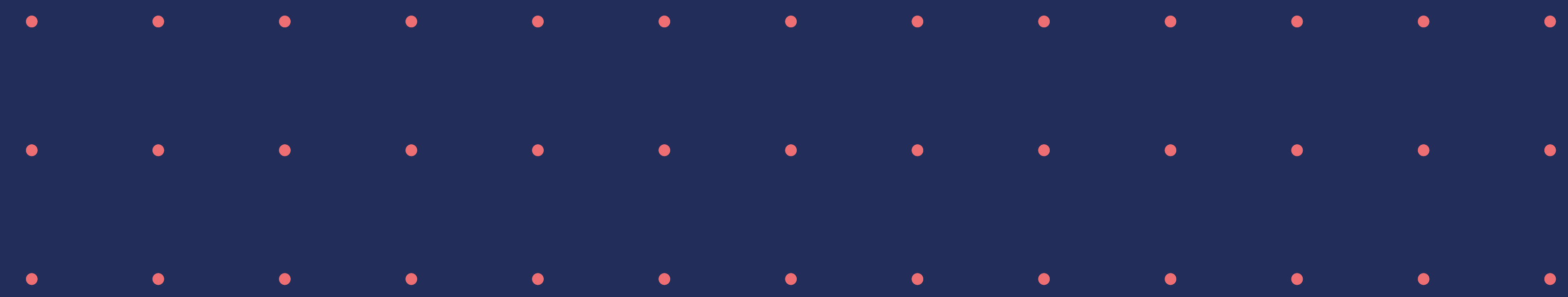
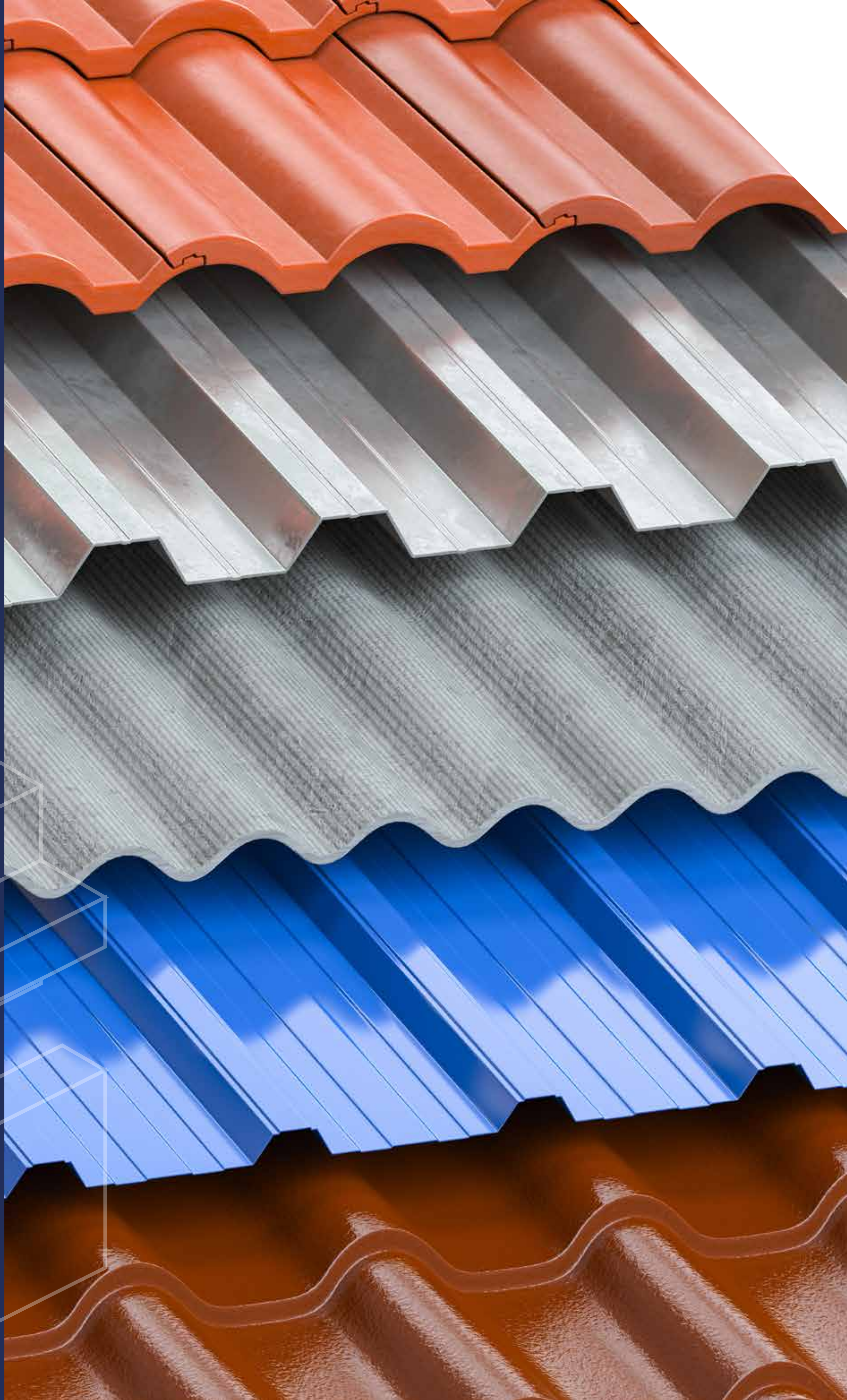


**PMR** MARKET  
EXPERTS

# ROOFING MATERIALS MARKET IN POLAND 2025

MARKET ANALYSIS AND DEVELOPMENT  
FORECASTS FOR 2026-2031





## **Main objective**

To provide enterprises and investors with comprehensive knowledge about the Polish roofing market, its size, structure, and development directions, in order to support strategic decision-making based on market development forecasts up to 2031.

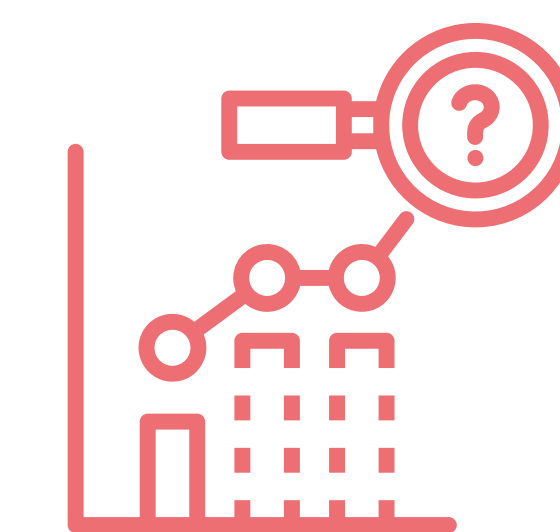
## **Additional objectives**

- examination of current trends and market conditions in the Polish roofing market
- identification of the market size and structure
- preparation of development forecasts for the main segments of the roofing market
- indication of short-term opportunities and threats
- identification and characterization of the main distribution channels and the network of roofing wholesalers
- analysis of market shares and competitive potential of the main manufacturers
- review of key material trends and product innovations
- indication of the impact of environmental regulations and sustainable construction trends on the market
- analysis of prospects related to the development of modular and industrial construction
- assessment of the significance of export and foreign investment for the competitiveness of Polish manufacturers



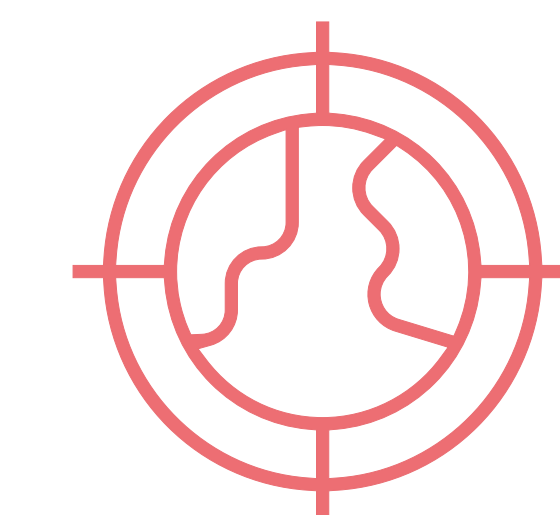
## **Time span**

2020-2025



## **Forecast horizon**

2026-2031



## **Geographic coverage**

Poland



## **What is included in the report?**

- **analysis of the current situation in the Polish roofing market**, including market size, value, and structure by types of roofs, roof coverings, and types of work
- characterization of the **situation in residential and non-residential construction** - key statistics, construction costs, mortgage loans
- analysis of **problems and barriers in the operations of contracting companies** (installers/applicators) in the roofing industry
- **market development forecasts up to 2031**, broken down by main segments
- **alternative market development scenarios** (baseline, optimistic, pessimistic) along with macroeconomic assumptions
- **the most important trends and factors** determining the situation in the industry: inflation, interest rates, labor market, investments, EU funds, demography, the war in Ukraine
- **competition analysis** - market structure, concentration, market shares of leaders, mergers and acquisitions (M&A), investments, new product releases
- **analysis of material and technological trends**, including the development of roof coverings for modular and industrial buildings
- **distribution channels and structure of roofing wholesalers**, brand recognition, and sales potential
- assessment of the significance of **export and foreign investment** for the competitiveness of Polish manufacturers
- **profiles of leading roofing manufacturers** - financial data, product offer, employment, investments
- **sectoral forecasts** for residential and non-residential construction in Poland, as key areas of demand



## Scope

### Type of roof

- pitched roofs
- flat roofs

### Roof covering

- ceramic
- cement
- bituminous
- metal
- other

## Subject matter

- **market volume and value**, both in total and for the individual segments: pitched roofs, flat roofs
- **market segmentation** by type of roofing materials: ceramic, cement, bituminous, metal and others
- **main factors influencing the roofing materials market** in Poland
- **results of a survey** of renovation and construction companies carrying out roofing works
- **structure of orders** in the individual roofing materials market segments
- **key trends**
- **short-term opportunities and threats** for the roofing materials market
- **largest roofing wholesaler chains**
- **mergers and acquisitions** in the roofing materials market
- **major players** in each segment
- **detailed profiles of the leading roofing materials manufacturers**, including the analysis of their financial data
- **forecasts up to 2031** for the development of the roofing materials market in Poland



## Forecasts

For the purpose of the report, long-term market development forecasts were prepared using econometric models and 10-year time series. **The forecasts cover the period 2026-2031.**

Detailed forecasts for the market's main roofing segments concern the volume and value of the analyzed segments:

- pitched roofs,
- flat roofs.

The report also presents:

- macroeconomic forecasts (GDP dynamics and its components, unemployment, interest rates, wages) and demographic forecasts,
- forecasts for markets that determine the demand for roofing in Poland, such as residential and commercial construction.

All forecasts were prepared in three scenarios:

- **base** - corresponding, in the authors' opinion, to the most probable behavior of the economy and the market,
- **pessimistic** - assuming a slower pace of economic development, delays in the inflow and incomplete utilization of EU funds under the National Recovery Plan (KPO), and inflation constraint stretched over time,
- **optimistic** - assuming a more favorable macroeconomic and market situation than in the base scenario.

**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 „Roofing materials market in Poland 2025“

**1 Complete picture of the Polish roofing market**  
Size and value of the market in Poland broken down by segments, roof types, and work types, presented in numerical data.

**2 Access to reliable forecasts up to 2031**  
Three market development scenarios until 2031, based on economic and sectoral models, with expert interpretation.

**3 Problems companies talk about**  
Data on the most frequently indicated market barriers: rising costs of raw materials and energy, staff shortages, logistical challenges, and increasing price competition.

**4 Macroeconomics applied to the industry**  
Detailed analysis of the impact of inflation, interest rates, EU funds, and demographics on demand in the roofing sector.

**5 Brand power in the eyes of customers**  
Research results showing the brand recognition of membranes and roofing materials among individual customers and contractors.

**6 Innovations that are changing the industry**  
Material trends, ecological solutions, and new technologies that set the direction for the development of the roofing market.

**7 Assessment of development prospects**  
Forecasts for residential and commercial construction, which determine the demand for roofing.

**8 Database of the largest manufacturers**  
Tables covering financial data, employment size, scope of business, product structure, and investments of the most important roofing manufacturers in Poland.

**9 Additional materials – source data in Excel**  
Allows for independent data aggregation, internal analysis, and creation of internal models within the organization.

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



## What questions do we answer in the report?

- What is the current size and value of the roofing market in Poland?
- How is the market structure shaped by roof types, coverage types, and work types?
- Which pricing and cost trends currently dominate the industry?
- To what extent does the situation in residential and non-residential construction affect the demand for roofing?
- How do inflation, interest rates, EU funds, and demographics impact market development?
- What do the forecasts up to 2030 show, and how do the base, optimistic, and pessimistic scenarios differ?
- What barriers and challenges do contractors and producers most frequently face?
- Which players control the largest shares, and how strong is the concentration in the industry?
- Which material, technological, and ecological trends will shape the future of the market?
- What is the significance of mergers, acquisitions, investments, and new product launches for the competitiveness of companies?

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



## **PMR Market Experts is a brand of market reports prepared by Hume's Institute**

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+**

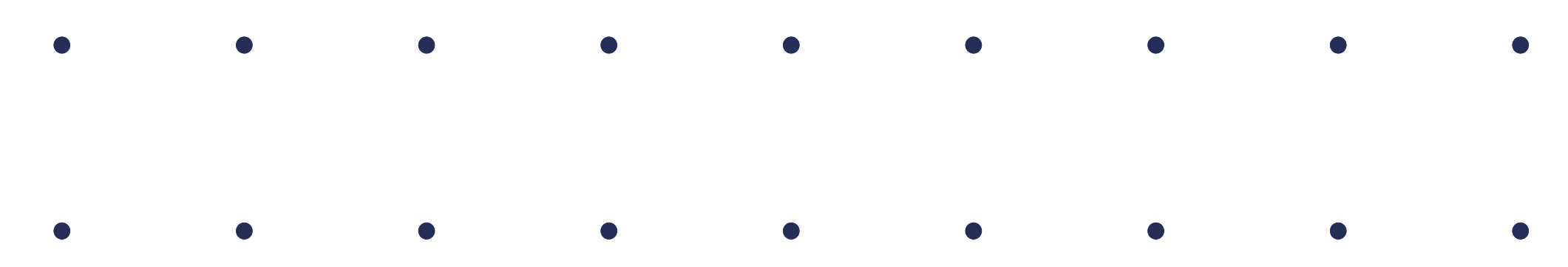
global clients

**5,000+**

brands studied

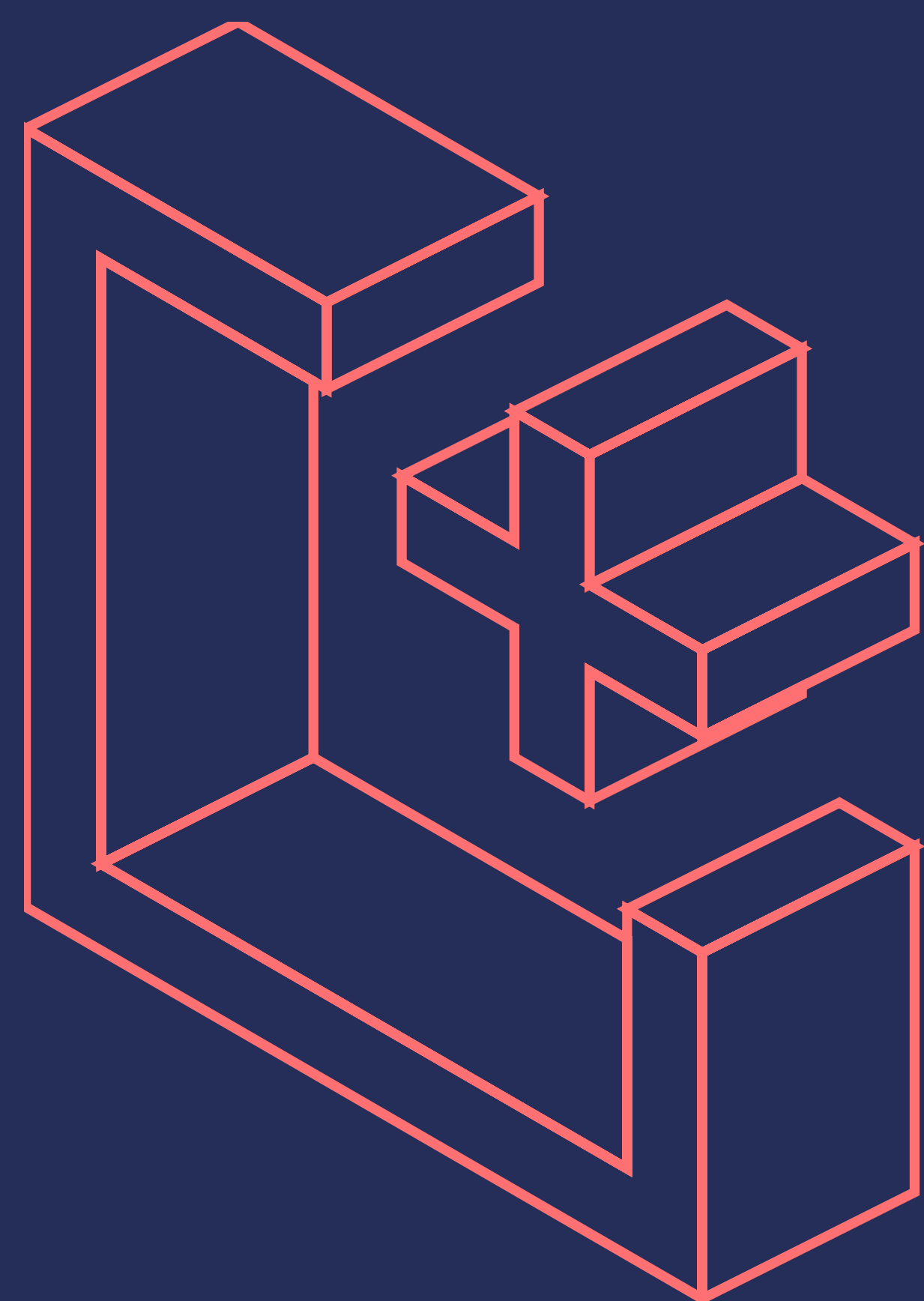
**50+**

analysed countries



Over 600 companies have already trusted us, including:





# 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)

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**CONTACT:**

**Anna Bukowska**

Business Development Manager

tel.: +48 605 834 000

[anna.bukowska@pmrmarketexperts.com](mailto:anna.bukowska@pmrmarketexperts.com)



**OFFICCE**

Królewska 57  
30-081 Kraków, Poland



**CONTACT**

tel.: +48 609 290 093  
+48 782 011 000  
[sales@pmrcorporate.com](mailto:sales@pmrcorporate.com)  
[info@pmrcorporate.com](mailto:info@pmrcorporate.com)



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