



# Roofing materials market in Poland 2008

Development forecasts for 2009-2011

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Publication date: November 2008

Language: English, Polish

## A word from the author



"As a result of the slower economic growth and the current difficult financial market conditions, which have caused bigger difficulties in gaining access to capital to finance residential construction projects, in 2009-2011 the pace of growth of the construction sector, including the roofing materials market, will slow down.

Additionally, the economic downturn in Western Europe will reduce the export opportunities for Polish manufacturers of roofing materials. A very likely scenario is increase of imports to Poland, which will become one of the key driver of the European economic growth and an attractive market for Western players. This in turn will intensify the competition among Polish producers and distributors.

Lower growth rates will be recorded not only by the residential construction sector, which represents the largest market for roofing materials, but also by the second best, namely the sector of industrial buildings and warehouses. At the same time, some sectors will grow faster than now and will stimulate further growth of the market".

**Bartłomiej Sosna**, Construction Analyst

## PMR MarketInsight Methodology

This report was prepared using PMR's MarketInsight Methodology. **PMR MarketInsight is a methodology developed by PMR which assists in the complex preparation of industry reports.** It defines the ways in which data should be collected for such reports and outlines the methods to be used in analysing the information collected in order to obtain a true picture of the market in question. **It also contains special procedures to follow in the case of incomplete market.**

**PMR MarketInsight precisely defines report content and structure.** Industry reports prepared using PMR MarketInsight are based on information from a variety of available statistical, industry (specialist press, the internet), general and official sources as well as information from PMR's own database and primary research independently carried out by PMR. The sources we use are individually tailored to each project. **PMR MarketInsight is the result of over 10 years of experience in conducting industry analysis on Central and Eastern European markets.**

PMR  
**MarketInsight**  
Methodology

In the years to come, the construction market will continue to grow, though at a lower pace than in 2006-2008.

## Report description

Our report discusses in detail the **roofing materials market in Poland**. Describing the **opportunities** and **threats** in the market, the report analyses the roofing materials market in both **residential and non-residential construction sectors**.

The report includes **development forecasts for the next three years**. These deriving through detailed study of construction permits, expert interviews and information from existing market players. The report also **profiles key manufacturers** of ceramic and cement, metal and bituminous roofing materials in Poland.

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## Companies' profiles include:

- year of incorporation
- revenues and net profit
- brief description
- shareholders
- contact data
- staffing levels
- production plants
- distribution network
- offered products
- imports and exports.

The largest groups of roofing materials produced in Poland are metal and bitumen roofs.

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Ceramic tiles are some of the most durable roofing materials.

## Key Sections

The report comprises the following sections:

### The construction sector in Poland

- The value and growth of the market
- Investment and modernisation projects
- Value added in construction
- Construction and assembly output
- Construction prices
- Construction climate
- Housing Stock

### Roofing materials market in Poland

- The size and value of the market
- Roofing materials used in Poland
- The durability of roofing materials
- Technologies used in the market
- Distribution channels
- The prices of roofing materials
- The legal regulations with a bearing on the market

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### Development forecasts for 2009-2011

- Macroeconomic forecasts
- Residential construction
- Non-residential construction
- Forecasts for the roofing materials market

### Profiles of the largest companies in the roofing materials sector in Poland

- Ceramic and cement roofing materials
- Metal roofing materials
- Bituminous roofing materials
- Market structure and market shares

Because of growing competition, the prices of roofing materials in Poland are not very likely to increase further.

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Polish economic growth of 4% shows that Poland's economy can stay relatively unaffected by external turbulence.

**The report is based on the analysis of information from the following sources:**

- PMR's own data, analyses and forecasts
- publicly available sources: specialist press, general press, analytical reports, documents published by public institutions
- information obtained from the market players
- interviews with market experts.

**Key strengths of the report:**

- in-depth analysis of current situation on the roofing materials market
- analysis broken into individual building types
- profiles and contact data of key manufacturers operating in Poland.

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## An essential read for:

- top management of companies either already active or considering launching operations on the roofing materials market in Poland
- developers, contractors and investors
- architects and consultants interested in the Central European market.

This report is an invaluable resource for any company active in or considering entry to the Polish roofing materials market.

The cancellation of the Act on Large-Area Stores spurred a number of new projects.

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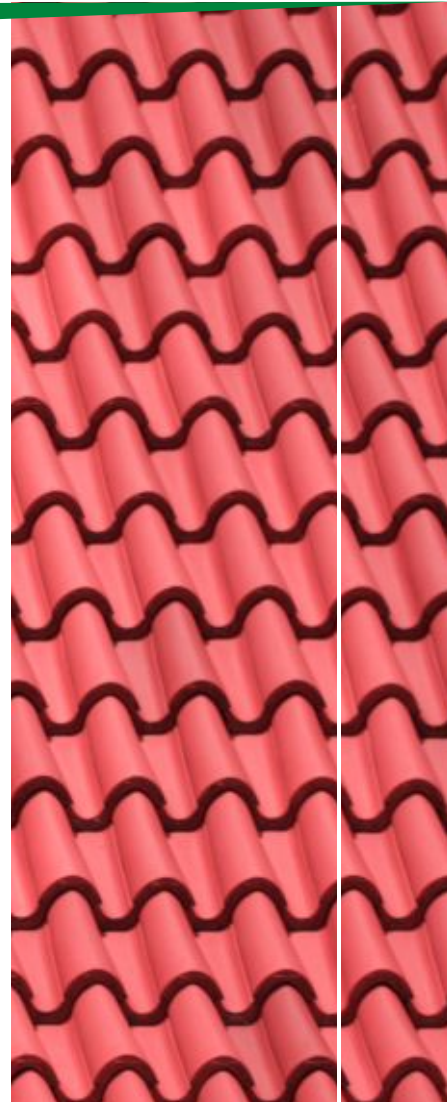
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