

Cement Paints Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Report description:

The Global Cement Paints Market was valued at USD 1.8 billion in 2023 and is projected to grow at 3.4% CAGR from 2024 to 2032. This growth is largely driven by a surge in construction and reconstruction works across various regions. With rapid urbanization and population growth, the demand for new residential and commercial buildings continues to rise, particularly in developing economies where infrastructure development is a key focus. Additionally, a growing interest in home improvement projects is fueling the renovation sector, thereby increasing the need for durable and visually appealing finishes. Cement paints stand out for their exceptional durability and weather resistance, making them suitable for both interior and exterior applications.

Their ability to withstand challenging environmental conditions, such as moisture and ultraviolet (UV) exposure, makes them a preferred choice among builders and homeowners. Furthermore, the shift towards sustainable building practices has led to an increased demand for eco-friendly cement paints, further enhancing their popularity. The market is categorized into various types, including synthetic cement paints, acrylic cement paints, waterproof cement paints, and many more. Acrylic cement paints generate notable revenue due to their superior adhesion, flexibility, and longevity.

These paints offer excellent weather resistance, making them ideal for diverse applications. With a wide array of colors and finishes available, they attract consumers looking for aesthetic options. Additionally, their quick-drying properties and ease of application make them a favored choice for both homeowners and contractors. When examining applications, the market is divided into interior and exterior uses, with the exterior segment accounting for a significant 68.4% share.

This dominance is driven by a high demand for robust and weather-resistant coatings suitable for outdoor use. Exterior cement paints help protect structures from environmental challenges, including moisture, UV radiation, and temperature fluctuations, which are vital for preserving building integrity. Furthermore, as property owners increasingly focus on enhancing the aesthetic appeal of both residential and commercial spaces, the demand for high-quality exterior finishes continues to grow. In the U.S., the cement paints market was valued at USD 263.8 million in 2023. The market is experiencing a rise in demand, spurred by ongoing

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construction and renovation efforts in both residential and commercial sectors.

Homeowners and builders alike are increasingly seeking weather-resistant coatings that also enhance the visual appeal of their properties. Additionally, the trend towards eco-friendly products has led to an increased interest in low-VOC reinforced paints, along with user preferences and environmental regulations.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Market scope & definition

1.2 Base estimates & calculations

1.3 Forecast calculation

1.4 Data sources

1.4.1 Primary

1.4.2 Secondary

1.4.2.1 Paid sources

1.4.2.2 Public sources

Chapter 2 Executive Summary

2.1 Industry synopsis, 2021-2023

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Factor affecting the value chain

3.1.2 Profit margin analysis

3.1.3 Disruptions

3.1.4 Future outlook

3.1.5 Manufacturers

3.1.6 Distributors

3.2 Supplier landscape

3.3 Profit margin analysis

3.4 Key news & initiatives

3.5 Regulatory landscape

3.6 Impact forces

3.6.1 Growth drivers

3.6.1.1 Growing construction and renovation activities

3.6.1.2 Demand for weather-resistant coatings

3.6.1.3 Increase in urbanization and infrastructure projects

3.6.2 Industry pitfalls & challenges

3.6.2.1 Competition from alternative paint products

3.6.2.2 Technological advancements in paint formulations

3.7 Growth potential analysis

3.8 Porter's analysis

3.9 PESTEL analysis

Chapter 4 Competitive Landscape, 2023

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

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Chapter 5 Market Size and Forecast, By Type, 2021-2032 (USD Billion) (Kilo Tons)

5.1 Key trends

5.2 Acrylic cement paints

5.3 Waterproof cement paints

5.4 Synthetic cement paints

5.5 Others (elastomeric, texture)

Chapter 6 Market Size and Forecast, By Application, 2021-2032 (USD Billion) (Kilo Tons)

6.1 Key trends

6.2 Exterior

6.3 Interior

Chapter 7 Market Size and Forecast, By End Use, 2021-2032 (USD Billion) (Kilo Tons)

7.1 Key trends

7.2 Residential

7.3 Commercial

7.4 Industrial

Chapter 8 Market Size and Forecast, By Region, 2021-2032 (USD Billion) (Kilo Tons)

8.1 Key trends

8.2 North America

8.2.1 U.S.

8.2.2 Canada

8.3 Europe

8.3.1 UK

8.3.2 Germany

8.3.3 France

8.3.4 Italy

8.3.5 Spain

8.3.6 Russia

8.4 Asia Pacific

8.4.1 China

8.4.2 India

8.4.3 Japan

8.4.4 South Korea

8.4.5 Australia

8.5 Latin America

8.5.1 Brazil

8.5.2 Mexico

8.6 MEA

8.6.1 South Africa

8.6.2 Saudi Arabia

8.6.3 UAE

Chapter 9 Company Profiles

9.1 Africa Paints

9.2 Asian Paints

9.3 Berger Paints

9.4 Birla White

9.5 Farrow & Ball Ltd

9.6 Johnson Paints

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- 9.7 Kansai Nerolac Paints
- 9.8 Kreidezeit
- 9.9 Nippon Paint
- 9.10 Tata Pigments

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