

## **United States Waterproofing Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)**

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### **Report description:**

The United States Waterproofing market size reached a value of nearly USD 18.33 Billion in 2024 . The market is projected to grow at a CAGR of 4.80% between 2025 and 2034 to reach around USD 29.29 Billion by 2034 .

Construction activities in the USA contribute to 11.1% of the global construction market . Growing demand for urban centres and rapid urbanisation fuel construction activities in the region. Consequently, the demand for waterproofing solutions to safeguard buildings from extreme climatic conditions is rising.

Figure: Bipartisan Infrastructure Law Fund-New financing 2022-2026 (USD Billion)

Some of the factors driving the United States waterproofing market growth are government investments aimed at infrastructure development, the growing popularity of green roofing to enhance the energy efficiency of buildings, and technological advancements.

### Key Trends and Developments

Growing construction sector; the rising popularity of green roofing; and surging innovations by key players are aiding the United States waterproofing market growth

### United States Waterproofing Market Trends

Construction is a major economic driver in the United States. In 2022, total spending for the residential construction sector in the United States reached a value of USD 927.14 billion while the non-residential construction sector spending reached a value of USD 920.67 billion. The increasing investment for countering ageing infrastructure in the region with government programmes such as

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the Bipartisan Infrastructure Law aimed at increasing the funding for maintenance and improving the infrastructure is expected to aid the United States waterproofing market growth in the forecast period.

Furthermore, green roofs are gaining popularity across the United States as awareness of climate change and the need to enhance the energy efficiency of buildings rises. Green roofs can reduce the need for air conditioning in buildings by around 75%. As eco-conscious consumers invest in green roofs, the demand for waterproofing membranes to reduce the penetration of roots and moisture in the structure is likely to surge in upcoming years.

#### Market Segmentation

United States Waterproofing Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type:

- Liquid Membrane
- Cementitious Membrane
- Bituminous Membrane
- Thermoplastic Membrane
- Others

##### Market Breakup by Application:

- Roofs and Balconies
- Parking Deck
- Tunnel Liners
- Bridges and Highways
- Others

##### Market Breakup by Region:

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Liquid membrane is further divided based on type into bituminous coating, polyurethane membrane, epoxy, and acrylic.

Bituminous membrane is expected to dominate the United States waterproofing market share as this acts as a solid and reliable barrier against water penetration.

Bituminous waterproofing systems are ideal for cold climates owing to their high flexibility at low temperatures. Bituminous membranes find application in regions such as North Dakota, Alaska, Michigan, and others due to superior performance in

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low-temperature areas for waterproofing roofs and podium decks.

Meanwhile, cementitious membranes are used in residential areas such as balconies, terraces, and roofs to protect against water intrusion and withstanding hydrostatic pressure. The versatility, reduced risk of structural damage, chemical resistance, and cost-effectiveness of cementitious membranes further surge its uses.

The use of waterproofing solutions in roofs and balconies is significantly rising

Effective waterproofing for roofs and balconies is crucial in the United States, where diverse weather patterns and extreme climate conditions can take a toll on homes and buildings. With over 83% of the population living in urban areas, the requirement for optimal waterproofing solutions on roofs and balconies is likely to increase.

The demand for green roof waterproofing in roofs and balconies is also surging with mandatory regulations for waterproofing for green roofs. Besides, parking decks require optimal waterproofing solutions to prevent corrosion of the internal steel framework, eliminate leaks between structures, and maintain joint integrity.

In the forecast period, the increasing construction of parking decks, bridges, tunnels, and highways is expected to positively influence the United States waterproofing market expansion.

#### Competitive Landscape

Major players in the United States waterproofing market are increasing their collaboration, partnership, and research and development activities to gain a competitive edge

Other key players in the United States waterproofing market include Johns Manville, LATICRETE International, Inc., and W. R. Meadows, Inc.

#### United States Waterproofing Market Analysis by Region

The Southeast region is anticipated to hold a dominant position in the United States waterproofing market in the forecast period. In 2022, the total annual value of state and local construction in the Southeast reached USD 15.22 billion, with Massachusetts leading the states with a percentage share of 56.0%, followed by Connecticut with 18.8%.

Leading construction firms like Brasfield & Gorrie, headquartered in Birmingham, Alabama, maintained their top positions, with the Southeast region becoming one of the nation's most vibrant areas for both residential and non-residential construction, experiencing a surge in demand for waterproofing solutions.

The United States waterproofing market is also being driven by the rapid growth of Southwest U.S. metro areas, including cities like Salt Lake City, Las Vegas, and Phoenix. This has led to a surge in demand for building design and construction services. In 2022, the total annual value of state and local construction in the Southwest reached USD 54.54 billion, with Texas leading the states with a percentage share of 80.1%, followed by Oklahoma with 8.2%.

New England region holds a significant United States waterproofing market share. In 2022, the total annual value of state and local construction reached USD 15.22 billion. The growth in construction activities and renovation projects aids the demand for waterproofing.

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