



SUSTAINABLE CONSTRUCTION IN POLAND 2025

CRUCIAL TRENDS
AND DEVELOPMENT FORECASTS





The European Green Deal brings many challenges for business, as it is facing ESG reporting requirements. Legislation introduced by the EU concerns, among other things, the unification of non-financial reporting standards and their alignment with the financial performance of companies. This is being achieved by establishing a harmonised system of criteria for assessing the activities of companies that can be considered environmentally sustainable. This will make it possible to channel EU funding and private capital to precisely this kind of activity. The harmonisation of non-financial ESG reporting standards at EU level will further ensure the flow of information on environmental sustainability throughout the value chain of a service or product. ESG is not just a trend or a fad, but an essential component of a sustainable business strategy. Companies that effectively implement ESG principles can achieve better financial results and establish long-term partnerships with stakeholders.

EU requirements are certainly a very important factor, but changes in business will also be driven by investor pressure and growing public awareness. However, sustainable development will not be possible without sustainable construction. The principles of sustainable construction should be implemented starting from the building designing process and the choice of building materials up to the technological and functional solutions used in the building. **The Polish construction industry is on the right track towards sustainability, but the answer to the question of where it stands today and whether declarations coincide with practice is not so simple. Our report attempts to tackle this topic by organising the available information and seeking opinions directly from market participants** (the interviews are conducted anonymously, thus omitting the marketing wrapper).

What is the rate of uptake by the market? What are the main directions and where will the changes be most rapid and intense? A survey of the companies present in the market should provide answers to some key questions that will allow an organisation to better plan the pace and way of adaptation to the new developments. A review of declarations and achievements seen to date will not only identify leaders but also spot companies that have recently taken tangible steps towards decarbonising the construction industry and sustainability.

The PMR report "**Sustainable construction in Poland 2025 – crucial trends and development forecasts**" is the outcome of our work aimed at finding out the point of view of construction market players on the topic of sustainable construction.

The report is based on a quantitative survey covering:

- 100 architects/design studios,
- 100 manufacturers of building materials
- 100 contractors
- 100 investors/developers.

In addition to presenting the findings of our survey, the report also discusses in detail the analysed environment that has an impact on the development prospects for the sustainable construction market.



Definition of sustainable construction adopted in the report

"Sustainable construction is a series of activities aimed at reducing the negative impact of buildings on the environment throughout their life cycle, from the preparation of the design through the construction process to the operation and possible demolition of the building."



Main objective

To find out the point of view of construction market players (professionals) on the topic of sustainable construction.

Additional objectives

- to gather and organise available information
- to find out the answers to many practical questions about the prospects for sustainable construction
- to identify trends and areas that should develop the fastest
- to identify materials and technologies that, in the opinion of market players, are best suited to sustainable construction
- to identify main growth drivers and barriers to the development of sustainable construction

Geographic coverage: Poland

What is included in the report?

- **sustainable construction** – the concept and definitions
- overview of the environment
- **declarations as opposed to reality** – awareness and implementation of sustainable construction principles by market participants
- **pace of change** – evolution or revolution
- areas expected to develop the fastest
- most promising **technologies**
- **building materials** best suited to sustainable construction
- **price sensitivity** – insofar as solutions that support the tenets of sustainable construction may be more expensive than standard ones
- key **barriers to the development** of sustainable construction
- key **growth drivers for** sustainable construction
- **leaders of change**, selected examples of implemented solutions

Why buy this report?

- it will update and organise information regarding sustainable construction
- it will help make a realistic assessment of the market players' awareness of sustainable construction
- it will allow assessment of the development prospects for sustainable construction in Poland
- it will present key factors having impact on the development of sustainable construction
- It will reduce investment risks, e.g. when introducing new products, solutions or business development strategies

Together with the report, we provide the **most important data in an Excel spreadsheet for individual aggregation.**



We are one of the leading research and analytics companies in Poland!

As **PMR Market Experts**, we help our Clients to obtain and analyse data, enabling them to better understand market processes, plan strategic and operational actions, and ultimately develop their business.

We boast **30 years of experience** and a **team of nearly 100 experts**. In our reports, we use secondary data combined with proprietary primary databases and qualitative and quantitative research.

We provide **market analyses for four main sectors**:

- construction,
- retail,
- healthcare and pharmaceuticals,
- IT and telecommunications.

We also prepare **customised research projects** focused on the area chosen by the Client. In addition, we offer **consultancy services** combining different areas, i.e. marketing research, market sizing, forecasting, and sales management.





CONSTRUCTION

MARKET ANALYSIS AND 5-YEAR
DEVELOPMENT FORECASTS

- **Sustainable construction** in Poland
- **Construction chemicals** market in Poland
- **Facade** market in Poland
- **Construction sector** in Poland (additional data update: June, September, December)
- **Construction sector** in Poland – **Regional analysis** (additional data update: November)
- **Civil engineering construction** in Poland
- **Renewable energy** market in Poland
- **Thermal insulation materials** market in Poland
- **Precast concrete** market in Poland
- **Roofing materials** market in Poland
- **Modular construction** market in Poland
- **Investment prospects** in Poland 2025-2026
- **Paving stone** market in Poland
- **Energy sector construction** market in Poland
- **Construction aggregate** market in Poland
- **Heating equipment** market in Poland
- **Construction sector in Central Europe**
- **Construction sector in the Baltic states**
- Monthly: **PMR Construction Insight** (Polish and English versions)

NOVELTIES



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