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Building Boards

US Industry Study with Forecasts for **2017 & 2022**

Study #3017 | April 2013 | \$4900 | 348 pages

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Increased construction activity due to an expected US housing market rebound will spark gains in demand for building boards in flooring, roofing, and wall sheathing applications.

US demand to rise 7.0% annually through 2017

Demand for building boards in the US is forecast to rise 7.0 percent annually through 2017 to 52.5 billion square feet, as measured on a 3/8 inch basis. Residential construction markets accounted for approximately half of total demand in 2012 (though that percentage is much higher historically), so increased construction activity due to an expected housing market rebound will spark gains. In particular, the housing market recovery will drive growth in demand for building boards in flooring, roofing, and wall sheathing applications. Rising residential improvement and repair activity will also contribute to demand, though to a lesser extent than gains in the new residential market.

Growth in construction market to outpace demand in manufacturing sector

Building boards are used in roofing, flooring, wall sheathing, cabinets, siding, doors and windows, interior paneling, and various other construction applications. Through 2017, the most rapid growth in building board demand is expected in windows and doors, sub-flooring, and roofing applications. Demand in all three applications will be strong due to the recovery in housing. Building boards are also expected to gain market share from solid wood in these applications, due to their generally lower cost and comparable performance.

US Building Board Demand, 2017 (52.5 billion square feet - 3/8 inch basis)



Structural Boards
60%

Nonstructural Boards
40%

Building boards are also used in manufacturing applications, such as furniture and fixtures, transportation equipment, and engineered wood products. Growth in demand for building boards in manufacturing applications is not projected to be as strong as that in construction applications. Among manufacturing markets, furniture and fixtures and engineered wood products are expected to post the fastest gains in building board demand. In furniture and fixture applications, demand will benefit from a nearly five percent annual increase in wood furniture shipments through 2017. The expected housing market recovery will increase demand for engineered wood products, such as I-joists, and thus for building boards used in their manufacture.

Oriented strand board to outpace softwood plywood

Softwood plywood and oriented strand board (OSB) account for the largest portion of board demand. Both products are structural boards, meaning they are approved for use in structural applications such as floor and wall sheathing. Through 2017, OSB is forecast to see much more rapid gains in demand than is softwood plywood. In 1992, OSB was certified by all model building codes in the US to perform as well as softwood plywood on a thickness-by-thickness basis. Since that time, OSB has gained share from softwood plywood in construction markets, as it offers the same performance at a lower price point.

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Sample Text, Table & Chart

MARKETS

Manufacturing Markets

Manufacturing markets for building boards include furniture, fixtures, engineered wood products (including certain building materials used in the production of other building board products), transport equipment, material handling equipment, and various other manufactured goods. This diverse range of applications results in wide variations in terms of product requirements and competitive technologies. For instance, building board use in the manufacture of furniture and cabinetry is dominated by MDF, particleboard, and plywood while the manufacture of engineered wood products primarily uses particleboard, OSB, and MDF. Softwood plywood is the dominant type of building board used in transportation and material handling equipment. In these applications, softwood plywood faces little competition from other boards, and instead vies for market share with solid lumber and plastic materials.

Through 2017, demand for building boards in manufacturing applications is expected to rise to 1.5 billion square feet, as measured on a 3/8 inch basis, an improvement from the 1.2 billion square feet movement from the declines of the 2007-2012 period. To match the gains seen in construction applications, there will be an expansion in US manufacturing activity. Demand for certain engineered wood products that are used in furniture and finishing applications will also be supported by improvements in performance and finishing characteristics aimed at increasing use in manufacturing applications. This trend will be particularly noticeable in softwood plywood and OSB, as industry participants will attempt to lessen reliance on construction markets by developing products optimized for manufacturing applications. One example of this is Louisiana-Pacific's SUPERSTRUCT OSB panels designed to be used in furniture manufacture.

Building boards face strong competition from alternative materials in many of these markets. For example, plastics are eroding

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**SAMPLE
TEXT**

TABLE IV-3

ORIENTED STRAND BOARD DEMAND BY MARKET (million square feet - 3/8 inch basis)

Item	2002	2007	2012	2017	2022
Building Construction (bil 2005\$) sq ft OSB/000\$ construction					
Oriented Strand Board Demand					
Construction OSB Demand:					
Roofing					
Wall Sheathing					
Subflooring					
Siding					
Finish Flooring					
Other					
Manufacturing OSB Demand:					
Engineered Wood Products					
Other					

**SAMPLE
TABLE**

CHART VIII-1

BUILDING BOARD MARKET SHARE (\$10.6 billion, 2012)



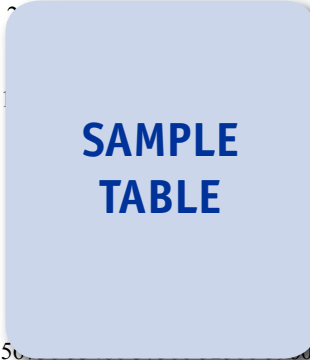
**SAMPLE
CHART**

Sample Profile, Table & Forecast

TABLE VII-7

**MIDWEST DEMAND FOR BUILDING BOARDS
BY SUBREGION & PRODUCTS**
(million square feet - 3/8 inch basis)

Item	2002	2007	2012	2017	2022
Midwest Construction (bil 2005\$)	200	250	300	350	400
sq ft boards/000\$ construction	100	120	140	160	180
Midwest Building Board Demand	100	120	140	160	180
By Subregion:					
East North Central	50	60	70	80	90
West North Central	50	60	70	80	90
By Product:					
Structural Boards	50	60	70	80	90
Nonstructural Boards	50	60	70	80	90
% Midwest	50	50	50	50	50
US Building Board Demand	500	600	700	800	900



COMPANY PROFILES

Hoover Treated Wood Products Incorporated
 154 Wire Road
 Thomson, GA 30824
 706-595-1264
 http://www.fr

Annual Sales:
 Employment:

Key Products
 reduction treat-

SAMPLE PROFILE

Hoover Treated Wood Products is a leading full-line treating company of fire retardant and preservative treated wood. The privately held company is owned by Berggruen Holdings Limited and Hoover's management.

The Company participates in the US building boards industry through the treating and distribution of plywood. Hoover treats pressure impregnated lumber and plywood products for fire resistance, preservation, and sound reduction. The Company maintains five wood treatment facilities in Winston, Oregon; Detroit, Michigan; Milford, Virginia; Pine Bluff, Arkansas; and Thomson, Georgia. Additionally, Hoover has a distribution network of sites throughout the US and Canada. The Company's treated wood products are marketed under such brand names as EXTERIOR FIRE-X, PYRO-GUARD, CCA, DURA-GUARD, COP-8, and PLYWALL.

Hoover's EXTERIOR FIRE-X plywood is specifically designated for exterior construction. The pressure impregnated, fire retardant plywood can be used in applications that are directly exposed to the

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"Demand for nonstructural boards in the US is forecast to rise 5.6 percent annually through 2017 to 21.0 billion square feet, as measured on a 3/8 inch basis. Demand will benefit from the increasing popularity of these products in cabinet markets, as well as by increased market penetration of engineered wood flooring, the manufacture of which increases demand for nonstructural boards. Advances will also stem from developments in manufacturing processes such as ..."
 --Section V, pg. 99

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OTHER STUDIES

Roofing

US demand for roofing is projected to rise 3.5 percent annually to 268 million squares in 2017, valued at \$27.2 billion. Asphalt shingles will remain the dominant product and will offer the best growth opportunities, to be outpaced only by the much smaller segments of roofing tile and other roofing materials. The West will lead gains by region. This study analyzes the 225.6 million square US roofing industry, with forecasts for 2017 and 2022 by product, market and region. The study also evaluates company market share and profiles industry players.

#3082 September 2013 \$5300

World Building Boards

Global demand for building boards will rise 6.2 percent per year through 2017 to 398 million cubic meters. China will see its share of global demand rise to half of the total, with solid gains also expected in North America and other regions such as South America and Eastern Europe. Structural boards will outpace nonstructural. This study analyzes the 295 million cubic meter world building board industry, with forecasts for 2017 and 2022 by product, market, world region, and for 18 countries. The study also evaluates company market share and profiles industry players.

#3074 September 2013 \$6100

Hard Surface Flooring

US demand for hard surface flooring will rise 5.0 percent per year to 9.3 billion square feet in 2017. Vinyl will remain the largest product segment and will grow the fastest, followed by tile and wood. The residential market will outpace nonresidential uses, with remodeling and replacement applications remaining the largest segment. This study analyzes the 7.2 billion square foot US hard surface flooring industry, with forecasts for 2017 and 2022 by product and market. The study also evaluates company market share and profiles industry competitors.

#3037 June 2013 \$5100

World Housing

World construction of new housing units will rise 3.3 percent per annum to 60.9 million units in 2017. Over 80 percent of global new housing construction will take place in the Asia/Pacific and Africa/Mideast regions, while North America and Western Europe will have the highest rates of growth. This study analyzes the two billion unit world housing industry, with forecasts for 2017 and 2022 by housing type, world region, and for 22 countries. The study also considers market environment factors such as world economic trends, demographics, and housing construction.

#3087 October 2013 \$5700

World Flooring & Carpets

World flooring and carpet demand will rise 4.9 percent yearly to 18.6 billion square meters in 2016. The Asia/Pacific region will see the most rapid growth. Nonresidential buildings will be the fastest growing market, while nonresilient flooring will pace products. North America will offer the best prospects for carpets and rugs. This study analyzes the 14.6 billion square meter world flooring and carpet industry, with forecasts for 2016 and 2021 by product, market, world region and for 20 countries. The study also evaluates company market share and profiles industry players.

#2981 January 2013 \$6300

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