

**India Plaster of Paris Market Assessment, By Raw Material [Natural Gypsum, Synthetic Gypsum], By Process [Anhydrite Gypsum Plaster, Hemihydrate Gypsum Plaster], By Type [Standard Plaster of Paris, Quick Setting Plaster of Paris, Others], By End-user Industry [Residential Real Estate, Commercial Real Estate, Medical and Healthcare, Industrial and Manufacturing, Government/Infrastructure, Others], By Region, Opportunities and Forecast, FY2019-FY2033**

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**Report description:**

India plaster of paris market is expected to grow at a CAGR of 5.95% during the forecast period FY2026-FY2033. The market size will grow from USD 175.64 million in FY2025 to USD 278.89 million in FY2033. India plaster of paris market is heavily driven by several factors from various end user industries owing to the increasing use of plaster of paris in the building industry for both ornamental, wall and ceiling painting applications. The market is developing because of its rising use in arts and crafts for molds, models, and sculptures as well as rising interest in do-it-yourself projects and home decoration.

In addition, the construction activities are growing rapidly across the sectors, which is driving the rapid growth in plaster of paris material. Indian infrastructure sector is growing with a skyrocket growth. According to India Brand Equity Foundation, in India, the National Infrastructure Pipeline (NIP) was introduced that looks at over 9,000 projects across several sectors with an investment of USD 1.2 trillion between 2020-2025. Furthermore, certifications for sustainable building practices driving the gypsum demand in India. Increasing emphasis on sustainable building practices driven by Leadership in Energy and Environmental Design (LEED) India, GRIHA, and IGBC certifications encourages design and construction in an environment-friendly manner, establishes standards in energy efficiency, water conservation, and material selection.

India has ranked third on the United States Green Building Council's 2024 list of top 10 nations and regions for Leadership in

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Energy and Environmental Design (LEED). With 370 projects with 8.5 million gross square meters (GSMs) receiving LEED certification, India is committed to implementing resilient and sustainable construction techniques and supporting the United Nations' Sustainable Development Goals for 2030. Green Business Certification Inc. supervises LEED certifications in India, which supports the green construction movement.

#### Free Trade Agreements Poised to Boost the India Plaster of Paris Market

India plaster of paris market is all set to witness substantial growth led by ongoing free trade agreements with the international market, providing opportunities for growth and innovation. It will increase access to quality raw materials, high-tech technology, and global best practices that would allow domestic manufacturers to enhance the quality of products and efficiency in operations. These collaborations will encourage a more competitive market environment through the reduction of trade barriers and streamlined import-export processes, leading to local players adopting innovative solutions and expanding their reach. Cost-effectiveness and productivity within the industry are also expected to rise due to increased competition from international suppliers. As trade dynamics change, these agreements will strengthen India's position in the global plaster of paris market, supporting economic growth and meeting the rising demand for sustainable building materials.

India and Oman are negotiating a proposed free trade agreement, known as the Comprehensive Economic Partnership Agreement (CEPA), to enhance their economic ties. The agreement discussions were begun in November 2023. India already has a similar agreement with UAE, which came into effect in May 2022. However, India's merchandise imports from Oman are mainly focused on petroleum products, urea, propylene and ethylene polymers, pet coke, gypsum, chemicals, and iron and steel.

#### Development of Technology in Transportation Methods Fueling the Plaster of Paris Demand in India

The development of technology in transportation methods can positively influence the India plaster of paris market. Government initiatives toward infrastructure development and affordable housing mean that improved transportation networks are needed to support construction activities. New construction technologies favor eco-friendly materials like plaster of paris. Transportation costs currently create a challenge to further market extension. The reduction of these costs would enhance both the competitiveness and accessibility of plaster of paris. Moreover, a general trend towards lightweight construction products may work indirectly to drive a need for additional, more efficient, and cost-effective transportation systems. Finally, improvements in efficiency in transportation can also promote growth and extend application of plaster of paris throughout the Indian market. For instance, in December 2024, UltraTech Cement, the flagship company of the Aditya Birla Group, has become the first cement company in India to use National Waterway 1 for large-scale gypsum transport. The company initiated a pilot project to transport mineral gypsum via the Ganga-Bhagirathi-Hooghly River system, moving the shipment from Haldia Port in West Bengal to Gaihat terminal in Patna, Bihar. The initiative is supported by the Inland Waterways Authority of India (IWAI) and Inland & Coastal Shipping Ltd. Such initiatives will cut gypsum transport costs and boost accessibility, making plaster of paris more competitive and widening its market reach in India.

#### Residential Real Estate is One of the Largest Applications of Plaster of Paris

The residential real estate sector is a major end-use sector for plaster of paris in India. Plaster of paris is highly valued for its versatility and is widely used to enhance the interior aesthetics and functionality of homes across the country. India's growing population and urbanization rate, and ambitious government initiatives like "Housing for All" consistently fuel a strong demand for new residential units. The increase in residential construction activities translates to an increasing need for construction materials, with plaster of paris being a common choice for interior finishes. Homeowners and developers in India increasingly prefer plaster of paris because it provides smooth, crack-free surfaces essential for modern interior design. It is widely used to create intricate false ceilings, decorative wall finishes, cornices, and partitions, enhancing the aesthetic appeal of living space. To meet growing demand, companies are launching innovative products in the market.

For instance, in April 2024, Saint-Gobain Gyproc India launched low-carbon gypsum plasters at their Tiruvallur complex. In May 2025, they further unveiled India's first Environmental Product Declaration (EPD)-verified low carbon plaster, emphasizing transparency and sustainable building solutions.

#### South India Region is Anticipated to Witness the Robust Growth in Market

The South Indian area is likely to exhibit high growth in the plaster of paris market due to rapid urbanization and extensive infrastructure development. An inflow of population and its subsequent movement from rural to urban centers has increased massive residential and commercial space demands. These in turn have accentuated a multitude of construction activities. Plaster

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of paris is widely used due to their great versatility, lightweight properties, and ease of fixing, making them apt for various applications in modern construction activities. Moreover, the government initiatives like the "Smart Cities Mission," which prioritize efficient construction techniques and sustainable building practices, further contribute to this increase. Additionally, the move toward sustainable construction processes is consistent with builders' and developers' increasing understanding of eco-friendly materials. In the gypsum industry, technological developments and ongoing product innovation are also essential to satisfying changing consumer needs.

For instance, in October 2023, Saint-Gobain India Pvt Ltd partnered with Indian government officials to boost economic growth in Tamil Nadu. Saint-Gobain pledged green and brownfield investments across manufacturing sectors, increasing the company's total investment to over USD 928 million.

Future Market Scenario (FY2026 - FY2033F)

- India plaster of paris market is expected to grow significantly with the growth of the real estate sector, government-led infrastructure development initiatives such as affordable housing projects, and increasing urbanization is likely to create significant demand for plaster of paris in various applications, including interior design, false ceilings, and wall finishes.
- A conscious environment of consumers is increasingly looking for sustainable and high-quality plaster of paris materials, which is forcing manufacturers towards an eco-friendly alternative, such as POP with biodegradable additives and a low carbon footprint.
- Technological advancements in material science and some digital fabrication techniques are revolutionizing the plaster of paris market. Advanced plaster of paris formulations are providing more features than before, including enhanced properties of improved fire resistance, water resistance, and acoustic performance.
- Sustainability is fast emerging as a determinant of purchasing decisions in the India plaster of paris market. Brands that take affirmative and proactive moves towards eco-friendly manufacturing practices, renewable source usage are going to impact positively.

Key Players Landscape and Outlook

India Plaster of paris market is moderately fragmented with a diversified competitive player base consisting of multinational companies and local players. The companies are strategically inclined towards increasing production capacities through the setup of new manufacturing units to cater to increased demand. Technology development is the top focus, encompassing investments in research and development to produce plaster of paris products with greater strength, durability, and fire resistance. This emphasis on innovation is focused on interior decoration applications specifically. Firms are also considering geographical expansion to emerging markets and product diversification to offer one-stop shops. Government policies, such as anti-dumping tariffs on imports, also affect the competitive landscape. Overall, Indian gypsum plaster is anticipated to grow further on the back of growth in the construction and infrastructure industries.

In May 2025, Coromandel Chemicals Ltd., a wholly owned subsidiary of Coromandel International Ltd. signed an agreement to form a joint venture with Sakarni Plaster (India) Private Limited for the manufacturing and sale of phospho-gypsum-based green building materials.

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