

THE EUROPEAN MARKET FOR THERMAL INSULATION PRODUCTS

Volume 9 – Hungary

**© IAL CONSULTANTS
SEPTEMBER 2011**

CP House, 97-107 Uxbridge Road, Ealing, London W5 5TL
Tel: +44 (0) 20 8832 7780 Fax: +44 (0) 20 8566 4931
Email: ial@brg.co.uk
Web site: www.ialconsultants.com

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form, or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of the copyright owner.

NOTE

The information given in this report has been compiled from published sources and interpreted from fieldwork based on informed opinions. Whilst every care has been taken in the preparation of the report, there may have been some errors in the information obtained. Although it is impossible to verify every single detail by cross checking, we believe the general picture provided is reasonably accurate and comprehensive.

Many IAL reports contain an overview of selected company financial information and capabilities based on published sources where available. Although the companies represented are believed to be the major suppliers the profiles are meant to be indicative rather than definitive.

It is fundamental to the philosophy of IAL Consultants to constantly seek to extend and improve our service to clients. In pursuit of these aims, we shall be pleased to consider all requests for regular or periodic updating of all or any part of the information contained in this report, or for extensions in coverage in terms of product areas, market sectors and/or geographic regions.

We are, of course, always happy to discuss with any subscriber the possibility of undertaking further work, whether arising out of this report or in different business areas.

MORE INFORMATION ON IAL CONSULTANTS

At the end of this report you will find a copy of our corporate brochure and a list of our latest published reports. Should you require more information on either our published reports or our private client services, please contact us at the address given.

Full details on all IAL Consultants published studies (including full tables of contents and tables of tables) and ad-hoc research services can be found on our website:

www.ialconsultants.com

CONTENTS

| | |
|--|-----------|
| 1. INTRODUCTION | 1 |
| 1.1 SCOPE OF THE STUDY | 1 |
| 1.2 METHODOLOGY | 1 |
| 1.3 PRODUCTS COVERED | 1 |
| 1.3.1 Mineral Fibres | 1 |
| 1.3.2 Expanded Polystyrene (EPS) | 2 |
| 1.3.3 Extruded Polystyrene (XPS) | 2 |
| 1.3.4 Polyurethane Foams | 2 |
| 1.3.5 Phenolic Foams | 3 |
| 1.3.6 Flexible Insulation | 3 |
| 1.4 END-USE SECTORS | 4 |
| 1.4.1 Building | 4 |
| 1.4.2 Industrial | 4 |
| 1.5 PRICES | 5 |
| 1.6 UNITS OF VOLUME | 7 |
| 1.7 FORECASTS | 9 |
| 1.8 ROUNDING | 10 |
| 2. MARKET SUMMARY AND FORECASTS TO 2015 | 11 |
| 2.1 MARKET REVIEW – 2010 | 11 |
| 2.2 MARKET FORECAST – 2015 | 14 |
| 3. MARKET REVIEW | 17 |
| 3.1 THE MARKET BY MATERIAL TYPE, 2010-2015 | 17 |
| 3.2 THE MARKET BY END-USE APPLICATION, 2010-2015 | 19 |
| 3.3 THE MARKET IN BUILDING & INDUSTRY, 2010 | 21 |
| 3.4 GROWTH IN THERMAL INSULATION CONSUMPTION BY MATERIAL TYPE, 2010-2015 | 23 |
| 3.5 GROWTH IN THERMAL INSULATION CONSUMPTION BY END-USE, 2010-2015 | 24 |
| 4. MARKET INFLUENCES | 25 |
| 4.1 MACROECONOMIC TRENDS | 25 |
| 4.2 MATERIAL TRENDS AFFECTING THE HUNGARIAN INSULATION MARKET | 26 |
| 4.2.1 Glasswool | 26 |
| 4.2.2 Stonewool | 26 |
| 4.2.3 Expanded Polystyrene | 26 |
| 4.2.4 Extruded Polystyrene | 26 |
| 4.2.5 PUR/PIR | 26 |
| 4.2.6 Phenolics | 27 |
| 4.2.7 Flexible Insulation ENR & PE | 27 |
| 5. SUPPLIERS AND MANUFACTURERS OF THERMAL INSULATION PRODUCTS | 29 |
| 5.1 MARKET SHARES OF LEADING INSULATION SUPPLIERS | 29 |
| 5.2 PROFILES OF KEY EUROPEAN SUPPLIERS | 31 |
| 5.2.1 Armacell | 31 |
| 5.2.2 BASF | 34 |
| 5.2.3 Dow Chemical | 38 |
| 5.2.4 Kingspan | 42 |
| 5.2.5 Knauf Insulation | 46 |
| 5.2.6 Recticel | 50 |
| 5.2.7 Rockwool | 54 |
| 5.2.8 Saint-Gobain Isover | 57 |
| 5.2.9 URSA | 60 |
| 5.3 DIRECTORY OF SUPPLIERS | 62 |
| 5.3.1 Expanded Polystyrene | 62 |

| | | |
|-----------|------------------------------------|-----------|
| 5.3.2 | Extruded Polystyrene | 63 |
| 5.3.3 | Mineral Fibre..... | 63 |
| 5.3.4 | PU/Polyisocyanurate | 64 |
| 6. | SOURCES OF INFORMATION..... | 67 |
| 6.1 | AUSTRIA | 67 |
| 6.2 | BELGIUM | 67 |
| 6.3 | CZECH REPUBLIC | 68 |
| 6.4 | DENMARK | 68 |
| 6.5 | FINLAND | 68 |
| 6.6 | FRANCE | 69 |
| 6.7 | GERMANY | 69 |
| 6.8 | HUNGARY | 70 |
| 6.9 | IRELAND | 70 |
| 6.10 | ITALY | 71 |
| 6.11 | NETHERLANDS..... | 71 |
| 6.12 | NORWAY..... | 72 |
| 6.13 | POLAND | 72 |
| 6.14 | PORTUGAL | 72 |
| 6.15 | ROMANIA..... | 73 |
| 6.16 | RUSSIA | 73 |
| 6.17 | SLOVENIA..... | 73 |
| 6.18 | SPAIN | 73 |
| 6.19 | SWEDEN | 74 |
| 6.20 | SWITZERLAND | 74 |
| 6.21 | TURKEY | 75 |
| 6.22 | UNITED KINGDOM..... | 75 |

TABLE OF TABLES

| | |
|---|-----------|
| 1. INTRODUCTION | 1 |
| 1.1 SCOPE OF THE STUDY | 1 |
| 1.2 METHODOLOGY..... | 1 |
| 1.3 PRODUCTS COVERED | 1 |
| 1.4 END-USE SECTORS | 4 |
| 1.5 PRICES | 5 |
| Prices Used, €/m ³ (2010) | 6 |
| 1.6 UNITS OF VOLUME..... | 7 |
| Densities Used, kg/m ³ (2010) | 8 |
| 1.7 FORECASTS | 9 |
| 1.8 ROUNDING | 10 |
| 2. MARKET SUMMARY AND FORECASTS TO 2015 | 11 |
| 2.1 MARKET REVIEW – 2010 | 11 |
| Total Hungarian Thermal Insulation Market Volume by Type and End-use, 2010 (m ³) | 11 |
| Total Hungarian Thermal Insulation Market Volume by Type and End-use, 2010 (Tonnes)..... | 12 |
| Total Hungarian Thermal Insulation Market Value by Type and End-use, 2010 (€ Million)..... | 13 |
| 2.2 MARKET FORECAST – 2015..... | 14 |
| Total Hungarian Thermal Insulation Market Volume by Type and End-use, 2015 (m ³)..... | 14 |
| Total Hungarian Thermal Insulation Market Volume by Type and End-use, 2015 (Tonnes)..... | 15 |
| Total Hungarian Thermal Insulation Market Value by Type and End-use, 2015 (€ Million)..... | 16 |
| 3. MARKET REVIEW | 17 |
| 3.1 THE MARKET BY MATERIAL TYPE, 2010-2015..... | 17 |
| The Hungarian Thermal Insulation Market by Type, 2010-2015 (m ³)..... | 17 |
| The Hungarian Thermal Insulation Market by Type, 2010-2015 (Tonnes)..... | 17 |
| The Hungarian Thermal Insulation Market by Type, 2010-2015 (€ Million)..... | 18 |
| 3.2 THE MARKET BY END-USE APPLICATION, 2010-2015 | 19 |
| The Hungarian Thermal Insulation Market by End-use, 2010-2015 (m ³)..... | 19 |
| The Hungarian Thermal Insulation Market by End-use, 2010-2015 (Tonnes) | 19 |
| The Hungarian Thermal Insulation Market by End-use, 2010-2015 (€ Million)..... | 20 |
| 3.3 THE MARKET IN BUILDING & INDUSTRY, 2010..... | 21 |
| The Hungarian Market for Thermal Insulation in Building and Industry, 2010 (m ³) | 21 |
| The Hungarian Market for Thermal Insulation in Building and Industry, 2010 (Tonnes)..... | 21 |
| The Hungarian Market for Thermal Insulation in Building and Industry, 2010 (€ Million)..... | 22 |
| 3.4 GROWTH IN THERMAL INSULATION CONSUMPTION BY MATERIAL TYPE, 2010-2015 | 23 |
| % Growth Rates for Thermal Insulation by Material Type in Hungary, 2010-2015 (m ³)..... | 23 |
| % Growth Rates for Thermal Insulation by Material Type in Hungary, 2010-2015 (Tonnes) | 23 |
| 3.5 GROWTH IN THERMAL INSULATION CONSUMPTION BY END-USE, 2010-2015 | 24 |
| % Growth Rates for Thermal Insulation by End-use in Hungary, 2010-2015 (m ³)..... | 24 |
| % Growth Rates for Thermal Insulation by End-use in Hungary, 2010-2015 (Tonnes)..... | 24 |
| 4. MARKET INFLUENCES | 25 |
| 4.1 MACROECONOMIC TRENDS | 25 |
| Construction Volume in Hungary by Type, 2010-2013 (€ Million/ <i>Annual % change</i>)..... | 25 |
| 4.2 MATERIAL TRENDS AFFECTING THE HUNGARIAN INSULATION MARKET | 26 |
| 5. SUPPLIERS AND MANUFACTURERS OF THERMAL INSULATION PRODUCTS | 29 |
| 5.1 MARKET SHARES OF LEADING INSULATION SUPPLIERS | 29 |
| Leading Hungarian Suppliers of Thermal Insulation..... | 29 |
| 5.2 PROFILES OF KEY EUROPEAN SUPPLIERS | 31 |
| BASF Group Sales by Business Segment, 2009 & 2010 (€ Million & % Growth) | 34 |
| BASF Group Sales by Location of Customer, 2009 & 2010 (€ Million & % Growth) | 35 |
| BASF Plastics Division Sales, 2010 (€ Million & % Share) | 35 |
| The Dow Chemical Company: Group Sales by Region, 2010 (US\$ Million) | 39 |
| The Dow Chemical Company: Group Sales by Business Segment, 2008-2010 (US\$ Million)..... | 39 |
| Dow’s European Manufacturing Sites for Styrofoam and Polyurethanes..... | 41 |

| | | |
|-----------|--|-----------|
| | Kingspan Group Sales by Business Segment, 2009-2010 (€ Million & % Change)..... | 43 |
| | Kingspan Group Sales by Region, 2009-2010 (€ Million & % Change)..... | 43 |
| | Materials, Brand Names and Applications Available from Knauf..... | 48 |
| | Knauf Production Sites in Europe for the Production of Insulation..... | 49 |
| | Recticel International: Net Sales by Business Segment, 2009-2010 (€ Million & % Change)..... | 51 |
| | Recticel Insulation: Net Sales by Division, 2009-2010 (€ Million & % Change)..... | 51 |
| | Rockwool Group Sales by Region, 2010 (%)..... | 55 |
| | Saint-Gobain Group Sales by Division, 2009-2010 (€ Million & % Change)..... | 58 |
| | Uralita's Financial Results by Business Group, 2009-2010 (€ Million & % Change)..... | 61 |
| 5.3 | DIRECTORY OF SUPPLIERS..... | 62 |
| 6. | SOURCES OF INFORMATION..... | 67 |
| 6.1 | AUSTRIA..... | 67 |
| 6.2 | BELGIUM..... | 67 |
| 6.3 | CZECH REPUBLIC..... | 68 |
| 6.4 | DENMARK..... | 68 |
| 6.5 | FINLAND..... | 68 |
| 6.6 | FRANCE..... | 69 |
| 6.7 | GERMANY..... | 69 |
| 6.8 | HUNGARY..... | 70 |
| 6.9 | IRELAND..... | 70 |
| 6.10 | ITALY..... | 71 |
| 6.11 | NETHERLANDS..... | 71 |
| 6.12 | NORWAY..... | 72 |
| 6.13 | POLAND..... | 72 |
| 6.14 | PORTUGAL..... | 72 |
| 6.15 | ROMANIA..... | 73 |
| 6.16 | RUSSIA..... | 73 |
| 6.17 | SLOVENIA..... | 73 |
| 6.18 | SPAIN..... | 73 |
| 6.19 | SWEDEN..... | 74 |
| 6.20 | SWITZERLAND..... | 74 |
| 6.21 | TURKEY..... | 75 |
| 6.22 | UNITED KINGDOM..... | 75 |