

# World Insulation

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## Industry Study with Forecasts for 2020 & 2025

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Study #3435 | July 2016 | \$6500

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### Residential construction trends to drive growth

Sustained growth in residential building construction will be the largest driver of global insulation demand. In North America, for example, demand for insulation in the residential construction market will grow 4.0 percent per annum in R-1 value, due primarily to continued expansion in US housing construction activity. Residential building construction in Western Europe is forecast to accelerate through 2020, boosting insulation sales in many regional countries.

### Migration stimulates building activity

Rural-to-urban migration in developing countries in the Asia/Pacific and Africa/Mideast regions will stimulate building activity in urban areas and therefore insulation demand, as urban buildings are usually more insulation intensive than those in rural areas. Additionally, rising per capita incomes will encourage the use of modern building techniques and building materials, including insulation. In some countries in the Africa/Mideast and Asia/Pacific regions, the adoption of minimum insulation requirements will also contribute to demand.

### Greater activity in nonresidential & manufacturing

Rising nonresidential construction worldwide, including an expected rebound in Western Europe, will drive insulation usage. Additionally, insulation demand in the industrial,

HVAC, and OEM markets will be boosted by expanding manufacturing activity, appliance output, and HVAC system installations.

### Foamed plastic insulation to grow the most rapidly

Of the major insulation types, the foamed plastic segment will post the fastest gains in demand. Foamed plastic insulation will be used more frequently in construction applications because of its high insulation values, allowing it to capture market share from fiberglass and mineral wool insulation. Demand for fiberglass insulation will benefit from strong growth in residential construction activity in North America, as this product is used extensively in the US and Canada. Mineral wool products are expected to post the slowest growth among major insulation materials, though gains will still be solid. Growing demand in China, where fire safety is a large concern, will boost mineral wool demand.

### Study coverage

This study analyzes the world insulation market. It offers historical data plus forecasts for 2020 and 2025 for supply and demand, as well as demand by market and product, in six regions and 26 countries. The study also examines materials utilized (foamed plastics, fiberglass, mineral wool, other). In addition, the study considers key market environment factors, assesses the industry structure, evaluates company market share and profiles industry players worldwide such as CSR Limited, Fletcher Building, Owens Corning and ROCKWOOL.

# World Insulation

Industry Study with historical data for 2005,  
2010 & 2015 plus forecasts for 2020 & 2025

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### North America

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United States  
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Mexico

### Western Europe

Insulation Demand by Market  
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Italy  
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Spain  
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Insulation Demand by Market  
Insulation Demand by Product

China  
Japan  
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Taiwan  
Thailand  
Other Asia/Pacific

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Central & South America  
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## MATERIALS & MARKETS

**Mineral Wool Insulation Weight & Market Trends** -- Demand for mineral wool insulation in terms of weight is expected to increase by 1.5 million tons in 2020. The Asia/Pacific region will register only moderate gains as consumers of mineral wool shift from other products.

Forecasted for 60 percent of mineral wool demand for mineral wool insulation is expected to increase by 1.5 million tons per year to 4.8 million tons. Construction expenditures in the region will drive growth in overall construction demand gains. Solid construction countries will further contribute to the growth.

In emerging markets, mineral wool insulation is expected to increase by 1.5 million tons per annum through 2025, driven by rising industrial demand worldwide, particularly in the Asia/Pacific region, the Africa/Mideast region, and Eastern Europe.

ROCKWOOL, a Danish company, is the largest producer of mineral wool in the world. Other industry leaders include CSR (Australia), Beijing New Building Materials (BNBM -- China), Johns Manville (USA), KCC (South Korea), Knauf Gips (Germany), NICHIAS (Japan), Saint-Gobain (Finland), Saint-Gobain (France), and TechnoNICOL (Russia). With the exception of Johns Manville, these firms are headquartered in countries where mineral wool usage is popular.

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## This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

TABLE III-1

### WORLD INSULATION DEMAND BY INSULATING CAPACITY (million square meters R-1)

| Item                                | 2005 | 2010 | 2015 | 2020 | 2025 |
|-------------------------------------|------|------|------|------|------|
| Population (millions)               |      |      |      |      |      |
| GDP/capita                          |      |      |      |      |      |
| Gross Domestic Product (bil 2014\$) |      |      |      |      |      |
| % of GDP                            |      |      |      |      |      |
| Gross Fixed Investment (bil 2014\$) |      |      |      |      |      |
| sq meters R-1/capita                |      |      |      |      |      |
| sq meters R-1/000\$ GDP             |      |      |      |      |      |
| sq meters R-1/000\$ GFI             |      |      |      |      |      |
| World Insulation Demand             |      |      |      |      |      |
| North America:                      |      |      |      |      |      |
| United States                       |      |      |      |      |      |
| Canada & Mexico                     |      |      |      |      |      |
| Western Europe                      |      |      |      |      |      |
| Asia/Pacific:                       |      |      |      |      |      |
| China                               |      |      |      |      |      |
| Japan                               |      |      |      |      |      |
| Other Asia/Pacific                  |      |      |      |      |      |
| Central & South America             |      |      |      |      |      |
| Eastern Europe                      |      |      |      |      |      |
| Africa/Mideast                      |      |      |      |      |      |

Source: The Freedonia Group

TABLE VII-7

### INDIA: INSULATION DEMAND BY MARKET

| Item                                  | 2005 | 2010 | 2015 | 2020 | 2025 |
|---------------------------------------|------|------|------|------|------|
| Population (millions)                 |      |      |      |      |      |
| GDP/capita                            |      |      |      |      |      |
| Gross Domestic Product (bil 2014\$)   |      |      |      |      |      |
| % of GDP                              |      |      |      |      |      |
| Gross Fixed Investment (bil 2014\$)   |      |      |      |      |      |
| sq meters R-1/capita                  |      |      |      |      |      |
| sq meters R-1/000\$ GDP               |      |      |      |      |      |
| sq meters R-1/000\$ GFI               |      |      |      |      |      |
| Insulation Demand (mil sq meters R-1) |      |      |      |      |      |
| Residential Construction              |      |      |      |      |      |
| Nonresidential Construction           |      |      |      |      |      |
| Industrial, HVAC, & OEM               |      |      |      |      |      |

Source: The Freedonia Group

## Related Studies

### Plastic Foams

US demand for plastic foams is forecast to grow 2.3 percent per annum to 8.8 billion pounds in 2020, valued at \$25.2 billion. The construction sector is projected to lead growth prospects, while packaging will remain the leading outlet through 2020, accounting for nearly one-third of total volume. This study assesses the 7.9 billion pound US market for plastic foams, offering forecasts for 2020 and 2025 by market and product type (polyurethane, polystyrene, other). The study also examines the industry structure, evaluates market share and profiles US industry competitors.  
#3405.....June 2016..... \$5300

### World Roofing

Global demand for roofing materials is forecast to rise 2.9 percent per year through 2020 to 13.8 billion square meters, valued at \$124 billion. The residential market will see slower gains than the nonresidential market, largely due to decelerating residential construction in China. This study offers forecasts for 2020 and 2025 by product, material and system in 6 world regions and 19 major countries. This study also details market environment factors, analyzes company market share and profiles industry players worldwide.  
#3399.....May 2016..... \$6600

### World Asphalt (Bitumen)

Through 2019, global demand for asphalt is projected to expand 2.8 percent per year to 122.5 million metric tons. The Asia/Pacific region has overtaken North America as the largest regional market, and will continue to record the fastest advances. Asphalt roofing products will outpace the dominant paving products segment. This study analyzes the 107 million metric ton world asphalt (bitumen) industry, with forecasts for 2019 and 2024 by product for six world regions and 18 major countries. The study also evaluates company market share and profiles industry players.  
#3351.....November 2015..... \$6500

### World Siding (Cladding)

The global siding market is projected to grow 4.2 percent yearly through 2019 to 5.9 billion square meters, valued at \$80 billion. North America will post the fastest market gains while the Asia/Pacific region will account for half of additional global demand. Metal, vinyl, stucco and EIFS siding will grow the fastest. This study analyzes the 4.8 billion square meter world siding industry, with forecasts for 2019 and 2024 by product and market/application for six world regions and 20 major countries. The study also evaluates company market share and profiles industry players.  
#3327.....September 2015..... \$6500

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## Freedonia's methods

- Establishing consistent economic & market forecasts
- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

## About The Freedonia Group

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