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# World Siding (Cladding)

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Industry Study with Forecasts for **2015 & 2020**

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Study #2834 | December 2011 | \$6100 | 368 pages

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**The Freedonia Group**

767 Beta Drive

Cleveland, OH • 44143-2326 • USA

Toll Free US Tel: 800.927.5900 or +1 440.684.9600

Fax: +1 440.646.0484

E-mail: [info@freedoniagroup.com](mailto:info@freedoniagroup.com)

[www.freedoniagroup.com](http://www.freedoniagroup.com)

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*Residential demand for siding will remain strong in developing countries as personal income levels rise and construction practices improve, increasing the number of buildings that employ siding*

## World demand to reach \$87 billion in 2015

The global siding market is forecast to grow 4.8 percent per year through 2015 to over five billion square meters valued at \$87 billion. Demand in residential and nonresidential applications will grow at similar paces. Increased residential demand will be measured against a low 2010 base in many industrialized countries, which are expected to rebound somewhat from the losses of the 2005-2010 period.

## North America to be fastest growing market

North America is projected to be the fastest growing regional siding market by far. Demand will rise most rapidly in the United States as the housing sector recovers from its collapse, but US siding sales in 2015 will remain well below the level reached in 2005. Sales in Western Europe will also not return to the level achieved in 2005. Led by China and India, and assisted by gains in the Japanese, South Korean, and Australian markets, the Asia/Pacific region is expected to post strong gains. Growth in Central and South America and the Africa/Mideast region will be supported by ongoing industrial and commercial development and rising personal income levels, which will make siding products more affordable for residential construction. In Eastern Europe, growth will be constrained by a declining population and decreasing demand for new housing.

## World Siding Demand, 2015 (5.3 billion square meters)



## Masonry, concrete to remain dominant, fiber cement to grow fastest

Masonry and concrete products will account for nearly three-quarters of sales through 2015 in volume terms. Demand for these products is expected to grow almost five percent per year, fueled by recoveries in the housing sectors of the US and Western Europe. Brick and tile products will enjoy above-average sales growth in China, India and the Africa/Mideast region. Sales of vinyl siding are expected to grow rapidly because of higher levels of US demand, but vinyl siding will remain a niche product outside North America, accounting for only a small portion of demand.

Between 2010 and 2015, demand for fiber cement siding will grow the most rapidly, taking market share from competitive products in mature markets such as the US and Western Europe. Japan will continue to be the leading national market for fiber cement siding, but gains will also be boosted by strong growth in China and India. Demand for metal siding will grow at a pace of 4.6 percent per year through 2015, based in part on increased nonresidential construction activity in industrialized countries. Wood siding will continue to lose market share to alternative options such as fiber cement. Products made of polypropylene and other composites are expected to increase in popularity from a small base.

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## Sample Text, Table & Chart

### ASIA/PACIFIC

#### India: Siding Demand

In 2010, siding demand in India was 229 million square meters accounting for over eleven percent of demand in the Asia/Pacific region. Intensity of siding use in India is quite low due to both widespread poverty in the nation and the substandard quality of much of the stock. India's population is heavily concentrated in rural areas and most structures are built using single-layer construction methods that leave the loadbearing walls exposed. The siding market in India grew 7.4 percent per year between 2005 and 2010, a deceleration from the rapid growth of 2000-2005 but still easily outpacing regional growth. The pace of nonresidential construction spending slowed, but siding in nonresidential applications still grew 8.6 percent annually between 2005 and 2010. While the number of housing starts increased only moderately over that period, rising personal income levels boosted demand for siding products. Residential construction spending grew almost eight percent per year between 2005 and 2010.

The siding market is expected to continue to grow at 5 percent annually through 2015 to 2020, but the rate is expected to decelerate. Despite the global economic downturn, the growing siding market aside from the residential segment, growth will continue against the collapse of residential segment, growth will continue in siding construction spending. Sales of siding products are expected to increase over five percent annually as India's growing middle class drives demand for multi-layer construction methods and greater space in housing starts.

Brick and tile siding products account for almost 40 percent of siding in India because of their low cost and durability. Siding products of concrete and stone are popular for similar reasons, but are often chosen because of their higher cost. Sales of metal siding products are expected to grow at 8.6 percent annually through 2015 to 2020.

**SAMPLE TEXT**

TABLE VI-7

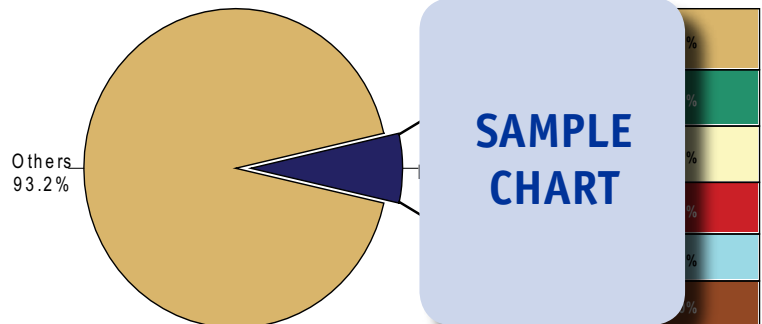
### INDIA -- MARKET ENVIRONMENT FOR SIDING

Item	2000	2005	2010	2015	2020
Population (mil persons)					
per capita GDP					
Gross Domestic Product (bil 2009\$)					
\$ building construction/000\$ GDP					
Building Construction Expend (bil 2009\$)					
Residential					
Nonresidential					
sq m siding/capita					
sq m siding/mil \$ GDP					
sq m siding/000\$ bldg construction					
Siding Demand (mil square meters)					

**SAMPLE TABLE**

CHART VIII-1

### WORLD SIDING MARKET SHARE BY COMPANY (\$63.1 billion, 2010)

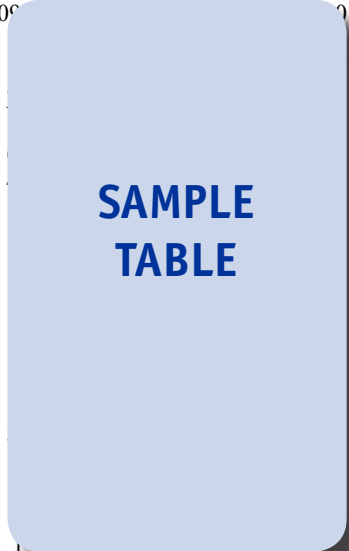


**SAMPLE CHART**

## Sample Profile, Table & Forecast

**TABLE VI-4**  
**CHINA -- SIDING DEMAND**  
(million square meters)

Item	2000	2005	2010	2015	2020
Building Construction Expend (bil 2000\$)					
sq m siding/000\$ bldg construction					
Siding Demand					
By Type:					
Masonry & Concrete					
Brick & Tile					
Stucco & EIFS					
Concrete & Stone					
Fiber Cement					
Metal					
Vinyl					
Wood					
Other					
By Market:					
Residential Buildings					
Nonresidential Buildings					
% China					
Asia/Pacific Siding Demand					



**COMPANY PROFILES**

**Tata Steel Limited**  
 Bombay House  
 24 Homi Mody Street  
 Fort, Mumbai 400001  
 India  
 91-22-60000000  
 http://www.tatasteel.com

Sales: \$1.5 billion  
 Geographical: India, Europe, Asia, Africa, Americas  
 Asian Countries: India, China, Europe, Africa, Americas  
 Countries: India, Europe, Asia, Africa, Americas  
 Employees: 100,000

**SAMPLE PROFILE**

Key Products: insulated wall panels, prefinished exterior cladding panels, aluminum siding, steel cladding materials, other building components

Tata Steel is India's largest steel producer. The Company also manufactures ferroalloys, minerals, bearings, agricultural and other equipment, tubes, wire, aluminum and other products. Tata Steel is part of Tata Group (India), a holding entity for more than 90 companies.

The Company participates in the world siding industry via the Tata Steel Europe Limited subsidiary and the Tata BlueScope Steel Limited joint venture. Through these operations, the Company manufactures insulated wall panels, prefinished exterior cladding panels, aluminum siding, steel cladding materials and other building components.

In 2010, Tata Steel Europe (United Kingdom -- UK) had sales of \$16.7 billion. The company manufactures a wide range of steel products for the construction, automotive, packaging, material handling and other markets. Among the company's products for the construction market are TRISOMET and TRIMAPANEL insulated wall panels, which

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"Demand for siding in China is forecast to grow 5.3 percent per annum through 2015 to 1.5 billion square meters, accounting for almost 60 percent of the regional siding market and almost 30 percent of world siding sales. Gains during the 2010-2015 period will continue at about the pace of the previous five years. Demand in the residential siding segment will decelerate as residential construction spending moderates and the amount of new floor space per dwelling increases. In addition, ..." --Section VI, pg. 135



**OTHER STUDIES**

**Wood-Plastic Composite & Plastic Lumber**

This study analyzes the US wood-plastic composite and plastic lumber industry. It presents historical demand data for the years 2000, 2005 and 2010, and forecasts for 2015 and 2020 by material, application (e.g., decking, molding and trim, landscaping and outdoor products, fencing, windows and doors) and market (residential building, nonresidential building, nonbuilding). The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry players.  
 #2836 .....January 2012 ..... \$5100

**World Windows & Doors**

Global demand for windows and doors is forecast to rise 6.8 percent annually through 2015. Gains will be exaggerated by an extremely weak 2010 base in the developed world, particularly in the US. The residential building construction market will outpace the nonresidential building construction market. This study analyzes the \$138 billion world window and door industry, with forecasts for 2015 and 2020 by product, market, world region and for 22 major countries. The study also evaluates company market share and profiles industry players.  
 #2790 .....October 2011 ..... \$6300

**Wall Coverings**

US demand for wall coverings is projected to advance 8.2 percent annually through 2015, from a weak 2010 base. Wall panels will remain the dominant product type and grow the fastest, with finished gypsum board panels and solid wood panels seeing the best gains. The residential market will outpace the nonresidential sector. This study analyzes the \$1.4 billion US wall covering industry, with forecasts for 2015 and 2020 by product, market and US region. The study also evaluates company market share and profiles industry players.  
 #2759 .....July 2011..... \$4800

**Molding & Trim**

US demand for molding and trim is forecast to grow ten percent annually through 2014, driven by a rebound in new residential construction expenditures. Despite competition from plastics and wood-plastic composites, wood will remain the leading material. Other products such as exterior trim will outpace molding and stairwork. This study analyzes the \$6.3 billion US molding and trim industry, with forecasts for 2014 and 2019 by material, product and market. It also evaluates company market share and profiles industry players.  
 #2729 .....February 2011 ..... \$4900

**World Insulation**

Global demand for insulation is forecast to increase 6.3 percent annually (in value terms) through 2014. Insulation consumption in most developing countries will continue to expand at a healthy pace, while sales of insulation materials in developed countries will rebound after falling sharply in 2008 and 2009. This study analyzes the \$31.3 billion global insulation industry. It presents historical demand data and forecasts for 2014 and 2019 by material, market, world region and for 35 countries. It also evaluates company market share and profiles industry players.  
 #2707 .....February 2011 ..... \$6100

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