

## 10 Introduction

## 12 Executive summary

## 20 World production base

The global white cement production base has a capacity of 22.4Mta and an annual output of 15.9Mt. This chapter identifies key producing countries and provides their output and capacity figures.

## 50 World producers

A third of global production is manufactured by five producers. The report focuses on the Big Five and also outlines other important players.

## 60 World consumption

Although world demand is only 0.5 per cent of per capita grey cement consumption, white cement is an important niche market. Sales are particularly strong in Europe and China.

## 78 Trading

A quarter of white cement production is traded across the world. This chapter investigates the reasons for its high trading volume and also looks at competition and pricing trends.

## 86 Marketing & promotion

Effective marketing and promotion of white cement is crucial for stimulating increased demand. This chapter explores key consumption trends and drivers for white cement, alongside its applications and usage.

## 96 Global industry outlook

The outlook for the international white cement industry is generally positive as the world looks forward to increasing demand.

## 100 White cement technology

This chapter outlines the specific technological requirements in the various stages of white cement production.

## 120 Appendices

Appendix I – Production base by region and country  
Appendix II – Consumption by region and country