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# Insulation: United States

March 2022



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# About This Report

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## Scope

This report forecasts to 2025 US insulation demand in pounds. Total demand is segmented by material in terms of:

- fiberglass
- foamed plastics
- mineral wool
- cellulose
- reflective insulation and radiant barriers
- other materials such as vacuum insulated panels, vermiculite, and perlite

Total demand is also segmented by market as follows:

- residential buildings
- commercial buildings
- industrial and plant equipment
- other markets such as HVAC and air distribution systems, appliances, and transportation equipment

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.

Both thermal and acoustic insulation are included in the scope of this report. Granulated mineral wool used in ceiling tiles is 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

*Insulation: United States* (FF60026) is based on *Insulation*, 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

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 Insulation**

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
321219	Reconstituted wood product manufacturing	2493	Reconstituted wood products
326140	Polystyrene foam product manufacturing	3086	Plastics foam products
326150	Urethane & other foam product manufacturing, excluding polystyrene	3295	Minerals & earths, ground or otherwise treated
327992	Ground or treated mineral & earth manufacturing	3296	Mineral wool
327993	Mineral wool manufacturing		

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

*Insulation*

#### Freedonia Industry Studies

*Ceilings*

*Global Acoustic Insulation*

*Global Ceilings*

*Global Drywall & Building Plaster*

*Global Foamed Plastic Insulation*

*Global Housing*

*Global HVAC Equipment*

*Global Industrial & OEM Insulation*

*Global Insulation*

*Global Major Household Appliances*

*Global Prefabricated Housing*

*Global Roofing*

*Global Siding (Cladding)*

*Global Windows & Doors*

*HVAC Equipment*

*Prefabricated Housing*

*Roofing*

*Siding*

*Windows & Doors*

#### Freedonia Focus Reports

*Construction Chemicals: United States*

*Foamed Plastic Insulation: United States*

*Industrial & OEM Insulation: Canada*

*Industrial & OEM Insulation: Europe*

*Perlite & Vermiculite: United States*

*Plastic Foams: United States*

#### Freedonia Custom Research

### Trade Publications

*Global Insulation*

*Insulation Outlook*

*Remodeling Magazine*

*The Journal of Light Construction*

*Walls & Ceilings*

## Agencies & Associations

American Chemistry Council  
Cellulose Insulation Manufacturers Association  
Mineral Wool Insulation Manufacturers Association  
National Association of Home Builders  
National Insulation Association  
North American Insulation Manufacturers Association  
Polyurethane Foam Association  
Spray Polyurethane Foam Alliance  
Structural Insulated Panel Association  
United Nations Comtrade  
United States Census Bureau  
United States Department of Energy  
United States Environmental Protection Agency  
United States Green Building Council  
United States International Trade Commission