spending in the country increased by approximately 6% in 2016, compared to the previous year.

Market Segmentation

The North American self-leveling underlayment market has been segmented based on end-user and country. By end-user, the North American self-leveling underlayment market has been classified into residential and commercial. The commercial segment dominated the North American self-leveling underlayment market with a market share of 61.77% by value in 2019. The segment

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reached USD 89.69 million in 2019; it is expected to register a 5.4% CAGR and reach USD 119.1 million by the end of 2025. By country, the North American self-leveling underlayment market has been segmented into the US, Canada, and Mexico. The US is estimated to account for the largest market share; it is expected to register the highest CAGR during the forecast period. Self-leveling underlayment is a modified polymer high-performance concrete that can flow, compact, and provide a leveled surface when poured over a surface. This easy-to-use cement-based underlayment has low plastic viscosity, high flowability, low segregation, low bleeding, high compressive strength, and high stability. It acts as an excellent solution for smoothing and flattening interior surfaces before installing floor coverings.

Major Players

Major players of North America Self leveling underlayment market are Ardex Group, Mapei S.p.A, LafargeHolcim, Arkema Group, Saint-Gobain S.A, Sika AG, USG Corporation, and The Quikrete Companies.

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