

# Opportunity Assessment of Mineral Wool Insulation Market in South Korea



## INDUSTRY:

Building & Construction

## GEOGRAPHIC REACH:

South Korea

## FOCUS PRODUCT/SERVICE:

Mineral wool (Stonewool & Glasswool)

## FOCUS SEGMENT:

Residential/Commercial/  
Construction

## TIMELINES:

8 to 9 weeks

## PROJECT OBJECTIVE:

- Assessing the market potential of mineral wool insulation in South Korea, through an in-depth understanding of key end-use markets such as building and construction and the industrial sector, key drivers and challenges, emerging trends, regulatory framework, evaluation of potential entry modes, etc.
- Analyze leading manufacturers in South Korea; KCC and Byucksan w.r.t to their presence in the South Korean insulation market along with their end use and product focus

## VALUE CHAIN OVERVIEW:



## KEY QUESTIONS ANSWERED:

- What is the outlook for the mineral wool market – stone wool and glass wool based materials in South Korea?
- What are the key factors which are expected to drive growth?
- Which are the end use sectors expected to drive demand for insulation materials such as building & construction and the industrial sectors
- What are the strategies adopted by the major players?
- What are the feasible routes to enter the South Korean market - JV or acquisition?
- What the key regulations favouring or hindering the market entry?
- Analysis of the industry structure and assessing the inter-relations among various stake holders