



Freedonia Focus Reports
US Collection

Siding: United States

January 2018



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About This Report

Scope & Method

This report forecasts to 2021 US siding demand in squares and nominal dollars at the manufacturer level. Total demand is segmented by material in terms of:

- vinyl
- fiber cement
- stucco
- wood
- brick
- other materials such as concrete and stone, and metal panels

Total demand is also segmented by market as follows:

- new residential
- residential improvement and repair
- new commercial
- commercial improvement and repair

To illustrate historical trends, total demand is provided in annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 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

Siding: United States (FF60039) is based on *Siding Market in the US*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the

About This Report

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 Siding

NAICS/SCIAN 2007		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	Plastic Products, NEC
327121	Brick & Structural Clay Tile 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

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Resources

The Freedonia Group

Siding Market in the US, January 2018

Freedonia Industry Studies

Insulation Market in the US, December 2017

Windows & Doors Market Forecasts, September 2017

Roofing: US Forecasts, September 2017

Roofing Underlay Market in the US, November 2016

Fiber Cement, December 2015

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Construction: United States

Doors: United States

Fabricated Metal Products: United States

Housing: United States

Nonresidential Building Construction: United States

Prefabricated Housing: United States

Roofing: United States

Windows: United States

Windows & Doors: United States

Freedonia Custom Research

Trade Publications

Builder

Engineering News-Record

Journal of Light Construction

Agencies & Associations

Brick Industry Association

National Association of Home Builders

Stucco Manufacturers Association

United States Census Bureau

Vinyl Siding Institute