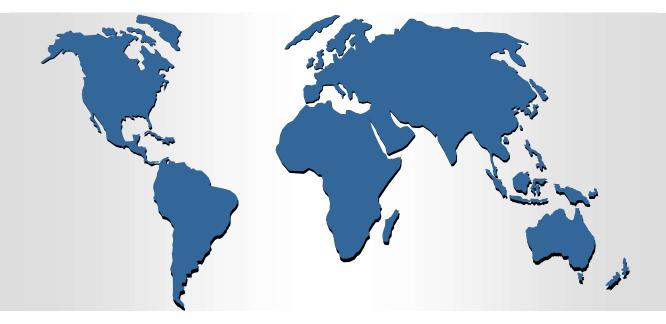
# **OneStone Consulting**



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

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- ❑ 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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