

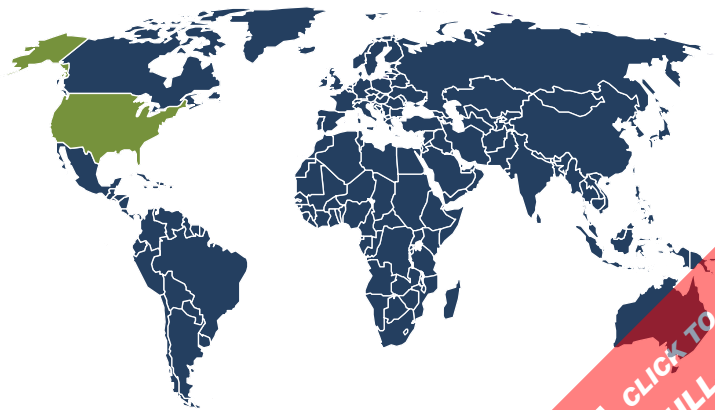


Photo: Portland Cement Association

Freedonia Focus Reports
US Collection

Fiber Cement Products: United States

December 2015



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Environmental and Regulatory Factors

Segmentation and Forecasts

Products | Markets

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts US fiber cement product demand in square feet to 2019. Total demand is segmented by product in terms of:

- siding
- backerboard
- molding and trim
- roofing and other products such as porch ceilings, countertops, and sound-suppression boards.

Data in square feet are actually volumetric measurements; per the terms of this report, demand for fiber cement in area terms is assumed to comprise a board with a thickness of 5/16-inch. This thickness is used because it is the standard thickness of fiber cement siding, which accounts for the vast majority of fiber cement used in the US. Demand for products not sold in 5/16-inch thicknesses – such as backerboard – has been converted to a 5/16-inch thickness to ensure consistency across this report.

Total demand is also segmented by market as follows:

- residential improvement and repair (I&R)
- new residential
- nonresidential I&R
- new nonresidential.

To illustrate historical trends, total demand is provided in an annual series from 2004 to 2014; the various segments are reported at five-year intervals for 2009 and 2014.

This report quantifies trends in various measures of growth. 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. 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 at five-year intervals with CAGRs for the years corresponding to other reported figures. 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

Fiber Cement Products: United States (FF60072) is based on [Fiber Cement](#), a comprehensive industry study published by The Freedonia Group in December 2015. Reported findings represent 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 industry 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

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
327390	Other Concrete Product Manufacturing	3272	Concrete Products, Except Block and Brick

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RESOURCES

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3348 Fiber Cement, December 2015

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Related Industry Studies

3332 Insulation, September 2015

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3327 World Siding (Cladding), September 2015

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3317 Paint & Coatings, August 2015

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World Housing

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World Siding

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Freedonia Custom Research, Inc

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Trade Publications

CemWeek

www.cemweek.com

Concrete Products

www.concreteproducts.com

Global Cement

www.globalcement.com

International Cement Review

www.cemnet.com

The Journal of Light Construction

www.jlconline.com

Professional Builder

www.probuilder.com

Professional Remodeler

www.proremodeler.com

Agencies & Associations

Portland Cement Association

www.cement.org

United States Census Bureau

www.census.gov

United States Green Building Council

www.usgbc.org

United States International Trade Commission

www.usitc.gov

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