# Table of Contents

1. Highlights 3

2. Global Overview & Forecasts 5
   - Demand by Product 5
     - Brick & Tile 6
     - Concrete & Stone 7
     - Stucco 7
     - Metal 8
     - Fiber Cement 8
     - EIFS 9
     - Vinyl 9
     - Wood & Other 10
   - Demand by Market 12
     - Residential Buildings 13
     - Nonresidential Buildings 14

3. Regional Segmentation & Forecasts 16
   - Regional Demand Overview 16
   - North America 18
   - Western Europe 21
   - Asia/Pacific 24
   - Other Regions 26
     - Central & South America 27
     - Eastern Europe 27
     - Africa/Mideast 27

4. Industry Structure 29
   - Industry Characteristics 29
   - Market Share 30
     - Kingspan Group 31
     - James Hardie 32
     - Nichiha 33
     - Wienerberger 33

5. About This Report 35
   - Scope 35
   - Sources 36
   - Industry Codes 36
   - Freedonia Methodology 37
   - Resources 38
## List of Tables & Figures

<table>
<thead>
<tr>
<th>Figure/Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1</td>
<td>Global Siding Market Outlook, 2019 – 2024</td>
<td>4</td>
</tr>
<tr>
<td>Figure 2</td>
<td>Global Siding Demand by Product, 2009 – 2024 (bil sq m)</td>
<td>5</td>
</tr>
<tr>
<td>Table 1</td>
<td>Global Siding Demand by Product, 2009 – 2024 (mil sq m)</td>
<td>5</td>
</tr>
<tr>
<td>Figure 3</td>
<td>Global Siding Demand by Product, 2009 – 2024 (%)</td>
<td>10</td>
</tr>
<tr>
<td>Figure 4</td>
<td>Global Siding Demand by Market, 2009 – 2024 (bil sq m)</td>
<td>12</td>
</tr>
<tr>
<td>Table 2</td>
<td>Global Siding Demand by Market, 2009 – 2024 (mil sq m)</td>
<td>12</td>
</tr>
<tr>
<td>Figure 5</td>
<td>Global Siding Demand by Market, 2009 – 2024 (%)</td>
<td>14</td>
</tr>
<tr>
<td>Figure 6</td>
<td>Global Siding Demand by Product, 2009 – 2024 (mil sq m)</td>
<td>16</td>
</tr>
<tr>
<td>Table 3</td>
<td>Global Siding Demand by Region, 2009 – 2024 (mil sq m)</td>
<td>16</td>
</tr>
<tr>
<td>Figure 7</td>
<td>Global Siding Demand by Region, 2009 – 2024 (%)</td>
<td>17</td>
</tr>
<tr>
<td>Figure 8</td>
<td>North America: Siding Demand by Product, 2009 – 2024 (mil sq m)</td>
<td>18</td>
</tr>
<tr>
<td>Figure 9</td>
<td>North America: Siding Demand by Market, 2009 – 2024 (mil sq m)</td>
<td>18</td>
</tr>
<tr>
<td>Table 4</td>
<td>North America: Siding Demand by Product &amp; Market, 2009 – 2024 (mil sq m)</td>
<td>20</td>
</tr>
<tr>
<td>Figure 10</td>
<td>Western Europe: Siding Demand by Product, 2009 – 2024 (mil sq m)</td>
<td>21</td>
</tr>
<tr>
<td>Figure 11</td>
<td>Western Europe: Siding Demand by Market, 2009 – 2024 (mil sq m)</td>
<td>21</td>
</tr>
<tr>
<td>Table 5</td>
<td>Western Europe: Siding Demand by Product &amp; Market, 2009 – 2024 (mil sq m)</td>
<td>23</td>
</tr>
<tr>
<td>Figure 12</td>
<td>Asia/Pacific: Siding Demand by Product, 2009 – 2024 (mil sq m)</td>
<td>24</td>
</tr>
<tr>
<td>Figure 13</td>
<td>Asia/Pacific: Siding Demand by Market, 2009 – 2024 (mil sq m)</td>
<td>24</td>
</tr>
<tr>
<td>Table 6</td>
<td>Asia/Pacific: Siding Demand by Product &amp; Market, 2009 – 2024 (mil sq m)</td>
<td>25</td>
</tr>
<tr>
<td>Figure 14</td>
<td>Other Regions: Siding Demand by Region, 2009 – 2024 (mil sq m)</td>
<td>26</td>
</tr>
<tr>
<td>Figure 15</td>
<td>Other Regions: Siding Demand by Product, 2009 – 2024 (mil sq m)</td>
<td>26</td>
</tr>
<tr>
<td>Table 7</td>
<td>Other Regions: Siding Demand by Region &amp; Product, 2009 – 2024 (mil sq m)</td>
<td>28</td>
</tr>
<tr>
<td>Figure 16</td>
<td>Global Siding Market Share by Company, 2019 (%)</td>
<td>30</td>
</tr>
<tr>
<td>Table 8</td>
<td>Leading Suppliers to the Global Siding Market</td>
<td>31</td>
</tr>
<tr>
<td>Table 9</td>
<td>NAICS &amp; SIC Codes Related to Siding</td>
<td>36</td>
</tr>
<tr>
<td>Table 10</td>
<td>HS Codes Related to Siding</td>
<td>36</td>
</tr>
</tbody>
</table>
About This Report

Scope

This report forecasts to 2024 global demand for siding (cladding) by product, market, and major world region in square meters. Product segments include:

- brick and tile
- concrete and stone
- stucco
- metal
- fiber cement
- EIFS (exterior insulation and finish systems)
- vinyl
- wood and other products such as polypropylene and wood-plastic composite

Reported markets encompass:

- residential buildings
- nonresidential buildings

Major world regions include North America, Western Europe, Asia/Pacific, and all other regions.

To illustrate historical trends, world, product, market, and regional demand (including product and market segments) are provided 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.

For any given historical year, US dollar amounts are obtained from values expressed in applicable local currency. These local currency values are converted to US dollars at the average annual exchange rate for that year. For forecast years, the US dollar amounts assume the same annual exchange rate as that prevailing in 2019.

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

*Global Siding* (FW60039) is based on 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 9 | NAICS & SIC Codes Related to Siding**

<table>
<thead>
<tr>
<th>NAICS/SCIAN 2017</th>
<th>SIC Standard Industrial Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut Stock, Resawing Lumber, &amp; Planing</td>
<td>2421 Sawmills &amp; Planing Mills, General</td>
</tr>
<tr>
<td>All Other Plastics Product Manufacturing</td>
<td>3089 Plastics Products, Nec</td>
</tr>
<tr>
<td>Clay Building Material &amp; Refractories Manufacturing</td>
<td>3251 Brick &amp; Structural Clay Tile</td>
</tr>
<tr>
<td>Concrete Block &amp; Brick Manufacturing</td>
<td>3271 Concrete Block &amp; Brick</td>
</tr>
<tr>
<td>Sheet Metal Work Manufacturing</td>
<td>3444 Sheet Metal Work</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

**Table 10 | HS Codes Related to Siding**

<table>
<thead>
<tr>
<th>HS Code</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>6810</td>
<td>Articles of cement, of concrete or of artificial stone, whether or not reinforced</td>
</tr>
<tr>
<td>7610</td>
<td>Aluminum structures and parts of structures</td>
</tr>
</tbody>
</table>

Source: United Nations Statistics Division
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.

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.
About This Report

Resources

The Freedonia Group
   Global Siding (Cladding)
Freedonia Industry Studies
   Global Acoustic Insulation
   Global Foamed Plastic Insulation
   Global Housing
   Global Industrial & OEM Insulation
   Global Insulation
   Global Residential Insulation
   Global Roofing
   Global Windows & Doors
   Insulation
   Low-Slope Roofing
   Roofing
   Roofing Accessories
   Siding
   Windows & Doors
   Wood Panels
Freedonia Focus Reports
   Construction: United States
   Fabricated Metal Products: United States
   Fiber Cement: United States
   Commercial Building Construction: United States
   Wood Millwork: United States
Freedonia Custom Research

Trade Publications
   Builder
   Building Design+Construction
   Engineering News-Record
   Journal of Light Construction
   Qualified Remodeler
   Walls & Ceilings
About This Report

Agencies & Associations
Anfacer – Brazilian Association of Manufacturers of Ceramic Tiles, Sanitary Ware, and Related Products—(Brazil)
APA – The Engineered Wood Association (US and Canada)
EIFS Industry Members Association (US)
Eurostat
Germany Federal Statistical Office
Metal Cladding & Roofing Manufacturers Association (UK)
Metal Roofing and Cladding Association of Australia (Australia)
National Association of Home Builders (US)
National Bureau of Statistics of China
Natural Resources Canada
Stucco Manufacturers Association (North America)
Timber Decking and Cladding Association (UK)
UNdata
United States Census Bureau
United States International Trade Commission
Vinyl Siding Institute (US)
Wood Component Manufacturers Association (North America)