

Transparency Market Research

**Green Waterproofing
Products Market - Global
Industry Analysis, Size,
Share, Forecast 2016 - 2024**

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Report Description

The rising demand for eco-friendly building and construction materials world over is positively impacting the evolution of the green waterproofing products market. The rapidly increasing initiatives to minimize the environmental impact of the roofing systems in cities and towns of various regions is paving the way for the growth of the market. A new report penned by Transparency Market Research (TMR), titled “**Green Waterproofing Products Market - Global Industry Analysis, Size, Share, Trends, and Forecast 2016–2024**” includes a detailed assessment of these trends and more shaping the growth of the market.

The research offers an in-depth insight into the current market status, emerging trends in the chemicals and waterproofing industry, recent technological advances in waterproofing products, and lucrative growth avenues in various regions. The study takes a closer look at the major developments in sustainable waterproofing solutions expected to impact the competitive dynamics of the market along the forecast period. It offers recent product launches by major manufacturers and highlights their investment on research and development of innovative solutions. Over the past few years, there has been an increasing impetus on considerably increasing the life span of construction materials in concrete and roofs, thereby boosting the green waterproofing products market.

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The rapid on pace of industrialization in several developing nations has spurred investments in construction of commercial buildings. Concurrently, there is an increasing focus on the use of eco-friendly construction materials to reduce the carbon footprint of these buildings. This has positively impacted the growth of the green waterproofing products market.

A number of architects, contractors, engineers, and developers are increasingly using green construction materials to enhance the longevity of constructions and meet stringent sustainable standards, thereby boosting the market. The rapid rate of urbanization in various emerging and developed economies has further fueled the demand for green waterproofing construction products.

In addition, green waterproofing products are helpful in minimizing leakage, urban heat island effect, and energy costs. In addition, they are found to prevent leakage of roofs for long periods and enhance the water-repelling features of additives used in the processing of polymers and paints. This has boosted the application of green waterproofing products.

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However, the lack of awareness and the paucity of skilled workers are factors likely to impede the green waterproofing products market. Nevertheless, several manufacturers are offering high-performing products that are free from volatile organic compounds (VOC), harmful solvents, and diluents, which is projected to bolster the uptake. They are also focusing on developing newer building methods and breakthroughs in formulations, which is anticipated to open up exciting opportunities in the market in the years.

Geographically, Asia Pacific is expected to rise at a significant rate over the forecast period. The growth of the regional market is attributed to the burgeoning construction industry, the rapid pace of urbanization and industrialization, and a rise in construction of residential buildings.

Major players eyeing a sustained share in the green waterproofing products market include Columbia Green Technologies, Ultraseal, Dr. Fixit, Nikwax, and Nanex.

The study is a source of reliable data on:

- Market segments and sub-segments
- Market trends and dynamics
- Supply and demand
- Market size
- Current trends/opportunities/challenges
- Competitive landscape
- Technological breakthroughs
- Value chain and stakeholder analysis

The regional analysis covers:

- North America (U.S. and Canada)
- Latin America (Mexico, Brazil, Peru, Chile, and others)
- Western Europe (Germany, U.K., France, Spain, Italy, Nordic countries, Belgium, Netherlands, and Luxembourg)
- Eastern Europe (Poland and Russia)
- Asia Pacific (China, India, Japan, ASEAN, Australia, and New Zealand)
- Middle East and Africa (GCC, Southern Africa, and North Africa)

The report has been compiled through extensive primary research (through interviews, surveys, and observations of seasoned analysts)

and secondary research (which entails reputable paid sources, trade journals, and industry body databases). The report also features a complete qualitative and quantitative assessment by analyzing data gathered from industry analysts and market participants across key points in the industry's value chain.

A separate analysis of prevailing trends in the parent market, macro- and micro-economic indicators, and regulations and mandates is included under the purview of the study. By doing so, the report projects the attractiveness of each major segment over the forecast period.

Highlights of the report:

- A complete backdrop analysis, which includes an assessment of the parent market
- Important changes in market dynamics
- Market segmentation up to the second or third level
- Historical, current, and projected size of the market from the standpoint of both value and volume
- Reporting and evaluation of recent industry developments
- Market shares and strategies of key players
- Emerging niche segments and regional markets

An objective assessment of the trajectory of the market Recommendations to companies for strengthening their foothold in the market.

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Transparency Market Research is a market intelligence company providing global business information reports and services. Our exclusive blend of quantitative forecasting and trends analysis provides forward-looking insight for thousands of decision makers.

We are privileged with highly experienced team of Analysts, Researchers and Consultants, who use proprietary data sources and various tools and techniques to gather, and analyze information. Our business offerings represent the latest and the most reliable information indispensable for businesses to sustain a competitive edge.

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