



2nd
edition!

Construction chemicals market in Poland 2012

Development forecasts for 2012-2014

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Word from the author



After the years 2009-2010, a difficult period for the construction chemicals industry, 2011 saw the beginning of a recovery in the area of large building construction – the primary recipient of construction chemicals. This gives hope for further growth of this important but often underestimated segment of the market of construction materials.

Bartłomiej Sosna, Senior Construction Analyst

Report description

The report presents a comprehensive analysis of the market of construction chemicals – its current condition and value as well as development prospects of the market over the next three years.

The report offers a detailed analysis of the market as a whole, and of individual product groups: ceramic tile adhesives, ready-mixed building mortars, thermal insulation systems, flooring compounds and plasters.

Key topics:

- **Structure of the construction chemical market** and its sub-segments, such as ceramic tile adhesives, ready-mixed building mortars, thermal insulation systems, flooring compounds as well as interior and exterior plasters
- **Forecasts** for the construction chemicals industry
- **Channels of distribution**
- Consumer **shopping preferences**
- **Major brands** of construction chemicals producers
- Economic index for the market of construction chemicals
- **Price trends**
- Trends in the application of construction chemicals
- **Innovation tendencies** among contractors
- **Criteria for choice and purchase** of construction chemicals
- **Structure of market segments** in terms of building types, urban vs. rural areas, and new investments vs. renovations
- The size of individual **market segments** in m², thousand tons and PLN millions
- Share of **construction chemicals** produced at own cost.

This report delivers unique market information

- **New, broader survey.** The current edition is carried out among small and medium construction companies. 400 interviews were conducted.
- **A brand awareness study.** The awareness of construction chemicals brands was rated in five product categories: ceramic tile adhesives, ready-mixed building mortars, thermal insulation systems, flooring compounds, interior and exterior plasters. All 400 companies were asked to rate producers they know, including nine key companies and their brands: Atlas, Baumit, Henkel, Izolbet, Knauf, Kreisel, Mapei, Saint Gobain, Selena.
- **New report structure.** In the new edition of this report main chapters correspond to product groups of construction chemicals. Each category is analysed separately, covering an introduction, findings of the survey, top players and forecasts.

Report addresses key business questions:

- What is the size and value of the market?
- How many construction chemicals are used in new investments vs. renovations?
- How many construction chemicals are used in cities vs. the countryside?
- How many construction chemicals are used in individual building groups?
- What are the leading producer brands of construction chemicals
- What are the key trends in the application of construction chemicals?
- What is the market structure by products?
- What is the market structure by systems?
- Where do surveyed companies usually purchase construction chemicals?
- What determines the choice of place where construction chemicals are purchased?
- In which product groups are ready producer solutions used the most?
- Who usually decides about choosing a product – the contractor or the investor?
- What are the key criteria of choosing a product?

Find the answers!

Prices

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