The global green cement market was valued at US$ 15,552.7 Mn in 2017 and is expected to grow at a CAGR of 13.3% during the forecast period 2018 – 2025, to account to US$ 42,731.2 Mn by 2025.

Green cement is one type of cementitious product which is a key replacement of Ordinary Portland Cement (OPC). This is due to the capabilities of the material which surpasses the abilities of Ordinary Portland Cement by optimizing and incorporating various by products and recycled materials from thermal power plants, blast furnaces, steel plants, and construction and demolition waste among others. Increasing environmental concerns and rising prices of fossil fuels across geographies have led the concrete mixers or builders to shift from the traditional concrete concept to the robust green cement concept, thereby, bolstering the green cement market. In the present market, several leading cement manufacturers are venturing into the green cement manufacturing, which is increasing the proliferation of green cement market.

The leading companies operating in the field of green cement across the globe include LafargeHolcim, Heidelberg Cement AG, Anhui Conch Cement Company Limited, Cemex S.A.B DE C.V, Votorantim Group, China Resources (Holdings) Co. Ltd., Taiwan Cement Corporation, China National Building Material Co., Ltd., Taiheiyo Cement Corporation, and Ecocem among others. Various other companies are also operating in the market and are coming up with new technologies and offerings which is helping the market for green cement to expand over the years in terms of revenue and subscription.

The rising penetration of green cement in the developing economies of Middle East and Africa, and Asia coupled with the rapidly developing commercial, residential and industrial infrastructures in these regions are proving to be the major drivers for the growth in the adoption of green cement market in the present scenario and the trend is expected to boost the market to propel in the coming years. Additionally, with an objective to reuse and complete utilization of the fly ash and slag, various governments and private organizations are undertaking initiatives to set up cement factories near respective plants. These initiatives help the country and the government to increase industries as well as utilize the residuals of thermal power plants and steel plants, thereby, propelling the fly ash cement segment and slag cement segment in the industrial sector.

The global green cement market on a global context has been segmented into two segments namely; by types and by end users. Further the market is broken down on basis of five strategic regions globally as North America, Europe, Asia Pacific, Middle East and Africa, and South America. The regions are again segmented into various countries. Based on different types of green cement the market is categorized as fly ash, recycled aggregates, slag and others. The end users segment is classified as commercial sector, residential sector and industrial sector. Geographically, the market is presently dominated by Asia Pacific region, however, the market
is expected to be in favor of Middle East and Africa region during the forecast period.

The global green cement market is a highly fragmented and evolving market worldwide. Leading players in the global green cement market capture merely >35% of the market, whereas the rest of the market is occupied by regional players including tier-2 and tier-3 companies in respective regions. The green cement market operates in a highly competitive marketplace. As leading companies in the green cement market continue to broaden their addressable market, by expanding its current product portfolio, diversifying its client base, and developing new products and markets, all the prominent players face an increasing level of competition, both from start-ups as well the leading global industrial companies in the world.

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Media Relations Contact

Sameer Joshi
CEO
1-646-491-9876
https://www.theinsightpartners.com/