During construction, water gets inside a wall system and causes initial efflorescence, or “new building bloom.” Remain calm: the wall will dry and the efflorescence will go away.

Efflorescence and New Building Bloom Tip
Even the best protected wall will get some water. To minimize the efflorescence, maximize the protection.

When efflorescence appears more than a year or so after construction, it’s usually a sign that too much water is penetrating the masonry and not draining properly. Unlike new building bloom, which tends to be distributed fairly uniformly across the masonry, such staining is usually more localized. When dealing with later-age efflorescence, it’s important to locate and remedy the source of the water penetration, in order to prevent further staining and potentially more serious problems it might cause.