Gutters & Downspouts

US Industry Study with Forecasts for **2011 & 2016**

Study #2226 | August 2007 | $4400 | 175 pages

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US Industry Study with Forecasts for ***2011 & 2016***

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Gutter guards will remain the fastest growing niche in a largely mature gutter and downspout industry, reflecting increasing market penetration and significantly higher prices on a per-linear-foot basis.

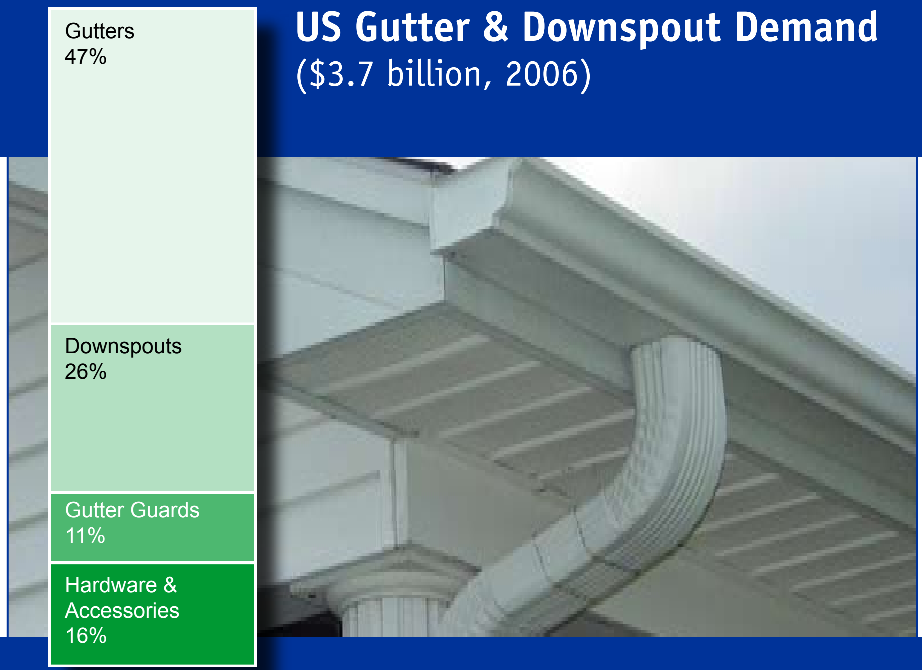
US demand to reach $4.2 billion in 2011

Demand for gutter and downspout products is projected to increase 2.7 percent per year to $4.2 billion in 2011. This represents a deceleration from the strong gains posted in the 2001-2006 time frame, reflecting a weakening new housing market and a moderation in high 2006 pricing levels. In addition, demand for gutter guard products will decelerate, but they will remain the fastest growing niche in a largely mature industry. In material terms, aluminum will continue to dominate demand, although plastics will post better growth.

Gutters to remain largest segment

Accounting for 47 percent of total demand in 2006, gutters are the largest value product used in rain carrying systems. The most basic component of the system, gutters are now dominated by seamless metal products, which have largely displaced preformed sectional products. Aluminum dominates the market due to its low cost, corrosion resistance and easy formability. Steel gutters are used primarily in northern climes, where their improved impact resistance is desired to reduce damage from ice and snow. Copper and wood gutters will remain small volume niche markets, primarily in historical renovations and high-end applications.

US Gutter & Downspout Demand
($3.7 billion, 2006)



Overall, demand for gutters is projected to increase 2.2 percent per year to $1.9 billion in 2011, benefitting from stable gains in residential improvement and repair applications, coupled with returning strength in the albeit smaller new nonresidential market. Advances will be moderated by slower growth in unit prices, as raw material costs stabilize.

Gutter guards to be fastest growing product

Demand for gutter guard products is forecast to increase 7.9 percent annually to $615 million in 2011. While a deceleration from the gains posted previously, this will remain the fastest growing segment of the market, reflecting increasing market penetration and significantly higher prices on a per-linear-foot basis.

Rain chains offer growth opportunities

Other gutter and downspout products (hardware, splash blocks, rain chains and other miscellaneous products) will post below average growth through 2011, reflecting overall market maturity and the commodity nature of most of these products. Rain chains (used as a decorative and functional replacement for downspouts) offer growth opportunities, albeit from a small base.

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Sample Text, Table & Chart

TABLE V-2

GUTTER DEMAND
(million dollars)

Item	1996	2001	2006	2011	2016
Bldg Construction Expend (bil $)	506	706	1005	1263	1635
$ gutters/000$ bldg	1.99	1.74	1.73	1.53	1.39
Gutter Demand					
By Material:					
Aluminum					
Steel					
Plastic					
Copper & Wood					
By Market:					
Residential					
Nonresidential					
By Type:					
Seamless					
Preformed					
% gutters					
Gutter & Downspout Demand	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SAMPLE TABLE

MARKETS

New Residential

Demand for gutter and downspout products in new resi… applications is projected to … annual … $590 million in 2011. This … in the number of new homes b… products installed, while sales of con… and hardware post a slight decli… new housing activity. Average sellin… 2011 offsetting the decline in dem… Nevertheless are expected to rise less rapidly through 2011, as plastic resin costs stabilize.

SAMPLE TEXT

New residential applications represent a relatively smal… for gutter and downspout products, simply due to the fact tha… comparatively few new homes built in a given year relative t… number of homes in place. Sales of conventional gutters, downspouts and associated hardware in this market segment tend to be fairly stable, varying primarily in relation to changes in the number of new homes built, the types of homes built and fluctuations in pricing.

The 1996-2006 period saw very strong growth in new home construction, reflecting a generally strong economic environment, consistently low interest rates on mortgages (which remained at historically low levels even in the brief economic downturn of 2001-2002), the easy availability of home financing and increasing property values, which lured in many first-time homebuyers. Going forward, however, the outlook is less rosy, as increasing mortgage default rates, problems in the subprime sector of the mortgage industry and cyclical slowing in new housing demand create a more challenging home construction environment. In particular, construction of single-family homes (the backbone of demand for gutters and downspouts in new residential markets) is expected to decline through 2011.

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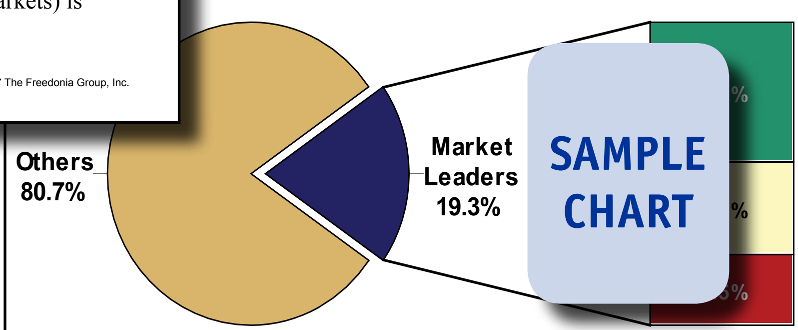
CHART VIII-1

…D GUTTER & DOWNSPOUT MARKET SHARE, 2006
($1.7 billion)



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US Industry Study with Forecasts for ***2011 & 2016***

Freedonia®

Sample Profile, Table & Forecast

TABLE VII-8

SOUTH GUTTER & DOWNSPOUT DEMAND
(million dollars)

Item	1996	2001	2006	2011	2016
South Construction Expend (bil $)	217.3	313.7	449.5	574.5	752.5
$ gutters & downspouts/000$ constr	3.66	3.18	3.22	2.91	2.70
South Gutter & Downspout Demand	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
By Subregion:					
South Atlantic	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
East South Central	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
West South Central	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
By Market:					
Residential	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Nonresidential	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
% south	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Gutter & Downspout Demand	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SAMPLE TABLE

COMPANY PROFILES

Englert Incorporated
1200 Amboy Avenue
Perth Am
732-826
http://w

Sales: $
Employ

Key Pro tter systems and
related a

SAMPLE PROFILE

Englert manufactures and markets roofing and gutter products. The privately held company has three main product groups: roofing, gutters and machines.

The Company participates in the US gutter and downspout industry through the gutters and machines product groups. Gutter products from the Company include such products as LEAFGUARD, GUTTER TUNNEL and RAINPRO types. LEAFGUARD gutter guard systems utilize surface tension to prevent the blockage of gutters. Products in this line have a one-piece seamless design, and are available in a variety of colors. GUTTER TUNNEL patented dual filtration systems are designed to prevent gutter blockage. These systems feature two aluminum filters that are attached to the top and inside of the gutter. The filters are designed to prevent debris from entering the bottom of the gutter, which allows water to flow unobstructed through the gutter system. The Company's RAINPRO large-capacity gutter systems are constructed to promote maximum water flow. Englert also offers a variety of gutter accessories, including gutter coils, leaders, pie cleats, pipe bands, leader heads, funnels, elbows, endcaps, flat strainers, various gutter guards, miters and hangers.

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"Demand for gutter and downspout products in the South region is projected to increase 2.9 percent per year to $1.7 billion in 2011. The South is easily the largest regional market for gutter and downspout products, accounting for 39 percent of total demand in 2006. The region's dominant position results from its very large base of housing stock and the rapid growth in new building construction which has been ongoing for more than ten years."
--Section VII, pg. 127

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Other Studies

World Housing

The global housing industry is analyzed in this study. It presents historical demand data for 1996, 2001 and 2006, and forecasts for 2011 and 2016 by housing type (single-family, multifamily); by world geographic region (e.g., Asia/Pacific, North America, Western Europe, Latin America, Eastern Europe, Africa/Mideast); and for 22 national markets. The study also considers market environment trends and indicators.

#2270 .... 11/2007.................... $5100

Windows & Doors in China

Demand for windows and doors (fenestration) in China will grow 11% annually through 2011. Gains will be driven by healthy growth in building construction, increased demand for larger living spaces, and further privatization of home ownership. Plastic fenestration will continue to supplant metal and wood types. This study analyzes the ¥115.6 billion Chinese fenestration industry, with forecasts for 2011 and 2016 by product, market and region. It also evaluates company market share and profiles major players.

#2258 .... 10/2007.................... $4900

Composite & Plastic Lumber

US composite and plastic lumber demand will grow 10% yearly through 2011, based on performance advantages over wood. Wood-plastic composites will fare better than plastic lumber. Molding and trim will remain a key market while windows and doors, decking and other applications lead gains. This study analyzes the $3.4 billion US composite and plastic lumber industry, with forecasts for 2011 and 2016 by material, application and market. It also evaluates company market share and profiles major players.

#2239 .... 09/2007.................... $4500

World Plumbing

Global demand for plumbing products will rise 5% annually through 2010. Growth factors include surging building construction in developing countries and plumbing modernization in developed regions. Bathtub and shower fittings will lead gains while automatic lavatory faucets will benefit from water conservation concerns. This study analyzes the $42.8 billion world plumbing industry to 2010 and 2015 by type, material, world region and for 22 countries. It also details market share and profiles major firms.

#2165 .... 04/2007.................... $5500

Roofing

US roofing demand will reach 278 million squares in 2010. The nonresidential construction market will offer the best growth opportunities, with the office/commercial and institutional segments seeing above-average gains. Plastic (thermoplastic polyolefin, spray-applied) and metal (panels, tiles, shingles) will be the fastest growing roofing materials. This study analyzes the $12.7 billion US roofing industry to 2010 and 2015 by product, market and region. It also evaluates market share and profiles major producers.

#2109 .... 10/2006.................... $4400

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