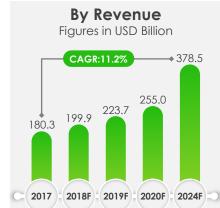
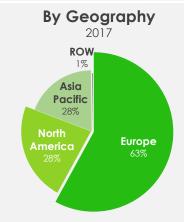


# GREEN BUILDING MATERIAL MARKET

### Green Building Market Growth (2017-2024F)







## **End-Use segments**

- Green building material market has application in sectors including Residential, Public facilities, Education, Commercial & Industrial and Healthcare
- Residential buildings segment accounted for the largest share by application in terms of revenue in 2017 and is expected to grow at a CAGR of 11.2% between 2017-2024. Growth is expected to be driven by increasing awareness related to negative health impact associated with conventional building materials, increasing energy prices as well as low maintenance and operation cost of green building exterior products

# **Regional Segmentation**

- Europe dominates the green building market as there is a growing emphasis on energyefficient renovation of retrofit buildings on a large scale, by the European Green Building Council
- North America is expected to lead the global green building market due to increasing number of construction activities in the region as well as higher customer willingness to adopt green practices
- Asia-Pacific is emerging as the fastest growing market due to increasing disposable income levels, strong GDP growth, improving living standards, growth in the construction activity and growing emphasis on energy conservation

# Green Building Market Growth (2017-2024F)



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### Drivers

### Challenges

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# Emission Reduction Potential Green building materials exhibit emission

reduction potential which makes them suitable for usage in commercial and residential construction

# Consumer Awareness Increasing consumer awareness

regarding environmental benefits of the components along with superior aesthetic appeal

## Demand for Smart Nano coatings

Greater health and well-being of buildings' occupants in terms of reduced risk of allergic respiratory infections

## Healthier Indoor Environment

Increased worker productivity due to healthier indoor environment of buildings



### **Low Electricity Prices**

Low electricity prices in some developing countries do not encourage energy savings practices in buildings

### Lack of Government Initiatives

Lack of government regulations and incentives in some countries, especially in Asia.

# High Cost Green Building

Eco-friendly Green Building materials are relatively costly and are not readily available

### Split Incentive Barrier

Split incentive barrier, i.e., owners of the houses are reluctant to make investments towards usage of ecofriendly materials

## **Key Trends**



Increasing popularity of green building materials in the healthcare segment due to increasing awareness pertaining to the health hazards of carbon emissions. It is expected to foster the segment's growth

Customization of materials and components as per the consumers' preference, which is expected

Improved indoor air quality of the building, enhanced natural lighting provided by the green



to propel the demand for such components



building components as well as negative health impact associated with conventional building materials are expected to bolster the growth of green building materials

Large raw material suppliers are forward integrating into manufacturing of green building material



on account of the growing demand and encouraging growth prospects of these materials



Growing R&D facilities of various industries, large number of industrial expansions and growing Asian population are expected to drive the growth of residential construction and R&D centres in the next few years

# Datamatics Business Solutions Datamatics Business Solutions

Datamatics Business Solutions Ltd. (DBSL) is a pioneer in providing intelligent Business Process Management (iBPM) services.

Our integrated offerings include; Database Solutions & B2B Marketing, Demand Generation & Sales Acceleration, Business Research,

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Manufacturing, Healthcare, Automotive, Retail & CPG, Travel & Logistics and Telecom.