

How can the Pre-fab Aircrete Building System (building with AAC Panels) be introduced into the Russian Market?

Company description

*Aircrete Europe is an experienced project organization and technology provider for innovative building solutions for the international **Autoclaved Aerated Concrete (AAC)** and **concrete industries**.*

The company is a member of the [Aircrete Group N.V.](#) The group is focusing on fully integrated business solutions and investment opportunities related to the Autoclaved Aerated Concrete industry in selective high growth markets.

We specialize in delivering the most innovative turnkey AAC plants and cutting-edge plant technology around the world. With more than 40 years of experience and an innovative team, Aircrete Europe uses advanced technologies and process know-how as the foundation for unique and tailored plant solutions.

Aircrete seeks to continuously exceed its customers' business expectations by providing the best-in-class customized building systems and technology guidance for the global AAC and concrete industries.

“Providing greener, faster and better building technologies for the world of tomorrow.”

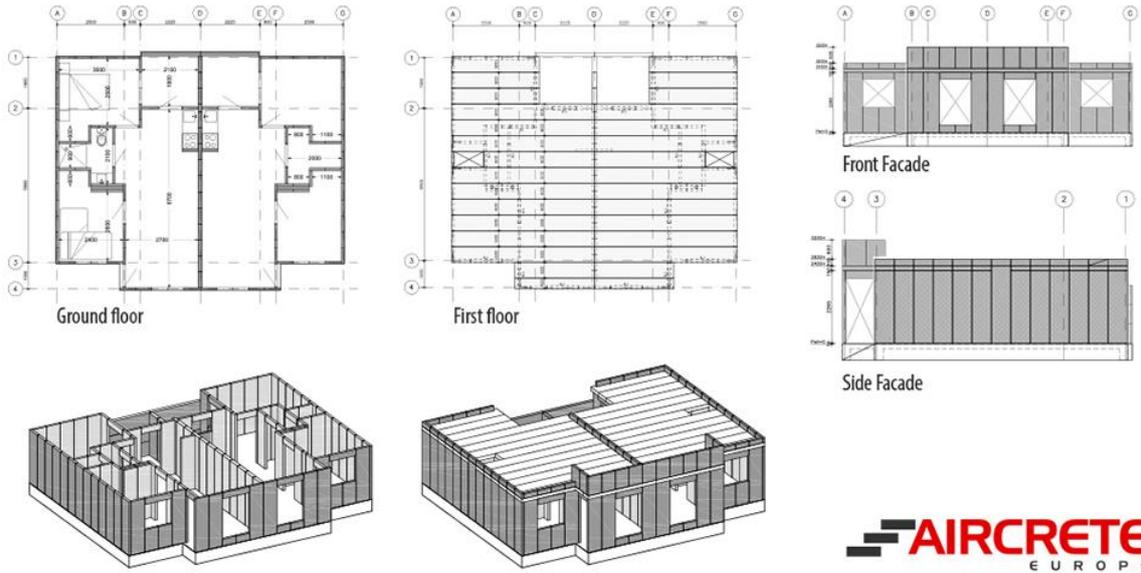
Background of the assignment

Aircrete Building System

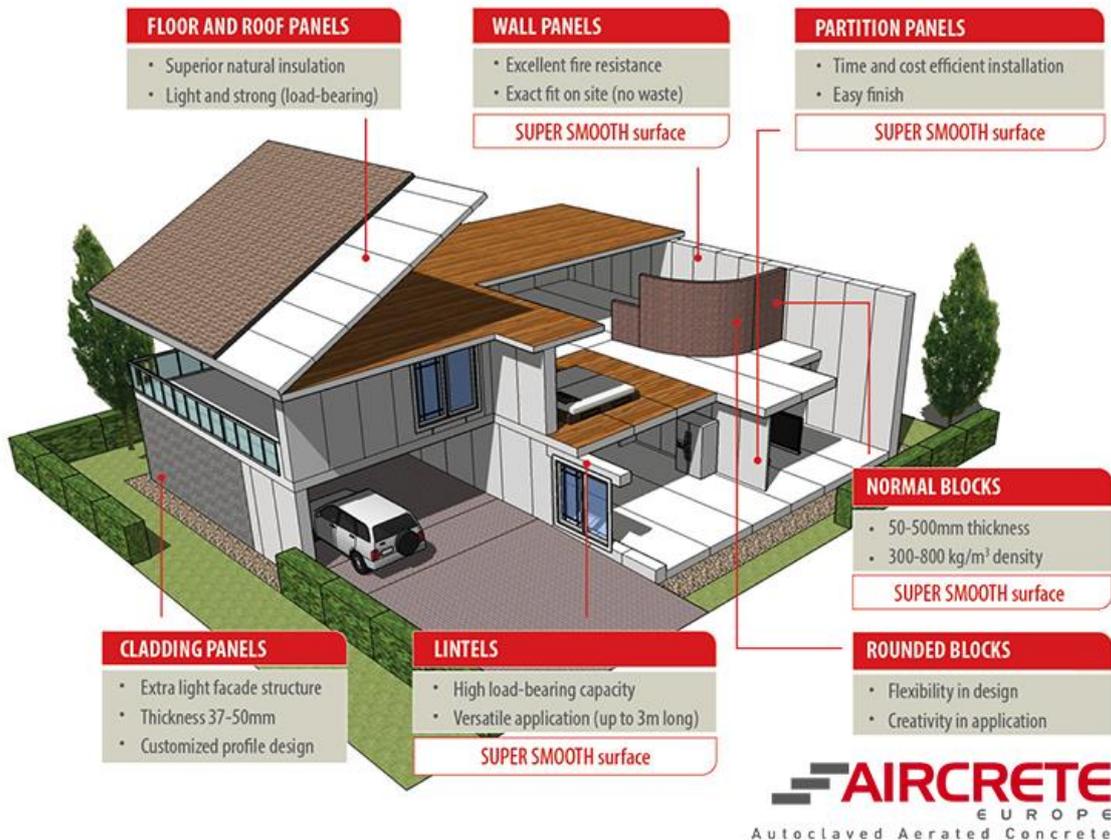
As a response to ever improving technologies of building and developments in infrastructure systems as well as the growing need for cheap and efficient social housing, we aim to exceed our client's expectation of quality service through rapidity and quality achieved with our pre-fabricated Aircrete Building System. This building system consisting of Aircrete products could be an ideal solution for the social housing sector since it provides a solution for the fast building requirements at a competitive construction cost.

Description of Aircrete Building System

When choosing the panel dimensions, we have carefully analyzed optimal cutting sizes in order to minimize waste levels in the production process and optimize the throughput of products. This shall strongly affect the production cost, resulting in a more competitive construction cost for the builders. The height of the wall panels has been standardized and all elements have a standard width.



Aircrete Building System provides excellent natural insulation properties to the houses which bring great comfort for the home owners. The solution has been completely standardized with SUPER SMOOTH panels in order to optimize construction speed at the lowest cost possible and allows for economic finishing. Using SUPER SMOOTH products is an easy system to build with. It will not only reduce the amount of stucco in the internal walls, but also minimize the plastering on the outside walls.







The problem

Autoclaved Aerated Concrete (AAC) also known as Gazobeton, is a well-known building material in Russia in the form of AAC blocks. AAC panels and with that the Aircrete Building Solution only has a market share of 0,5% in Russia, even though Russia is known to adapt prefab construction methods.

Research questions

1. *How /In what applications would AAC panels best be introduced into the Russian market?
 - a. *How can AAC panels be translated to fit into the current building methods,*
 - b. *What would be the right panel products,**
2. *What is required to get AAC panels accepted into the Russian market?*
3. *If it gets accepted, what would be the potential in m³ per year in the Russian market?*

Website / Internet resources

www.aircrete.com

www.bonolit.ru

<https://www.dskgras.ru/>

<http://www.aeroc.ru/>

<http://www.hplush.ru/>

<https://www.ytong.ru/>

<https://hebel.com.au/>

<https://www.eaaca.org/>

Additional information

Transparency Market Research has released a new market research report titled "Autoclaved Aerated Concrete (AAC) (Block, Wall panel, Floor Panel, Roof Panel, Cladding Panel, and Others) Market for Residential, Commercial, and Others End-users: Global Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2016-2024." According to the report, the global autoclaved aerated concrete (AAC) market was valued at US\$ 6.11 Bn in 2015 and is projected to reach US\$ 11.44 Bn by 2024, expanding at a CAGR of 7.3% between 2016 and 2024.

The autoclaved aerated concrete market in Europe and Asia Pacific is highly competitive owing to the presence of a large number of AAC manufacturers, observes a recent report by Transparency Market Research. On the other hand, the North America market features a low level of competition owing to the limited number of players due to subdued demand. Strong regional presence of companies such as Xella Group, H+H International, SOLBET, ACICO, AERCON AAC, and UltraTech Cement Ltd. have allowed them lead the market's competitive scenario.

Transparency Market Research estimates that in terms of revenue, the global market for autoclaved aerated concrete (AAC) was valued at US\$6.11 bn in 2015. The market is expected to exhibit a 7.3% CAGR between 2016 and 2024, owing to which, it will rise to a valuation of US\$11.44 bn by 2024. In terms of product variety, the segment of AAC blocks dominated the global market with a 48.78% of the market in 2015. Geographically, Europe dominated, holding more than 34% of the global market in 2015.

<https://www.transparencymarketresearch.com/autoclaved-aerated-concrete-market.html>