

Sector Analysis

# Dry-mix Adhesives & Mortars Market Romania 2010 – 2021

12<sup>th</sup> Edition | Sept 2016

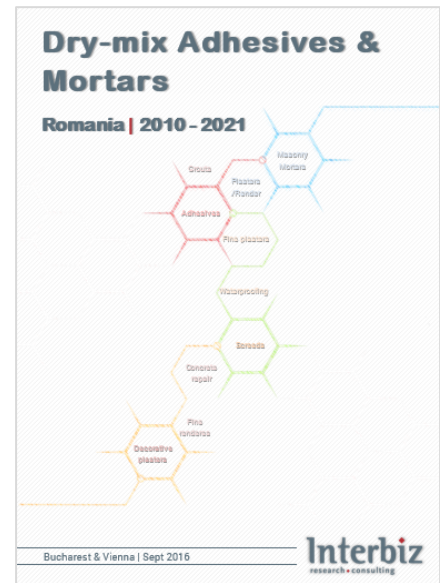
InterBiz improved and updated the sector analysis “Dry-mix Adhesives & Mortars Market, Romania, 2010 – 2021”.

The analysis encloses five sub-sectors:

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

*This sector analysis, now into its 12<sup>th</sup> 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 prospects, market potential, trends, competitive environment analysis.*



The report provides clear answers of key questions:

**How**

- ▶ evolved the dry-mix adhesives & mortars market, breakdown by segment
- ▶ evolved related sectors

**Which**

- ▶ are the influence factors and the analysis of these
- ▶ are the main players and competitive environment analysis

**What**

- ▶ potential to growth has dry-mix adhesives & mortars market in Romania, by segment
- ▶ projects will sustain the dry-mixtures market during 2016 – 2021

**How much**

- ▶ will rise the market of dry-mixtures until 2021 and why
- ▶ is the market of mortars in EU and positioning of Romania

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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 is based on isoquantic theories.

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  - 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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- Ceramic tile adhesives, of which: normal, flexible, super-flexible
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- Fine plasters, of which: cement based, gypsum based, mixtures
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- decorative plasters
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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 criteria.** What are the criteria when craftsmen buy adhesives & mortars?
- **Information channels.** Which are the best channels to “catch” the craftsmen?
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For further details, please do not hesitate to contact me!

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