



# FACADE MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2025-2030



The building segment was the weakest segment of the construction sector in 2024. The surge in housing demand in 2023-2024 revived residential construction activity in H1 2024. However, in H2 2024, it began to weaken due to high interest rates and the lack of previously announced new programmes to support borrowers. Non-residential buildings did not make the situation better – commercial and public buildings saw significant output declines. Such a challenging environment has put pressure on the facade market.

The coming months do not look very optimistic. In an environment of high interest rates and a lack of new credit support programmes, it is likely that only interest rate cuts will become the trigger for a renewed recovery in the housing segment. Significantly lower space under construction in the main commercial construction areas at the end of Q3 2024 is indicative of a steep decline in new development activity. However, the facade market is not only about new developments but also about works carried out on existing buildings (renovations/thermal modernisations).

So how does the facade market perform as at the end of 2024? Which segment has survived the past year best and which has the best prospects? Answers to these and other questions can be found in the report **“Facade market in Poland 2025”**.





## Main objective

To provide a comprehensive overview of the facade market in Poland together with forecasts for its development.

## Additional objectives

- to examine current trends and business climate in the facade market in Poland
- to identify market volume, value and structure
- to prepare development forecasts for the main segments of the facade market
- to identify short-term opportunities and threats
- to present 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 2030.** 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:** 2018 - 2024

**Forecast horizon:** 2025 - 2030

**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 the leading facade materials manufacturers**, including the analysis of financial data
- **development forecasts** for the facade market in Poland until 2030



## 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 2025-2030.**

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 economy 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.

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 segments of the facade market cover the volume and value of all the segments analysed:

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



## What questions does the report provide answers to?

- What changes in the construction costs of selected types of buildings can be observed in recent years?
- What is the volume of the facade market in Poland?
- What are the forecast investment growth rates in real terms in Poland for the coming years?
- What types of facade are most commonly made in Poland and in what volume?
- What is the area structure of the companies installing the various types of facade by building type?
- What are the main supply channels for companies installing each type of facade?
- What is the value of the curtain facade market in Poland and how has it changed over the years?
- What is the value structure of a typical ventilated facade order?
- Which manufacturers prevail in the market for sandwich panels and related products used in facade installations?
- How are manufacturers of ETICS systems in the Polish market evaluated and what are the most important assessment criteria?



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 specified by the Client. In addition, we offer **consultancy services** combining different areas, including 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
- **HVAC** market in Poland (2024)
- **Thermal insulation materials** market in Poland
- **Precast concrete** market in Poland
- **Roofing materials** market in Poland
- **Modular construction** market in Poland
- **Data centre** market in Poland
- **Investment prospects** in Poland – analysis of industries and development forecasts
- **Paving stone** market in Poland
- **Energy sector construction** market in Poland
- **Construction aggregate** market in Poland
- **Heating equipment** market in Poland
- **Construction sector in the Baltic states**
- **Construction sector in Central Europe**
- **ESG reporting** – challenges and development prospects in Poland
- **Hospital infrastructure analysis and investment plans** in Poland
- Monthly: **PMR Construction Insight** (Polish and English versions)

NOVELTIES

## 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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