

## World Cement Forecasts for 2012 & 2017

By Bharat Book Bureau

Dated: Apr 30, 2008

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Global cement demand to grow 4.7% annually through 2012. World demand for cement is forecast to grow 4.7 percent per year to 3.5 billion metric tons in 2012. Gains will be driven by strong increases in cement consumption in the developing countries of the world, fueled by rising income levels and a focus on infrastructure development. Additionally, a rebound in cement demand in industrialized markets such as the US, Japan and Germany, will further boost advances. However, gains will slow considerably from the 2002-2007 period, which was characterized by double-digit increases in demand in China, which accounted for nearly half of global cement demand in 2007. The rate of growth in China will moderate considerably, reflecting a significant slowdown in construction expenditures. Product demand in India, the second largest national market for cement, will climb at the fastest rate of any major market. Although small, Indonesia, Malaysia, Nigeria, Vietnam and the UAE are all expected to record gains in excess of seven percent per year. In the developed areas of the US, Japan and Western Europe, cement sales increases will lag the global average, although improvement over the 2002- 2007 period is expected. In the US, for example, the market is expected to benefit from a recovery in residential building activity, as well as strong government spending on nonbuilding construction through 2012. In Western Europe, a rebound in construction activity will benefit cement markets in countries such as Germany and Portugal. Similarly, a pickup a construction spending in Japan following an extended period of decline will help bolster overall developed world market growth.

**Blended cement to be fastest growing product**

Demand for straight portland cement, which currently accounts for more than three-quarters of all cement sales worldwide, will be spurred by increases in global construction spending and further advances in manufacturing technology. However, sales of blended cements will climb at a faster pace through 2012, driven by their relatively low cost and favorable environmental profile. Cement firms are increasing the use of cementitious materials such as fly ash and blast furnace slag in their products, which reduces carbon dioxide emissions from the production of portland cement clinker.

**Ready-mix concrete to offer best market opportunities**

Ready-mix concrete is expected to be the fastest growing market through 2012, increasing its position as the largest outlet for cement. Ready-mix concrete companies account for a comparatively small but rising share of total cement demand in a number of fast-growing developing countries, particularly China and India, where large-scale construction projects will require significant amounts of readymix concrete. Consumer demand for cement will also expand at an aboveaverage rate, stimulated by overall market increases in developing areas, where consumer sales can account for half or more of all cement demand.

**Study coverage**

It presents historical demand data (1997, 2002 and 2007) plus forecasts for 2012 and 2017 by cement type, market, world region and for 47 countries. The study also considers market environment factors, assesses the industry structure, evaluates company market share data and profiles leading industry competitors worldwide, such as Anhui Conch, CEMEX, Heidelberg Cement, Holcim, Italcementi, Lafarge, Taiheiyo Cement, and Votorantim.

For more information kindly visit: <http://www.bharatbook.com/detail.asp?id=15137>

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