



[CLICK TO VIEW](#)

[Table of Contents 2](#)

[List of Tables & Charts 3](#)

[Study Overview 4](#)

[Sample Text, Table & Chart 5](#)

[Sample Profile, Table & Forecast 6](#)

[Order Form & Corporate Use License 7](#)

[About Freedonia, Custom Research, Related Studies, 8](#)

Siding

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

Study #2875 | April 2012 | \$5100 | 365 pages

www.freedoniagroup.com



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

Table of Contents

EXECUTIVE SUMMARY

MARKET ENVIRONMENT

General	4
Macroeconomic Environment.....	5
Demographic Trends	8
Consumer Trends	12
Personal Income & Expenditures	12
Consumer Financing	15
Building Construction	19
Residential Buildings.....	21
Housing Completions	23
Housing Stock	28
Improvements & Repairs.....	32
Nonresidential Buildings	34
New	34
Nonresidential Building Stock.....	37
Improvements & Repairs.....	39
Regulatory & Environmental Trends.....	40
Environmental Issues	41
Green Building Standards.....	43
Recycling	45
Other Regulatory Issues.....	46
Pricing Trends.....	47
Materials & Technology Trends	49
Historical Market Trends.....	51
US-Canadian Softwood Timber Dispute	54
Foreign Trade	55
International Activity	58

MATERIALS

General	62
Area Outlook.....	65
Value Outlook	66
Installed Costs	67
Vinyl Siding	70
Markets.....	73
Products.....	75
Characteristics	77
Suppliers.....	80
Fiber Cement.....	80
Markets.....	81
Products.....	84
Suppliers.....	86
Stucco.....	86
Markets.....	88
Products.....	89
Traditional Stucco	90
One-Coat Stucco	91
Suppliers.....	92
Brick Siding	92
Markets.....	94

Products.....	96
Clay Brick.....	97
Brick Veneers.....	100
Suppliers.....	102
Wood Siding.....	103
Markets.....	106
Products.....	108
Lumber & Wood Shingles	110
Lumber	113
Shingles & Shakes.....	114
Plywood.....	114
Hardboard.....	117
Other Engineered Wood	119
Suppliers.....	123
Metal Panels.....	124
Markets.....	125
Products.....	126
Suppliers.....	128
Concrete & Stone	129
Markets.....	130
Products.....	131
Concrete Block.....	132
Precast Panel & Other	135
Suppliers.....	137
EIFS.....	138
Markets.....	140
Products.....	141
Suppliers.....	142
Other Siding.....	143
Steel Siding	144
Polypropylene Siding.....	147
Aluminum Siding	148
All Other Siding.....	151

MARKETS

General	153
Residential.....	156
New Residential.....	161
Single Family.....	165
Multifamily.....	169
Manufactured Housing	172
Improvements & Repairs	175
Vinyl.....	179
Other Materials	181
Nonresidential	183
New.....	188
Improvements & Repairs	192
Demand by Building Type.....	196
Commercial & Lodging	197
Institutional.....	199
Industrial.....	201
Office	203
Other	205

REGIONS

General	207
Regional Demographic & Economic Activity	208
Economic Outlook.....	209
Population Patterns	211
Construction Activity.....	214
Housing Trends	216
Regional Siding Demand.....	219
Northeast.....	221
Demand by Market & Subregion	222
Demand by Material.....	223
New England	227
Middle Atlantic	228
Midwest	229
Demand by Market & Subregion	230
Demand by Material.....	232
East North Central	235
West North Central	236
South	237
Demand by Market & Subregion	238
Demand by Material.....	240
South Atlantic	245
East South Central.....	246
West South Central	248
West.....	249
Demand by Market & Subregion	250
Demand by Material.....	252
Mountain	256
Pacific.....	258

INDUSTRY STRUCTURE

General	260
Industry Composition	261
Market Share by Company.....	264
Market Share by Material.....	268
Vinyl Siding	269
Stucco & EIFS Siding.....	269
Wood Siding	270
Brick Siding	270
Fiber Cement Siding	271
Metal Panel Siding	271
Manufacturing	272
Competitive Strategies.....	273
Marketing	276
Distribution	280
Mergers & Acquisitions.....	282

COMPANY PROFILES

Alcoa Incorporated.....	286
Associated Materials.....	288
Berkshire Hathaway.....	291

(continued on following page)

[Click here to purchase online](#)

Table of Contents

COMPANY PROFILES

(continued from previous page)

BlueScope Steel.....	293
Boise Cascade.....	297
Boral Limited	298
Cedar Valley Shingle Systems	301
Clarke Group.....	303
Coronado Stone Products.....	305
Crane Group	306
CRH plc	307
Exteria Building Products	311
Georgia Gulf.....	313
Hardie (James) Industries	316
HeidelbergCement AG	319
Kaycan Limited.....	322
Koch Industries	324
Louisiana-Pacific Corporation	326
Mitten Incorporated	328
NCI Building Systems.....	330
Nichiha Corporation	333
Nucor Corporation	335
Owens Corning.....	337
Ply Gem Holdings.....	339
ProVia Door.....	343
Rollex Corporation.....	345
RPM International.....	346
Saint-Gobain	348
Schweiter Technologies.....	352
Sto AG	354
Verzatec SA.....	356
Weyerhaeuser Company.....	357
Wienerberger Baustoffindustrie.....	358
Additional Companies Mentioned in Study.....	360

List of Tables/Charts

EXECUTIVE SUMMARY

1 Summary Table.....	3
----------------------	---

MARKET ENVIRONMENT

1 Macroeconomic Indicators	8
2 Population & Households.....	12
3 Personal Consumption Expenditures	15
4 Consumer Financing Environment, 2001-2011.....	18
5 Building Construction Expenditures.....	21
6 Residential Building Construction Expenditures	23

7 New Housing Indicators	28
8 Housing Stock by Type	31
Cht Year of Construction of Housing Stock, 2011	32
9 Residential Improvement & Repair Expenditures	34
10 Nonresidential Building Construction Expenditures	37
11 Nonresidential Building Stock.....	39
12 Nonresidential Building Improvement & Repair Expenditures	40
13 Siding Pricing Trends	49
14 Siding Market, 2001-2011.....	53
Cht Siding Market, 2001-2011.....	54
15 Siding Products Foreign Trade.....	58

MATERIAL

Cht Siding Demand by Material, 2011 Area Versus Value.....	64
1 Siding Demand by Material in Area Terms	66
2 Siding Demand by Material in Value Terms	67
Cht Range of Installed Costs for Selected Siding Materials, 2011	70
3 Vinyl Siding Demand.....	73
4 Fiber Cement Siding Demand.....	81
5 Stucco Siding Demand.....	88
6 Brick Siding Demand by Market.....	93
7 Brick Siding Demand by Product	97
8 Clay Brick Siding Demand	100
9 Brick Veneer Siding Demand.....	102
10 Wood Siding Demand by Market.....	106
11 Wood Siding Demand by Product.....	110
12 Lumber & Wood Shingle Siding Demand	112
13 Plywood Siding Demand	117
14 Hardboard Siding Demand.....	119
15 Other Engineered Wood Siding Demand	122
16 Metal Panel Siding Demand.....	125
17 Concrete & Stone Siding Demand	130
18 Concrete & Stone Siding Demand by Product	132
19 Concrete Block Siding Demand	134
20 Precast Panel & Other Siding Demand	137
21 EIFS Siding Demand.....	139
22 Other Siding Demand by Market & Material	144
23 Steel Siding Demand.....	146
24 Polypropylene Siding Demand.....	148
25 Aluminum Siding Demand.....	150
26 All Other Siding Demand.....	152

MARKETS

1 Siding Demand by Market	155
Cht Siding Demand by Market, 2011.....	155

2 Residential Siding Demand by Market & Material	160
Cht Residential Siding Demand by Material, 2011.....	161
3 New Residential Siding Demand	165
4 New Single-Family Housing Siding Demand	169
5 New Multifamily Housing Siding Demand	172
6 New Manufactured Housing Siding Demand	175
7 Residential Improvement & Repair Siding Demand.....	179
8 Nonresidential Siding Demand by Market & Material	187
Cht Nonresidential Siding Demand by Material, 2011.....	188
9 New Nonresidential Siding Demand.....	192
10 Nonresidential Improvement & Repair Siding Demand.....	196
11 Nonresidential Siding Demand by Building Type.....	197
12 Commercial & Lodging Siding Demand	199
13 Institutional Siding Demand	201
14 Industrial Siding Demand	203
15 Office Siding Demand.....	205
16 Other Nonresidential Siding Demand.....	206

REGIONS

1 Gross Domestic Product by Region.....	211
2 Population by Region.....	214
3 Construction Expenditures by Region	216
4 Regional Housing Indicators	219
5 Siding Demand by Region	220
Cht Siding Demand by Region, 2011	221
6 Northeast Siding Demand by Subregion & Market.....	223
7 Northeast Siding Demand by Material	227
8 Midwest Siding Demand by Subregion & Market.....	231
9 Midwest Siding Demand by Material.....	235
10 South Siding Demand by Subregion & Market.....	240
11 South Siding Demand by Material.....	244
12 West Siding Demand by Subregion & Market.....	252
13 West Siding Demand by Material	256

INDUSTRY STRUCTURE

1 Siding Revenues for Selected Siding Manufacturers, 2011	263
Cht Siding Market Share by Company, 2011	265
2 Selected Acquisitions & Divestitures.....	284

Siding demand will benefit from the projected recovery in housing completions through 2016, with such low-cost materials as fiber cement, stucco and brick taking market share from vinyl.

US demand to reach 96.5 million squares in 2016

US demand for siding is forecast to advance 8.4 percent per year through 2016 to 96.5 million squares, valued at \$11.4 billion. Growth will be spurred by a rise in housing completions from a depressed 2011 base. Although housing completions will remain below the level reached at their cyclical peak in 2006, the recovery will spur above average gains in the residential siding market.

Fiber cement, stucco, brick to see fastest gains

Among material types, brick, stucco and fiber cement siding are forecast to see the fastest demand gains through 2016, rising at double-digit paces. The South and West regions of the US -- where such materials are most often installed -- are forecast to see the strongest growth in population and housing activity through 2016. Brick and fiber cement see wide use in the South, while stucco is most commonly used in the West region. Thus, as more homes are built and remodeled to meet the needs of the regions' increasing populations, demand for those siding materials will also grow.

Fiber cement siding will continue to take market share from other materials, such as vinyl and wood. Demand for fiber cement siding will be fueled by its ability to be made into siding that resembles more costly materials, such as brick or stone. Fiber cement siding demand will also be supported by continuing consumer acceptance of the material based

US Siding Demand by Material (96.5 million squares, 2016)



on its performance properties, such as resistance to degradation caused by insect attack and moisture.

Vinyl siding accounted for the largest share of siding demand in 2011, with a 37 percent share of the market in area terms. Vinyl siding will continue to lead the market in 2016, with innovations such as vinyl siding and products that better resemble natural materials (e.g., wood, stone) aiding demand.

New housing to rebound as largest siding market

Residential improvements and repairs were the largest market for siding in 2011, reflecting the low level of new housing activity in that year. Generally,

new housing is the largest market for siding, as most siding materials are not replaced unless they are severely worn or damaged. The projected rebound in housing completions through 2016 will re-establish new housing as the largest market for siding.

Gains for nonresidential siding will be driven by rising building construction in this market. The office and commercial and lodging segments, which exhibited the most rapid siding demand declines of all nonresidential market segments between 2006 and 2011, will post the best growth going forward as more retail sites and office buildings are erected. Many of these structures will be sided with fiber cement and stucco, which are lower-cost alternatives to brick, wood and stone.

Sample Text, Table & Chart

MARKETS

Residential

Demand for siding in the residential market is projected to decline 1.2 percent in 2012, to 1.1 billion squares in 2016, a turnaround from a 1.3 percent decline in 2011, when siding demand dropped 1.3 percent. Completions fell precipitously after a 1.3 percent gain in 2010, but are expected to rebound by 2012.

New residential construction typically accounts for the largest share of residential siding demand. However, in 2011 new construction accounted for only 34 percent of residential demand, indicative of the decline in new housing activity in that year. New residential building construction siding demand will regain its leading market share through 2016 as housing completions increase.

Demand for siding in the residential improvement and repair market is projected to rise modestly through 2016. Homeowners with older homes will replace worn or out-of-style siding with newer, low-maintenance materials. However, more rapid gains will be checked by tighter credit requirements and the drop in home values experienced across all regions. Many homeowners looking to take out home equity loans to engage in improvement and repair projects will find it more difficult to do so because of the depreciation in the value of their homes.

While new housing siding demand tends to be volatile, demand for siding in the residential improvement and repair market tends to be more stable. For instance, while demand for siding in residential building construction applications dropped by over 1.3 percent per year between 2006 and 2011, demand fell only 4.6 percent in the improvement and repair market. Most homeowners replace siding only when it has become worn or damaged, thus limiting demand in the replacement market.

156

Copyright 2012

TABLE V-10

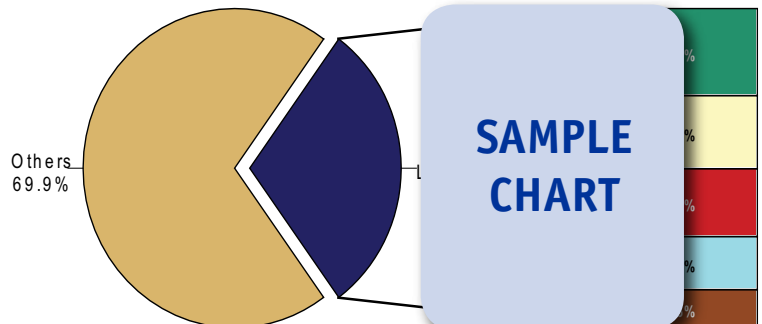
SOUTH SIDING DEMAND BY SUBREGION & MARKET
(million squares)

Item	2001	2006	2011	2016	2021
South Construction Expend (bil 2005\$)/squares/mil \$ construction	10.2	10.2	10.2	10.2	10.2
South Siding Demand	1.1	1.1	1.1	1.1	1.1
By Subregion:					
South Atlantic	0.4	0.4	0.4	0.4	0.4
East South Central	0.3	0.3	0.3	0.3	0.3
West South Central	0.4	0.4	0.4	0.4	0.4
By Market:					
Residential	0.8	0.8	0.8	0.8	0.8
New	0.4	0.4	0.4	0.4	0.4
Improvement & Repair	0.4	0.4	0.4	0.4	0.4
Nonresidential	0.3	0.3	0.3	0.3	0.3
New	0.1	0.1	0.1	0.1	0.1
Improvement & Repair	0.2	0.2	0.2	0.2	0.2
% South	10.2	10.2	10.2	10.2	10.2
US Siding Demand	10.2	10.2	10.2	10.2	10.2

SAMPLE TABLE

CHART VI-1

SIDING MARKET SHARE BY COMPANY
(\$7.0 billion, 2011)

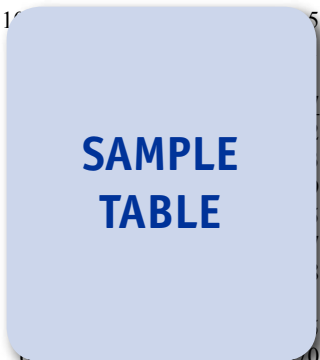


SAMPLE CHART

Sample Profile, Table & Forecast

TABLE III-4
FIBER CEMENT SIDING DEMAND
(million squares)

Item	2001	2006	2011	2016	2021
Siding Demand % fiber cement	17	18	19	20	21
Fiber Cement Siding Demand					
Residential:					
New					
Improvement & Repair					
Nonresidential:					
New					
Improvement & Repair					
\$/square					
Fiber Cement Siding Demand (mil \$)	287	324	361	400	440



COMPANY PROFILES

Coronado Stone Products Company

11191 Calabash Avenue
 Fontana, CA 92337
 909-357-8295
<http://www.coronado.com>

Annual Sales:

Employment:

Key Products:

Coronado Stone Products Company is involved in the manufacture and distribution of imitation stone, brick, and tile products. The Company's products include wall veneers, simulated floor tiles and stone pavers, modular fireplace surrounds and mantels, window moldings, and accessories.

The Company participates in US siding industry through the manufacture of lightweight concrete wall veneers for residential and commercial applications. These wall veneers, which are offered in stone and brick styles, can be easily installed on such structurally sound exterior surfaces as masonry, concrete block, and plywood. Coronado Stone Products' wall veneers are covered by a 50-year limited warranty.

Among the Company's stone veneers are ledgerstone, irregularly shaped, ashlar and rubble, villa stone, and Classic Series types. Ledgerstone veneers are made with narrow-styled stones that provide a dry-stacked appearance. Specific ledgerstone veneers from Coronado Stone comprise IDAHO DRYSTACK, EASTERN MOUNTAIN LEDGE, QUICK STACK, and WEATHERED EDGE varieties. Coronado Stone Products' irregularly shaped stone veneers include types that mimic the aesthetics of creek rock walls, split fieldstone, Appalachian fieldstone,

"Fiber cement siding demand in the residential market is forecast to advance almost 12 percent annually to 11.6 million squares in 2016. Rebounding housing completions will drive gains. Further growth will be boosted by continuing consumer interest in the use of fiber cement siding because of its favorable performance properties, such as durability and low maintenance needs. Moreover, fiber cement siding can be designed to look like more costly materials such as brick and wood siding."
 --Section III, pg. 81-2

ONLINE: www.freedoniagroup.com

MAIL: Print out and complete the order form and send to The Freedonia Group (see address at the bottom of this form)

PHONE: Call toll free, 800.927.5900 (US) or + 1 440.684.9600

FAX: + 1 440.646.0484 (US)

EMAIL: info@freedoniagroup.com

Free Handling & Shipping

There is NO charge for handling or UPS shipping in the US. Expect delivery in 3 to 5 business days. Outside the US, Freedonia provides free airmail service. Express delivery is available at cost.

Credit Card Orders

For convenience, Freedonia accepts American Express, MasterCard or Visa. Credit card purchases must include account number, expiration date and authorized signature.

Orders Outside of the US

Checks must be made payable in US funds, drawn against a US bank and mailed directly to The Freedonia Group. For wire transfers please contact our customer service department at info@freedoniagroup.com. Credit cards accepted.

Save 15%

If you order three (3) different titles at the same time, you can receive a 15% discount. If your order is accompanied by a check or wire transfer, you may take a 5% cash discount (discounts do not apply to Corporate Use Licenses).

Corporate Use License

Now every decision maker in your organization can act on the key intelligence found in all Freedonia studies. For an additional \$2600, companies receive unlimited use of an electronic version (PDF) of the study. Place it on your intranet, e-mail it to coworkers around the world, or print it as many times as you like,

Click here to learn more about the Corporate Use License

ORDER FORM

F-WEB.-2875

Siding..... \$5100

Corporate Use License (add to study price) * + \$2600
Additional Print Copies @ \$600 each *
Total (including selected option) \$

Enclosed is my check (5% discount) drawn on a US bank and payable to The Freedonia Group, Inc., in US funds (Ohio residents add 7.75% sales tax)

Bill my company American Express MasterCard Visa

Credit Card # Expiration Date MM YY

Signature

Name

Title

Company

Division

Street (No PO Box please)

City/State/Zip

Country

Phone Fax

Email

* Please check appropriate option and sign below to order an electronic version of the study.

Corporate Use License Agreement

The above captioned study may be stored on the company's intranet or shared directory, available to company employees. Copies of the study may be made, but the undersigned represents that distribution of the study will be limited to employees of the company.

Signature

Individual Use License Agreement

The undersigned hereby represents that the above captioned study will be used by only individual(s) who are employees of the company and that the study will not be loaded on a network for multiple users. In the event that usage of the study changes, the Company will promptly notify Freedonia of such change and will pay to Freedonia the appropriate fee based on Freedonia's standard fee schedule then in effect. Note: Entire company corporate use license, add \$2600; one additional user, add \$600; two additional users, add \$1200; three additional users, add \$1800.

Signature

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

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 Siding (Cladding)

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. Masonry and concrete products will remain the dominant segment, while vinyl siding exhibits the most rapid gains. The North American region, led by the US, will be the fastest growing market. This study analyzes the 4.2 billion square meter world siding industry, with forecasts for 2015 and 2020 by product, market, world region and for 20 countries. The study also evaluates company market share and profiles industry players.

#2834 December 2011 \$6100

Roofing

US roofing demand will rise 5.7 percent yearly through 2015. New homes will be the fastest growing market, while residential reroofing remains the largest segment. Roofing tile, asphalt shingles, and wood shingles and shakes will lead gains. Environmentally friendly roofing products will be supported by both consumer demand and government mandates. This study analyzes the 200 million square US roofing industry, with forecasts for 2015 and 2020 by product, market and region. The study also evaluates company market share and profiles industry players.

#2814 November 2011 \$5100

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

About The Freedonia Group

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States, the emerging China market, and other world markets. Industries analyzed by Freedonia include:

- Chemicals • Plastics • Life Sciences • Packaging • Building Materials • Security & Electronics • Industrial Components & Equipment • Automotive & Transportation Equipment • Household Goods • Energy/Power Equipment

[Click here to learn more about Freedonia](#)

Freedonia Custom Research

Freedonia Custom Research delivers the same high quality, thorough and unbiased assessment of an industry or market as an industry study. Since the research initiative is based upon a company's specific needs, companies harness Freedonia's research capabilities and resources to answer unique questions. When you leverage the results of a Freedonia Custom Research engagement, you are able to obtain important answers to specific questions and issues associated with: mergers and acquisitions, new product launches/development, geographic expansion, entry into new markets, strategic business planning, and investment and funding decisions.

Freedonia Custom Research is ideal for companies seeking to make a strategic difference in the status quo and focus on future business growth. Working side by side with clients, Freedonia's team is able to define a research project that is custom-tailored to answer specific questions and provide the basis from which a company can make informed business decisions.

[Click here to learn more about Custom Research](#)



[Click here for complete title list](#)



[Click here to visit freedoniagroup.com](http://www.freedoniagroup.com)