

Brazil Construction Chemicals Market By Type (Concrete Admixtures, Water Proofing and Roofing, Repair and Rehabilitation, Industrial Flooring, Sealants and Adhesives, Cement Grinding Aids, Others), By End-use Industry (Residential, Industrial/Commercial, Infrastructure, Repair): Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-05-01 | 73 pages | Allied Market Research

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Report description:

The Brazil construction chemicals market is anticipated to witness significant growth during the forecast period. This is attributed to rise in demand for construction chemicals due to the increasing building and construction projects in the country. However, the market is restrained by high cost of raw materials, stringent environmental regulations, and high taxes on import of construction chemicals. In addition, increase in competition from domestic market players and volatile economic conditions pose challenges for the growth of the market.

On the contrary, the current focus of production in the Brazil construction chemicals market is on producing highly advanced and eco-friendly systems to reduce the carbon footprint of the construction industry. The market has been driven due to investment by government to develop advanced construction systems, including use of bioplastics, which are less toxic and less energy & water-consuming than conventional materials such as metals and timber. Furthermore, Green Building Principles introduced since the 2000s have encouraged the use of environment-friendly construction chemicals.

Moreover, the focus of government on developing architecture in major cities is anticipated to create new opportunities in the market. The government is encouraging the use of renewable energy sources such as solar energy and wind energy in major infrastructure projects. This is expected to drive the demand for construction chemicals as they are required for efficient installation and maintenance of solar panels & wind turbines.

The Porter's five forces analysis assists to understand the competitive scenario of the industry and role of each stakeholder. The analysis includes threat of new entrants, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, and

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competitive rivalry. The threat of new entrants in the Brazil construction chemicals market is low as the market is consolidated and barriers to entry are large due to high cost of raw materials, stringent environmental regulations, and high taxes on import of construction chemicals. The threat of substitutes is low due to unique characteristics of construction chemicals that companies offer, such as robustness, water-resistance, and eco-friendly property. The bargaining power of suppliers is low due to the presence of large number of suppliers and high competition between them. The bargaining power of buyers is low as suppliers in the market offer similar prices. The competitive rivalry is high due to the presence of several LAMEA and domestic players operating in the market.??

SWOT analysis is a management technique used to identify the strengths, weaknesses, opportunities, and threats for the Brazil construction chemicals market. The key strengths of the Brazil construction chemicals market are increase in investments in residential & commercial construction sector, technological advancements, rise in availability of eco-friendly construction materials, and boost in government initiatives for infrastructure development. However, the weaknesses of the Brazilian construction chemicals market include high cost of raw materials, stringent environmental regulations, and high taxes on import of construction chemicals. On the contrary, major opportunities for the market include rise in focus on production of advanced and eco-friendly systems to reduce the carbon footprint of the construction industry. The significant threats to the market include upsurge in competition from domestic market players and volatile economic conditions.?

The Brazil construction chemicals market is projected to augment in the future with new product advancements and R&D activities occurring to develop construction materials. In addition, companies are focusing on pricing strategies to gain high market share. Companies are offering products at competitive prices to garner a larger number of customers. Furthermore, companies are focusing on providing innovative services and solutions to meet the requirements of customers.?

Key Benefits for Stakeholders?

The report enables informed decision-making process and offers market analysis based on current market situation and estimated future trends.?

It analyzes the key strategies adopted by major market players in the Brazil construction chemicals market.?

The study assesses and ranks the top factors that are expected to affect the growth of the Brazil construction chemicals market.?

Top player positioning provides a clear understanding of the present position of market players.?

Detailed analysis of the Brazil construction chemicals market segmentation assists to determine the prevailing market opportunities.?

It identifies key investment pockets for various offerings in the market.?

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- Product Benchmarking / Product specification and applications
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- Supply Chain Analysis & Vendor Margins
- Technology Trend Analysis
- Market share analysis of players by products/segments
- New Product Development/ Product Matrix of Key Players
- Regulatory Guidelines
- Strategic Recommedations
- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- Criss-cross segment analysis- market size and forecast
- Historic market data
- Import Export Analysis/Data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- List of customers/consumers/raw material suppliers- value chain analysis
- Product Consumption Analysis
- Reimbursement Scenario
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Type

- Industrial Flooring
- Sealants and Adhesives
- Cement Grinding Aids
- Others
- Concrete Admixtures
- Water Proofing and Roofing
- Repair and Rehabilitation

By End-use Industry

- Residential
- Industrial/Commercial
- Infrastructure
- Repair
- Key Market Players
- Wacker Chemie AG
- Henkel AG & Co. KGaA
- BASF SE
- Dow
- Mapei
- C.H. Sorensen
- SIKA AG
- AkzoNobel N.V.
- RPM International Inc.
- Ardex Endustri Kimya Sanayi ve Ticaret A.S.

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