



FACADE MARKET IN POLAND 2024

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2024-2029



Main objective

Providing a comprehensive description of the facade market in Poland together with its development forecasts.

Additional objectives

- examination of current trends and business climate in the facade market in Poland
- identification of the market volume, value and structure
- preparation of development forecasts for the main segments of the facade market
- identification of short-term opportunities and threats
- presentation of long-term trends

What is included in the report?

The report analyses in detail and presents the **breakdown of the facade market into its four main segments:**

- curtain facades,
- ventilated facades,
- facades made of sandwich panels and related products,
- ETICS facades.

The study is based on the analysis of data from, among other things, a **unique quantitative survey of facade contractors.**

The report also includes **detailed calculations of the volume and value of the market, together with proprietary forecasts until 2029.** It provides, among others, a comparative analysis of the various facade types, short-term opportunities and threats, and long-term trends.

The report also features **profiles of the major manufacturers of facade materials.**

Time span: 2017 - 2023

Forecast horizon: 2024 - 2029

Geographic coverage: Poland

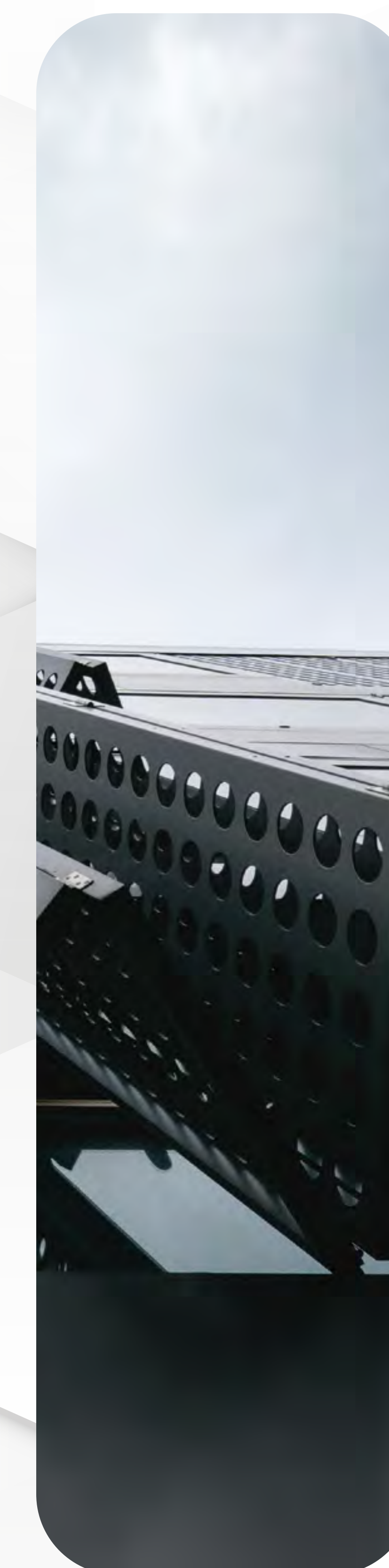
Scope

The report analyses in detail the **main segments of the facade market:**

- glazing and facade systems,
- finishing materials used in ventilated facades,
- sandwich panels and related products,
- ETICS systems.

Subject matter

- **calculation of market volume and value**, both overall and for the individual segments
- **identification of the main factors influencing the facade market** in Poland
- **comparative analysis** of the different facade categories, by building type, main supply channels, decision-maker selecting the brand of products used, and key product selection factors
- **structure and scope of typical orders** in the individual facade market segments
- **key trends**
- short-term **opportunities and threats** for the individual facade market segments
- **major players** in each segment
- detailed **profiles of leading facade materials manufacturers**, with the analysis of financial data
- **development forecasts** for the facade market in Poland until 2029



FORECASTS

Long-term market development forecasts were prepared for the report using econometric models and a 10-year time series.

The forecasts cover the period 2024-2029.

All of the forecasts were prepared based on **three scenarios**:

- **baseline** – corresponding, in the opinion of the authors of the report, to the most likely situation in the industry and the market
- **pessimistic** – assuming a slower pace of economic development, a prolonged reduction in inflation, delays in the inflow and incomplete use of EU funds under the KPO
- **optimistic** – assuming a more favourable macroeconomic and market situation than in the baseline variant

These are dependent on factors that PMR analysts believe are crucial to the industry's future.

All of the scenarios are described in detail and present the assumed figures for key variables determining the situation in the construction market.

FORECASTING METHODOLOGY

The report also features:

- macroeconomic forecasts (growth rate of GDP and its components, unemployment rate, interest rates, wages)
- forecasts for the markets determining the demand in the facade market:
 - residential construction
 - non-residential construction

The detailed forecasts for the main facade market segments cover the volume and value of all the segments analysed:

- curtain facades
- ventilated facades
- facades made of sandwich panels and related products
- ETICS facades

Why to buy the report?

- It will help you devise a business development strategy for your company.
- It will make data in business plans and budgets more realistic.
- It will help monitor the market and its growth potential.
- It will improve the analysis of the competitive environment in Poland.
- It will reduce investment risk, e.g. when entering a new market or during a merger or acquisition.
- The user-friendly and attractive form of data presentation makes the product easy to use (report as a PDF presentation + Excel database).
- The materials allow for own data analysis and aggregation. They also facilitate the preparation of presentations or summaries and calculations, being particularly helpful for analysts and finance departments.

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



We are one of the leading analytics companies in Poland!

PMR offers **industry reports** and **market research and forecasting services** in Poland and worldwide. **For nearly 30 years, PMR's analyses and research have helped companies to achieve their strategic and operational goals.** We provide our customers with a variety of studies describing different market sectors. In particular, we specialise in the markets for:

- retail
- construction
- pharmaceuticals and healthcare
- ICT.

When preparing reports, our focus is on gathering and appropriately processing information crucial to management processes, i.e. the size and structure of markets, long-term market trends, competitors, suppliers and customers.

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The quality of our services and products is overseen by a team of almost 100 people, including: market analysts, specialists in macroeconomics, forecasting and econometrics, quantitative and qualitative researchers, specialists in data analysis and visualisation, specialists in quantitative and qualitative fieldwork.



Forecasting methodology

The class and type of the developed **econometric models** are selected according to the **characteristics of the data analysed**. In practice, models using **multiple regression** (the least squares method) and **autoregression** (ARIMA, VAR) are the most common. We use both **primary variables** and their **transformations** (e.g. logarithms) to capture the relevant relationships.

The **final market value forecasts** are not just based on a single best model but are a **weighted average of forecasts** from a selected set of best models. The weights are selected based on model fit indices. This procedure makes it possible to consider **more factors** influencing market development, hence **improving the forecast precision**.

When developing the **final forecasts**, we take into account not only the **statistical quality of the models** (model adjustment to empirical data, normality and homoscedasticity of residuals, statistical significance of structural parameters) but also their **consistency** with market knowledge and **qualitative information** gathered by PMR's analytical team.

The models use data on industry sectors, macroeconomic indicators and demographics, as well as the results of our analyses. Most often, there are **60-80 types of indicators** considered.



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