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Siding

Industry Study with Forecasts for **2014 & 2019**

Study #2623 | April 2010 | \$4900 | 347 pages

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A rebound in housing completions from the depressed levels of 2009, as well rapid growth for materials such as fiber cement, stucco and brick, will drive growth for siding in the US.

US demand to grow 6.5% annually through 2014

Demand for siding in the US is forecast to grow 6.5 percent per year through 2014 to more than 100 million squares, valued at \$11.1 billion. Advances will be driven by a rebound in housing completions from the depressed levels in 2009, reflecting the sharp declines in housing completions between 2007 and 2009. Although housing completions will remain below the level reached at their cyclical peak in 2006, the recovery will fuel above-average gains in the residential siding market through 2014.

Fiber cement, stucco, brick to be fastest growing materials

Fiber cement, stucco and brick siding are forecast to see the most rapid advances through 2014. Fiber cement siding demand will be promoted by its durability and ability to be made into siding that resembles more expensive materials, such as wood or brick. Stucco siding demand will be derived from its low cost, ease of installation, durability and minimal maintenance requirements. Homeowners will continue to desire brick siding due to its fire resistance, aesthetic properties and durability.

Vinyl siding is the largest product segment in the siding industry, accounting for about 40 percent of demand in area terms in 2009. Vinyl siding's popularity will continue to be



supported by its low cost, ease of installation and durability. Efforts by manufacturers to broaden the range of available colors and textures will promote gains going forward.

Wood siding accounted for the second largest share of siding demand in area terms in 2009. However, continuing a long-term trend, wood siding will account for a smaller share of the market going forward, as fiber cement and stucco siding will be used more frequently. Wood siding demand has been negatively affected by concerns about its durability and resistance to degradation caused by exposure to the elements, issues that will continue to affect demand through 2014 and beyond.

Regional growth patterns to benefit most materials

Regional growth patterns will also stimulate siding demand. Fiber cement gains will be supported by the material's popularity in the South, which is forecast to see above-average growth in population and housing activity through 2014. Rising use of fiber cement in the Midwest and Northeast will also provide growth opportunities. Stucco siding demand will be promoted by the recovery in housing activity in the West, where stucco is most commonly used. Demand for brick siding will be spurred by the rapid rise in housing completions in the South.

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Sample Text, Table & Chart

MARKETS

Improvements & Repairs

Demand for siding in the nonresidential improvement market is forecast to increase by 1.3 million squares per year to 1.3 million squares in 2014. The institution as owners of health care facilities will meet increasing demand for the renovation and expansion of sites. Tighter credit conditions make it more difficult to construct new facilities and manage existing ones, but in many cases, facilities need siding to enhance the energy efficiency of a structure. More rapid advances will be checked by market conditions in other sectors, such as the commercial and lodging and

SAMPLE TEXT

Demand in this segment is generally less volatile than in the new nonresidential building construction segment. As a result, nonresidential improvement and repair demand for siding tends to dampen the effects of cyclicity in construction spending on overall nonresidential siding demand. In 2009, the commercial and lodging sector accounted for the largest share of nonresidential improvement and repair siding demand. This sector is expected to remain the market leader through 2014.

Metal panels are the leading siding materials used in the nonresidential improvement and repair market, accounting for 27 percent of demand in 2009. Metal siding demand in nonresidential improvement and repair applications is expected to fall through 2014, as weakness in industrial construction spending will lead to demand declines.

Demand for fiber cement siding is projected to advance 1.3 million squares per year through 2014 to 1.3 million squares. Fiber cement siding will continue to expand its presence in the nonresidential improvement and repair market, as building owners and property managers are

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TABLE III-2

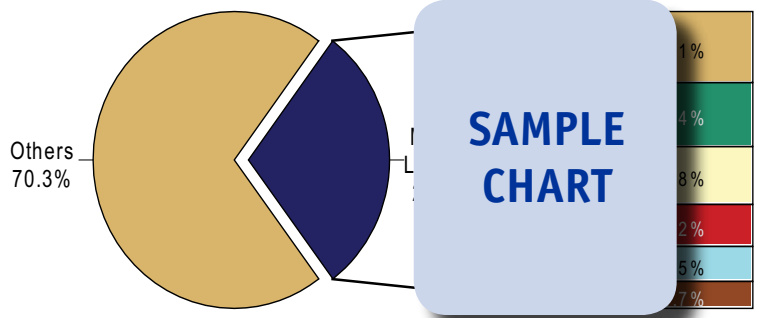
SIDING DEMAND BY MATERIAL IN VALUE TERMS
 (million dollars)

Item	1999	2004	2009	2014	2019
Siding Demand by Product (mil sq) \$/square					
Siding Demand					
Vinyl					
Wood					
Fiber Cement					
Stucco					
Metal Panels					
Brick					
EIFS					
Concrete, Stone & Other					
Other					

SAMPLE TABLE

CHART VI-1

SIDING MARKET SHARE BY COMPANY, 2009
 (\$7.8 billion)

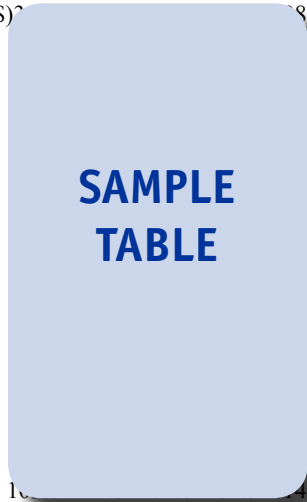


SAMPLE CHART

Sample Profile, Table & Forecast

TABLE V-10
SOUTH SIDING DEMAND BY SUBREGION & MARKET
 (million squares)

Item	1999	2004	2009	2014	2019
South Construction Expend (bil 2005\$) ¹ squares/mil \$ construction				8.5	9.5
South Siding Demand				5.0	5.5
By Subregion:					
South Atlantic				0.0	0.0
East South Central				0.0	0.0
West South Central				0.5	0.5
By Market:					
Residential				0.5	0.5
New				0.0	0.0
Improvement & Repair				0.5	0.5
Nonresidential				0.0	0.0
New				0.7	0.7
Improvement & Repair				0.3	0.3
% South				5.0	5.5
US Siding Demand	1.0	1.0	1.0	4.0	4.0



COMPANY PROFILES

Rollex Corporation
 800 Chase Avenue
 Elk Grove Village, IL 60007
 847-437-3000
 http://www.rollex.com

Annual Sales:
 Employment:

Key Products

Rollex manufactures aluminum and steel siding, accessories, soffit, fascia, shutters and construction applications.

Rollex is involved in the US siding industry through the production of aluminum and steel siding, which is sold under the DESIGNER COLLECTION tradename. This siding is available in double 4-inch, double 5-inch and 8-inch clapboard profiles, and 12-inch vertical board-and-batten profiles with acrylic or polyvinyl chloride coatings. Rollex's DESIGNER COLLECTION siding is designed for enhanced durability and to resist peeling, chipping and blistering. Rollex offers aluminum siding in eight varieties with woodgrain or smooth finishes, while steel siding products feature woodgrain textures in twelve colors. DESIGNER COLLECTION siding is suitable for use in the residential market for both new construction and remodeling applications.

Rollex maintains manufacturing and warehousing activities at a facility in Elk Grove Village, Illinois. The Company also has an aluminum production site in Jackson, Tennessee. Rollex sells its siding and other products via independent distributors.

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"Among product types, vinyl siding was the most commonly installed siding material in the South in 2009, accounting for 35 percent of demand. However, this is a much smaller share of the market than in the Northeast or the Midwest, reflecting the historical popularity of such siding materials as brick, stucco and wood. Through 2014, demand for vinyl siding in the South is forecast to rise 7.3 percent per year to 14.8 million squares. Gains will be derived from ..."
 --Section V, pg. 226-7

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OTHER STUDIES

World Drywall & Building Plasters

Global demand for drywall is forecast to advance 8.4% annually to 2014. Over four-fifths of new demand will be attributable to the US and the Asia/Pacific region. The residential market will outpace nonresidential demand. Global building plaster demand will advance 5.3% annually to 2014. This study analyzes the world drywall and building plaster industry, with forecasts by product, world region and for 17 countries. It also evaluates company market share and profiles industry participants.

#2643 June 2010 \$5800

Insulation

US demand for insulation materials will rise 7.4% annually through 2014, driven by a recovery in residential construction. Fiberglass insulation will offer the best growth opportunities and will surpass foamed plastic as the largest segment in value terms by 2014. Cellulose insulation will post the fastest growth from a small base. This study analyzes the \$7.1 billion US insulation industry, with forecasts for 2014 and 2019 by product, market and region. It also evaluates company market share and profiles industry players.

#2628 June 2010 \$4900

Roofing

Demand for roofing in the US is forecast to reverse previous declines and grow 2.4% per year through 2014. The residential market will remain dominant and grow the fastest, led by new construction applications. Roofing tile will be the fastest growing product segment, while asphalt shingles remain dominant. This study analyzes the 244 million square US roofing industry, with forecasts for 2014 and 2019 by product, market and region. It also evaluates company market share and profiles industry players.

#2603 February 2010 \$4900

Gypsum Products in North America

North American gypsum demand will rise 2.7% yearly through 2013, based mainly on a recovery in US new housing. Synthetic gypsum will continue to increase its share of crude gypsum production. Regular gypsum board, water-resistant board, veneer board and mobile home board will benefit the most from the housing turnaround. This study analyzes the 41.7 million metric ton gypsum industry in North America, with forecasts for 2013 and 2018 by country, product and market. It also details market share and profiles industry players.

#2550 September 2009 \$4700

World Siding

Global demand for siding is forecast to reach 4.8 billion square meters in 2013, driven largely by advances in residential construction. The Asia/Pacific region will be one of the fastest growing markets. Demand for masonry and concrete products will remain strong, led by fiber cement and concrete and stone siding. This study analyzes the 4.3 billion square meter world siding industry, with forecasts for 2013 and 2018 by product, market, world region and for 19 countries. It also evaluates market share and profiles industry players.

#2498 June 2009 \$5800

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