

**Thin Bed Mortar Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By End-Use (Residential, Commercial, Industrial and Infrastructure), By Application (Plaster, Render, Tile Adhesive, Grout, Water Proofing Slurry, Insulation & Finishing Systems and Others), By Region, and By Competition, 2020-2030F**

Market Report | 2025-11-24 | 186 pages | TechSci Research

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**Report description:**

**Market Overview**

The Global Thin Bed Mortar Market, valued at USD 5.15 Billion in 2024, is projected to experience a CAGR of 5.09% to reach USD 6.94 Billion by 2030. Thin bed mortar, also known as thinset mortar, is a cementitious adhesive blend comprising cement, fine aggregates, and polymer additives. This specialized mortar facilitates the installation of tiles and stone with a reduced thickness compared to traditional methods, enhancing adhesion and flexibility. The market's expansion is significantly driven by escalating global construction activities, particularly in residential and infrastructure sectors, alongside the increasing adoption of large-format tiles requiring precise and strong bonding.

**Key Market Drivers**

The global expansion of construction activities and rapid urbanization alongside population growth are the most significant drivers for the Global Thin Bed Mortar Market. Continuous global construction, encompassing new buildings and infrastructure, directly stimulates demand for advanced materials such as thin bed mortar for modern tiling applications. For example, according to Sika's Q3 2024 earnings call highlights, released in October 2024, their EMEA region recorded a 9.0% sales growth in local currencies for the first nine months of the year, attributed to rising infrastructure and commercial projects. This expansion creates substantial need for efficient and durable construction solutions.

**Key Market Challenges**

The global thin bed mortar market faces a significant challenge from intense competition among manufacturers. This competitive

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landscape drives price sensitivity, directly impacting profit margins for companies operating within the sector. Such persistent downward pressure on pricing limits the revenue generated per unit, which in turn compresses the overall profitability of thin bed mortar product lines.

Reduced profit margins directly hamper market growth by constraining manufacturers' capacity for strategic investments. When earnings are tight, companies have fewer resources to allocate towards crucial research and development initiatives aimed at improving product performance or developing sustainable solutions. Similarly, diminished profitability restricts capital available for expanding manufacturing capacities, enhancing distribution networks, or entering new geographic markets. This situation is further exacerbated by contractions in related sectors; according to ACIMAC research, global tile production decreased by 5.5% in 2023, falling to 15,937 million square meters from 16,862 million square meters in 2022. A shrinking end-user market intensifies the struggle for market share, making it more difficult for thin bed mortar manufacturers to sustain growth and innovation.

#### Key Market Trends

The growing adoption of renovation and retrofitting projects presents a significant trend for the Global Thin Bed Mortar Market. As urban infrastructure ages and building owners prioritize modernizing existing structures over new construction, demand for efficient and adaptable tiling solutions escalates. Thin bed mortar, with its ability to accommodate various substrates and provide strong, thin-set adhesion, is well-suited for these applications. According to FIEC's 67th Statistical Report, published in June 2024, renovation and maintenance activities constituted 30.3% of the main construction activities in Europe in 2023. This substantial market segment drives the need for high-performance, easy-to-apply mortars that facilitate quicker project completion and minimize disruption.

#### Key Market Players

- Ardex Group
- Saint-Gobain Group
- Mapei S.p.A.
- Laticrete International, Inc.
- Sika AG
- CEMEX S.A.B. de C.V.
- Holcim Ltd
- Custom Building Products, LLC

#### Report Scope:

In this report, the Global Thin Bed Mortar Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

##### -□Thin Bed Mortar Market, By End-Use:

- o Residential
- o Commercial
- o Industrial
- o Infrastructure

##### -□Thin Bed Mortar Market, By Application:

- o Plaster
- o Render
- o Tile Adhesive
- o Grout
- o Water Proofing Slurry
- o Insulation & Finishing Systems
- o Others

##### -□Thin Bed Mortar Market, By Region:

- o North America
  - United States
  - Canada

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- Australia
- South Korea
- o South America
- Brazil
- Argentina
- Colombia
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Thin Bed Mortar Market.

#### Available Customizations:

Global Thin Bed Mortar Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

-□Detailed analysis and profiling of additional market players (up to five).

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