

THE EUROPEAN ETICS MARKET AT A GLANCE



FACTS, FIGURES, LATEST TRENDS

BACKGROUNDS



- EAE made a survey about all national European ETICS markets in spring 2021 using a questionnaire.
- New: Eastern Europe considered
- Additional information was gathered after summer to identify latest trends and to check if national support measures already created visible effects („snapshot“).
- Comprehensive study covering not only EU member states but all European countries, including e. g. Turkey and Russia.
- EAE members will gain access to detailed information per country after the European ETICS Forum.
- Sources: EAE members, national ETICS associations, interviews with representative companies, Eurostat.

EUROPEAN ETICS MARKET 2017 PER AREA

≈ 14,1% **Eastern Europe**
≈ mil. 46,0 m²

≈ 0,4% **Northern Europe**
≈ mil. 1,5 m²

≈ 5,7% **Western Europe**
≈ mil. 18,5 m²

≈ 43,6% **Central Europe**
≈ mil. 142,0 m²

≈ 10,0% **Southeast Europe**
≈ mil. 32,5 m²

≈ 26,1% **Southern Europe**
≈ mil. 85 m²



In total
≈ mil. 325,5 m²

EUROPEAN ETICS MARKET 2020 PER AREA

≈ 17,2% **Eastern Europe**
≈ mil. 57,0 m²

≈ 0,6% **Northern Europe**
≈ mil. 2,1 m²

≈ 5,8% **Western Europe**
≈ mil. 19,4 m²

≈ 42,8% **Central Europe**
≈ mil. 142,0 m²

≈ 13,0% **Southeast Europe**
≈ mil. 43,3 m²

≈ 20,6% **Southern Europe**
≈ mil. 68,2 m²

In total
≈ mil. 332,0 m²



INSULATION MATERIALS USED IN ETICS 2020 PER AREA

Eastern Europe

EPS: 52% MW: 46% Others: <1%

Northern Europe

EPS: 16% MW: 84% Others: <1%

Western Europe

EPS: 71% MW: 26% Others: 4%

Central Europe

EPS: 71% MW: 26% Others: 4%

Southeast Europe

EPS: 78% MW: 16% Others: 7%

Southern Europe

EPS: 80% MW: 14% Others: 6%

In total (weighted)

EPS: 70% MW: 26% Others: 4%



AVERAGE INSULATION THICKNESS USED IN ETICS 2020 PER AREA

Eastern Europe

143 mm

Northern Europe

150 mm

Western Europe

135 mm

Central Europe

153 mm

Southeast Europe

118 mm

Southern Europe

89 mm



In total (weighted)

125 mm

PER CAPITA ETICS CONSUMPTION



The annual per capita consumption differs tremendously

- Group 1: per capita consumption 0,9 – 1,8

Austria, Baltics, Bosnia, Bulgaria, Croatia, Czechia, Hungary, Poland, Romania, Slovakia

- Group 2: per capita consumption 0,2 – 0,8

Belarus, Belgium, France, Germany, Italy, Portugal, Russia, Slovenia, Switzerland, Turkey, Ukraine

- Group 3: per capita consumption < 0,2

All other countries

👉 **Gold medallist 2020: Slovak Republic**

👉 **Silver medallists 2020: Austria, Bulgaria, Hungary**

👉 **Further analysis required: what are the keys to success? Learning from good practice in EAE.**

Example: per capita consumption in the best performing countries is 4 times higher than in Belgium, Germany, Switzerland

FINDINGS



- In total the total ETICS market in Europe grew between 2017 and 2020 by around 2%.
- However, the performance would have been significantly better without a severe downturn in Turkey, which is still one of the biggest ETICS markets in Europe.
- In addition, the year 2020 was affected by the COVID restrictions with closed construction and production sites in several countries.
- Overall the share of insulation products used in ETICS has slightly shifted from EPS to MW (was around 80% vs. 15%).
- Other insulation products such as PF, WF, CS, etc. increased their market shares, starting from low levels. However, this differs by country.
- The average insulation thickness has increased. In Northern, Eastern, Western and Central Europe the thickness is further converging. In the Southern sphere it is lower. However, this effect is out-weighted by the comparatively lower Turkish figures (\varnothing 50 mm).

SNAPHOTS OF 1ST SEMESTER 2021



Background

- In view of the economic crisis, the European Union and national governments launched huge support packages to combine economic recovery with the transition to a more sustainable and green economy.
- Europe's building stock offers a huge leverage to reduce CO2 emissions via reduced energy consumption and energy efficiency whilst strengthening the economy.
- In a quick survey among our members EAE evaluated if and which effects already become visible.

First some general snapshots...

SNAPHOTS OF 1ST SEMESTER 2021



Observations in all countries

- **Shortages of material supplies** (starting with raw materials), leading to
 - Project delays (delivery times)
 - Price increase
 - Changes in market shares of insulation products to mineral wool, wood fibre, etc. due to different availability of components
- **Shortages of installers' capacities**
- No changes in average insulation thickness or other specific changes in customers' preferences.
- **Support schemes** help **stimulating the market** demand, but to different extent.
- It is expected that once all **national Recovery & Resilience Plans** are fully set into force, this **will drive the market**.

SNAPHOTS OF 1ST SEMESTER 2021



Slovakia

- Currently almost **stable** market
 - Limited by material and capacity shortages
 - New regulation or subsidy schemes not yet in force
- Positive effects expected in the future
 - Building codes: will strengthen requirements for thermal protection of building envelopes and energy performance
 - State Housing Development Fund
 - New subsidy rules new buildings with nZEB standard
 - Low interest rates on commercial loans
 - Implementation of Slovak Recovery & Resilience Plan: 700 mil. EUR to be spent on green renovation of buildings

SNAPHOTS OF 1ST SEMESTER 2021



Belgium

- **Moderate market growth** (between +2% to +10%)
- Current subsidies will only generate moderate growth
- Covid crisis made consumers spend more money for long-term investments rather than consumer goods: positive effect
- Future measures are expected to further stimulate investments
 - National and regional campaigns
 - Renovation obligations for non-residential buildings will apply from 2022
 - Mandatory energy-labelling from 2023
- Belgian Recovery & Resilience Plan foresees 2.199 mil. EUR for building renovation

SNAPHOTS OF 1ST SEMESTER 2021



Germany

- **Significant growth** by around **14%**
 - Limited by material and capacity shortages
- Positive effects expected in the future
 - 2021: implementation of new federal funding scheme (BEG) doubled budget for building renovation to 5,8 bil. EUR
 - Federal elections in September 2021: building renovation plays important role in campaigns
 - 2022: current federal government proposed to further increase the budget to 7,8 bil. EUR

SNAPHOTS OF 1ST SEMESTER 2021



Ireland

- Significantly better with about **20% increase**
- Positive effects expected in the near future
 - The new National Retrofit rolls out and will support building renovations significantly.
 - Aims to retrofit to B2 level or better (BER scale)
 - Supported by one-stop-shop model providing the full suite of grants for energy efficiency measures which will include ETICS

SNAPHOTS OF 1ST SEMESTER 2021



France

- **55% increase** compared to first semester of 2020
- **31% increase** compared to first semester of 2019
- Positive effects expected in the near future thanks to
 - French low carbon strategy
 - RE 2020 thermal regulation for new construction
 - Loi climat et Résilience for energy savings
 - Financial supports

SNAPHOTS OF 1ST SEMESTER 2021



Italy

- Around **50% increase**
- Mainly driven by incentive program for energy efficiency „Superbonus 110%“
- Growth could have been even better without the limitations in material supplies
- Hopes are that „Superbonus 110%“ will be prolonged beyond 30 June 2022 with the help of the European Recovery & Resilience Facility

SNAPHOTS OF 1ST SEMESTER 2021



Conclusions

- National measures to stimulate building renovation already drive the renovation rates.
- It is expected that full effects will become visible once all national schemes have been implemented and the NextGenerationEU funds are deployed.
- Increased awareness and interest in building renovation.
- Shortages in material supplies and installation capacities identified as limitation factors.
- 👉 **European and national support schemes help delivering on the Green Deal.**
- 👉 **All parties along the construction value chain are committed to contribute – together we can achieve it.**
- 👉 **To overcome the barriers industry, craftsmen, architects, etc. require a long-term stable perspective for their investment plans.**
- 👉 **EAE members stand ready to deliver!**

**Thank you
for your attention!**