

Green Buildings Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Green Buildings & Sustainable Construction (Real Estate & Construction)
> **Source:** https://www.mordorintelligence.com/industry-reports/green-buildings-market(https://www.mordorintelligence.com/industry-reports/green-buildings-market)
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 461.23 billion
Projected Forecast (2031)	USD 461.23 billion
Growth Rate (CAGR)	10.59 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Green Buildings industry](images/chart_2.png)

! [Green Buildings Market Size](images/chart_3.png)

! [Green Buildings Market Share by Property Type, 2025](images/chart_4.png)

! [Green Buildings Market Share by Construction Stage, 2025](images/chart_5.png)

! [Green Buildings Market Growth Rate by Region](images/chart_6.png)

! [Green Buildings Market Concentration](images/chart_7.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 461.23 Billion |
Market Size (2031) | USD 763.12 Billion |
Growth Rate (2026 - 2031) | 10.59 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | Asia Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Green Buildings Market Analysis by Mordor Intelligence The Green Buildings Market size is projected to be USD 417.05 billion in 2025, USD 461.23 billion in 2026, and reach USD 763.12 billion by 2031, growing at a CAGR of 10.59% from 2026 to 2031.

Mandatory carbon-accounting protocols, energy-performance certificates, and sustainability-linked debt instruments have turned efficiency from a nice-to-have into a financing prerequisite, shrinking the payback window on high-performance envelopes and smart building systems. Rent premiums for certified assets, coupled with lower borrowing costs on green bonds, are steering institutional capital toward projects whose operational data confirm energy reductions. At the same time, retrofit mandates in mature economies and large-scale greenfield projects in emerging regions expand the addressable green building market by diversifying demand across construction stages. Material breakthroughs—from low-carbon concrete to bio-based polyurethane foams—reinforce this momentum by giving owners verifiable pathways to embodied-carbon cuts.

Key Report Takeaways* By product type, building systems held 42.3% of the green building market share in 2025, while exterior products registered the fastest growth at an 11.21% CAGR through 2031.

* By end user, commercial projects dominated with 53.7% revenue in 2025; logistics facilities are projected to expand at an 11.76% CAGR through 2031.

* By construction stage, new builds represented 68.1% of 2025 activity, yet renovation is advancing at an 11.55% CAGR, the fastest among all stages.

* By geography, Asia-Pacific commanded 37.6% of the 2025 value, while the Middle East & Africa region is set to post a 12.23% CAGR through 2031.

Key Market Trends

Market Trends and Insights
Drivers Impact Analysis of Green Buildings Market*
Drivers | (~) % IMPACT ON CAGR FORECAST | Geographic Relevance | Impact Timeline |
Stringent green-construction regulations & certification mandates | +2.8% | EU, California, tier-one APAC cities | Medium term (2–4 years) |
Rising energy prices are boosting demand for high-performance envelopes | +2.1% | Europe, North America, and energy-import-dependent APAC | Short term (≤2 years) |
Corporate ESG targets opening green-bond & sustainability-linked financing | +2.5% | North America, Europe, APAC financial hubs | Medium term (2–4 years) |
Rapid urbanization programs with green-building codes in APAC | +1.9% | China, India, Southeast Asia | Long term (≥4 years) |
Mandatory embodied-carbon disclosure in public procurement | +1.2% | EU, UK, select North America, pilot APAC | Long term (≥4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Global insulation and façade giants—Kingspan, Saint-Gobain, Owens Corning—leverage scale and R&D to bundle high-performance materials with digital monitoring, cementing sticky client relationships. Schneider Electric's EcoStruxure and Johnson Controls' OpenBlue ecosystems merge hardware with analytics subscriptions that convert one-time sales into service annuities. Competition revolves around proof of energy savings, not just product specs, compelling laggards to partner or risk exclusion from large tenders.

Materials innovation deepens rivalry. Holcim's low-carbon cement and Interface's carbon-negative carpet tiles differentiate on embodied carbon, a metric that public procurement now tracks. Start-ups like Sublime Systems chase electrochemical cement technologies that eliminate process emissions, potentially leapfrogging incumbents. Suppliers able to certify cradle-to-gate impacts rapidly win share in projects subject to disclosure rules, underscoring the growing data intensity of the green building market.

Industrialized construction adds another front. Binderholz and RedBuilt expand cross-laminated timber and panelized wall factories to offset skilled-labor shortages and cut site waste. Yet designers worry about aesthetic uniformity, so hybrid solutions—mass-timber cores with bespoke façades—gain favor. Strategic alliances proliferate: Johnson Controls partnered with Microsoft Azure for predictive analytics, and Schneider Electric bought a U.S. software firm for energy-as-a-service offerings. These moves illustrate convergence between construction products and cloud platforms, reshaping competitive dynamics.

Green Buildings Industry Leaders* Kingspan Group PLC

- * Saint-Gobain SA

- * BASF SE

- * Johnson Controls International plc

- * Owens Corning

- * *Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this study, the green building market is defined as the revenue linked to designing and delivering buildings that reduce energy and water use and improve indoor conditions through certified or performance-led construction choices.

Scope exclusions: We exclude routine building repairs that do not change energy, water, or material performance, and we also exclude standalone consumer devices that are not part of the building fabric or systems.

Segmentation Container

- * By Product Type* Exterior Products

- * Interior Products

- * Building Systems

- * Others

- * By End User* Residential* Apartments & Condominiums

- * Villas & Landed Houses

- * Commercial* Office

- * Retail

- * Logistics

- * Institutional

- * Others (industrial real estate, hospitality real estate, etc.)

- * By Construction Stage* New Construction

- * Renovation

- * By Geography* North America* United States

- * Canada

- * Mexico

- * South America* Brazil
- * Argentina
- * Chile
- * Rest of South America
- * Europe* United Kingdom
- * Germany
- * France
- * Italy
- * Spain
- * Netherlands
- * Rest of Europe
- * Middle East and Africa* Saudi Arabia
- * United Arab Emirates
- * South Africa
- * Nigeria
- * Rest of Middle East and Africa
- * Asia-Pacific* China
- * India
- * Japan
- * South Korea
- * Australia
- * Indonesia
- * Rest of Asia-Pacific

Frequently Asked Questions

How large is the green buildings market in 2026?

The green buildings market size is valued at USD 461.23 billion in 2026.

What CAGR is expected for green buildings through 2031?

The green buildings market is projected to grow at a 10.59% CAGR, reaching USD 763.12 billion by 2031.

Which product category contributes the most revenue?

Building systems—including HVAC, smart controls, and lighting—lead with 42.3% of 2025 spending.

Which region is expanding the fastest?

The Middle East & Africa region is forecast to post a 12.23% CAGR through 2031, led by Saudi Arabia and the UAE.

Why are retrofits gaining momentum?

Regulatory deadlines in the EU and major U.S. cities require energy upgrades of existing buildings, driving an 11.55% CAGR in renovation spending.

What hampers the faster adoption of sustainable builds?

Upfront cost premiums, fragmented low-carbon material supply chains, and skilled-labor shortages slow broader market uptake.