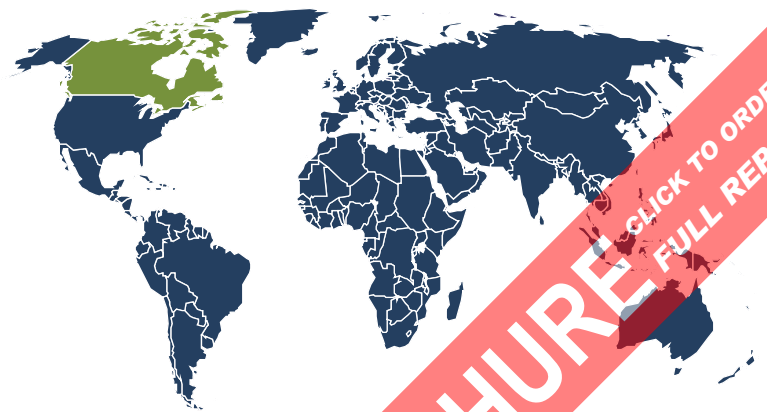




Freedonia Focus Reports
Global Collection

Siding: Canada

October 2020



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About This Report

Scope

This report forecasts to 2024 Canadian siding demand in square meters. Total demand is segmented by product in terms of:

- vinyl
- brick and tile
- wood
- fiber cement
- metal
- other siding products such as exterior insulation and finish systems (EIFS), concrete and stone, and stucco

Total demand is also segmented by market as follows:

- new residential
- residential improvement and repair
- new nonresidential
- nonresidential improvement and repair

To illustrate historical trends, total demand is provided in annual series for 2009 to 2019; the various segments are reported at five-year intervals for 2009, 2014, and 2019.

Primary loadbearing walls (of brick, concrete block, poured concrete, or stone) are excluded from the scope of this report, as is vision glass curtain wall. Secondary products such as soffit and trim are also excluded.

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

Sources

Siding: Canada (FA60039) is based on [Global Siding \(Cladding\)](#), 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

About This Report

- 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 4 | NAICS & SIC Codes Related to Siding

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
321912	Cut Stock, Resawing Lumber, & Planing	2421	Sawmills & Planing Mills, General
326199	All Other Plastics Product Manufacturing	3089	Plastics Products, Nec
327120	Clay Building Material & Refractories Manufacturing	3251	Brick & Structural Clay Tile
327331	Concrete Block & Brick Manufacturing	3271	Concrete Block & Brick
332322	Sheet Metal Work Manufacturing	3444	Sheet Metal Work

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 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

About This Report

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 Siding (Cladding)

Freedonia Industry Studies

Global Housing

Global Insulation

Insulation

Low-Slope Roofing

Roofing

Roofing Accessories

Siding

Windows & Doors

Freedonia Focus Reports

Commercial Building Construction: United States

Construction: United States

Fabricated Metal Products: United States

Fiber Cement: United States

Global Siding

Low-Slope Roofing: United States

Metal Roofing: United States

Siding: United States

Windows & Doors: Canada

Freedonia Custom Research

Trade Publications

Builder

Building Design+Construction

Engineering News-Record

Journal of Light Construction

Qualified Remodeler

Walls & Ceilings

Agencies & Associations

APA – The Engineered Wood Association

Natural Resources Canada

Statistics Canada

Stucco Manufacturers Association

Wood Component Manufacturers Association