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Window Coverings: United States

June 2017



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About This Report

Scope & Method

This report forecasts US window covering demand and shipments in US dollars at the manufacturers' level to 2021. Total demand and shipments are segmented by product in terms of:

- hard coverings
- soft coverings
- hardware.

Window shutters, often regarded as hard coverings, are excluded from the scope of this report. Between-the-glass coverings shipped pre-installed as part of a window are also excluded. Re-exports of window coverings are excluded from demand and trade figures.

Hard covering shipments are further segmented by type as follows:

- window shades
- Venetian blinds
- other hard coverings such as wooden slat porch shades and vertical blinds.

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2006 to 2016.

This report 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.

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

Window Coverings: United States (FF15014) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international 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 | Industry Codes Related to Window Covering

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
314121	Curtain and Drapery Mills	2391	Curtains and Draperies
337920	Blind and Shade Manufacturing	2591	Drapery Hardware and Window Blinds and Shades

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Windows Market in the US, June 2017
Commercial Windows & Doors, August 2016
World Flat Glass, August 2016
Residential Windows & Doors, July 2016
Wood Plastic Composite & Plastic Lumber, May 2016
World Windows & Doors, July 2015

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Construction: United States
Furniture: United States
Hardware: United States
Residential Windows & Doors: United States
Windows & Doors: United States

Freedonia Custom Research

Trade Publications

Home Furnishings News
Home & Textiles Today
Textile Month International
Textile World

Agencies & Associations

Interior Design Society
National Fenestration Rating Council
United States Census Bureau
United States Consumer Product Safety Commission
United States Green Building Council
United States International Trade Commission
Window Covering Manufacturers Association
Window Covering Safety Council
Window Coverings Association of America