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Siding: Europe

October 2020



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About This Report

Scope

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

- brick and tile
- external wall insulation systems (EIFS), also known as external thermal insulation cladding system (ETICS)
- concrete and stone
- metal
- stucco
- other products such as fiber cement, vinyl, and wood

Total demand is also segmented by market as follows:

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

To illustrate historical trends, total demand is provided in annual series from 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 suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

For the purposes of this report, Europe encompasses the following countries:

About This Report

Table 5 | Countries in Western Europe

Andorra	Gibraltar	Jersey	Saint Pierre and Miquelon
Austria	Greece	Liechtenstein	San Marino
Belgium	Greenland	Luxembourg	Spain*
Channel Islands	Guernsey	Malta	Sweden
Faeroe Islands	Iceland	Monaco	Switzerland
Finland	Ireland	Netherlands*	United Kingdom*
France*	Isle of Man	Norway	Vatican City
Germany*	Italy*	Portugal	

*Major siding markets.

Source: The Freedonia Group

Table 6 | Countries in Eastern Europe

Albania	Hungary	Romania
Belarus	Latvia	Russia*
Bosnia and Herzegovina	Lithuania	Serbia
Bulgaria	Macedonia	Slovakia
Croatia	Moldova	Slovenia
Czech Republic	Montenegro	Ukraine
Estonia	Poland*	

*Major siding markets.

Source: The Freedonia Group

Sources

Siding: Europe (FE60039) 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 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

About This Report

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 | HS Codes Related to Siding

HS Code	Definition
6810	Articles of cement, of concrete or of artificial stone, whether or not reinforced
7610	Aluminum structures and parts of structures

Source: United Nations Statistics Division

Table 8 | NACE Codes Related to Siding

NACE Code	Definition
22.21	Manufacture of plastics products
23.32	Manufacture of bricks, tiles and construction products, in baked clay
23.61	Manufacture of concrete products for construction purposes
25.11	Manufacture of metal structures and parts of structures

Source: European Commission

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

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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

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: Canada

Wood Millwork: United States

Freedonia Custom Research

Trade Publications

Builder

Building Design+Construction

Engineering News-Record

Journal of Light Construction

Qualified Remodeler

Walls & Ceilings

Agencies & Associations

EIFS Industry Members Association

Metal Cladding & Roofing Manufacturers Association

Timber Decking and Cladding Association

Eurostat

Germany Federal Statistical Office

UNdata