

PMR MARKET
EXPERTS

THERMAL INSULATION MATERIALS MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT
FORECASTS FOR 2025-2030





Main objective

To provide a comprehensive overview of the thermal insulation materials market in Poland and to present mid-term and long-term forecasts for its development.

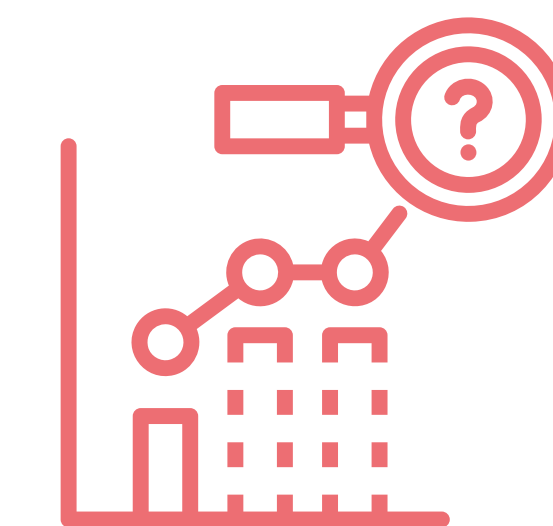
Additional objectives

- To present three scenarios for the development of the thermal insulation materials market in Poland for 2025-2030 based on key opportunities and threats, as well as macroeconomic forecasts.
- To outline the impact of the macroeconomic environment (GDP, inflation, interest rates, unemployment, consumption) and the situation in the construction industry on the thermal insulation materials industry.
- To analyse the market structure by main product groups (polystyrene, mineral wool, foam products) and sales channels (domestic market vs exports).
- To discuss key market and technological trends in the production of thermal insulation materials and their qualities.
- To discuss the impact of public policies and government programmes on market development, including measures related to upgrading the thermal efficiency of the building stock.
- To analyse the competitive landscape - number of production plants, production capacity, export share, revenues, standing of the largest manufacturers.
- To review investments, mergers and acquisitions in the industry and to assess the attractiveness of the sector and key success factors.



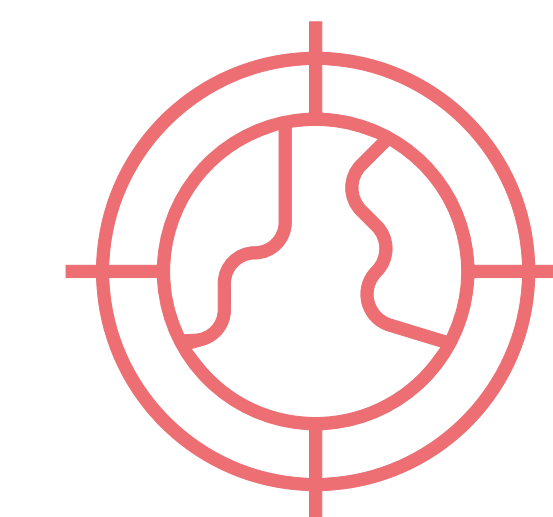
Time span

2020-2024



Forecast horizon

2025-2030



Geographic coverage

Poland



Subject matter

- volume, value and segmentation of the thermal insulation materials market
- development forecast for the thermal insulation materials market in Poland
- expected opportunities and threats to the market
- key market trends
- analysis of the competitive landscape (revenue, number of production plants, employment, export share)
- assessment of the sector attractiveness and key success factors
- production output and foreign trade
- need for thermal modernisation (state of the building stock)
- public policies supporting the thermal insulation market
- quality of construction materials for thermal insulation used in the Polish market
- macroeconomic environment – current situation and forecasts
- situation in residential and non-residential construction

Product categories

The report analyses in detail the thermal insulation materials market in Poland. Within the analysed segments, we have included **3 key categories**:

- thermal insulation products made of polystyrene
- thermal insulation products made of mineral wool
- foam and other thermal insulation products





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.

The assumptions behind each of the scenarios were discussed in detail. Key among these factors are: real GDP growth in Poland, the pace of EU funds inflow to Poland, the war in Ukraine and its further course, inflation in Poland, interest rates in Poland and the impact of government programmes on the credit market, the geopolitical situation, the situation in the labour market in Poland, the purchasing power of Poles and construction activity.

The forecasts by PMR market experts published in the reports are highly accurate – the typical error rate (MAPE) is usually below 3%





10 reasons to invest in the report "Thermal insulation materials market in Poland 2025"

1 **Accurate estimation of market potential**
The report shows the value of the market, its breakdown into segments and where the greatest growth is expected by 2030.

2 **Access to accurate forecasts for 2025-2030**
The report contains 5-year forecasts based on econometric models (including ARIMA, VAR, multiple regressions).

3 **Identification of key segments and channels**
Analysis of sales change in various channels (wholesale, retail, online) and forecasts for product groups, enabling marketing departments to target advertising budgets at areas with the highest ROI.

4 **Identification of competitors' activities**
Detailed profiles of the largest manufacturers, their financial results, production investments and market share.

5 **Facts about product quality in the industry**
Results of tests on the technical properties of thermal insulation products, including thermal conductivity and mechanical strength.

6 **Macroeconomic and demographic market conditions**
The report provides forecasts for such indicators as CPI, GDP, disposable income, population and demographic groups.

7 **Information about policies and support programmes**
Overview of national and EU subsidy programmes, such as "Clean Air" and thermal modernisation relief, along with their terms and conditions.

8 **Understanding market risks and barriers**
An overview of threats to the sector, including price pressure, declining import quality, regulatory changes, rising energy costs, and macroeconomic and geopolitical instability in the region.

9 **Additional materials - source data in an Excel spreadsheet**
Enable independent data aggregation, analysis and in-house model development.

10 **Proprietary survey and experience**
Combined data sources (primary, secondary), 20+ years of expertise in the market, methodology based on dozens of variables.



What questions does the report provide answers to?

- What is the outlook for the thermal insulation market in the context of the latest macroeconomic and construction market development forecasts?
- What government programmes/public policies have and will have an impact on the analysed market?
- What is the current market structure and characteristics of major players?
- What are the main opportunities and threats to the sector in the coming years?
- What are the most important long-term trends?
- What is the baseline situation (state of the stock, renovation needs)?
- What are the trends in quality test results for thermal insulation materials?
- What are the main success factors in the thermal insulation materials sector?
- What is the rating of the sector's attractiveness?

DATASET – together with the report, we provide the most important data in an Excel spreadsheet for independent aggregation.



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At PMR Market Experts, we have been preparing cyclical industry reports for over 20 years.

Our core specialisations:

- Digital & ICT
- Retail
- Pharma & Healthcare
- Construction

Our reports are more than just a compilation of facts - they are reliable knowledge based on proven methodology. We combine primary and secondary data, proprietary algorithms and econometric models to provide precise information about the market, its values, growth rates, segments and key players.

We are part of Hume's Institute - a 360° research agency specialising in quantitative and qualitative research, forecasting and market predictions.

PMR Market Experts' **data analysis and verification expertise, unique insights and proven forecasts** provided by Hume's Institute give real insight and advantage to our Clients.

More than 600 clients worldwide have already benefited from our services. **We have analysed more than 5,000 brands, operating in over 50 markets.** We are trusted by major companies - we work with 70% of the prestigious Fortune 500 brands.

20+

years of experience

600+

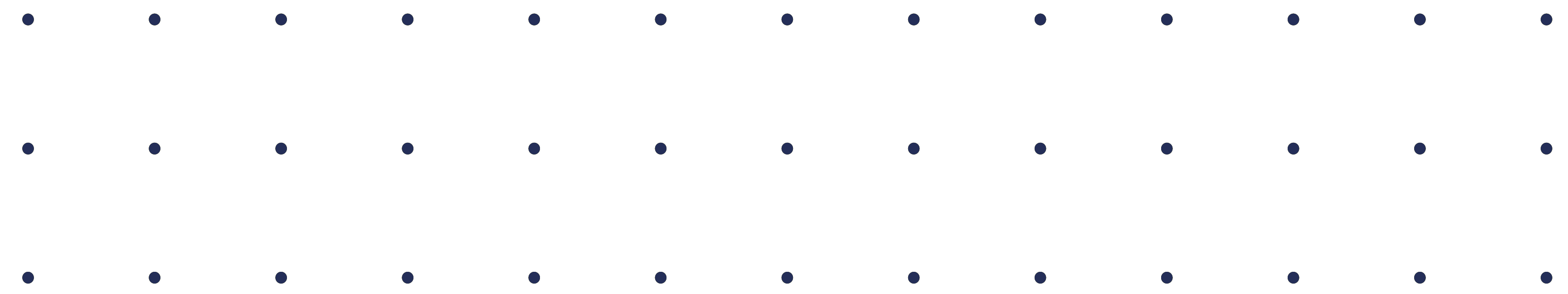
global clients

5,000+

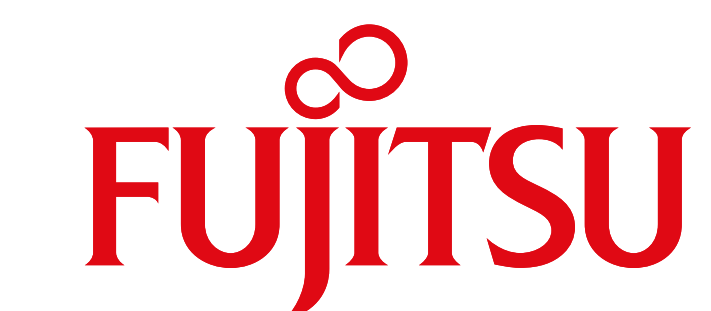
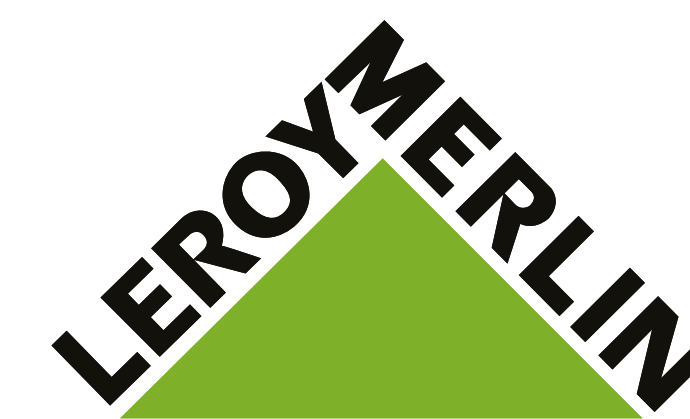
brands studied

50+

analysed countries



Our clients





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
- **Paving stone** market in Poland (2026)
- **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)

**NEW
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