

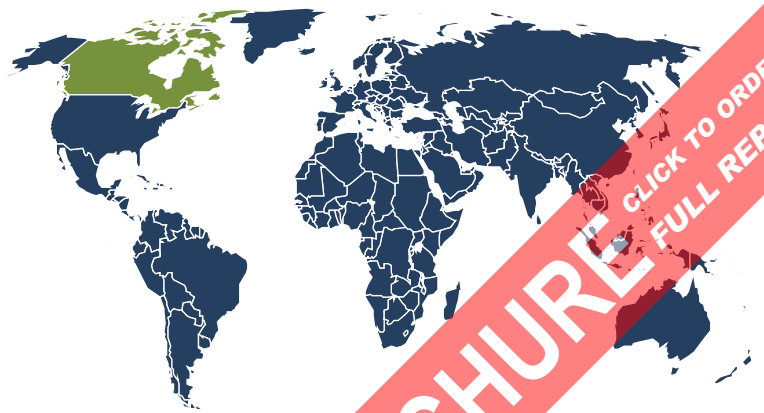
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# Insulation:

## Canada

November 2018



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# About This Report

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## Scope

This report forecasts to 2022 Canadian insulation demand and production in nominal US dollars at the manufacturer level. Total demand is segmented by material in terms of:

- fiberglass
- foamed plastic
- mineral wool
- other products such as cellulose, perlite, reflective insulation, and vermiculite

Total demand is also segmented by market as follows:

- residential buildings
- nonresidential buildings
- industrial and plant equipment
- HVAC/air distribution equipment
- other markets such as appliances, transportation equipment, bedding, furniture, insulated coolers and thermoses, and packaging

To illustrate historical trends, total demand is provided in annual series from 2007 to 2017; production and the various segments are reported at five-year intervals for 2007, 2012, and 2017.

Demand in value terms is shown at the manufacturers' level and excludes distributor and retailer markups. Both thermal and acoustic insulation are included in the scope of this study. Re-exports of insulation are excluded from demand figures.

For any given historical year, US dollar amounts are obtained from values expressed in applicable local currency. These local currency values are converted to US dollars at the average annual exchange rate for that year. For forecast years, the US dollar amounts assume the same annual exchange rate as that prevailing in 2017.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Insulation: Canada* (FA60026) is based on *Global Insulation*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and

## About This Report

analysis of data from various primary secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 7 | NAICS & SIC Codes Related to Insulation

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
321219	Reconstituted Wood Product Manufacturing	2493	Reconstituted Wood Products
326140	Polystyrene Foam Product Manufacturing	3086	Plastics Foam Products
326150	Urethane & Other Foam Product Manufacturing, Excluding Polystyrene	3295	Minerals & Earths, Ground or Otherwise Treated
327992	Ground or Treated Mineral & Earth Manufacturing	3296	Mineral Wool
327993	Mineral Wool Manufacturing		

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most

## About This Report

accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

*Global Insulation*

### Freedonia Industry Studies

*Commercial Insulation in the US*

*Commercial Roofing*

*Global Housing*

*Global HVAC Equipment*

### Freedonia Focus Reports

*Commercial Insulation: United States*

*Construction Chemicals: United States*

*Housing: Canada*

*HVAC Equipment: Canada*

*Insulation: United States*

*Perlite & Vermiculite: United States*

*Plastic Foams: United States*

*Residential Insulation: United States*

*Windows & Doors: Canada*

*World Insulation*

### Freedonia Custom Research

### Trade Publications

*Global Insulation*

*Insulation Outlook*

*The Journal of Light Construction*

*Remodeling Magazine*

*Wall & Ceilings*

### Agencies & Associations

Canadian Centre for Occupational Health and Safety

Canadian Home Builders' Association

National Research Council of Canada

The Canadian Construction Materials Centre

Natural Resources Canada

Canadian Commission on Building and Fire Codes

North American Insulation Manufacturers Association

Statistics Canada

United Nations Comtrade