

MARKET REPORT



Construction Chemicals Market by Type (Concrete Admixture, Construction Adhesive, Construction Sealant, and Flame Retardant) - Global Forecast to 2020

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The report covers the construction chemicals market and segments the market on the basis of type and region. The market data for these types is given with respect to volume (kilotons) and value (USD million). The market size in terms of value of construction chemicals is estimated to be USD 23.53 billion in 2015 and is projected to record a CAGR of about 7.62% between 2015 and 2020. The data mentioned in the report is based on the global demand for construction chemicals.

The market for construction chemicals has been analyzed based on the Porter's Five Forces model. This gives an idea about the current proceedings in the industry at commercial level. The study also provides the value-chain analysis with respect to the end-use industries. The value chain describes the key contributors to the construction chemicals market at different stages from product development to end use. It represents the key players which are contributing to the construction chemicals industry.

The impact of different market factors, such as drivers, restraints, challenges, and opportunities is also illustrated in the report. This gives an idea about the key drivers such as government regulatory support, public awareness, application growth for construction chemicals in Asia-Pacific, especially in China and India where there is a robust growth in the construction chemicals market. The economic slowdown in Europe and the U.S. also affected the economies of other developed countries.

The key companies in this market are BASF SE (Germany), W.R. Grace (U.S.), RPM International Inc. (U.S.), Sika A.G. (Switzerland), Fosroc International (U.K.), The Dow Chemical Company (U.S.), Arkema S.A. (France), Ashland Inc. (U.S.), Mapei S.p.A (Italy), and Pidilite Industries (India). These companies are consistently focusing on expanding their production capacities to achieve a competitive advantage and thereby serve the customers more effectively. Expansion was the most preferred strategy by the key players in 2014.

The report also presents a competitive landscape covering different strategies and developments such as mergers & acquisitions, investments & expansions, new product launches, agreements, and collaborations adopted by the leading construction chemicals companies in the past few years. Furthermore, different construction chemicals market participants are also profiled in the report.

Reasons to buy the report:

From an insight perspective, this research report has focused on various levels of analysis including industry trend analysis, trade analysis, life cycle analysis, raw material analysis, value chain analysis, and company profiles, which discusses basic views on the competitive landscape, emerging- and high-growth segments of the market, high-growth regions & countries, drivers, restraints, opportunities and the key challenges in the construction chemicals market.

The report will help the established as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms, to decide their market growth strategies. Firms that purchase the report could use any one or a combination of four strategies that include mergers & acquisitions, product development/innovation, expansions, and agreements & collaborations to increase their market share.

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