



CONSTRUCTION CHEMICALS MARKET IN POLAND 2023

MARKET ANALYSIS AND DEVELOPMENT FORECASTS FOR 2023-2028

IMPACT OF INFLATION AND WAR IN UKRAINE



About the report



The strong growth in building construction experienced over the past few years has meant a marked increase in demand for the construction chemicals market in Poland. Not only was the demand higher but also the breakdown of this market changed. Customer preferences constantly evolve and new products appear on the market.

High inflation and investment uncertainty are the most serious factors influencing the adjustment of growth rates in residential and commercial construction that has just begun. After several years of a record-breaking boom in housing construction, and post-COVID recovery in the non-residential market, we are now witnessing a change in the economic cycle. How will these trends translate into the construction chemicals market?

PMR's report **„Construction chemicals market in Poland 2023”** is the outcome of work aimed at defining the volume, value, and breakdown of the most important segments in the construction chemicals market in Poland, as well as short- and long-term trends observed in this industry.

The report analyses in detail and presents the breakdown of the factory-made construction chemicals market in its five main segments::

- tile adhesives,
- plasters,
- thermal insulation systems,
- mortars,
- floor screeds.

The study presents both a **unique survey among small and medium-sized renovation and construction companies** regularly using the analysed products, and a detailed calculation of the market volume and value, together with PMR's **forecasts up to 2028**. The report also provides such data and information as a variety of market breakdowns, shares of the main players' products used in completed projects, latest trends in products offered and the evolution of individual distribution channels. The report features also profiles of the major manufacturers of the discussed materials.



Details about the report

Main objective

To analyse comprehensively the building materials market, the main segments of the construction chemicals market in Poland, and to present its development forecasts.

Additional objectives

- To explore current trends and construction confidence index among contractors using the analysed construction chemicals categories.
- To prepare forecasts for the development of the main segments of the construction chemicals market.
- To define the market volume, value, breakdown and consolidation level.
- To present the latest trends in construction materials.
- To provide information on purchasing trends: the most popular distribution channels.

The report features, among others:

- Calculation of the market volume and value, both for the entire market and for its segments: mortars, tile adhesives, insulation systems, thick coat plasters and floor screeds.
- Identification of key market trends – changes in the construction chemicals market in Poland.
- The results of the survey of small and medium-sized renovation and construction companies using construction chemicals in bricklaying, tiling, plastering, and when laying floor underlay and installing insulation systems.
- PMR Construction Confidence Index for the construction chemicals market, calculated on the basis of the survey.
- Popularity ranking and assessment of the main brands among renovation and construction companies in Poland.
- Key purchasing trends.
- Ranking of the leading brands in each product category, compiled on the basis of the survey for the work carried out by the companies interviewed.
- Detailed profiles of leading construction chemicals manufacturers, with analysis of financial data.
- Breakdown of individual construction chemicals categories by type of work (new buildings and renovations), building type, material type and distribution channels.
- Overview of manufacturers – presentation of leading manufacturers.
- Development forecasts until 2028 for the construction chemicals market in Poland.

Details about the report

Time span: 2016-2022
Forecast period: 2023-2028
Geographic coverage: Poland

PRODUCT CATEGORIES

The report analyses in detail and presents the breakdown of the factory-made construction chemicals market into:

- tile adhesives,
- plasters,
- thermal insulation systems,
- mortars,
- floor screeds.

SUBJECT MATTER

- value and volume for the market and its segments:
 - tile adhesives,
 - plasters,
 - thermal insulation systems,
 - mortars,
 - floor screeds.,
- PMR Construction Confidence Index for the construction chemicals market,
- breakdown of different segments of the construction chemicals market,
- profiles of leading construction chemicals manufacturers,
- popularity ranking of the main brands,
- market trends,
- purchasing trends,
- development forecasts until 2028.



Details about the report

FORECASTS

For the report, long-term market development forecasts were prepared using econometric models and a 10-year time series.

The forecasts cover the period 2023-2028.

All the forecasts were prepared based on three scenarios:

- **baseline scenario** – corresponding, in the opinion of the report authors, to the most likely situation of the economy and the market,
- **pessimistic scenario** – assuming a slower rate of economic development, stronger inflation and a longer waiting period for the EU funds within the KPO,
- **optimistic scenario** – assuming a more favourable macroeconomic and market situation than in the baseline variant.

These are conditioned by factors that PMR analysts believe are crucial to the industry's future. All the scenarios are described in detail and the assumed figures for key variables determining the situation on the construction market are presented.

The report also features:

- **macroeconomic forecasts** (growth rate for GDP and its components, unemployment, interest rates, wages), demographics
- **forecasts for the markets that decide about demand** for construction chemicals:
 - residential construction,
 - non-residential construction.
- **the detailed market forecasts for the main construction chemicals categories** cover the volume and value of all the segments analysed:
 - tile adhesives,
 - plasters,
 - thermal insulation systems,
 - mortars,
 - floor screeds.

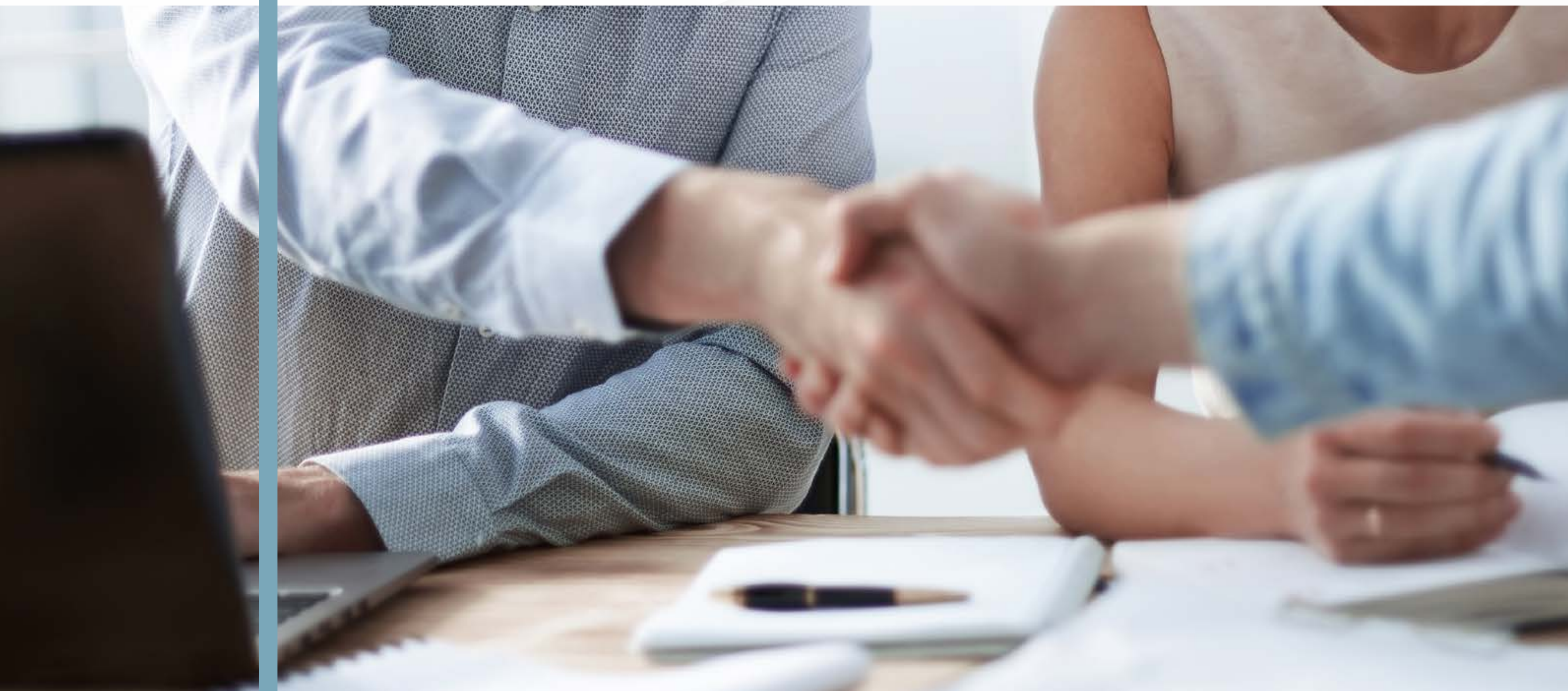
Benefits of purchasing the report

Why to buy the report?

- it will help devise a business development strategy for your company.
- it will make data in business plans and budgets more realistic.
- it will help monitor the market and its growth potential.
- it will improve the analysis of the competitive environment in Poland.
- it will reduce investment risk, e.g. when entering a new market, during a merger or acquisition.
- the user-friendly and attractive form of data presentation makes the product easy to use (report in PDF format + database of all data in the Excel file).
- the materials allow you to analyse/aggregate the data yourself, and facilitate the preparation of presentations or summaries and calculations; this way they are particularly helpful for analysts and finance departments.

Together with the report, you will be provided with the most important data in the Excel spreadsheet for individual aggregation.





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