

Sector Analysis

Dry-mix Adhesives & Mortars Market Romania 2010 – 2020

10th Edition | July 2014

InterBiz | research & consulting improved and updated the sector analysis “Dry-mix Adhesives & Mortars Market, Romania, 2010 – 2020”.

The analysis enclose five sub-sectors:

- Masonry mortars
- Plasters & renders
- Adhesives
- Screeds
- Other special mortars

This sector analysis, now into its 10th edition, reflects the impact of recent economic and social events and the outlook of Dry-mix Adhesives & Mortars in Romania.

The report provides a clear and comprehensive picture of the market, influence factors and future prospects, market potential, trends, competitive environment analysis.



The report provide clear answers of key questions:

- | | |
|--|---|
| How
Which
What
How much | → evolved the dry-mix adhesives & mortars market, breakdown by segment |
| | → evolved related sectors |
| | → are the influence factors and the analysis of them |
| | → are the main players and competitive environment analysis (including market share by segment) |
| | → potential to growth has dry-mix adhesives & mortars market in Romania, by segment |
| | → projects will sustain the dry-mixtures market during 2014 – 2020 |
| | → will rise the market of dry-mixtures until 2020 and why |
| | → is the market of mortars in EU and positioning of Romania |

Terms & Conditions

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|-----------------------------------|--|
| → Price of the report: | please send a request to office@interbizgroup.ro |
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- ➔ data collection / desk research: public institutions (national statistics, agencies, ministries, authorities), companies involved in the sector, mass media
- ➔ data processing / biz intelligence: the inputs are placed in a matrix and correlations are made. The forecast are based on isoquantic theories.

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 - for AAC
 - for bricks
- ➔➔➔ Plasters/Renders total, of which
 - Plasters/renders, of which manual plasters, mechanized plasters: gypsum based and cement based
 - Fine renders (ultra thin plasters).
 - Fine plasters total, of which: of gypsum, of cement
 - Wet decorative plasters
 - Mineral decorative plasters
- ➔➔➔ Dry adhesives total, of which
 - normal ceramic tiles adhesives
 - flexible ceramic tiles adhesives
 - polystyrene adhesives (for ETICs)
 - other adhesives
- ➔➔➔ Screeds total, of which:
 - coarse screeds
 - self leveling screeds, of which commercial screeds and professional / industrial screeds
- ➔➔➔ Other mortars, of which: tiling grouts, waterproofing mortars, repair mortars, others.

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Market share of main players, total and by type of dry mortars:

- total dry adhesives & mortars
- masonry mortars
- plasters/renders & fine plasters total, of which: cement plasters / gypsum plasters / fine plasters of gypsum / fine plasters of cement / decorative plasters
- adhesives, of which: for ceramic tiles / for polystyrene
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316 craftsmen in Sept.- Oct. 2007

105 craftsmen in March 2009

190 craftsmen in Jul – Aug 2011

212 craftsmen in March 2014

Questionnaire answers for:

- **Product quality analysis.** How do craftsmen define “quality products”? Open question for each of the products: ceramic tile adhesives, insulation adhesives (ETICs), fine plasters, screeds.
- **Purchasing decision criterions.** What are the criterions when craftsmen buy adhesives & mortars?
- **Information channels.** Which are the best channels to “catch” the craftsmen?
- **Brand awareness.** Open question for the brand used on adhesives for tiles, adhesives for polystyrene (EIFS), polishing plasters, floor screeds.

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For further info / details / purchasing report, please contact us!

Respectfully,

Adrian IORDACHE
Business Manager

Interbiz
research ♦ consulting

“Electromagnetica Business Park”, 266-268 Calea Rahovei
District 5, 050912,
Bucharest, Romania

M: +40 721 268 653

F: +40 21 423 11 30

eMail: Adrian.lordache@interbizgroup.ro

www.interbizgroup.ro