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World Siding (Cladding)

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

Study #3101 | November 2013 | \$6300 | 368 pages

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Gains in siding demand worldwide will be driven by a rebound in construction spending in many high-income countries, and by rising personal incomes in developing countries.

World demand to rise 5.1% annually through 2017

Through 2017, the global siding market is projected to rise 5.1 percent per year to 5.7 billion square meters, valued at \$89 billion. In the residential market, increased demand will be measured against a low 2012 base in many high-income countries, which are expected to rebound somewhat from the losses of the 2007-2012 period. Demand in residential building applications will also benefit from rising personal income levels in developing countries, allowing more individuals to afford homes built with multilayer construction techniques that utilize siding. Rebounds in nonresidential construction spending in many high-income countries, plus continued strong nonresidential building activity in developing countries, will also drive demand gains.

North America to be fastest growing market

North America is forecast to post the fastest siding demand gains through 2017 at nearly seven percent annually. Demand in this region will benefit primarily from a housing market rebound in the US. While the US is expected to post the fastest gains of the national markets in siding demand through 2017, overall demand is not projected to reach the level seen in 2007. Despite similar (though of a smaller magnitude) recoveries in many countries of Western Europe, that region is projected to post the slowest siding demand gains through

World Siding Demand, 2017 (5.7 billion square meters)



2017, and demand is also not expected to reach the 2007 level.

Among the developing areas of the world, the Asia/Pacific region is expected to post the fastest siding demand gains through 2017, led by solid growth in the Chinese and Indian markets and assisted by a recovery in the more developed Australian market. Siding demand growth in Central and South America and the Africa/Mideast region will benefit from 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 somewhat constrained by a declining population and number of households.

Masonry and concrete to remain most popular types

Masonry and concrete are forecast to remain the most popular siding products through 2017, accounting for more than three-quarters of demand. The most rapid gains projected will be in fiber cement products, which will benefit from the product's relatively low cost, durability, and ease of maintenance. Additionally, fiber cement is able to mimic the look of wood or vinyl siding, increasing its appeal to consumers. Fiber cement products are expected to gain market share, particularly in North America. Among the other masonry and concrete siding products, brick and tile are projected to remain the most popular.

Sample Text, Table & Chart

ASIA/PACIFIC

Australia: Siding Demand

Demand for siding in Australia totaled 55 million square meters in 2012. Per capita demand in Australia is well above the regional average and the highest in the world, reflecting the higher personal income levels in the country. Between 2007 and 2012, demand for siding in Australia fell, though the decrease was not as severe as in many other countries, such as the US. A decline in the residential building market for siding, brought on by falling housing starts, was mitigated in the nonresidential construction market during this time.

Through 2017, siding demand in Australia is forecast to grow at a rate of 1.5 percent per annum to 60 million square meters. This is an improvement over the declines of the 2007-2012 period. Residential and nonresidential construction expenditures are expected to increase through 2017, driving siding demand for siding in Australia. Residential building demand is projected to continue to grow, while nonresidential construction is projected to increase as a result of Australia's natural resources and industrial structure.

Brick and tile siding products were the most popular option in Australia in 2012, accounting for 39 percent of demand. These products are valued for their aesthetic appeal and fire-resistance, particularly as new building standards for houses in brush-fire zones were adopted in early 2009 after a series of fires destroyed hundreds of homes and killed more than 150 people. These standards will boost demand for fire-resistant siding going forward. Fiber cement is also a popular material in Australia, as it is affordable; resistant to rot, warping, and insect damage, and can mimic the look of natural stone or wood. Vinyl siding is the most popular in Australia than in many other countries in the Asia Pacific region, accounting for eight percent of demand in 2012. Austech External Building Products manufactures DUF

150

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TABLE VI-12

AUSTRALIA: SIDING DEMAND BY PRODUCT & MARKET
(million square meters)

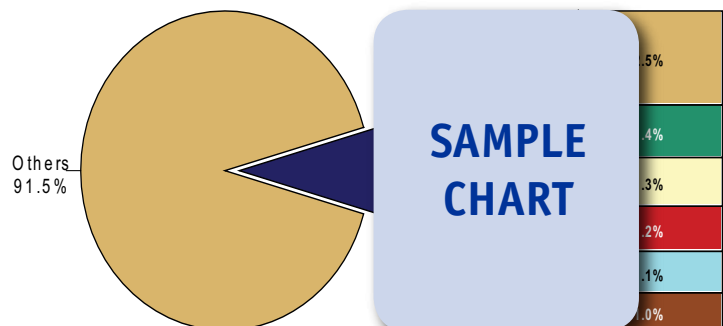
Item	2002	2007	2012	2017	2022
Building Construction (bil 2011 US\$)					
sq m siding/000\$ bldg construction					
Siding Demand					
By Product:					
Masonry & Concrete					
Brick & Tile					
Stucco & EIFS					
Concrete & Stone					
Fiber Cement					
Metal					
Vinyl					
Wood					
Other					
By Market:					
Residential Buildings					
Nonresidential Buildings					
% Australia					
Asia/Pacific Siding Demand					

SAMPLE
TABLE

SAMPLE
TEXT

CHART VIII-1

WORLD SIDING MARKET SHARE BY COMPANY
(\$64.4 billion, 2012)

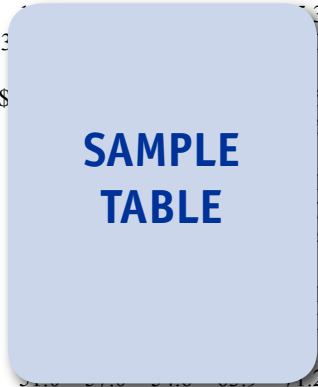


SAMPLE
CHART

Sample Profile, Table & Forecast

TABLE VI-11
AUSTRALIA:
MARKET ENVIRONMENT FOR SIDING

Item	2002	2007	2012	2017	2022
Population (mil persons)					
per capita GDP					
Gross Domestic Product (bil 2011 US\$)					
\$ building construction/000\$ GDP					
Building Construction (bil 2011 US\$)					
Residential					
Nonresidential					
sq m siding/capita					
sq m siding/mil \$ GDP					
Siding Demand (mil square meters)					



COMPANY PROFILES

Hekim Yapı AŞ
 E-5 Karayolu Uzeri Egemen Sokak, No. 11
 Guzelyali 34903 Pendik / Istanbul
 Turkey
 90-216-4444444
 http://www.hekimyapi.com.tr

SAMPLE PROFILE

Annual Sales: \$100 million
 Employees: 1000
 Key Products: Fiber cement siding, panels, and accessories.

Hekim Yapı is a leading manufacturer of fiber cement sheets and planks, among other products, for building applications. The Company, which is a subsidiary of Hekim Holding AŞ (Turkey), maintains a 100,000 square meter manufacturing facility in Hendek/Adapazari, Turkey. The site has an annual fiber cement production capacity of 80,000 cubic meters.

The Company competes in the world siding industry through the production of fiber cement siding products and accessories engineered for exterior and interior construction applications. Specific products include fiber cement panels that are suitable for cladding applications and marketed under the HEKIMBOARD and TURKSIDING brand names. Hekim Yapı's HEKIMBOARD cellulose fiber-reinforced autoclaved fiber cement sheets are cement- and silica-based products that feature smooth or cedar textured surfaces. Furthermore, these sheets are engineered to be fire retardant, nonmelting, and water-resistant. Other products in the HEKIMBOARD line include varieties designed to replicate the appearance and texture of natural stone cladding. The Company's TURKSIDING fiber cement sheets are structurally similar to Hekim Yapı's HEKIMBOARD products, but offer more embellished

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STUDY COVERAGE

This Freedonia study, **World Siding (Cladding)**, presents historical data (2002, 2007, 2012) plus forecasts for 2017 and 2022 for siding demand by product and market in six regions and 20 major countries. The study also details key market environment factors, evaluates company market share and profiles 36 competitors in the global siding industry.

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OTHER STUDIES

Fiber Cement Products

This study analyzes the US fiber cement products industry. It presents historical demand data for 2002, 2007 and 2012, and forecasts for 2017 and 2022 by material (e.g., sand, portland cement, cellulosic materials), application (e.g., siding, backerboard, molding and trim), market (e.g., residential, nonresidential) and US region. The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry participants.

#3128.....January 2014..... \$5100

Insulation

US demand for insulation is projected to advance 7.6 percent annually to \$10.3 billion in 2017. The residential market will see double-digit annual gains based on a strong rebound in housing starts. Fiberglass insulation will remain the market leader and grow the fastest, followed in growth rates by reflective/radiant and cellulose types. This study analyzes the \$7.1 billion US insulation industry, with forecasts for 2017 and 2022 by product, market and US region. The study also evaluates company market share and profiles industry players.

#3109..... November 2013..... \$5300

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 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

World Flat Glass

World demand for flat glass is forecast to rise 7.1 percent per year through 2016 to 9.2 billion square meters. The dominant Asia/Pacific region will continue to post the fastest gains. Fabricated flat glass demand will benefit from rapid growth in sales of energy efficient products such as solar control, insulation and low-E glass. This study analyzes the 6.6 billion square meter world flat glass industry, with forecasts for 2016 and 2021 by product, market, world region and for 21 countries. The study also evaluates company market share and profiles industry players.

#2970.....January 2013..... \$6400

About The Freedonia Group

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