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Insulation

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

Study #3332 | September 2015 | \$5400 | 353 pages

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Demand will be driven by resurgent building construction activity, more stringent building codes that require more insulation use per structure, and by efforts to make existing buildings more energy efficient.

US demand to rise 6.6% annually through 2019

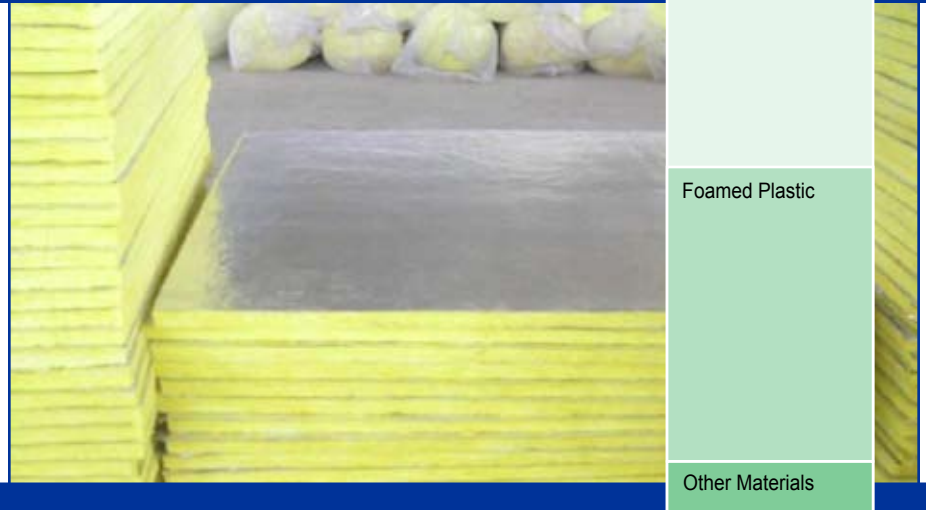
US demand for insulation is forecast to rise 6.6 percent annually through 2019 to \$10.3 billion. Resurgent building construction activity will boost insulation demand, aided by the increased adoption of more stringent building codes such as the 2012 International Energy Conservation Code (IECC), which will encourage more insulation use per structure. Efforts to make existing buildings more energy efficient will support improvement and repair demand for insulation.

Residential market to outpace nonresidential

The residential market will post the most rapid gains through 2019 because of double-digit annual growth in housing starts. While the bulk of insulation demand will be due to the increased number of new dwellings, additional gains will arise from the installation of more insulation per new structure as more areas of the US begin to comply with the 2012 IECC. Residential insulation demand will also be supported by efforts to upgrade insulation in existing houses, as homeowners seek to reduce utility bills by retrofitting the insulation in their attics and walls in order to increase energy efficiency.

Insulation demand in the nonresidential market is expected to recover from the declines registered between 2009 and

US Insulation Demand, 2019 (\$10.3 billion)



2014, spurred by a rebound in nonresidential building construction, particularly in the office and commercial segments. Increased interest in green building practices, such as those outlined by the Leadership in Energy and Environmental Design (LEED) rating system, will favor insulation with higher R-values.

Fiberglass to remain insulation market leader

Fiberglass and foamed plastic are by far the most prevalent types of insulation, together accounting for 93 percent of the market by value. Fiberglass will remain the insulation market leader by weight. Double-digit annual growth in new housing starts and overall building

construction expenditures will drive gains. Fiberglass insulation remains a popular choice with construction professionals and DIYers because of its low cost, favorable insulative properties, and ease of installation.

Foamed plastic insulation has historically been used more extensively in the nonresidential market, as their high R-value makes them desirable to many builders and designers. However, code changes that call for houses to be better sealed to prevent air leaks will also boost demand for foamed plastic insulation in the residential market despite its higher cost, as foamed plastic is well suited for sealing between walls and in hard-to-reach-areas, such as crawl spaces.

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Sample Text, Table & Chart

MARKETS

Improvement & Replacement -- Demand for insulation for residential improvement and replacement applications is expected to increase by 2.5 billion square feet of R-1 value and repair work will bolster performance. As many savings in areas.

Insulation applications for residential improvement and replacement applications include upgrading insulation in sidewalls and basements, and insulating additions to existing structures. Insulation upgrades to existing sidewalls may be accomplished through the use of blown-in fibers (cellulose, fiberglass, or mineral wool), the spraying of foamed-in-place plastics, or the attachment of rigid board insulation (foamed plastics or fiberglass) as sheathing under new siding or in the gaps between wall studs. Traditionally, most insulation was installed only when an addition was put on a home. However, rising energy costs have spurred homeowners to undertake reinsulation projects in the hope that insulation can pay for itself over the long term. Moreover, interest in DIY projects has encouraged many homeowners to engage in their own reinsulation projects, as it can be considerably less costly to add insulation without hiring a contractor.

Fiberglass insulation is the leading material used in residential improvement and replacement applications, making up 81 percent of demand in R-1 value terms in 2014. Fiberglass dominates residential improvement and repair insulation demand because of its low cost, consumer familiarity, and ease of installation. Since fiberglass is a cost-effective and inexpensive method of improving the insulation of a house, demand for fiberglass insulation in improvement and

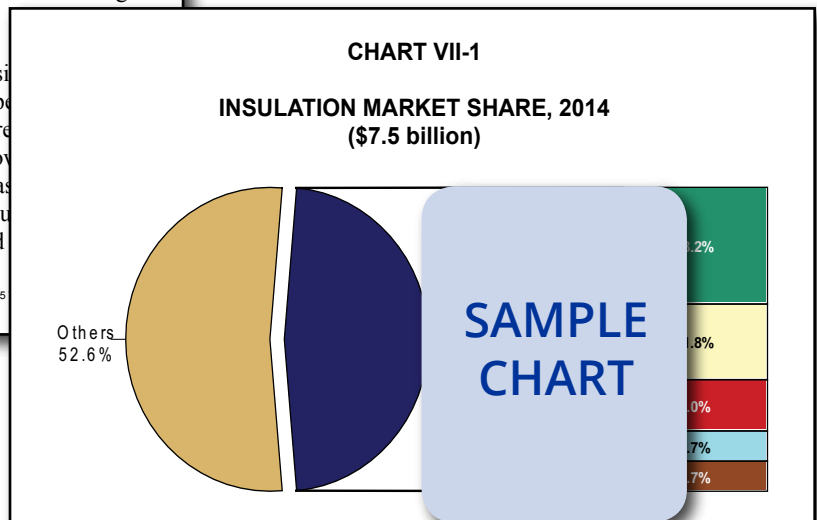
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TABLE VI-8
SOUTH: INSULATION DEMAND BY SUBREGION & MARKET
 (million dollars)

Item	2004	2009	2014	2019	2024
South Construction Expenditures (bil \$)					
\$ insulation/000\$ construction					
South Insulation Demand					
By Subregion:					
South Atlantic					
East South Central					
West South Central					
By Market:					
Residential					
Nonresidential					
Industrial, HVAC, & Other					
% South Insulation Demand					

Source: The Freedonia Group, Inc.

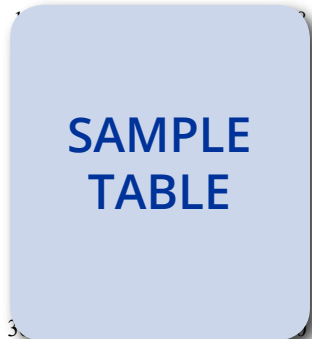


Sample Profile & Table, & Study Coverage

TABLE IV-1
INSULATION DEMAND*
 (million pounds)

Item	2004	2009	2014	2019	2024
Building Construction Expend (bil 2009\$) lbs insulation/000\$ construction					
Insulation Demand					
Fiberglass					
Foamed Plastic					
Cellulose					
Mineral Wool					
Other					
lbs/000 sq ft R-1					
Insulation Demand (bil sq ft R-1)	3				

*excludes reflective insulation & radiant barriers Source: The Freedonia Group, Inc.



COMPANY PROFILES

Coverttech Fabricating Incorporated

279 Humberline Drive
 Etobicoke, Ontario M9W 5T6
 Canada
 416-798-1340
<http://www.coverttech.com>

Annual Sales:
 Employment:

Key Products: reflective insulation and radiant barriers



Coverttech Fabricating produces reflective insulation, extruded film, and cushioned packaging. The Company has production and distribution activities at its 107,000-square-foot headquarters facility in Etobicoke, Ontario, Canada. Coverttech Fabricating is privately held.

The Company is active in the US insulation industry through the production of RFOIL aluminum foil-based reflective insulation and radiant barriers. RFOIL reflective insulation incorporates a single or double layer of polyethylene bubbles between two metalized sheets. This insulation includes products for contractor and professional; metal and post frame building; heating, ventilation, and air conditioning (HVAC), refrigeration, and plumbing contractor; and do-it-yourself (DIY) applications. Coverttech Fabricating's products for contractor and professional applications are intended for installation in crawlspaces, attics, walls, and cathedral ceilings; under concrete slabs and vinyl siding; and over wood floors. Products for metal buildings include insulation for roof and wall applications. In addition, the Company makes RFOIL ULTRA WHITE 2600 Series metal building insulation, which features ultraviolet light protection and can be use in

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This Freedonia study, *Insulation*, presents historical demand data (2004, 2009, 2014) and forecasts (2019, 2024) by product, market, and region of the US. The study also considers market environment factors, details the industry structure, evaluates company market share and profiles 36 US insulation industry competitors.

Related Studies

World Siding (Cladding)

The global siding market is projected to grow 4.2 percent yearly through 2019 to 5.9 billion square meters, valued at \$80 billion. North America will post the fastest market gains while the Asia/Pacific region will account for half of additional global demand. Metal, vinyl, stucco and EIFS siding will grow the fastest. This study analyzes the 4.8 billion square meter world siding industry, with forecasts for 2019 and 2024 by product and market/application for six world regions and 20 major countries. The study also evaluates company market share and profiles industry players.
#3327..... September 2015.....\$6500

World Housing

Worldwide construction of new housing units is forecast to increase 3.0 percent annually to 2.3 billion units in 2019. North America and Western Europe will see the fastest growth from a depressed 2014 base. On a global basis, new construction of multifamily units will outpace single-family units. This study analyzes the 2.1 billion unit world housing industry, with existing stock and new unit forecasts presented for 2019 and 2024 by type in six world regions and 22 major countries. The study also considers economic trends, demographics, and other market factors.
#3312.....July 2015.....\$5900

World Windows & Doors

Global demand for windows and doors is projected to rise 5.9 percent annually through 2019 to \$233 billion. Growth in the dominant Asia/Pacific market will slow but remain the fastest growing, followed closely by North America. Doors will outpace windows, and nonresidential buildings will outpace the residential market. This study analyzes the \$175 billion world window and door industry, with forecasts for 2019 and 2024 by product, material and market for six world regions and 21 major countries. The study also evaluates company market share and profiles industry players.
#3294.....July 2015.....\$6500

World Flooring & Carpets

Through 2018, global demand for floor coverings is forecast to advance 4.5 percent annually to 19.4 billion square meters, valued at \$325 billion. Nonresidential flooring will remain the dominant product segment and will grow the fastest. China and the United States will be the two fastest growing major markets. This study analyzes the 15.5 billion square meter world flooring and carpet industry, with forecasts for 2018 and 2023 by product, market, world region, and for 20 countries. The study also evaluates company market share and profiles industry players.
#3227..... December 2014.....\$6500

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

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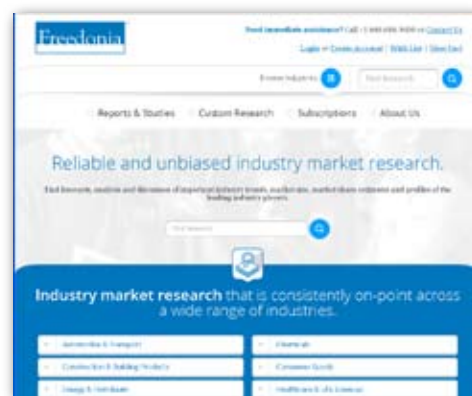
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