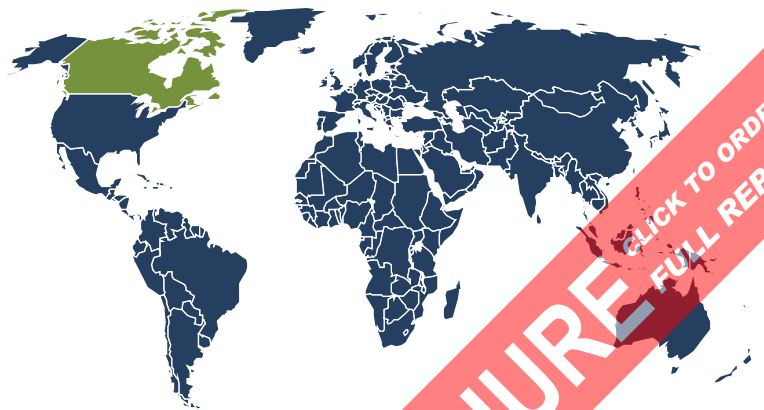




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# Ceilings: Canada

July 2021



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# About This Report

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## Scope

This report forecasts to 2025 ceilings demand in nominal US dollars at the manufacturer level in Canada. Total demand is segmented by product in terms of:

- ceilings tiles
- suspension systems
- specialty ceilings

Total demand is also segmented by market as follows:

- nonresidential
- residential

To illustrate historical trends, total demand is provided in annual series from 2010 to 2020; the various segments are reported at five-year intervals for 2010, 2015, and 2020.

Excluded from the scope of this report are:

- drywall (which itself is typically covered by paint, joint compound, or some form of spray coating)
- open plenum (open deck or exposed upper structure) surfaces
- return vents and other in-ceiling non-ceiling products (such as recessed lights)
- ceiling accessories (wires and attachments, moulding and trim, and all other accessories such as seismic braces)

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

*Ceilings: Canada* (FA60073) is based on *Global Ceilings*, 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 5 | NAICS & SIC Codes Related to Ceilings**

NAICS/SCIAN 2017 North American Industry Classification System		SIC Standard Industrial Classification	
327993	Mineral wool products (e.g., board, insulation, tile) manufacturing	3296	Mineral Wool
327420	Gypsum building products manufacturing	3275	Gypsum Products
321999	All Other Miscellaneous Wood Product Manufacturing	2499	Wood Products, Not Elsewhere Classified

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 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 Ceilings*

### Freedonia Industry Studies

*Building Envelope in North America*

*Ceilings*

*Flooring*

*Global Cement*

*Global Drywall & Building Plaster*

*Global Flooring*

*Global Housing*

*Global HVAC Equipment*

*Global Insulation*

*Global Siding (Cladding)*

*Global Windows & Doors*

*Hard Surface Flooring*

*Insulation*

*Lumber*

*Moulding & Trim*

*Prefabricated Housing*

*Roofing*

*Siding*

*Windows & Doors*

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*COVID-19 Market Impact Analysis*

*Decorative Laminates: Canada*

*Decorative Laminates: United States*

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*Housing: Canada*

*Housing: United States*

*Insulation: Canada*

*Insulation: United States*

*Macroeconomy: United States*

*Prefabricated Housing: United States*

*Real Estate: United States*

*Roofing: Canada*

*Siding: Canada*

## **Freedonia Custom Research**

## **Trade Publications**

*Construction Dimensions*

*Walls & Ceilings*

## **Agencies & Associations**

American National Standards Institute

Association of the Wall and Ceiling Industry

Canada Green Building Council

Ceilings and Interior Systems Construction Association

International Organization for Standardization

Statistics Canada