

**South Africa 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 | 90 pages | Allied Market Research

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**Report description:**

The South Africa construction chemicals market is dynamic and plays a crucial role in enhancing the durability, performance, as well as aesthetics of various construction projects. The construction chemicals market in South Africa is segmented into type and end-use industry. By type, the market is divided into concrete admixtures, waterproofing & roofing, repair & rehabilitation, industrial flooring, sealants & adhesives, cement grinding aids, and others. On the basis of end-use industry, the market is characterized into residential, industrial/commercial, infrastructure, and repair.??

The South Africa construction chemicals market is driven due to various factors such as surge in demand for eco-friendly construction practices. Increase in environmental awareness has boosted the usage of construction chemicals as they minimize carbon footprint and promote resource efficiency. In addition, focus of the South African Government on infrastructure development and construction of affordable housing projects propels the market growth.?

Furthermore, the market is driven due to technological innovation. With ongoing R&D activities, manufacturers are constantly introducing advanced construction chemicals which cater to the evolving needs of the construction industry as well as offer improved performance and ease of application. Moreover, increase in infrastructure development, expansion of the residential & industrial/commercial sectors, and need for cost-effective construction solutions augment the growth of the market.?

However, there are certain restraints of the market growth. One major restraint is fluctuation in raw material prices. Since construction chemicals rely on petrochemical derivatives and minerals, they are susceptible to price volatility. This affects the overall cost structure of construction projects and therefore hampers the market growth. In addition, the construction industry in

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the country is subject to various building codes, safety standards, and environmental regulations. Ensuring that construction chemicals adhere to these standards is a complex and time-consuming process, thereby restraining the growth of the market. On the contrary, the South Africa construction chemicals market presents numerous opportunities for growth and innovation. For instance, rise in demand for high durability, energy efficiency, and long-term cost savings has offered the opportunity for market players to manufacture smart and high-performance construction chemicals.

The major key players in the South Africa construction chemicals market are BASF SE, Sika AG, RPM International Inc., Dow Inc., Fosroc International Ltd., Mapei South Africa (Pty) Ltd., CHRYSO Southern Africa, Arkema Group, Henkel South Africa (Pty) Ltd., and SIKA South Africa (Pty) Ltd. These players adopt various strategies to strengthen their foothold in the market.

The strategies adopted by key players in the market include product development, R&D initiatives, end-user perceptions, and pricing strategies. Manufacturers are significantly investing in R&D to create innovative construction chemicals that cater to dynamic needs of the construction industry. In addition, end-user perceptions are shifting towards sustainability and high performance. Thus, market players have diversified their product portfolios by incorporating eco-friendly materials and offering solutions that enhance the performance of construction projects. Furthermore, players are adopting flexible pricing approaches to remain competitive in the market while ensuring their profitability. These pricing strategies are shaped by competitive dynamics, raw material costs, and value-added features.

The Porter's five forces analysis assesses the competitive strength of the players in the South Africa construction chemicals market. The five forces include threat of new entrants, threat of substitutes, bargaining power of buyers, bargaining power of suppliers, and competitive rivalry. The threat of new entrants is low as industry requires significant capital investment in R&D and production. The bargaining power of suppliers is moderate due to the availability of multiple suppliers in the market. The bargaining power of buyers is moderate to high as they are able to negotiate on pricing and product specifications. The threat of substitutes in the market is relatively low as construction chemicals are specialized chemicals that cater to specific construction needs, thus reducing the likelihood of substitution. The competitive rivalry is high, driven by innovation, product differentiation, and pricing strategies.

SWOT analysis is a management technique used to identify the strengths, weaknesses, opportunities, and threats for the market. Strengths of the market include diverse product portfolio, rise in demand for eco-friendly construction solutions, and boost in investments in R&D for innovative products. However, weaknesses of the market include price volatility of raw materials, regulatory compliance challenges, and intense competition among market players. On the contrary, opportunities for the market are sustainable construction trends, smart & high-performance materials, infrastructure development initiatives, and shift in consumer preferences. Furthermore, threats for the market include economic fluctuations that affect construction activity, supply chain disruptions, and environmental & regulatory risks.

#### Key Benefits For Stakeholders

Enable informed decision-making process and offer market analysis based on current market situation and estimated future trends.

Analyze the key strategies adopted by major market players in South Africa construction chemicals market.

Assess and rank the top factors that are expected to affect the growth of South Africa construction chemicals market.

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

Detailed analysis of the South Africa construction chemicals market segmentation assists to determine the prevailing market opportunities.

Identify key investment pockets for various offerings in the market.

Additional benefits you will get with this purchase are:

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- Analysis of raw material in a product (by %)
- Manufacturing Capacity
- End user preferences and pain points
- Industry life cycle assessment, by region
- Product Benchmarking / Product specification and applications
- Product Life Cycles
- Senario Analysis & Growth Trend Comparision
- 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 Recomendations
- 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

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- ? Dow Construction Chemicals
- ? Sika
- ? BASF
- ? Henkel
- ? Fosroc
- ? NBG Construct Solutions
- ? Mapei
- ? Bostik
- ? DIY Solutions

## **Table of Contents:**

### CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits to the Stakeholders
- 1.4. Research Methodology
  - 1.4.1. Primary Research
  - 1.4.2. Secondary Research
  - 1.4.3. Analyst Tools and Models

### CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

### CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Impacting Factors
  - 3.2.2. Top Investment Pockets
- 3.3. Porter's Five Forces Analysis
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities
- 3.5. COVID-19 Impact Analysis on the market

### CHAPTER 4: SOUTH AFRICA CONSTRUCTION CHEMICALS MARKET, BY TYPE

- 4.1. Overview
  - 4.1.1. Market Size and Forecast, By Type
- 4.2. Concrete Admixtures
- 4.3. Water Proofing and Roofing
- 4.4. Repair and Rehabilitation
- 4.5. Industrial Flooring
- 4.6. Sealants and Adhesives
- 4.7. Cement Grinding Aids
- 4.8. Others

### CHAPTER 5: SOUTH AFRICA CONSTRUCTION CHEMICALS MARKET, BY END-USE INDUSTRY

- 5.1. Overview
  - 5.1.1. Market Size and Forecast, By End-use Industry
- 5.2. Residential
- 5.3. Industrial/Commercial

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5.4. Infrastructure

5.5. Repair

## CHAPTER 6: COMPETITIVE LANDSCAPE

6.1. Introduction

6.2. Top winning strategies

6.3. Product Mapping of Top 10 Player

6.4. Competitive Dashboard

6.5. Competitive Heatmap

6.6. Top player positioning, 2022

## CHAPTER 7: COMPANY PROFILES

7.1. Company 1

7.1.1. Company overview

7.1.2. Key Executives

7.1.3. Company snapshot

7.1.4. Operating business segments

7.1.5. Product portfolio

7.1.6. Business performance

7.1.7. Key strategic moves and developments

7.2. Company 2

7.2.1. Company overview

7.2.2. Key Executives

7.2.3. Company snapshot

7.2.4. Operating business segments

7.2.5. Product portfolio

7.2.6. Business performance

7.2.7. Key strategic moves and developments

7.3. Company 3

7.3.1. Company overview

7.3.2. Key Executives

7.3.3. Company snapshot

7.3.4. Operating business segments

7.3.5. Product portfolio

7.3.6. Business performance

7.3.7. Key strategic moves and developments

7.4. Company 4

7.4.1. Company overview

7.4.2. Key Executives

7.4.3. Company snapshot

7.4.4. Operating business segments

7.4.5. Product portfolio

7.4.6. Business performance

7.4.7. Key strategic moves and developments

7.5. Company 5

7.5.1. Company overview

7.5.2. Key Executives

7.5.3. Company snapshot

7.5.4. Operating business segments

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- 7.5.5. Product portfolio
- 7.5.6. Business performance
- 7.5.7. Key strategic moves and developments
- 7.6. Company 6
  - 7.6.1. Company overview
  - 7.6.2. Key Executives
  - 7.6.3. Company snapshot
  - 7.6.4. Operating business segments
  - 7.6.5. Product portfolio
  - 7.6.6. Business performance
  - 7.6.7. Key strategic moves and developments
- 7.7. Company 7
  - 7.7.1. Company overview
  - 7.7.2. Key Executives
  - 7.7.3. Company snapshot
  - 7.7.4. Operating business segments
  - 7.7.5. Product portfolio
  - 7.7.6. Business performance
  - 7.7.7. Key strategic moves and developments
- 7.8. Company 8
  - 7.8.1. Company overview
  - 7.8.2. Key Executives
  - 7.8.3. Company snapshot
  - 7.8.4. Operating business segments
  - 7.8.5. Product portfolio
  - 7.8.6. Business performance
  - 7.8.7. Key strategic moves and developments
- 7.9. Company 9
  - 7.9.1. Company overview
  - 7.9.2. Key Executives
  - 7.9.3. Company snapshot
  - 7.9.4. Operating business segments
  - 7.9.5. Product portfolio
  - 7.9.6. Business performance
  - 7.9.7. Key strategic moves and developments
- 7.10. Company 10
  - 7.10.1. Company overview
  - 7.10.2. Key Executives
  - 7.10.3. Company snapshot
  - 7.10.4. Operating business segments
  - 7.10.5. Product portfolio
  - 7.10.6. Business performance
  - 7.10.7. Key strategic moves and developments

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