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Roofing: Canada

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About This Report

Scope

This report forecasts to 2022 roofing demand in square meters and nominal US dollars at the manufacturer level in Canada. Total demand in square meters is segmented by product in terms of:

- asphalt shingles and corrugated panels
- low-slope bituminous
- metal
- rubber
- plastic
- other roofing such as tile, composite, and green roofing

Total demand in square meters is also segmented by market as follows:

- residential reroofing
- nonresidential reroofing
- new residential
- new nonresidential

To illustrate historical trends, total demand in area and value terms, total shipments by value, and the various segments are reported at five-year intervals for 2007, 2012, and 2017.

For the purposes of this report, demand for roofing products is measured in terms of total roof area covered, not the total amount of material used. Materials used as underlayment for other roofing products and roofing accessories, such as metal flashings, snow guards, and vents, are not included in the scope of this report.

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

Roofing: Canada (FA60038) is based on *Global Roofing*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and 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 and non-governmental 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 6 | NAICS & SIC Codes Related to Roofing

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
324122	Asphalt Shingle & Coating Materials Manufacturing	2952	Asphalt Felts & Coatings
332311	Prefabricated Metal Building & Component Manufacturing	3069	Fabricated Rubber Products, Not Elsewhere Classified
332322	Sheet Metal Work Manufacturing	3444	Sheet Metal Work
		3448	Prefabricated Metal Buildings & Components
		5033	Roofing, Siding, & Insulation Materials

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

About This Report

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 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 Roofing

Freedonia Industry Studies

Commercial Roofing Market

Metal Roofing Market in the US

Roofing Accessories

Freedonia Focus Reports

Adhesives & Sealants: Canada

Commercial Roofing: United States

Decorative Tile: United States

Fiber Cement: United States

Housing: Canada

HVAC Equipment: Canada

Insulation: Canada

Power Tools: Canada

Residential Roofing: United States

Roofing: United States

Freedonia Custom Research

Trade Publications

Builder

Engineering News-Record

Journal of Light Construction

Metal Construction News

Metal Roofing

Qualified Remodeler

Remodeling

Roofing Contractor

Agencies & Associations

Asphalt Roofing Manufacturers Association

Canada Roofing Contractors Association

International Federation for the Roofing Trade

International Green Roof Association

Statistics Canada

UN Comtrade

United States International Trade Commission