

Global Gypsum Plaster Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

This demo shows the **form and depth** of the report — real narrative with the detailed figures and tables masked as “XXX”. When you order the report, every figure is finalised and verified for your copy, and the full report is delivered within 24–72 hours.

Indicator	Value
Market size (2025)	USD 4.9 bn
Forecast (2031)	USD 7.2 bn
CAGR (2021-2031)	6.5%
Study period	2021-2031
Largest region	Asia-Pacific · 43.8%
Fastest-growing region	Asia-Pacific · 7.7%
Market concentration	Moderate
Licence	Individual / Company

The global gypsum plaster market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific accounted for XX% of 2025 revenue as urban housing construction, mechanized rendering and local manufacturing investment strengthened demand. Base-coat plaster remained the largest product category, while machine-applied plaster recorded the strongest growth as contractors sought faster installation and more consistent finishes. The report quantifies market value, volume, pricing, regional demand, competitive shares and opportunities across five segmentation dimensions.

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Table of contents

1 Introduction

1.1 Study Scope and Objectives

1.2 Gypsum Plaster Market Definition

1.3 Inclusions, Exclusions and Currency Basis

2 Research Methodology

2.1 Primary Research Programme

2.2 Secondary Research Sources

2.3 Market Sizing and Triangulation

2.4 Forecast Model and Scenario Design

3 Executive Summary

3.1 Market Size and Forecast

3.2 Leading Segments and Regions

3.3 Strategic Findings

4 Gypsum Plaster Market Overview

4.1 Industry Value Chain

4.2 Raw-material and Calcination Economics

4.3 Pricing and Distribution Structure

5 Gypsum Plaster Market Dynamics

5.1 Growth Drivers

5.2 Market Restraints

5.3 Technology and Sustainability Trends

5.4 Porter's Five Forces Analysis

5.5 Regulatory and Standards Landscape

6 Market Size and Forecast by Product Type

6.1 Base-coat Plaster

6.2 Finishing Plaster

6.3 One-coat Plaster

6.4 Specialty Plaster

7 Market Size and Forecast by Application

7.1 Residential

7.2 Commercial

7.3 Institutional and Industrial

8 Market Size and Forecast by Application Method

8.1 Hand-applied Plaster

8.2 Machine-applied Plaster

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9 Market Size and Forecast by Distribution Channel

9.1 Direct Project Sales

9.2 Dealers and Building-material Merchants

9.3 Retail and E-commerce

10 Gypsum Plaster Market Regional Analysis

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 Germany

10.2.2 United Kingdom

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Poland

10.2.7 Rest of Europe

10.3 Asia-Pacific

10.3.1 China

10.3.2 India

10.3.3 Japan

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Vietnam

10.3.8 Rest of Asia-Pacific

10.4 Latin America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Rest of Latin America

10.5 Middle East and Africa

10.5.1 Saudi Arabia

10.5.2 United Arab Emirates

10.5.3 Turkey

10.5.4 Egypt

10.5.5 South Africa

10.5.6 Rest of Middle East and Africa

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11 Competitive Landscape

11.1 Market Concentration and Company Share

11.2 Competitive Benchmarking

11.3 Mergers, Acquisitions and Capacity Investment

11.4 Company Profiles

11.4.1 Knauf Group

11.4.2 Compagnie de Saint-Gobain S.A.

11.4.3 Etex N.V.

11.4.4 USG Corporation

11.4.5 National Gypsum Company

11.4.6 Yoshino Gypsum Co., Ltd.

11.4.7 Georgia-Pacific Gypsum LLC

11.4.8 Walplast Products Pvt. Ltd.

11.4.9 Jonoub Gypsum Co.

11.4.10 Gypsemna Co. LLC

12 Market Opportunities and Strategic Outlook

12.1 High-growth Product and Application Opportunities

12.2 Geographic White-space Analysis

12.3 2031 Scenario Outlook

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List of tables

Table 1. Global Gypsum Plaster Market Snapshot, 2021-2031

Table 2. Headline Market Indicators and Forecast Assumptions

Table 3. Leading and Fastest-growing Segments, 2025-2031

Table 4. Global Market Value by Year, 2021-2031

Table 5. Global Market Volume by Year, 2021-2031

Table 6. Average Selling Price by Region, 2021-2031

Table 7. Base, Upside and Downside Forecast Scenarios

Table 8. Driver Impact, Geography and Time Horizon

Table 9. Restraint Impact, Geography and Time Horizon

Table 10. Gypsum Plaster versus Cement Render Installed-cost Comparison

Table 11. Natural, Synthetic and Recycled Gypsum Supply Assessment

Table 12. Market Value by Product Type, 2021-2031

Table 13. Market Volume by Product Type, 2021-2031

Table 14. Product Type Share and CAGR, 2025-2031

Table 15. Specialty Plaster Demand by Performance Attribute

Table 16. Market Value and Volume by Application, 2021-2031

Table 17. Market Value and Volume by Application Method, 2021-2031

Table 18. Application Method Penetration by Region, 2025

Table 19. Product Requirements by Building Application

Table 20. Market Value by Distribution Channel, 2021-2031

Table 21. Channel Share by Region, 2025

Table 22. Customer Purchasing Criteria by Channel

Table 23. North America Gypsum Plaster Market by Country, 2021-2031

Table 24. Europe Gypsum Plaster Market by Country, 2021-2031

Table 25. Asia-Pacific Gypsum Plaster Market by Country, 2021-2031

Table 26. Latin America Gypsum Plaster Market by Country, 2021-2031

Table 27. Middle East and Africa Gypsum Plaster Market by Country, 2021-2031

Table 28. Regional Volume, Average Price, Share and CAGR Comparison

Table 29. Competitive Benchmarking of Leading Gypsum Plaster Suppliers

Table 30. Knauf Group Company Profile

Table 31. Compagnie de Saint-Gobain S.A. Company Profile

Table 32. Etex N.V. Company Profile

Table 33. USG Corporation Company Profile

Table 34. National Gypsum Company Profile

Table 35. Yoshino Gypsum Co., Ltd. Company Profile

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Table 36. Georgia-Pacific Gypsum LLC Company Profile

Table 37. Walplast Products Pvt. Ltd. Company Profile

Table 38. Jonoub Gypsum Co. Company Profile

Table 39. Gypsemna Co. LLC Company Profile

Table 40. Commercial Opportunity Matrix by Region and Product

Table 41. Addressable Machine-applied Plaster Opportunity by Region

Table 42. Low-carbon and Recycled-content Product Opportunity Assessment

Table 43. Market value by year, USD bn

Table 44. Year-over-year value change

Table 45. Drivers — impact on forecast

Table 46. Restraints — impact on forecast

Table 47. Value by product Type, USD bn

Table 48. Value by application, USD bn

Table 49. Value by application Method, USD bn

Table 50. Value by distribution Channel, USD bn

Table 51. Market value by region, USD bn

Table 52. Market value by leading country, USD bn

Table 53. Leading companies

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List of figures

Figure 1. Global Gypsum Plaster Market Value, 2021-2031

Figure 2. 2025 Gypsum Plaster Market Share by Region

Figure 3. Global Market Value and Year-on-year Growth, 2021-2031

Figure 4. Global Gypsum Plaster Volume, 2021-2031

Figure 5. Average Selling Price Index, 2021-2031

Figure 6. Directional CAGR Impact of Market Drivers and Restraints

Figure 7. Machine-application Penetration by Region, 2025 and 2031

Figure 8. Gypsum Plaster Market Share by Product Type, 2025

Figure 9. Product Type CAGR Comparison, 2025-2031

Figure 10. Market Share by Building Application, 2025

Figure 11. Hand-applied versus Machine-applied Market, 2021-2031

Figure 12. Gypsum Plaster Revenue Share by Distribution Channel, 2025

Figure 13. Regional Market Value, 2025 and 2031

Figure 14. Regional CAGR Ranking, 2025-2031

Figure 15. Incremental Revenue Contribution by Region, 2025-2031

Figure 16. Global Gypsum Plaster Company Market Share, 2025

Figure 17. Competitive Positioning by Geographic Reach and Product Breadth

Figure 18. Opportunity Attractiveness by Segment, 2025-2031

Figure 19. Forecast Scenario Comparison for 2031

Figure 20. Value share by product Type, 2025

Figure 21. Value share by application Method, 2025

Figure 22. Growth rate by region, 2025-2031

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Executive summary

The global gypsum plaster market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific accounted for XX% of 2025 revenue as urban housing construction, mechanized rendering and local manufacturing investment strengthened demand. Base-coat plaster remained the largest product category, while machine-applied plaster recorded the strongest growth as contractors sought faster installation and more consistent finishes. The report quantifies market value, volume, pricing, regional demand, competitive shares and opportunities across five segmentation dimensions.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- Global gypsum plaster revenue reached USD XXX billion in 2025 and is forecast to reach USD XXX billion by 2031.
- Global market volume reached XXX metric tons in 2025 and will rise to XXX metric tons by 2031.
- Asia-Pacific generated XX% of global revenue in 2025 and will expand at a XX% CAGR through 2031.
- Base-coat plaster represented XX% of 2025 market value, supported by high-volume residential wall and ceiling applications.
- Residential construction accounted for XX% of demand, while commercial construction represented XX%.
- Machine-applied products captured XX% of market value and will grow at an XX% CAGR through 2031.
- Dealer and building-material merchant networks controlled XX% of 2025 sales, reflecting the market's fragmented contractor customer base.
- USGS reported 2025 United States apparent gypsum consumption of approximately XXX metric tons and calcined gypsum production of XXX metric tons.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Gypsum Plaster Market Trends and Growth Drivers

Gypsum plaster sits at the intersection of construction volume, jobsite productivity and mineral-processing economics. Demand rises with completed interior floor area rather than project announcements alone, while realized value depends on product functionality, bag pricing and the share of mechanized application.

The strongest structural shift is the replacement of site-mixed sand-cement render with factory-formulated gypsum systems. Faster setting, elimination of water curing, lower dead load and smoother finishes improve project economics, particularly where labour is scarce or developers enforce compressed handover schedules.

Supply is inherently regional because calcination energy and transport determine delivered cost. Producers with nearby reserves, recycled-gypsum access, efficient kilns and dense dealer coverage can defend margins, while the decline of FGD gypsum is increasing the strategic value of long-term raw-material security.

Growth drivers

Rapid urban housing delivery

Large housing pipelines in India, China, Southeast Asia, the Gulf and selected African cities are expanding the addressable interior-wall area. Gypsum plaster benefits where developers prioritize rapid handover, smooth finishes and reduced structural loading relative to thick sand-cement render.

Shift from cement render to gypsum plaster

Factory-formulated gypsum plaster requires no curing and produces a paint-ready surface with fewer site-mixed inputs. The conversion is strongest in urban residential projects where water availability, schedule certainty and finish quality carry measurable economic value.

Mechanized application adoption

Spray machines raise daily coverage per crew, improve mix consistency and reduce physical handling on large projects. Manufacturers are pairing machine-compatible formulations with equipment partnerships and applicator training, supporting both volume conversion and premium pricing.

Renovation and adaptive reuse

Ageing building stocks and policies supporting energy renovation are increasing demand for interior levelling, repair and finishing systems. Gypsum plaster is well positioned in occupied-building projects because it sets rapidly and supports lightweight partition and lining assemblies.

Fire and acoustic performance requirements

Gypsum's chemically bound water and compatibility with tested lightweight assemblies support passive-fire and acoustic specifications. This expands demand in schools, hospitals, hotels, offices and multi-family housing, where compliance documentation influences material selection.

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Localized production investment

New calcination and dry-mix lines reduce landed costs, shorten lead times and allow formulations to be tuned to local substrates and working practices. Capacity additions in India, the Gulf and Africa are bringing branded plaster within reach of a broader contractor base.

Restraints

Energy and freight cost exposure

Calcination requires controlled thermal energy, while the low value-to-weight ratio limits economical shipping distances. Gas-price shocks and road-freight inflation compress margins unless producers have efficient kilns, nearby gypsum reserves and disciplined price realization.

Moisture-sensitive application envelope

Standard gypsum plaster is unsuitable for persistent wet exposure and can suffer from delayed drying on damp substrates. Cementitious products retain an advantage in bathrooms, façades and poorly weatherproofed projects unless specialty formulations and correct detailing are specified.

Entrenched substitute systems

Sand-cement render remains familiar and locally sourced across many emerging markets, while plasterboard reduces wet-trade work in developed markets. Conversion therefore depends on contractor training, equipment access and a demonstrable installed-cost advantage.

FGD gypsum supply contraction

Coal-plant retirements are reducing the availability of flue-gas-desulfurization gypsum in Europe and North America. Producers must secure additional natural gypsum, recycled feedstock or imports, raising qualification, logistics and capital requirements.

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Gypsum Plaster Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Rapid urban housing delivery	XXX	XXX	XXX
Shift from cement render to gypsum plaster	XXX	XXX	XXX
Mechanized application adoption	XXX	XXX	XXX
Renovation and adaptive reuse	XXX	XXX	XXX
Fire and acoustic performance requirements	XXX	XXX	XXX
Localized production investment	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Energy and freight cost exposure	XXX	XXX	XXX
Moisture-sensitive application envelope	XXX	XXX	XXX
Entrenched substitute systems	XXX	XXX	XXX
FGD gypsum supply contraction	XXX	XXX	XXX

Source: XXX

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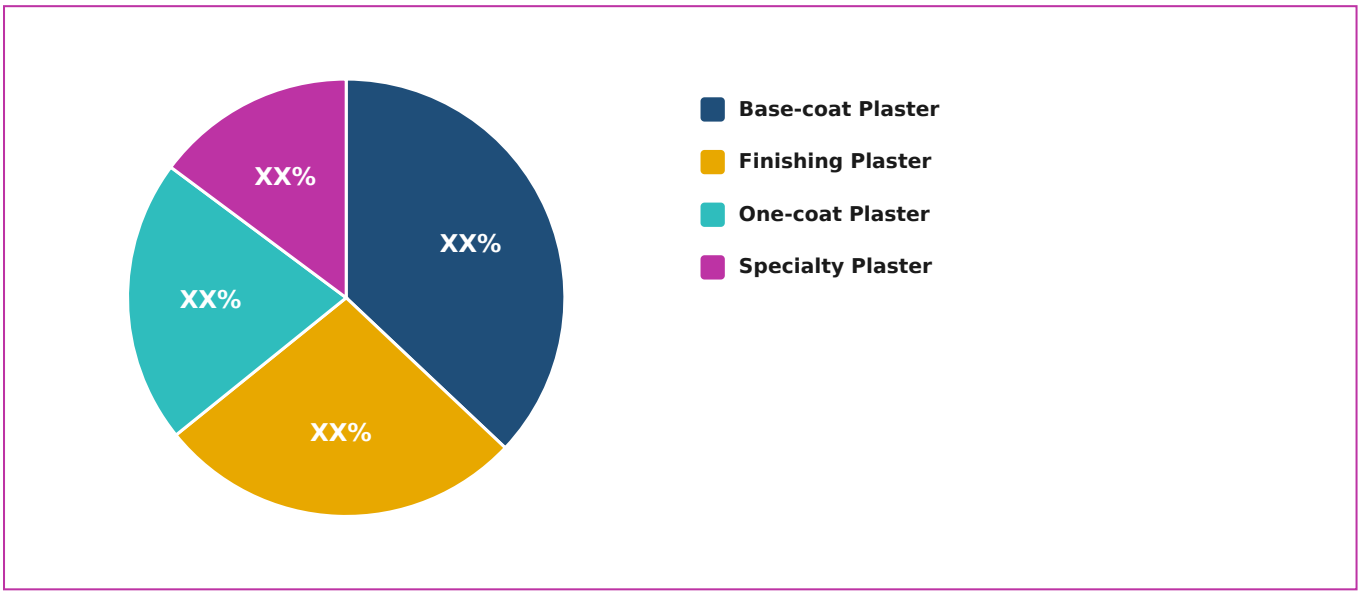
Gypsum Plaster Market Segmentation Analysis

By Product Type

Base-coat products dominate high-volume wall and ceiling levelling because they accommodate variable substrates and thicknesses. Finishing plaster remains strongest in mature renovation markets, while one-coat systems gain where contractors value fewer application stages. Specialty fire-resistant, acoustic, high-hardness and moisture-management formulations will outpace the market through specification-led pricing.

Value share by product Type, 2025



Source: XXX

Value by product Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Base-coat Plaster	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Finishing Plaster	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
One-coat Plaster	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Specialty Plaster	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application

Residential construction leads because apartment interiors and single-family housing generate extensive wall and ceiling area. Commercial demand carries a higher specialty-product mix through hotels, offices, retail and mixed-use developments. Institutional and industrial applications grow fastest as schools, hospitals and controlled interior environments specify fire, acoustic and surface-performance systems.

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Value by application, USD bn

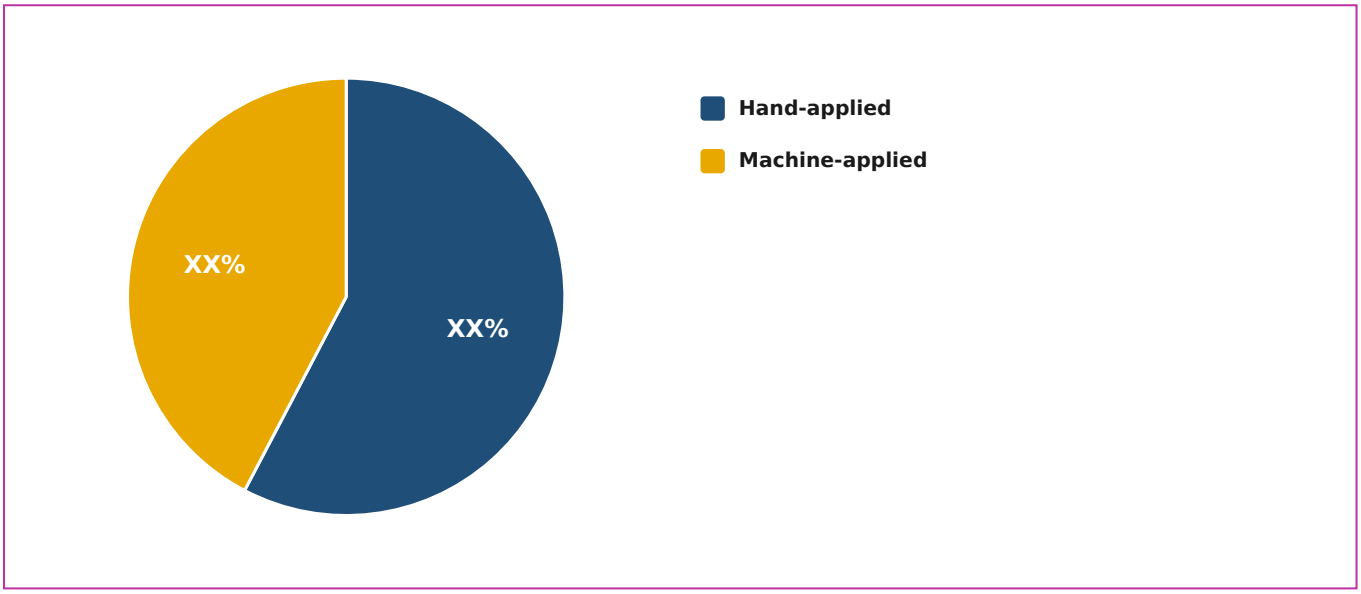
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Residential	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Commercial	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Institutional and Industrial	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Application Method

Hand application remains dominant in fragmented residential work, smaller renovations and countries with low labour costs. Machine application is expanding in high-rise housing, hotels and institutional projects because it raises crew productivity and improves mix control. Growth depends on pump availability, formulation consistency and trained operator networks.

Value share by application Method, 2025



Source: XXX

Value by application Method, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Hand-applied	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Machine-applied	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

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Dealers lead by serving dispersed plastering contractors with local inventory, credit and mixed-material orders. Direct sales are concentrated in developers, tier-one contractors and large institutional projects where specification support and scheduled deliveries matter. Retail and e-commerce channels are gaining in repair, renovation and small-project applications.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Direct Project Sales	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Dealers and Building-material Merchants	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Retail and E-commerce	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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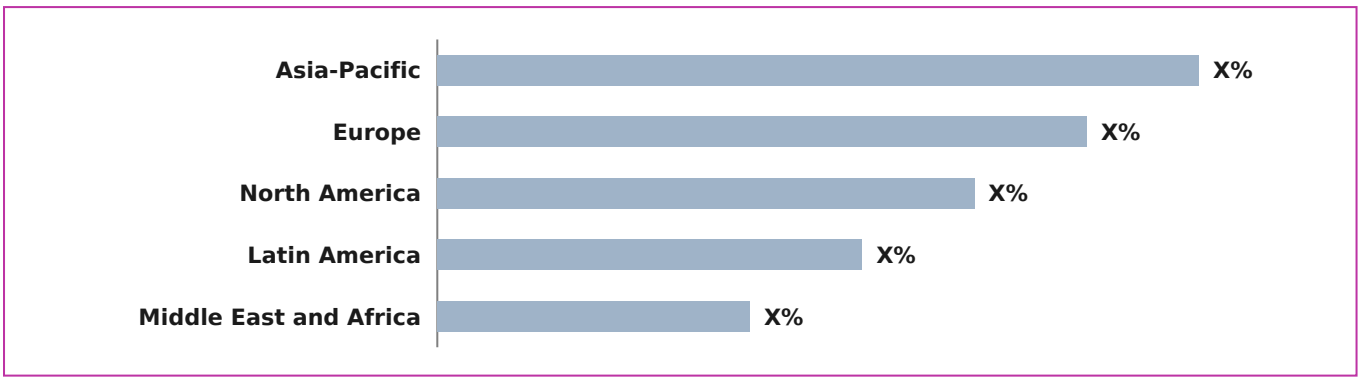
Gypsum Plaster Market Regional Analysis and Country Outlook

Asia-Pacific held XX% of 2025 global revenue and will remain the primary growth engine through 2031. India leads incremental demand as organized developers replace site-mixed cement render with branded gypsum systems, while China's large installed construction base sustains renovation and commercial-refurbishment demand. Southeast Asian adoption is broadening through local dry-mix plants, distributor training and the expansion of modern multi-family housing.

Europe represented XX% of 2025 value and retains the highest penetration of machine-applied plaster. Germany, the United Kingdom, France, Spain and Poland combine established installer networks with renovation demand, although new-build weakness constrains near-term volumes. The phase-down of coal generation is reshaping raw-material procurement as producers replace FGD gypsum with natural and recycled inputs.

North America is led by the United States but remains more oriented toward drywall and veneer-plaster systems than full-surface wet plaster. Latin America and the Middle East and Africa present stronger conversion potential: Mexico and Brazil benefit from organized dry-mix distribution, while Saudi Arabia, the United Arab Emirates and Egypt combine major project pipelines with rising demand for fast interior finishing.

Growth rate by region, 2025-2031



Source: XXX

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Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Gypsum Plaster Market Competitive Landscape and Company Share

The gypsum plaster market is moderately concentrated: the ten largest suppliers generated XX% of 2025 revenue, while regional calciner operators and dry-mix specialists retained substantial positions in individual countries. Knauf and Saint-Gobain lead through integrated gypsum reserves, calcination assets, broad contractor networks and recognized brands including MP 75, Rotband, Goldband, Gyproc and Formula.

Competition is local despite the presence of global groups. Delivered cost, setting-time consistency, substrate compatibility and jobsite service often outweigh global scale, enabling companies such as Walplast, Jonoub Gypsum, Trimurti, Yoshino Gypsum and regional Gulf producers to defend strong domestic positions. Dealer credit, applicator loyalty and availability in 25-40 kilogram bags remain important route-to-market advantages.

Strategic investment is moving toward emerging-market capacity, recycled content and lower-carbon production. Saint-Gobain opened a combined industrial and construction plaster facility in Gujarat in 2025, while leading European producers are increasing recycled-gypsum intake and preparing for tighter construction-product environmental disclosure requirements.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Knauf Group	XXX	XXX	XXX	XXX
Compagnie de Saint-Gobain S.A.	XXX	XXX	XXX	XXX
Etex N.V.	XXX	XXX	XXX	XXX
USG Corporation	XXX	XXX	XXX	XXX
National Gypsum Company	XXX	XXX	XXX	XXX
Yoshino Gypsum Co., Ltd.	XXX	XXX	XXX	XXX
Georgia-Pacific Gypsum LLC	XXX	XXX	XXX	XXX
Walplast Products Pvt. Ltd.	XXX	XXX	XXX	XXX
Jonoub Gypsum Co.	XXX	XXX	XXX	XXX
Gypsemna Co. LLC	XXX	XXX	XXX	XXX

Source: XXX

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Gypsum Plaster Market Forecast and Commercial Opportunities

Global market growth will accelerate from USD XXX billion in 2025 to USD XXX billion in 2031 as volume reaches XXX metric tons. Real growth will be led by floor-area expansion and system conversion, while product mix and energy-linked pricing will provide an additional value uplift.

The central forecast assumes gradual improvement in construction financing, continued renovation support in Europe and sustained urban housing programmes in Asia and the Gulf. A stronger residential cycle and faster mechanization would lift the 2031 value above USD XXX billion, while prolonged property weakness and energy-cost pressure would hold it near USD XXX billion.

Suppliers that win share will localize production, guarantee batch consistency and sell productivity rather than powder alone. Machine packages, certified low-carbon formulations, substrate primers, digital estimating tools and trained-applicator networks will become the strongest sources of differentiation.

Opportunities

- Machine-applied plaster systems for high-rise and large housing projects
- Low-carbon products incorporating recycled gypsum and renewable process heat
- Premixed specialty plasters for fire, acoustic, thermal and moisture-control performance
- Applicator training and specification services in markets converting from cement render
- Regional production hubs serving India, Southeast Asia, the Gulf and Sub-Saharan Africa
- Digital dealer ordering and jobsite delivery services for small contractors

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