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Western Europe and North America lead white cement trade

Greenwich (CT), USA, December 4, 2019 – In 2019, Western Europe remained the major white cement exporting region, followed by Eastern Europe and CIS, according to [CW Research](#)'s 2020 [Global White Cement Market and Trade Report](#). Western European intra-regional trade accounted for 74 percent of regional exports, while a much smaller percentage was shipped to North America.

“Driven by the correlation between higher economic growth and white cement demand, North America and the Middle East unsurprisingly remained the premier destinations for imports of white cement, heavily linked with structural applications including pre-cast,” notes Carolina Pereira, Business Analyst at CW Group.

North America tops imports

North America remains the largest import destination for white cement in 2019. The United States is estimated to have imported over a million tons of white cement. A significant share of the US imports is accounted for by supplies from its neighbors, Canada and Mexico, with the remainder coming from a selective set of countries including Denmark and Turkey.

The majority of white cement is traded by sea, with large consumers of white cement at a regional level consisting mostly of mature markets, including North America and Western Europe. Since current macroeconomic challenges have yet to dissipate, the major trading markets, as advanced economies, have been more able to adjust to evolving demand and pricing scenarios.

In terms of white cement pricing, there is little variation when compared to the previous year, given the relative stability of the global white cement market in the current year. FOB prices in a selection of key markets, including Turkey, the UAE, and Denmark, present a wide variation of almost 40 percent between lowest and highest figures.

Masonry applications lead use preferences

The use of white cement varies depending on intended applications, ranging from aesthetic requirements to structural. As such, the grade of white cement is chosen accordingly: high-strength white cement is a prerequisite for structural applications, whereas low-strength white cement remains the choice for decorative concrete products and tiles.

In terms of end-user segments, in 2019, masonry applications are estimated to have accounted for the lion's share of white cement consumption, followed by architectural precast applications. Other applications, including pool finishes, take the third place, albeit with a much slimmer slice of the consumption market.

For more information, placing an order, or interview inquiries, please contact Mihnea Manea, Media and Market Services Executive, CW Group, by phone at +40 723 281 704, or e-mail at mm@cwgrp.com.

About the Report

CW Research's 2020 update of the Global White Cement Market and Trade Report examines the worldwide white cement industry and presents the latest market data which cover the 2009 -2019E period, with a medium-term forecast until 2024. The comprehensive report includes cement consumption and production figures, import and export data, as well as pricing trends and white cement capacity developments. Additionally, this data-rich research product provides extensive quantitative information on consumption, usage segments, production, local prices, trade prices, type of handling, trading facilities and trade-flows, by region and major countries. Furthermore, the report analyzes region specific user segments by white cement type and their main consumption drivers as well as perspective for 2024.

More information about the report can be found here: <https://www.cwgrp.com/research/research-products/product/293-global-white-cement-market-and-trade-report-2020-update>

About CW Group

The Greenwich (Conn.), USA-headquartered CW Group is a leading advisory, research and business intelligence boutique with a global presence and a multi-industry orientation. CW Group is particularly recognized for its sector expertise in heavy-side building materials (cement), light-side building materials, traditional and renewable power & energy, petrochemicals, metals & mining, industrial minerals, industrial manufacturing, bulk cargo & shipping, among others. We have a strong functional capability, grounded in our methodical and quantitative philosophy, including due diligence, sourcing intelligence, feasibility studies and commodity forecasting. www.cwgrp.com