Global Roofing Chemicals Market Insights, Opportunity Analysis, Market Shares and Forecast, 2017 - 2023

Description:
The global roofing chemicals market is anticipated to grow at a CAGR of 7.56 % in the forecast period of 2016-2022. Roofing chemicals have wide application areas and are used in the roofing of industrial, residential, infrastructure and commercial projects. They are a type of chemical compounds that are added in a specific quantity to manufacture roof materials like roofing coatings, and roofing systems to meet the aesthetic, design and functional requirements of civil structures.

The global roofing chemicals market is segmented on the basis of chemicals, raw materials and applications. Metal roofing segment is the largest and fastest growing application and accounts for approximately 28 % share in terms of value of global roofing chemical market in 2014. This large market share is mainly due to growth of this segment in Asia Pacific region due to increased industrialization, rise in manufacturing sector and increased urbanization. Increasing infrastructure investments, product innovations and rapid urbanization and industrialization, increasing requirement of residential, public and private infrastructure are the major factors driving the global roofing chemicals market. According to United Nations, in 2014 approximately 54 per cent of the world's population resides in urban areas. Industrialization has increased rapidly in developed as well as emerging regions and has led to increased infrastructure spending. There will be around $4 trillion infrastructure investment in the year 2016-2017. This growth in infrastructure development and increased investment will be a significant driving factor for global roofing chemicals market. However, few restraints such as high manufacturing cost, poor mechanical strength, reduced export from western countries, economic downturn in US and Europe, fluctuation in demand due to competition from industries using resins, stringent and time consuming policies etc. are hampering the market growth to a certain extent. Nevertheless, increasing demand for eco-friendly material, high demand for emerging economies due to increasing population, large infrastructure spending and large customer base, development of organic chemicals are few growth opportunities for the global roofing chemicals market.

Globally, the biggest market for roofing chemicals is Asia Pacific followed by North America and Europe. Styrene and Elastomers is the fastest growing segment in the region. Increasing urbanization coupled with rising spending power, demand for aesthetically good homes is increasing the demand of roofing chemical in the region. China is the key market for roofing chemical in APAC. In addition to it, various manufacturers are shifting their production facilities in the APAC due to increased infrastructure development in the region. Government of North America and Europe has imposed stringent regulations and rules over the roofing chemical manufacturers making the market growth stagnant. The leading players in the global roofing chemicals market have adopted collaboration, mergers and expansion as the most preferred strategies to increase their product portfolio and expand their respective market presence. In April 2016, Owens Corning Corporation acquired IterWrap in a deal of $450 million. The acquisition has significantly increased Owens' product portfolio and supports its future strategy and plans to shift focus to organic underlayment from synthetic one.

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