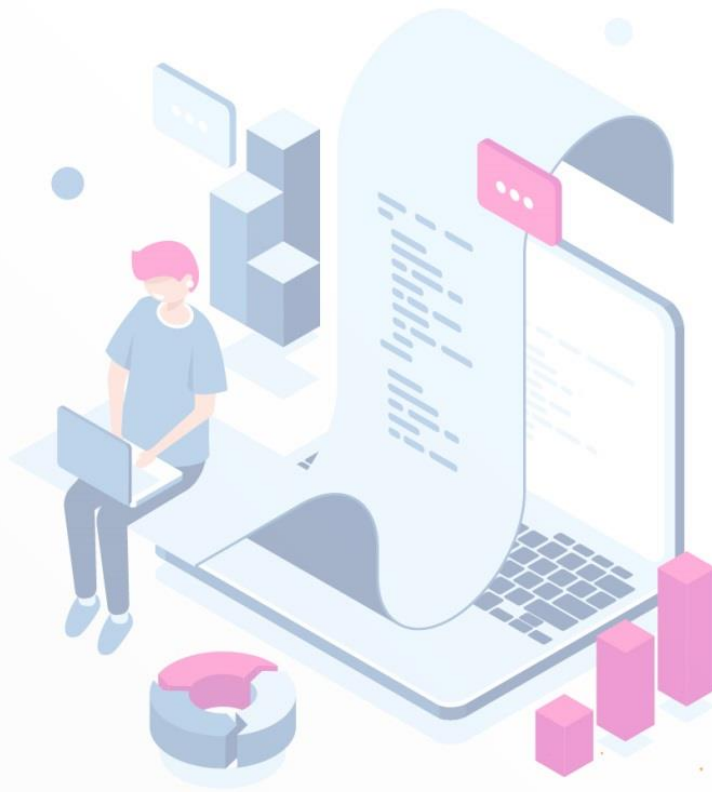


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ANALYSIS OF THE DEVELOPMENT OF THE BUILDING MATERIALS MARKET IN UZBEKISTAN

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Abstract - This article discusses the special attention is paid to the huge creative and construction works carried out in our country. In particular, the demand for building materials is growing day by day not only in the local but also in the world markets. The possibility of increasing the volume of production of building materials in our country in accordance with this high domestic demand has been highlighted with the help of several examples.

Keywords - Product Type, Diversification, Production, Local, Raw Material, Resource, Price Level, Building Materials, Cement, Wall Materials, Soft Roofing Materials, Insulation, Glazed Ceramic Tile, Crushed Stone, Gravel, Windows Window.

I. INTRODUCTION

In 2017-2021, the production volume of building materials in Uzbekistan increased. The demand for construction materials produced in our country is growing not only in the local but also in the world markets.

New directions were developed in the field of construction materials, and foreign investors were widely attracted to it. Based on the development trend of the construction sector of leading foreign countries, special attention was paid to the development of new construction materials and innovation in the sector.



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Brand policy in construction includes a specific set of actions or pre-planned marketing methods and principles that ensure the continuity and appropriateness of measures for the formation and management of the assortment of building materials.

The unplannedness of such measures leads to the instability and failure of the company's assortment, the increase in the assortment's sensitivity to random or temporary market factors.

The role of marketing in the formation of the assortment of construction materials is to skillfully combine the company's resources with external factors and opportunities, to implement a competitive product development policy that ensures a stable market position of the company through the growth of sales volume.

A well-thought-out brand policy serves not only to update the assortment of building materials, but also as a unique marketing program to manage the company's general action program.

II. LITERATURE REVIEW

The following scholars have considered analysis of the development of the building materials market in their research: Smith, A. [1], Porter, M. [2], Glichev, A.V. [3], Zavyalov P.S., Demidov V.E. [4], Rubin Yu.B. [5], Fashiev Kh.A. Popova E.V. [6], N.D. Eriashvili, K. Howard, Yu.A. Tsytkin [7], Lachueva, Karina Shamilyevna [8], Babenchuk Kristina Alexandrovna [9], Magerramova Irada Alim Kyzy [10], Ablyayev Rinat Yusefovich [11], Selyutina L.G. [12], Mamatkulova Sh. J. [13], [14], [15], [18], Ozodbek Jumakulov [16], [17], [19], [20].

III. RESEARCH METHODOLOGY

The methodological basis of the research was formed as a result of the study of theoretical and practical information, legislation and other legal documents, literary sources and publications. The research is based on the connections between theory



and practice, but also made extensive use of methods such as analysis, comparison, and synthesis.

IV. ANALYSIS AND RESULTS

Due to the liberalization of the foreign exchange market, the expansion of cooperation with other countries and the implementation of an open policy, wide access to domestic and foreign investors, the creation of a number of benefits and conditions and the support of the state, the development of the banking sector and the increase of preferential loans. In the field of building materials, there have been great developments in the past five years.

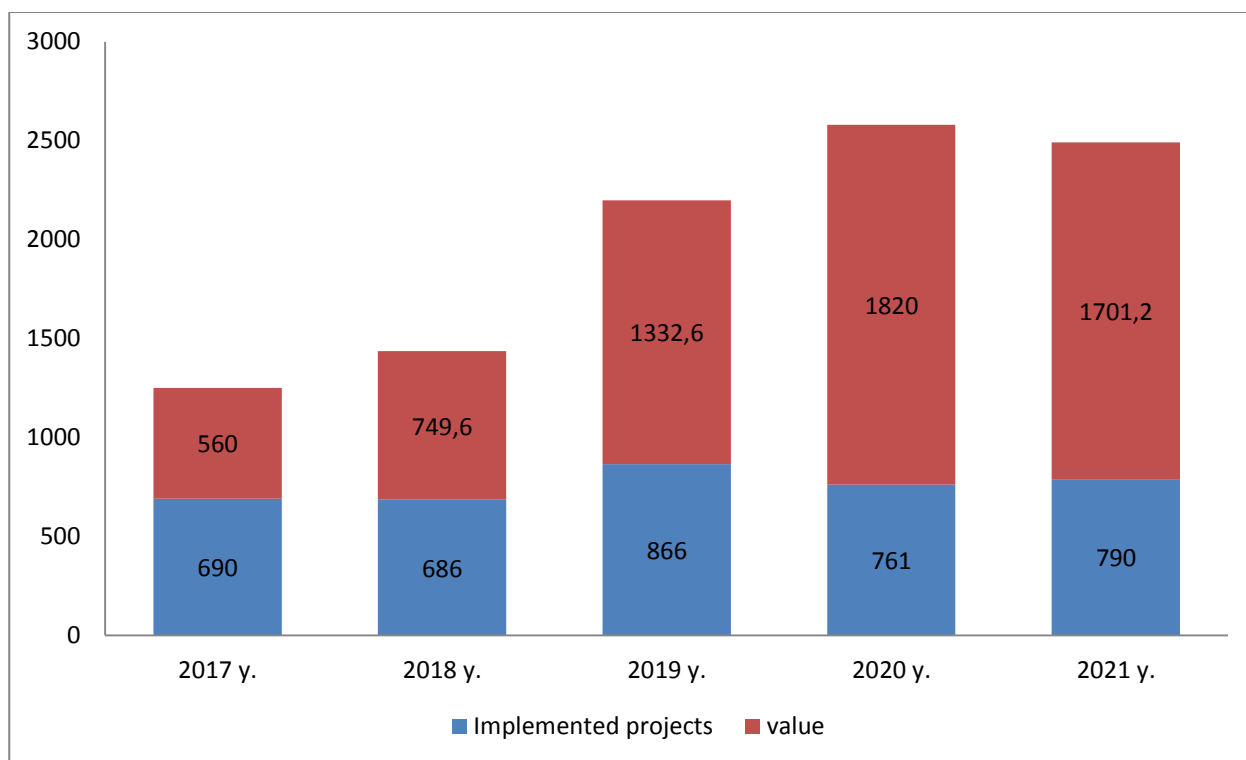


Figure 1. Investment projects implemented in the construction materials market in the Republic of Uzbekistan in 2017-2021.

As can be seen from the picture, the projects implemented in Uzbekistan in 2017-2021 increased by 114.5%, and their value increased by 303.7% or 3 times.



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In addition, investment projects are being implemented within the framework of socio-economic development programs of the regions.

It is known that in recent years, huge creative and construction works are being carried out in our country. Construction works are being carried out rapidly in cities and villages. At the same time, the demand for energy-saving, import-substituting, innovative and new types of construction materials is increasing year by year. In particular, the demand for building materials is growing day by day not only in the local but also in the world markets. In accordance with this high domestic demand, the volume of production of building materials in our country has increased significantly in recent years. In addition, in order to further expand the production of construction materials and increase the variety of products, special attention is paid to the implementation of large investment projects in this field.

Positive results are being achieved in the field of diversification of product types and expansion of production volumes, processing of local raw material resources. If we look at the latest figures, in 2020 enterprises in the field of construction materials will spend a total of 22 trillion. products worth soums were produced. In 2016, this figure was 6.8 trillion. amounted to soums, and the growth rate reached 3.2 times.

In recent years, the building and price level of the population has been stable and locally relevant building materials, including cement, wall materials, soft roofing materials and insulation, glazed ceramic tiles, crushed stone and gravel, window glass and demand for sawn timber materials is increasing.

We can observe this through the dynamics of the volume of production of these materials in 2017-2021 (Fig. 2). As can be seen from the table, during 2017-2021, the population's demand for wall materials, window glass and roof covering materials has a stable growth rate, and the maximum satisfaction of the population's demand is due to the expansion of the production of these products. opportunity is created.

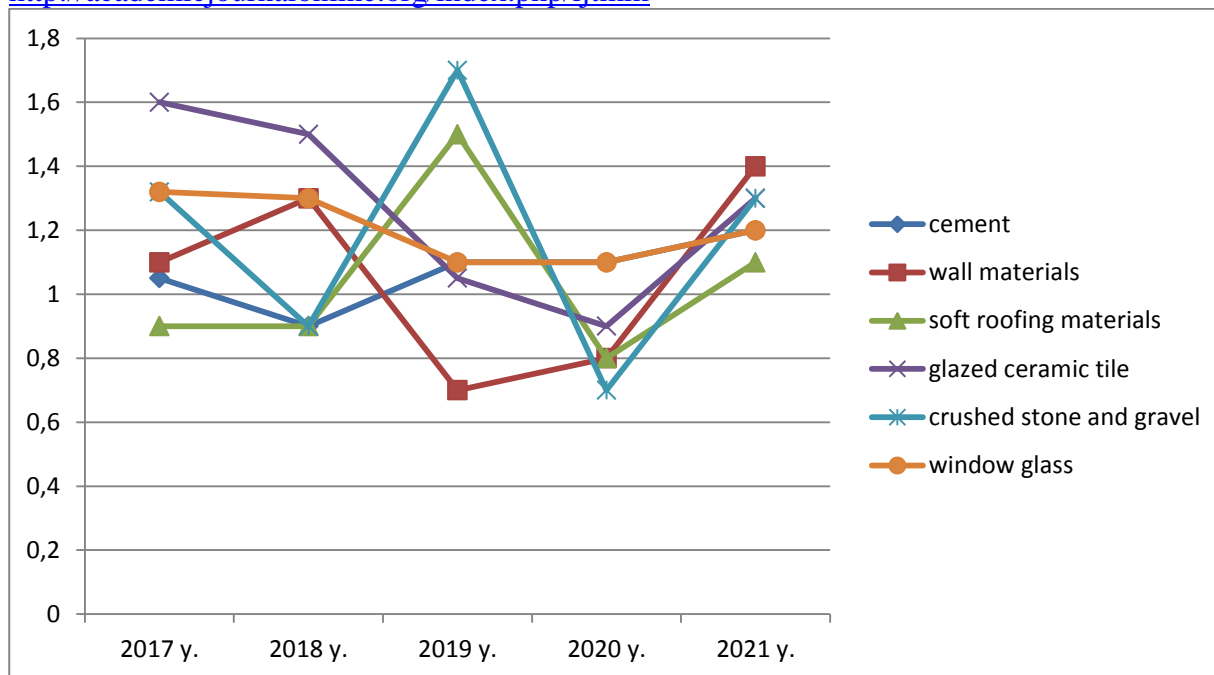


Figure 2. The dynamics of the volume of production of construction materials with the highest population demand in 2017-2021

In particular, during 2021, 12.5 million tons of cement (an increase of 45%), 20.2 million tons. sq. m. construction glass (59.4% increase), 17.3 mln. sq. m. ceramic tiles (1.8 times), 61 mln. sq. m. plasterboard (2.1 times), 890 thousand tons of dry construction mix (4.8 times increase), 340 thousand tons of lime (13.7 times increase), 2000 rolls of wallpaper (89 times increase) growth was ensured.

About 12 and a half thousand enterprises producing building materials are operating in our country today. In the past years, 120 types of construction materials were produced, and today their number has exceeded 180.

Fundamental changes have also taken place in the directions of the construction industry. In 2017-2021, we can see that with the increased attention of the population to the construction of individual housing and commercial objects, road infrastructures, macroeconomic stability in the post-pandemic period is aimed to be achieved primarily by expanding commercial activities (Fig. 3).

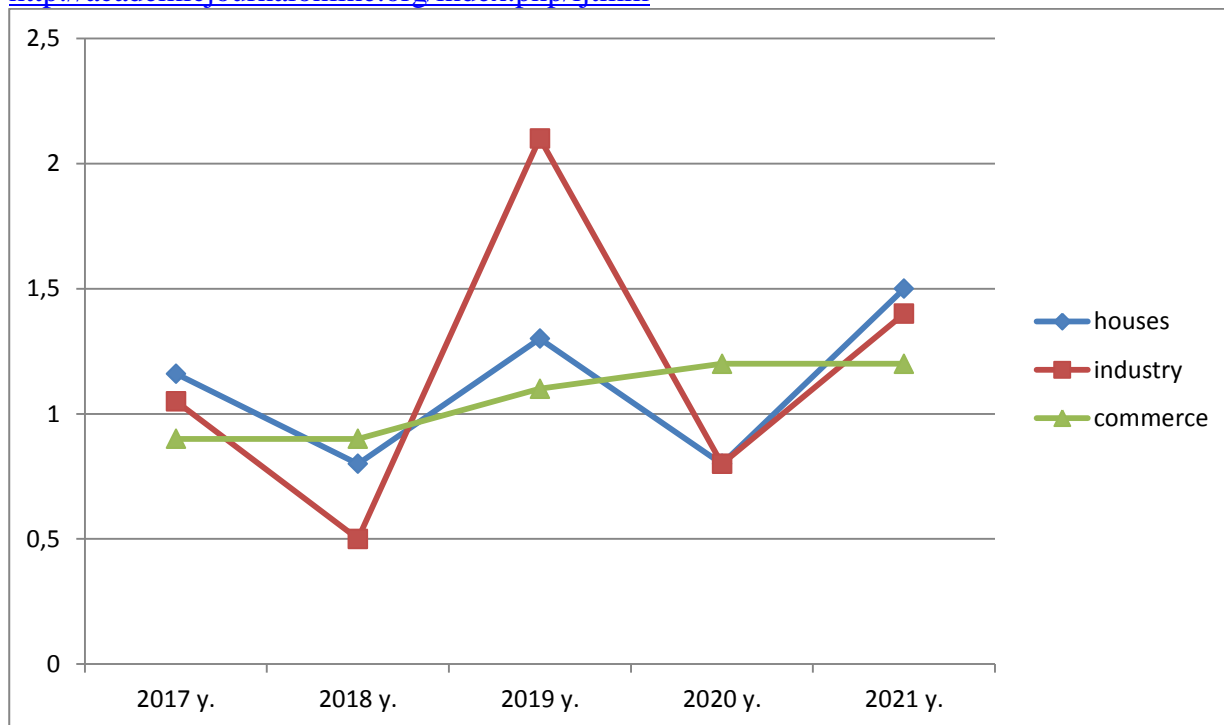


Figure 3. The main construction objects to which construction materials are directed in 2017-2021

The demand for construction materials produced in our country is growing not only in the local but also in the world markets. In particular, the export of products such as plasterboard, heat-retaining glass wool, lime, ceramic tiles, gypsum is increasing year by year.

According to the analysis, in 2016, products worth 55.3 million dollars were exported, while last year this figure reached 257 million dollars, and the increase was 4.6 times. In 2021, construction materials in the amount of 270 million dollars were released to the world market.

In particular, during the past period, cement worth \$28.9 million, aluminum and PVC profiles worth \$19 million, ceramic tiles worth \$14.2 million, dry construction mixes worth \$12.8 million, lime worth \$7.7 million, export of building materials such as plasterboard worth USD 3.5 million and wallpaper worth USD 3.5 million was carried out.



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Traditional exported markets are Kazakhstan (ceramic tiles, lime, plasterboard, heat-retaining glass wool (fiberglass) and other products), Kyrgyzstan (ceramic tiles, decorative glass, plaster and other products), Turkmenistan (plasterboard , gypsum, lenoleum, varnish, paper products), Afghanistan (plasterboard, gypsum, cans and bottles, paper products).

Starting from 2020, the geography of export of building materials will also expand, Azerbaijan (ceramic tiles, sandpaper, heat-retaining glass wool (fiberglass), paper products), Turkey (vermiculite, copper and PVC pipes and fittings), the Russian Federation (ceramic tiles) and Ukraine (products such as glass wool, pipes and fittings, cans and bottles).

In 2020, 45 types of construction materials worth 467.6 million dollars were imported, and compared to 2019, this figure decreased by 14.2%. During this period, 2.5 million tons of cement worth 130.9 million dollars, 5.2 million rolls of wallpaper worth 38.2 million dollars, 11 million tons worth 32.9 million dollars. sq. m. construction glass, 17.8 thousand tons of varnish and paint products worth \$31.8 million, 21.9 thousand tons of refractory bricks worth \$28.4 million, 4.2 million tons worth \$21.8 million. sq. m. imported construction materials such as ceramic tiles, 10.1 thousand tons of PVC pipes and fittings worth 21.4 million dollars.

If we talk about the building materials industry for 2016-2021, the order of the President of the Republic of Uzbekistan dated December 22, 2016 No. in accordance with the decision on additional measures to reduce production costs, 20 pieces of equipment worth \$221.8 million were renewed and replaced at construction enterprises.

In order to increase its competitiveness in the export of construction materials, 505 in 2021, including precast reinforced concrete elements from autoclaved aerated concrete or light filler with an open structure, curbs and curbs, thermal insulation materials and products, concrete and related products, central heating and central



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cooling international EN standards on assembly systems, thermal characteristics of buildings and building components, building glass are accepted.

At the same time, in 2021, general technical regulations on the safety of products made of stone, gypsum and ceramics, requirements for the safety of reinforced concrete and concrete structures, safety requirements for ceramic sanitary-technical products, and polymers and special technical regulations on the safety of products obtained from them were adopted.

At the same time, 340 international standards for the production of building materials were adopted in 2019 and 626 in 2020 in order to introduce new types of high-quality and safe building materials into production. This, in turn, ensured that the building materials industry became one of the "driver" sectors of the economy.

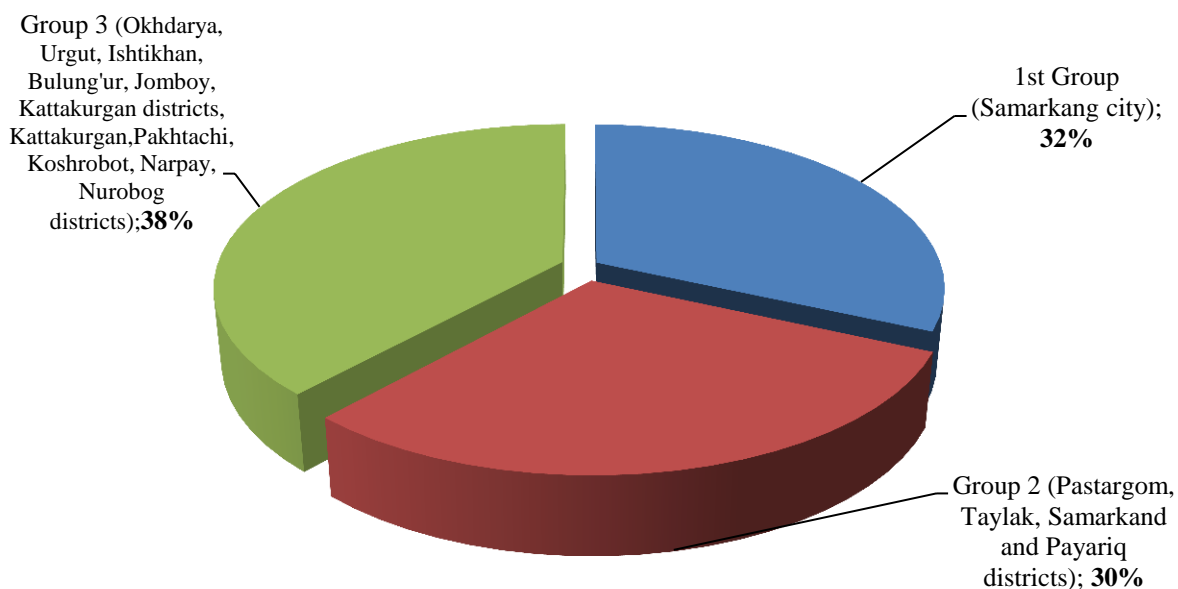


Figure 4. The dynamics of construction work in Samarkand region in 2017-2021 (by district)

On the example of Samarkand region, if we dwell on the works in the field of construction in 2017-2021, they were mainly carried out in Samarkand sh.,



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Pastdargom, Toyloq, Samarkand and Payariq districts. In 2020, the total number of construction works was 61, made up 7%. Indicators of the rest of the districts are lower than the average indicator for the region (Figure 4).

If we analyze the statistics on the sale of construction materials, in 2017-2021, the volume of sales of non-food products in Uzbekistan increased by 220.7 percent or 2.2 times, including the sale of construction materials by 5.1 times. The contribution of construction materials compared to non-food products increased from 3.1 percent to 7.1 percent (Table 1).

Table 1

**Dynamics of sales of construction materials in the Republic
of Uzbekistan in 2017-2020 (billion soums)**

Indicators	2017	2018	2019	2020	2021	2021 compared to 2017, %
Non-food products	56833.7	76174.0	97294.4	119425.8	125413.4	220.7
Building materials	1755.9	2609.8	5443.8	8436.6	8974.1	5.1 times
In relation to the total , %	3.1	3.4	6.6	7.1	7.2	232.2

V. CONCLUSION/RECOMMENDATIONS

In conclusion, it is worth saying that the demand for building materials is increasing year by year:

- to create fundamentally new tools for meeting people's needs;
- improvement of goods used together with basic goods or creation of new ones.

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