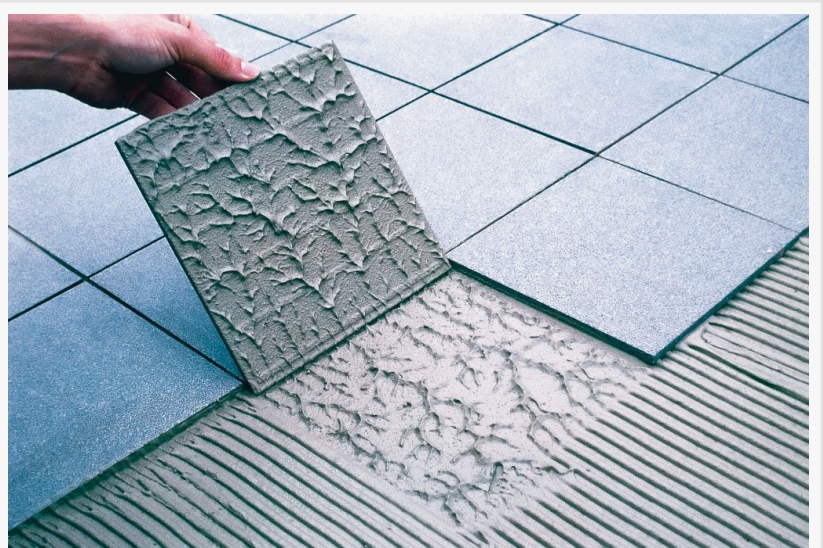


# India Tile Adhesive Market To Witness A Pronounce Growth Rate 9.09% During 2024 To 2032 | Size, Growth, Latest Trends

*The India tile adhesive market segmentation, based on type, includes cementitious tile adhesive, epoxy tile adhesive, and dispersion tile adhesive.*

MUMBAI, MAHARASHTRA, INDIA, January 15, 2025 /EINPresswire.com/ -- The [India tile adhesive market](#) has been witnessing significant growth, driven by the rapid urbanization, increasing construction activities, and the growing demand for high-quality building materials. Tile adhesives are a critical component in modern construction, providing strong bonding for tiles while ensuring durability and performance in various applications.



India Tile Adhesive Market

The [India tile adhesive market size](#) was valued at USD 0.12 billion in 2023. The tile adhesive industry is projected to grow from USD 0.13 billion in 2024 to USD 0.26 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 9.09% during the forecast period (2024–2032).

## 1. Overview of Tile Adhesives

Tile adhesives are ready-to-use bonding materials designed to secure tiles to substrates like concrete, plaster, or wood. These adhesives provide superior strength, flexibility, and water resistance compared to traditional methods such as cement and sand mixtures.

### Types of Tile Adhesives:

**Cement-Based Adhesives:** Most common, offering good bonding for ceramic and porcelain tiles.

**Epoxy-Based Adhesives:** High-performance adhesives for industrial and wet applications.

**Acrylic-Based Adhesives:** Pre-mixed solutions suitable for lightweight tiles and DIY projects.

**Polyurethane Adhesives:** Ideal for challenging environments due to their flexibility and durability.

## 2. Key Market Drivers

### a) Growth in Construction Activities

India's booming construction sector, driven by government initiatives such as "Housing for All" and "Smart Cities Mission," has significantly boosted the demand for tile adhesives in residential and commercial projects.

### b) Rising Urbanization

With a growing urban population, the demand for modern housing and infrastructure is escalating, increasing the use of high-performance construction materials like tile adhesives.

### c) Changing Consumer Preferences

The shift from traditional cement and sand mixtures to ready-to-use tile adhesives reflects the preference for faster and more efficient construction methods.

### d) Demand for Aesthetic Interiors

The growing focus on aesthetic interiors, including designer tiles, has driven the need for superior adhesives that can support a wide variety of tiles such as porcelain, ceramic, and glass mosaics.

### e) Increase in Renovation Activities

The rise in renovation and remodeling projects in urban areas has further contributed to the growth of the tile adhesive market.

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## 3. Trends in the Tile Adhesive Market

### a) Shift Toward Ready-to-Use Products

The adoption of pre-mixed adhesives is rising due to their ease of use, consistent quality, and time efficiency.

### b) Growth of Eco-Friendly Adhesives

The demand for low VOC (volatile organic compounds) and sustainable tile adhesives is increasing in line with environmental standards.

### c) Expansion of Retail and Online Distribution Channels

Manufacturers are expanding their reach through retail outlets and e-commerce platforms to cater to both professional contractors and DIY consumers.

### d) Increased Focus on Waterproofing Solutions

Waterproof tile adhesives are gaining popularity in applications like swimming pools, bathrooms, and outdoor spaces.

#### e) Technological Advancements

Innovation in adhesive formulations, including lightweight and high-flexibility options, is enhancing product performance and expanding application areas.

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#### 4. Key Challenges

##### a) Price Sensitivity

The Indian market is highly price-sensitive, and the higher cost of advanced tile adhesives compared to traditional materials can be a barrier to adoption.

##### b) Low Awareness

Many smaller contractors and builders in rural and semi-urban areas still rely on traditional methods due to limited awareness about the benefits of tile adhesives.

##### c) Intense Competition

The market is fragmented, with numerous local and international players competing on price, quality, and distribution.

##### d) Fluctuating Raw Material Prices

Volatility in the prices of raw materials like polymers and cement impacts the profitability of manufacturers.

Key Players in the [India Tile Adhesive Companies](#) include:

Pidilite Industries Ltd., - India

MYK LATICRETE INDIA PVT LTD., - India

Saint-Gobain Weber, - Germany

Fosroc India, - India

BASF India Ltd., - India

Huntsman Corporation, - the USA

Kajaria Ceramics Limited. - India

Bostik, - the USA

Fuller Company, - the USA

SIKA INDIA, ARDEX Group, - India

Henkel AG & Co. KGaA – Germany

#### 5. Market Segmentation

##### a) By Type

Cement-Based Tile Adhesives

Epoxy-Based Tile Adhesives

## Acrylic-Based Tile Adhesives

### b) By Application

Flooring

Walls

Swimming Pools

Facades

### c) By End-Use Sector

Residential Construction

Commercial Construction

Industrial Construction

### d) By Region

North India: Dominates due to rapid urbanization in cities like Delhi and Lucknow.

South India: High demand from states like Tamil Nadu and Karnataka, driven by real estate and IT hubs.

West India: Growth driven by infrastructure projects in Maharashtra and Gujarat.

East India: Emerging market with increasing investments in infrastructure.

## 6. Future Outlook

The India tile adhesive market is set to witness robust growth, driven by rapid urbanization, government-led housing initiatives, and a growing preference for modern construction materials. The adoption of eco-friendly and technologically advanced adhesives will further shape the market's future.

The India tile adhesive market is evolving rapidly, underpinned by a growing construction industry and changing consumer preferences. While challenges like price sensitivity and low awareness persist, the increasing demand for durable and efficient construction solutions presents lucrative opportunities for manufacturers.

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