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# Insulation

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Industry Study with Forecasts for **2016 & 2021**

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Study #2858 | March 2012 | \$5100 | 331 pages

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*A rebound in building construction expenditures, changes in building codes and consumer interest in reducing energy consumption and utility bills will spur US demand for insulation.*

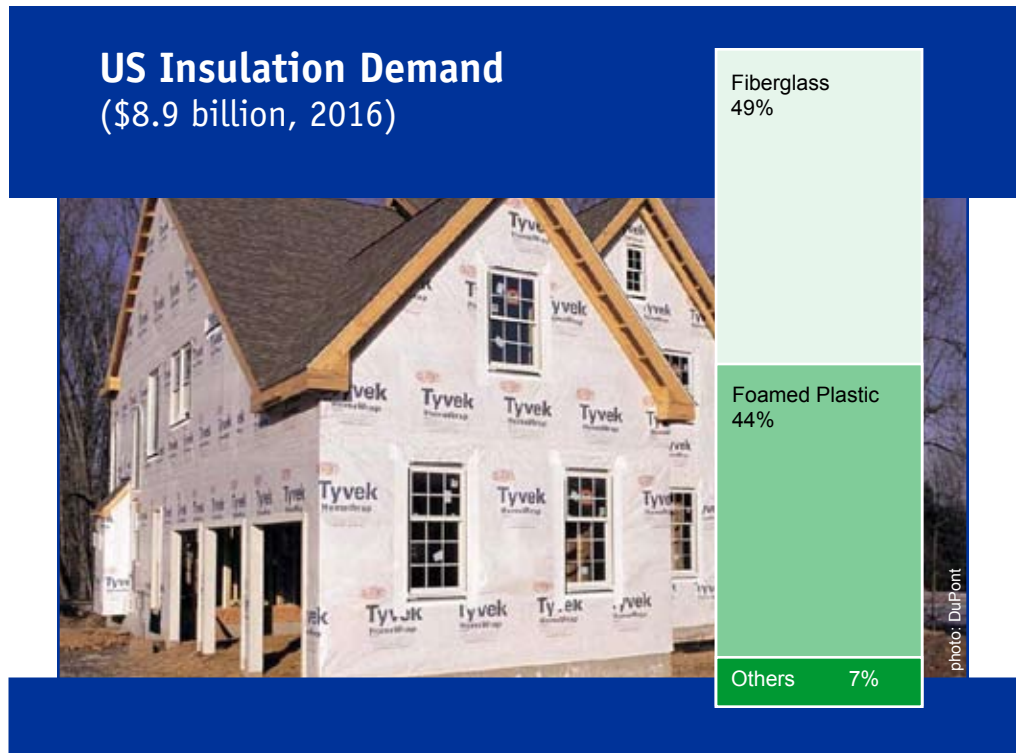
## US demand to approach \$9 billion in 2016

US demand for insulation is forecast to rise 7.8 percent annually to \$8.9 billion in 2016. Gains will be driven by a rebound in building construction expenditures from a depressed 2011 base. Further growth will be spurred by changes in building codes and continuing consumer interest in reducing energy consumption and utility bills. Home owners and building owners will add or upgrade insulation to achieve these goals.

## Residential market to offer most rapid growth

The residential market will post the most rapid gains through 2016, advancing at a double-digit pace as housing starts rebound. Moreover, builders will construct homes with larger amounts of insulation to make them more desirable to potential buyers. Residential insulation demand will also be aided by the attic re-insulation and home improvement and replacement markets. The large stock of older US homes -- many of which are under-insulated -- will offer growth potential as home owners add insulation to attics, walls and basements to lower utility bills.

Insulation demand in the nonresidential market will also register solid advances. Rebounding nonresidential building construction expenditures, particularly in the office and commercial segments, will promote gains. Continuing interest in environmentally friendly construction practices will boost insulation use, as



building codes and “green” building standards call for using more insulation to reduce energy consumption. Industrial insulation demand will be supported by rising industrial construction spending.

## Fiberglass insulation to remain dominant

Fiberglass insulation accounted for the largest share of insulation demand in 2011 with 48 percent of the market by value. Fiberglass insulation will remain the market leader in 2016, with growth spurred by a rebound in the residential market. Fiberglass insulation remains a popular choice with builders and contractors due to its low cost, favorable insulative properties and ready availability.

Demand for foamed plastic insulation, the second largest insulation type used in 2011, will experience gains driven by the rebound in building construction spending. Further growth will come from building code changes that call for structures to be better sealed against leaks. Foamed plastics are well suited to seal hard-to-reach areas such as crawl spaces.

Demand for radiant barrier and reflective insulation is forecast to benefit from the rebounding housing market, with further growth supported by gains in industrial and nonresidential building construction spending. Growth will be strongest in the South and West regions, as structures in those regions are exposed to more sunlight, and thus best benefit from their use.

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## Sample Text, Table & Chart

### MARKETS

#### Demand by R-1 Value

Demand for insulation in R-1 value terms is projected to reach 7.0 billion square feet in 2016. Growth in building construction expenditures, which will advance nearly ten percent, will also be supported by market demand. Building designers and contractors will continue to reduce energy costs and minimize environmental impact.

The residential market, which accounted for half of demand in R-1 terms in 2011, represented the largest group of applications for insulation. This is a lower market share than the historical average, indicative of the low level of housing activity in 2011. Residential demand for insulation will be driven by the rebound in housing starts. Further growth will be spurred by the attic re-insulation and residential improvement and replacement markets. Home owners looking to reduce energy costs will add insulation to attics, crawlspaces and between walls. In general, residential applications account for a greater share of demand in R-1 terms than in dollar terms, reflecting a difference in product mix between residential and nonresidential markets.

The nonresidential market is expected to post much slower growth in R-1 terms through 2016. While nonresidential building construction spending is expected to advance, it will not rise at the rate in the residential market. The nonresidential market has a larger share of insulation demand in value terms than in R-1 terms because of greater emphasis on more expensive (on a per pound basis) insulation in this market. Nonresidential buildings also generally have lower insulation requirements than residences. However, this will be less of an issue going forward, as consumer demand for new structures will cause architects and builders to increase the amount of insulation used.

140

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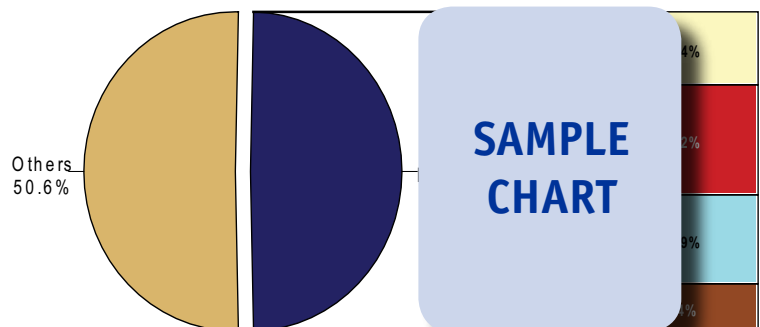
**TABLE VI-9**  
**WEST INSULATION DEMAND BY SUBREGION & MARKET**  
 (million dollars)

Item	2001	2006	2011	2016	2021
West Construction Expenditures (bil \$)	205	215	225	235	245
\$ insulation/000\$ construction	0.09	0.10	0.11	0.12	0.13
West Insulation Demand	18.5	21.5	24.8	28.2	32.1
By Subregion:					
Mountain	10.0	11.5	13.0	14.5	16.0
Pacific	8.5	10.0	11.8	13.7	16.1
By Market:					
Residential	9.3	10.8	12.7	14.6	16.5
Nonresidential	9.2	10.7	12.1	14.0	15.6
Industrial, HVAC & Other	0.0	0.0	0.0	0.0	0.0
% West Insulation Demand	6.0	6.5	7.0	7.5	8.0

**SAMPLE TABLE**

**CHART VII-1**

**INSULATION MARKET SHARE BY COMPANY**  
 (\$6.1 billion, 2011)



**SAMPLE CHART**

## Sample Profile, Table & Forecast

**TABLE IV-1**  
**INSULATION DEMAND BY MATERIAL**  
 (million pounds)

Item	2001	2006	2011	2016	2021
Building Construction Expend (bil 2005\$)	7.0	7.5	8.0	8.5	9.0
lbs insulation/000\$ construction	0.0	0.0	0.0	0.0	0.0
Insulation Demand*	0.0	0.0	0.0	0.0	0.0
Fiberglass	0.0	0.0	0.0	0.0	0.0
Foamed Plastic	0.0	0.0	0.0	0.0	0.0
Cellulose	0.0	0.0	0.0	0.0	0.0
Mineral Wool	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0
lbs/000 sq ft R-1	0.0	0.0	0.0	0.0	0.0
Insulation Demand* (bil sq ft R-1)	2.0	2.0	2.0	2.0	2.0

\* excludes reflective insulation & radiant barriers

**SAMPLE  
TABLE**

### COMPANY PROFILES

#### Fi-Foil Company Incorporated

612 Bridgers Avenue West  
 Auburndale, FL 33823  
 863-965-1846  
<http://www.fi-foil.com>

Annual Sales:  
 Employment:

Key Products

**SAMPLE  
PROFILE**

Fi-Foil Company is a manufacturer and distributor of reflective insulation, radiant barriers and facings. These products are suitable for energy conservation and comfort improvement applications in the commercial, agricultural and residential markets.

The Company participates in the US insulation market through the manufacture of reflective insulation and radiant barriers sold under the following brand names: SILVER SHIELD RADIANT BARRIER, AA2 VAPOR SHIELD, ALFOL TYPE 1A, RBI SHIELD, RETRO SHIELD, FSK SHIELD, RADIANT SHIELD, VR PLUS SHIELD, ATTIC ARMOR, CONCRETE SHIELD and M-SHIELD. Production operations for Fi-Foil are conducted at a facility in Auburndale, Florida.

Fi-Foil produces SILVER SHIELD RADIANT BARRIER insulation using multiple layers of low-emittance materials, including an inner layer of metalized polymer material and outer layers of reinforced aluminum foil and kraft paper bonded with a flame-retardant adhesive. This insulation expands to form a reflective air space and is perforated to allow water vapor transmission. The Company's AA2 VAPOR SHIELD and ALFOL TYPE 1A insulation products are suitable for

“Demand for loose fill fiberglass insulation is projected to increase 7.5 percent annually to 1.0 billion pounds in 2016. This is the most rapid pace of all fiberglass insulation types. Demand will be spurred by rebounding residential building construction spending. Growth will also be boosted by code changes that call for increased use of insulation to minimize air leakage in structures. Loose-fill fiberglass is more suitable than batts or blankets to seal gaps, as these materials can be more easily applied to walls and other surfaces.”  
 --Section IV, pg. 81-2

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**OTHER STUDIES**

**Green Building Materials**

US green building materials demand is forecast to increase 11 percent annually to \$86.6 billion in 2017. Permeable pavement and structural products (e.g., recycled concrete, FSC-certified lumber) will grow the fastest. Exterior products such as energy-efficient windows and green roofing will remain the largest segment. This study analyzes the \$51.8 billion US green building material industry, with forecasts for 2017 and 2022 by product, market and US region. The study also considers market environment factors and profiles industry participants.

#2995 ..... February 2013 ..... \$5100

**Insulation in China**

Demand for insulation materials in China is projected to grow 9.4 percent per annum through 2016 to 65.7 billion yuan. Foamed plastic will remain the dominant product while mineral wool and fiberglass will grow the fastest from small bases. Residential and nonresidential building construction will be the fastest growing markets. This study analyzes the 42 billion yuan insulation industry in China, with forecasts for 2016 and 2021 by product, market and geographic region. The study also evaluates company market share and profiles industry participants.

#2932 ..... January 2013 ..... \$5400

**World Insulation**

Global insulation demand is forecast to rise 5.5 percent annually to 23.1 billion square meters of R-1 value in 2016. The Asia/Pacific region will remain the largest and fastest growing market, followed by North America. The best growth opportunities will be found in foamed plastic and fiberglass insulation. This study analyzes the 17.7 billion square meter global insulation industry, with forecasts for 2016 and 2021 by material, market, world region and for 21 major countries. The study also evaluates company market share and profiles industry players.

#2956 ..... October 2012 ..... \$6300

**Windows & Doors**

Demand for windows and doors in the US is forecast to rise 9.3 percent per year to \$34.2 billion in 2016. Aided by a rebound in construction spending, the residential market will post double-digit advances in demand. Among material types, plastic windows and doors will see the fastest gains, while metal types remain the largest segment. This study analyzes the \$18.6 billion US window and door industry, with forecasts for 2016 and 2021 by material, product, market and US region. The study also evaluates company market share and profiles industry players.

#2949 ..... September 2012 ..... \$5300

**World Roofing**

World demand for roofing materials is forecast to grow 3.8 percent annually through 2016 to 11.7 billion square meters. The US and China will jointly account for nearly 60 percent of global gains in roofing volume demand. The dominant bituminous products segment will post the fastest growth. This study analyzes the 9.7 billion square meter world roofing industry, with forecasts for 2016 and 2021 by product, market, world region and major country. The study also evaluates company market share and profiles industry participants.

#2896 ..... June 2012 ..... \$6300

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