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[Table of Contents 2](#)

[List of Tables & Charts 3](#)

[Study Overview 4](#)

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

[Sample Profile, Table & Study Coverage 6](#)

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

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

# Roofing

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Industry Study with Forecasts for **2019 & 2024**

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Study #3293 | June 2015 | \$5500 | 454 pages

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## Table of Contents

### EXECUTIVE SUMMARY

### MARKET ENVIRONMENT

General.....	4
Macroeconomic Trends .....	5
Consumer Trends .....	9
Consumer Spending.....	10
Consumer Financing .....	12
Demographic Trends.....	15
Building Construction Trends.....	19
Residential Buildings.....	22
Housing Starts .....	24
Housing Stock.....	29
Improvements & Repairs .....	33
Nonresidential Buildings .....	34
New Construction .....	35
Nonresidential Building Stock .....	37
Improvements & Repairs .....	39
Pricing.....	41
Installed Costs .....	45
Historical Market Trends.....	48
Materials & Technology Trends .....	52
Environmental Legislation & Regulatory Considerations .....	54
General Regulatory Issues.....	54
Energy Efficiency Programs.....	55
ENERGY STAR.....	56
LEED .....	57
Other Programs .....	59
Vegetative Roofs .....	60
Solar Energy Issues .....	62
Pollution Reduction .....	66
Materials Recycling.....	67
Foreign Trade .....	68

### PRODUCTS

General.....	71
Asphalt Shingles.....	74
Demand by Product Type.....	78
Product Characteristics.....	81
Cost Factor .....	84
Bituminous Low-Slope Roofing.....	86
Product Characteristics.....	90
Built-Up Roofing Systems .....	93
Cost Factors.....	96
Bituminous Sheet Roofing Demand.....	98
Asphaltic Sheet Roofing.....	103
Coal Tar Sheet Roofing.....	106
Standard Roofing Felts .....	108
Modified Bitumen Membranes .....	111
Metal Roofing .....	116
Demand by Type.....	117

Product Characteristics.....	121
Cost Factors.....	126
Elastomeric Roofing.....	127
Demand by Type.....	129
Product Characteristics.....	132
Cost Factors.....	134
Plastic Roofing .....	136
Demand by Type.....	138
Product Characteristics.....	142
Thermoplastic Olefins .....	143
Polyvinyl Chloride.....	144
Spray Polyurethane Foams.....	145
All Other Plastic Roofing Products .....	146
Cost Factors.....	147
Roofing Tile .....	148
Demand by Type.....	151
Product Characteristics.....	153
Cost Factors.....	156
Wood Shingles & Shakes.....	158
Demand by Type.....	161
Product Characteristics.....	162
Cost Factors.....	164
Other Roofing Products .....	165
Demand by Market.....	166
Demand by Product Type.....	168
Slate .....	168
Polymeric .....	169
All Other .....	170

### MARKETS

General.....	178
Residential .....	181
New .....	185
Reroofing.....	189
Demand by Housing Type .....	193
Single-Family.....	194
Multifamily.....	198
Manufactured Housing .....	201
Nonresidential.....	204
New .....	210
Reroofing.....	213
Demand by Building Type .....	217
Office & Commercial.....	220
Industrial .....	225
Institutional.....	228
Other Nonresidential.....	233
Demand by Slope.....	237

### REGIONS

General.....	241
Regional Demographic & Economic Activity.....	242
Population Patterns .....	243
Economic Outlook .....	246
Construction Activity .....	249

Housing Trends.....	251
Regional Roofing Demand .....	255
Northeast.....	258
New England.....	263
Middle Atlantic.....	264
Midwest .....	266
East North Central .....	272
West North Central.....	273
South .....	275
South Atlantic .....	281
East South Central .....	283
West South Central.....	284
West .....	286
Mountain.....	291
Pacific.....	293

### INDUSTRY STRUCTURE

General.....	295
Industry Composition & Market Share.....	296
Market Leaders.....	299
Product Segment Leaders .....	306
Product Developments .....	308
Asphalt Shingles .....	308
Low-Slope Roofing Products .....	310
Manufacturing .....	313
Competitive Strategies .....	314
Marketing.....	316
Distribution.....	318
Mergers & Acquisitions .....	322
Cooperative Agreements .....	325

### COMPANY PROFILES

ABC Supply.....	329
ATAS International .....	331
BASF SE.....	334
Beacon Roofing Supply .....	336
Berkshire Hathaway .....	338
BITEC Incorporated.....	344
BlueScope Steel.....	346
Boral Limited .....	351
Braas Monier Building Group.....	355
Bridgestone Corporation .....	356
Building Materials Corporation of America .....	362
Carlisle Companies .....	369
Clarke Group .....	374
CRH plc.....	376
DaVinci Roofscapes .....	379
Dow Chemical.....	380
Duro-Last Roofing .....	382
Fletcher Building .....	384
Hanson Building Products .....	386
Headwaters Incorporated.....	387

(continued on following page)

## Table of Contents

### COMPANY PROFILES

(continued from previous page)

HeidelbergCement AG.....	390
Henry Company.....	391
Hood Companies.....	396
IB Roof Systems.....	399
Icopal a/s.....	401
IKO Group.....	404
Malarkey Roofing Products.....	409
Mapei SpA.....	412
McElroy Metal.....	414
NCI Building Systems.....	417
North American Roofing Services.....	423
Nucor Corporation.....	425
Owens Corning.....	428
Petersen Aluminum.....	432
Ply Gem Holdings.....	434
Reliance Steel & Aluminum.....	435
Saint-Gobain.....	436
Staroba Plastic and Metal Products of New York.....	443
TAMKO Building Products.....	444
Terreal SAS.....	449
Additional Companies Mentioned in Roofing Study.....	452-454

## List of Tables/Charts

### EXECUTIVE SUMMARY

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

### MARKET ENVIRONMENT

1 Macroeconomic Indicators.....	9
2 Personal Consumption Expenditures.....	12
3 Consumer Financing Environment, 2004-2014.....	15
4 Population & Households.....	19
5 Building Construction Expenditures.....	22
6 Residential Building Construction Expenditures.....	24
7 New Housing Indicators.....	29
8 Housing Stock by Type.....	32
Cht Year of Construction of Housing Stock, 2014.....	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 Selected Roofing Product Prices.....	44
Cht Roofing Products Pricing, 2004-2024.....	45
Cht Installed Costs for Selected Roofing Products, 2014.....	48
14 Roofing Market, 2004-2014.....	51
Cht Roofing Demand, 2004-2014.....	52
15 US Roofing Products Foreign Trade.....	70

### PRODUCTS

1 Roofing Demand by Product.....	74
2 Asphalt Shingle Demand by Market.....	78
3 Asphalt Shingle Demand by Product Type.....	80
4 Asphalt Shingle Installed Cost.....	86
5 Bituminous Low-Slope Roofing Demand by Market.....	90
6 Bituminous Low-Slope Roofing Installed Cost.....	97
7 Bituminous Sheet Roofing Demand by Type, Product, & Application.....	103
8 Asphaltic Sheet Roofing Demand by Product.....	106
9 Coal Tar Sheet Roofing Demand by Product.....	108
10 Standard Roofing Felts Demand by Material Type & Surface.....	111
11 Modified Bitumen Membranes Roofing Demand by Material Type & Surface.....	115
12 Metal Roofing Demand by Market.....	117
13 Metal Roofing Demand by Type.....	121
14 Metal Roofing Installed Cost.....	127
15 Elastomeric Roofing Demand by Market.....	129
16 Elastomeric Roofing Demand by Type.....	132
17 Elastomeric Roofing Installed Cost.....	136
18 Plastic Roofing Demand by Market.....	138
19 Plastic Roofing Demand by Type.....	142
20 Plastic Roofing Installed Cost.....	148
21 Roofing Tile Demand by Market.....	151
22 Roofing Tile Demand by Type.....	153
23 Roofing Tile Installed Cost.....	158
24 Wood Shingles & Shake Demand by Market.....	160
25 Wood Shingle & Shake Demand by Type.....	162
26 Wood Shingle & Shake Installed Cost.....	165
27 Other Roofing Products Demand by Market.....	167
28 Other Roofing Products Demand by Type.....	168

### MARKETS

1 Roofing Demand by Market.....	180
2 Residential Roofing Demand by Product & Application.....	185

3 New Residential Roofing Demand by Product.....	188
4 Residential Reroofing Demand by Product.....	193
5 Residential Roofing Demand by Housing Type.....	194
6 Single-Family Housing Roofing Demand by Product & Application.....	198
7 Multifamily Housing Roofing Demand by Product & Application.....	201
8 Manufactured Housing Roofing Demand by Product & Application.....	204
9 Nonresidential Roofing Demand by Product & Application.....	209
10 New Nonresidential Roofing Demand by Product.....	213
11 Nonresidential Reroofing Demand by Product.....	217
12 Nonresidential Roofing Demand by Building Type.....	218
Cht Nonresidential Roofing Demand by Building Type, 2014: New & Reroofing.....	219
13 Office & Commercial Roofing Demand by Product & Application.....	224
14 Industrial Roofing Demand by Product & Application.....	228
15 Institutional Roofing Demand by Product & Application.....	233
16 Other Nonresidential Roofing Demand by Product & Application.....	236
Cht Roofing Demand by Slope, 2014.....	240

### REGIONS

1 Population by Region.....	245
2 Gross Domestic Product by Region.....	248
3 Construction Expenditures by Region.....	251
4 Regional Housing Indicators.....	254
5 Roofing Demand by Region.....	257
Cht Roofing Demand by Region, 2014.....	257
6 Northeast Roofing Demand by Subregion, Market, & Product.....	262
7 Midwest Roofing Demand by Subregion, Market, & Product.....	271
8 South Roofing Demand by Subregion, Market, & Product.....	280
9 West Roofing Demand by Subregion, Market, & Product.....	290

### INDUSTRY STRUCTURE

1 US Roofing Sales by Company, 2014.....	298
Cht US Roofing Market Share, 2014.....	300
2 Selected Acquisitions & Divestitures.....	324
3 Selected Cooperative Agreements.....	327

*US demand to exceed 250 million squares in 2019, paced by healthy gains in both residential and non-residential activity, greater demand for steep-slope roofing, and stronger growth in asphalt shingles.*

## Demand to rise nearly 4% annually through 2019

US demand for roofing is projected to advance 3.9 percent annually to 252 million squares in 2019, valued at \$21.4 billion. This will be a rebound from the 2009-2014 period, spurred by strong advances in both residential and non-residential building construction activity. As the residential market is expected to see the faster growth going forward, demand for steep-slope roofing is forecast to rise more rapidly than that for low-slope products.

## New roof market to grow faster than reroofing

The new building construction market for roofing is anticipated to post faster gains than the reroofing market through 2019. In the new residential market, double-digit annual advances in housing starts will fuel demand for roofing tiles, asphalt shingles, and metal tiles and shingles. New nonresidential demand for roofing is also forecast to see solid growth going forward, with the office and commercial segment seeing the most rapid advances in demand. As more office buildings and commercial complexes are erected, demand for plastic, elastomeric, and structural metal roofing will also rise.

Reroofing accounts for the larger share of US roofing demand, although it is a decline from 2009, when new construction activity was at a depressed level and the scope of damage caused by Hurricane Ike and other storms in 2008 fueled demand for replacement roofing in the following year. Reroofing demand in 2014 was at a low level due to weak

## US Roofing Demand (252 million squares, 2019)



residential improvement and repair activity in the face of tighter lending requirements and a general consumer reluctance to engage in capital-intensive home improvement projects. Through 2019, reroofing activity is expected to rebound, as home and building owners engage in previously delayed renovation and improvement projects.

## Asphalt shingles to remain dominant roofing material

Asphalt shingles account for the largest share of roofing demand, due primarily to their dominance in steep-slope roofing uses. Demand for asphalt shingles is forecast to grow at an above average pace through 2019, stimulated by the rebound in housing starts. Advances will

also be supported by strong consumer interest in laminated asphalt shingles, which many homeowners feel improve the appearance and value of a residence.

Roofing tiles are expected to exhibit the most rapid growth of all roofing products, led by strong gains in housing starts in the South and West. Demand for roofing tiles will also be promoted by their favorable aesthetics and ability to be used as cool roofs. Among other products, plastic and metal roofing will also post above average gains. Plastic roofing will see increasing use in low-slope applications because of its ease of installation and favorable performance properties, while metal roofing demand will be supported by its durability and ability to support solar panels used to generate electricity.

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## Sample Text, Table & Chart

### REGIONS

#### Northeast

The Northeast region consists of two subregions: New England and the Middle Atlantic. Historically, the region's economy was manufacturing. Through the latter half of the 20th century and early years of the new millennium, manufacturing activity declined in importance, as many producers relocated to areas with lower costs (either the South or overseas). As a result, economic growth in the Northeast lagged that in the South and West.

In recent years, GDP growth in the Northeast has begun to catch up to that in the Sunbelt regions. Industries that have sprung up to replace manufacturing's place include high technology and financial services. Natural gas production has become important in the Middle Atlantic region (due to shale gas production in Pennsylvania). Because of the shifting focus on these new industries, as well as some revival in manufacturing activity (due to a shift toward higher value products), the region's economy is beginning to show signs of recovery.

Real GDP growth in real (inflation-adjusted) terms through 2019. Growth in the Northeast will be noticeably slower than in the West, a continuation of a long term trend.

Roofing demand in the Northeast is forecast to annually rise by 1.5% through 2019, reaching 1.5 billion square feet in 2019. While a turnaround from the 2009-2014 period, roofing demand in the Northeast is expected to grow at the slowest pace of all US regions. Advances will be restrained by slow growth in new housing activity and building construction expenditures in the region. The residential construction sector -- which accounted for the largest share of roofing demand in the Northeast -- will see solid growth through 2019, reaching 1.2 billion square feet. The region's aging housing stock will boost demand for roofing products that can withstand the difficult weather conditions of the Northeast. Such products as laminated asphalt shingles, metal tiles, and polymeric products will see advances going forward.

258

SAMPLE TEXT

TABLE IV-3

NEW RESIDENTIAL ROOFING DEMAND BY PRODUCT  
(million squares)

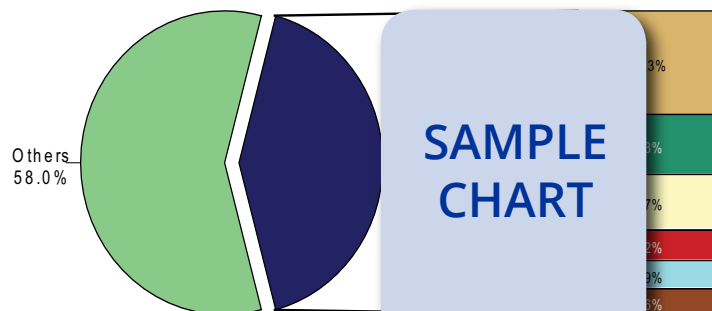
Item	2004	2009	2014	2019	2024
Residential Bldg Construction (bil 2009\$)					
Housing Starts (000 units)					
squares roofing/mil \$ construction					
squares roofing/housing start					
New Residential Roofing Demand					
Asphalt Shingles					
Bituminous Low-Slope Roofing					
Metal Roofing					
Elastomeric Roofing					
Roofing Tile					
Plastic Roofing					
Wood Shingles & Shakes					
Other Products					
% new Residential Roofing Demand					

SAMPLE TABLE

Source: The Freedonia Group, Inc.

CHART VI-1

US ROOFING MARKET SHARE  
(\$16.8 billion, 2014)



SAMPLE CHART

## Sample Profile & Table, & Study Coverage

**TABLE III-2**  
**ASPHALT SHINGLE DEMAND BY MARKET**  
 (million squares)

Item	2004	2009	2014	2019	2024
Roofing Demand % asphalt shingles					
Asphalt Shingle Demand Residential: New Reroofing					
Nonresidential: New Reroofing					
\$/square					
Asphalt Shingle Demand (mil \$)					

Source: The Freedonia Group, Inc.

### COMPANY PROFILES

**DaVinci Roofscapes LLC**  
 13890 West 101st Street  
 Lenexa, KS 6  
 913-599-0766  
<http://www.da>

Annual Revenue:  
 Employment:

Key Products

DaVinci Roofscapes produces and sells polymer slate and shake roofing tiles for commercial and residential clients. The Company is owned by TGP Investments LLC.

The Company competes in the US roofing industry via the production and sale of polymer composite roofing tiles that mimic the natural texture and color of quarried slate, hand-split cedar, or machine-sawn shakes. In general, these products are 100-percent recyclable. Polymer slate and hand-split cedar roofing tiles from DaVinci Roofscapes include single- and multiple-width types, as well as BELLAFORTE models that employ the Company's VARIBLEND color technology that form varying shades from tile to tile. DaVinci Roofscapes manufactures such polymer machine-sawn shakes as FANCY SHAKE tiles, which are offered in a full range of authentic cedar colors. These tiles are offered in 5-, 7-, and 12-inch widths. All of the Company's roofing tiles feature ultraviolet light stabilizers; water absorption, curl, crack, fade, mold, algae, fungus, and insect resistance; and lifetime limited warranties.

DaVinci Roofscapes conducts production activities at a plant in Lenexa, Kansas. Furthermore, this site houses the Company's recycling

**SAMPLE PROFILE**

### STUDY COVERAGE

This Freedonia study, *Roofing*, presents historical demand data (2004, 2009, 2014) and forecasts (2019, 2024) by product, market, and region of the US. This study also considers market environment factors, assesses industry structure, evaluates company market share and profiles 40 US industry competitors.



## Related Studies

### World Windows & Doors

This study analyzes the world window and door industry. It presents historical demand data (2004, 2009 and 2014) and forecasts (2019 and 2024) by product (windows, doors), material (wood, metal, plastic) and market (residential, nonresidential) for six world regions and major countries. The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry players.

#3294.....July 2015.....\$6500

### Hard Surface Flooring

Demand for hard surface flooring in the US is forecast to advance 6.1 percent per year to 11.3 billion square feet in 2019, valued at \$16.7 billion. The key residential market will post the fastest growth, driven by gains in housing completions and a shift toward hard surface flooring in living and dining areas, where carpet has predominated. This study analyzes the 8.4 billion square foot US hard surface flooring industry, with forecasts for 2019 and 2024 by product and market. The study also evaluates company market share and profiles industry competitors.

#3284.....April 2015.....\$5300

### World Insulation

Through 2018, global demand for insulation will rise 5.0 percent annually to 24.9 billion square meters of R-1 value. The Asia/Pacific region will grow the fastest, driven by building construction activity and manufacturing and industrial output. Foamed plastic insulation will lead value gains. This study analyzes the current world industry, at 19.5 billion square meters of R-1 value, with forecasts for 2018 and 2023 by material, market, world region, and for 21 countries. The study also evaluates company market share and profiles industry players.

#3206.....October 2014.....\$6500

### Ceilings

US ceiling product demand will rise 7.3 percent per annum through 2018 to \$2.5 billion, driven by a rebound in nonresidential building construction. Specialty ceiling product demand (e.g., clouds, baffles, stretch ceilings) will see faster growth than demand for tile or suspension systems. The nonresidential segment will remain by far the dominant market. This study analyzes the \$1.7 billion US ceiling industry, with forecasts for 2018 and 2023 by product, market and US region. The study also evaluates company market share and profiles industry participants.

#3204.....August 2014.....\$5300

### World Roofing

Global demand for roofing is projected to increase 3.7 percent per year through 2018 to 12.6 billion square meters. China and the US will account for over one-half of all global gains. Tile roofing will benefit from intensive use in the thriving Asia/Pacific market, while bituminous products will see rapid growth in the US market. This study analyzes the 10.5 billion square meter world roofing industry, with forecasts for 2018 and 2023 by product, market, world region, and for 18 countries. The study also evaluates company market share and profiles industry participants.

#3167.....May 2014.....\$6400

## 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 and other world markets. Industries analyzed by Freedonia include:

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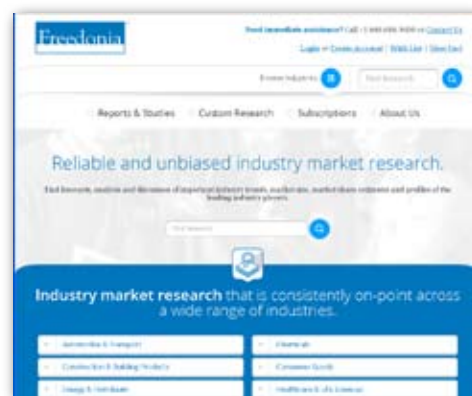
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