



## **Italian White Cement Market Outlook 2025 (IWO 2025)**

Multi-client market report  
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Varna, Bulgaria

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|  | page    |
|--|---------|
| 1 Introduction                                       | 08 - 10 |
| 2 Italy's economy and construction market            | 11 - 15 |
| 3 Italy's cement industry development                | 16 - 24 |
| 4 White cement industry highlights                   | 25 - 34 |
| 5 White cement trade flow analysis                   | 35 - 44 |
| 6 Price development analysis                         | 45 - 47 |
| 7 Italy's regional white cement demand               | 48 - 54 |
| 8 Competitive landscape analysis                     | 55 - 61 |
| 9 Italcementi white cement references                | 62 - 66 |
| 10 White cement outlook and industry trend           | 67 - 74 |
| 11 Overview regulatory framework                     | 75 - 77 |
| 12 Closing remarks                                   | 78      |
| <br>   |         |
| Annex: Cement data grey, white, outlook, abb., index | 79 - 85 |

|   | page    |
|---|---------|
| 1 Introduction                                      | 08 - 10 |
| 2 Italy's economy and construction market           | 11 - 15 |
| - GDP development 2018 to 2022                      | 11      |
| - Construction market in Europe 2017 to 2023        | 12 - 13 |
| - Breakdown of Italy's construction sector in 2019  | 14 - 15 |
| 3 Italy's cement industry development               | 16 - 24 |
| - Overview of Italy's cement industry               | 16      |
| - Cement production and consumption 2005 - 2019     | 17      |
| - Cement consumption CAGR development 2005 - 2019   | 18      |
| - Population and PCC cement consumption 2005 - 2019 | 19      |
| - Cement import/export development 2005 - 2019      | 20      |
| - PCC cement consumption by macro area 2005 - 2019  | 21      |
| - Cement consumption by sector, 2010, 2015, 2019    | 22      |
| - Cement consumption by major use 2019              | 23      |
| - Cement consumption by major use 2010, 2015 - 2019 | 24      |

|   |  |         |
|---|--|---------|
| 4 | White cement industry highlights                       | 25 - 34 |
|   | - Italy's two white cement lines                       | 25      |
|   | - White cement production 2010-2019                    | 26 - 27 |
|   | - Production and capacity utilisation, Rezzato line    | 28      |
|   | - Production and capacity utilisation, Gubbio line     | 29      |
|   | - White cement production and consumption 2010 - 2019  | 30      |
|   | - White cement consumption and CAGR 2010 - 2019        | 31      |
|   | - PCC of white and grey cement 2010 - 2019             | 32      |
|   | - Percentage of white cement 2010 - 2019               | 33      |
|   | - Differences in white and grey cement use in 2019     | 34      |
| 5 | White cement trade flow analysis                       | 35 - 44 |
|   | - White cement imports and exports 2010 - 2019         | 35      |
|   | - Year 2012: White cement imports by month/ CIF price  | 36      |
|   | - Year 2013: White cement imports by month/ CIF price  | 37      |
|   | - Year 2014: White cement imports by month/ CIF price  | 38      |
|   | - Year 2016: White cement imports by month/ CIF price  | 39      |
|   | - Year 2017: White cement imports by month/ CIF price  | 40      |
|   | - Import volumes and prices by country (historical)    | 41      |
|   | - Import volumes/prices by country and supplier (2019) | 42      |
|   | - Export volumes and prices by country (historical)    | 43      |
|   | - Export volumes/prices by country and supplier (2019) | 44      |

|   |   |         |
|---|---|---------|
| 6 | Price development analysis                              | 45 - 47 |
|   | - Historical price development of grey cement           | 45      |
|   | - Average prices of white/grey cement 2016 -2020        | 46      |
|   | - White cement imports and price trends 2019            | 47      |
| 7 | Italy's regional white cement demand                    | 48 - 54 |
|   | - Locations of white cement plants in Italy             | 48      |
|   | - Regional structure for cement consumption in Italy    | 49      |
|   | - Population and white cement PCC by region (2019)      | 50      |
|   | - White cement consumption by region (2019)             | 51      |
|   | - White cement consumption by TOP 50 cities (2019)      | 52 - 54 |
| 8 | Competitive landscape analysis                          | 55 - 61 |
|   | - White cement producers in Italy                       | 55 - 56 |
|   | - Mayor white cement importers in Italy                 | 57      |
|   | - White cement and premix manufacturers                 | 58      |
|   | - Mayor white cement retailers in Italy                 | 59      |
|   | - Mayor prefabricators for white cement items in Italy  | 60      |
|   | - Mayor general contractors using white cement in Italy | 61      |
| 9 | Italcementi white cement references                     | 62 - 66 |
|   | - Examples in infrastructure, housing and industrial    | 62 - 66 |

|   |         |
|---|---------|
| 10 White cement outlook and industry trend            | 67 - 74 |
| - Projection of the cement consumption by 2025        | 67      |
| - White cement consumption growth rates by 2025       | 68      |
| - Projection of the per capita consumption by 2025    | 69      |
| - White cement production/consumption outlook by 2025 | 70      |
| - White cement production and cap. utilisation        | 71      |
| - White cement import/export projection by 2025       | 72      |
| - White cement imports and import index by 2025       | 73      |
| - White cement prices and development by 2025         | 74      |
| 11 Overview regulatory framework                      | 75 - 77 |
| - Custom duties in the EU                             | 75      |
| - Product certification in the EU                     | 76      |
| - Speculative carbon border fees in the EU            | 77      |
| 12 Closing remarks                                    | 78      |
| Annex:  |         |
| - Grey cement volume development 2005-2019            | 79      |
| - White cement volume development 2010-2020           | 80      |
| - White cement outlook by 2025                        | 81 - 82 |
| - Abbreviations, index, contact details               | 83 - 85 |

- ❑ The Italian white cement market is growing faster than the grey cement market. After a 6.4% recovery in 2021 from the impact of the COVID19 pandemic, the white cement consumption is projected to grow with up to 4.5% annual growth rates.
- ❑ Due to the closure of one white cement production in 2019, in Italy, there is only one white cement producer with a kiln capacity of 180000 t left, owned by Italcementi, which is part of the HeidelbergCement Group. HeidelbergCement sold/closed all their other white cement plants in the last couple of years. Accordingly, the white cement production in Italy will be used for cement exports to other European countries.
- ❑ Due to an growing market demand for white cement, reduced white cement capacity and export obligations by Italcementi, white cement needs increasingly to be imported by Italy. According to our projection imports will increase by 30% from 2020 to 2025.
- ❑ This market report outlines in detail the addressable white cement market in Italy, how the trade flows for white have developed, with an analysis of the average consumption quantities by region and even by the major cities.
- ❑ The market report also includes a price development analysis for white cement as well as a competitive landscape analysis of the major players and main users.



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