Demand in China to grow 4.1% per year through 2012

Demand for roofing materials in China is forecast to rise 4.1 percent per annum to 2.7 billion square meters in 2012, valued at 70 billion yuan. Gains will be fueled by rising building construction expenditures in both new, and improvement and repair applications, benefiting from China’s ongoing urbanization and industrialization. However, a moderation in urban real estate markets and export sales will constrain building construction expenditures and industrial sector investment, respectively, restraining related roofing sales in the short term.

Elastomeric, plastic roofing to see best prospects

Elastomeric and plastic roofing will see the best prospects among the various roofing materials through 2012, increasing at annual rates in excess of six percent. Growth will derive from supportive government policies and increasing foreign investment, and these roofing materials will continue their inroads against built-up and asphalt roll roofing. However, concrete and clay tiles, and built-up and asphalt roll roofing will continue to account for the largest portion of roofing materials, representing 84 percent of total roofing demand in 2012.

Nonresidential building market in China to outpace residential segment

Roofing demand in the residential segment is expected to rise 3.2 percent annually to 1.5 billion square meters in 2012, trailing average roofing demand as a whole. Spending decreases in new housing construction due to falling house prices in major Chinese cities and a lack of credit for developers will constrain residential construction spending growth, thus dampening roofing gains. However, advances will be driven by China’s ongoing urbanization efforts and rising income levels, leading to improved living standards and better housing quality. In addition, China’s Flat-to-Slope Conversion Project will further fuel gains for residential roofing. This project, which is targeted mostly at residential apartment buildings, will continue to be implemented in major cities in China and improve both the building’s function and aesthetic appeal through converting flat roofs to sloped roofs. Demand for roofing in the nonresidential building market is forecast to increase 5.3 percent annually through 2012, benefiting from sustained government investment in institutional buildings and foreign investment in value added manufacturing facilities, as well as by the growing use of high-end products in many of these applications.

Study coverage

This new 240-page Freedonia industry study, *Roofing in China*, is available for $5100. It presents historical demand data (1997, 2002 and 2007) plus forecasts for 2012 and 2017 by roofing product, market and Chinese geographic region. The study also considers market environment factors, assesses industry structure, evaluates company market share data and profiles 30 industry participants.
Roofing in China

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<td>1206.0</td>
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<td>88.3</td>
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<td>42.7</td>
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Elastomeric and plastic flexible membranes, prominent nonresidential reroofing materials for low-slope use, are expected to record faster growth through 2012 than conventional bituminous membrane systems (BUR and single-ply or multi-ply asphalt roll roofing). Owing to these flexible membranes’ less labor-intensive installation and better waterproofing effectiveness, these alternatives to built-up roofing or asphalt roll roofing have been able to increase market penetration.

Bituminous roofing was the dominant material used in nonresidential reroofing in 2007, with applications on low-slope or flat roofs for industrial, institutional, office and commercial buildings. Among steep-slope roofing materials, concrete and clay tiles accounted for the largest share of nonresidential reroofing in 2007.

Although tile roofing has a long lifespan, most of these roofs have experienced prolonged exposure to wind and water damage, which will stimulate replacement or repair, thus contributing to the fast growth seen in this roofing material over the forecast period. Tile roofing ranks as the second leading material in the nonresidential building market and has a long history of use in China; it has remained an important nonresidential reroofing material despite competition from new materials.

Beijing Oriental Yuhong Waterproof Technology Company Limited makes polypropylene-modified bitumen roofing membranes.

Beijing Oriental Yuhong Waterproof Technology Company Limited makes and sells roofing membranes, coatings, repair compounds and other materials for the building and construction industry. The Company is privately held.

The Company is involved in the Chinese roofing industry through the manufacture and sale of such products as YUHONG atactic polypropylene (APP) modified bitumen and styrene-butadiene-styrene (SBS)-modified bitumen roofing membranes. Beijing Oriental also makes coatings, patching and repair compounds, joint sealers and other waterproofing products that can be used in roof systems and other applications. These materials are made from bitumen, rubber, acrylic, polyurethane and epoxy compounds.

YUHONG APP modified bitumen roofing membranes consist of spunbond polyester felt coated with multiple layers of APP modified bitumen. These membranes can be coated on one or both sides with sand and mineral granules. In addition, the membranes can be bonded with polyethylene films, and aluminum and copper foils. YUHONG APP modified bitumen roofing membranes are designed to retain consistent protective properties and flexibility in high-temperature conditions. These membranes provide protection against tears, punctures,
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Asphalt in China
This study analyzes the Chinese asphalt market. It presents historical demand data (1997, 2002, 2007) and forecasts for 2012 and 2017 by product (e.g., primary asphalt, asphalt cement, asphalt emulsions, cutback asphalts, build-up and roll roofing, modified bitumen roofing, asphalt shingles), construction market (e.g., nonbuilding, nonresidential building, residential building) and geographic region. The study also considers market environment factors, evaluates market share and profiles industry players.

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This study analyzes the US market for environmentally preferable building materials. It presents historical market estimates (1998, 2003, 2008) plus forecasts for 2013 and 2018 by green building material type (e.g., structural, exterior, interior), market (e.g., residential, nonresidential) and US geographic region (e.g., Northeast, Midwest, South, West). The study also considers market environment factors, details industry structure and profiles industry players.

#2459............. 02/2009.............. $4700

Construction Outlook in China
Construction expenditures in China will grow 9.2% annually through 2012. Nonbuilding construction will be the fastest growing sector based on the expansion and upgrading of the country’s physical infrastructure, and on utilities construction. Nonresidential building will remain the largest market. This study analyzes the 4.8 trillion yuan construction sector in China, with forecasts for 2012 and 2017 by type, market and geographic region. It also evaluates company market share and profiles industry participants.

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