

Green Facade Market Growing at a CAGR of 7.2% and is projected to reach \$1485 million by 2032

market is set to experience significant expansion, driven by increasing environmental awareness, rapid urbanization, and investments in sustainable construction

WILMINGTON, DE, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- The growing



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concerns regarding environmental sustainability and the increasing adoption of eco-friendly building materials are significantly driving the expansion of the green facade market. The rising demand for green building practices and sustainable design has led to increased interest in green facades among developers, businesses, and homeowners. Furthermore, the aesthetic appeal of flowering plants makes them a preferred choice for green facades. According to a report published by Allied Market Research titled "[Green Facade Market Size, Share, and Growth Analysis, 2020-2032](#)," the market size was valued at \$662.2 million in 2020 and is projected to

reach \$1,485 million by 2032, growing at a compound annual growth rate (CAGR) of 7.2% from 2023 to 2032.

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Green facades involve the cultivation of plants on the vertical surfaces of buildings or structures. These vertical gardens can be installed on exterior walls, interior walls, or self-supporting structures, creating an attractive, organic covering. Typically, green facades consist of a framework or support system that holds the soil or growing medium, allowing various types of plants to thrive. The increasing adoption of green facades is fueled by rising public awareness of environmental concerns and the need for sustainable practices. Additionally, the rapid growth of metropolitan areas has resulted in reduced green spaces and increased construction densities, further necessitating sustainable solutions like green facades.

For instance, the real estate industry is expected to experience substantial growth. According to

the India Brand Equity Foundation (IBEF), the real estate sector in India is projected to expand from \$1.72 billion in 2019 to \$9.30 billion by 2040. Furthermore, India's real estate industry is expected to grow from \$200 billion in 2021 to \$1 trillion by 2030, contributing approximately 13% to the country's GDP by 2025. Retail, hospitality, and commercial real estate are witnessing significant expansion, increasing the demand for advanced infrastructure. Green facades offer a solution by integrating vegetation into urban environments without occupying valuable ground space. They also contribute to reducing the carbon footprint of buildings by enhancing energy efficiency, lowering heat absorption, and promoting urban biodiversity. As a result, these benefits are anticipated to propel the growth of the green facade market during the forecast period.

However, selecting the appropriate plant species for green facades remains a critical challenge. The choice of plants depends on several factors, including climate, sunlight availability, and the local environment. Poor plant selection can lead to performance issues or increased maintenance costs, potentially hindering the growth of the green facade market.

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The housing market plays a crucial role in driving the demand for green facades. The industry has experienced robust growth, with increasing home construction, sales, and home equity supporting the renovation sector. As the economy improves, homeowners are expected to invest more in discretionary home renovations, including green facades. Retrofitting and remodeling projects [increasingly](#) incorporate green facades to enhance the aesthetic appeal, sustainability, and functionality of existing buildings. According to an article published by the Harvard Joint Center for Housing Studies in January 2021, the Leading Indicator of Remodeling Activity (LIRA) projected an increase in home remodeling and repair expenditures from 3.5% at the end of 2020 to 3.8% by the end of 2021.

Similarly, during the National Association of Home Builders' IBSx virtual event in February 2021, officials forecasted a 4% increase in remodeling expenditure on owner-occupied single-family homes in 2021, with an additional 2% rise in 2022. These trends indicate that the growing remodeling and [renovation industry](#) is expected to offer lucrative opportunities for the green facade market during the forecast period.

Additionally, concerns about environmental sustainability and the shift towards eco-friendly building materials are fostering the growth of the green walls market. Green facades are widely used to enhance the visual appeal of shopping malls and retail spaces by creating inviting and attractive entrances. These facades contribute to an improved shopping experience and can even increase foot traffic. Governments worldwide are also investing in quality infrastructure for schools and healthcare facilities, further fueling the green facade market.

For example, in May 2019, the Government of India announced an ambitious \$1.5 trillion investment agenda for the commercial construction sector, covering a six-year period ending in

2025. This investment plan focuses on constructing educational institutions, healthcare facilities, sports centers, and basic infrastructure. Such large-scale investments are expected to create opportunities for manufacturers in the green facade industry, driving market growth in the coming years.

Key Market Players

ELT India, Green Roof Technology, GSky Plant System Inc., LiveWall, LLC, Lang+Fulton, Biotechure Ltd., Green Fortune, ANS Group Global Ltd., Naava, Green over Grey

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The report offers a comprehensive analysis of the current and emerging trends in the green facade market.

Based on vegetation type, the shrubs segment generated the highest revenue in 2022.

By type, the wall structure-based segment accounted for the largest market share in 2022.

In terms of application, the commercial segment dominated the market in 2022.

Regionally, the Asia-Pacific region generated the highest revenue in 2022.

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