Decking growth rate accelerates
Rising consumer confidence will promote gains in the large residential improvement and repair market. In the aftermath of the 2007-2009 recession, significant uncertainty persisted and many homeowners were reluctant to undertake decking projects. Many of the homeowners who postponed these plans will be able to undertake them over the forecast period. Rising market share for wood-plastic composite and plastic decking materials will boost value gains, as these products are sold at a higher pricing point than wood decking.

Wood-plastic composites rise in popularity
Alternative materials to wood decking, particularly wood-plastic composite and plastic, are expected to experience above average annual gains in demand through 2020. These materials have the advantage of requiring far less maintenance than wood decks. Wood-plastic composite decking is popular with consumers seeking decks that have longevity while maintaining a wood-like appearance. The rising use of capstone-coated decking, which provides enhanced protection against mold growth and premature degradation, will further boost wood-plastic composite decking demand. Plastic decking demand will be driven by the increased adoption of cellular PVC decking, which resembles natural wood and provides strong protection against the elements.

Wood retains dominant position
Wood decking will continue to account for the majority of demand in volume and value terms. Wood’s dominant market position is due to the material’s low initial cost and the large installed base of wood decks, as some consumers will be reluctant to switch materials when renovating decks. However, US demand for wood decking is forecast to grow much more slowly than composite and plastic lumber through 2020.

Decking growth rate accelerates
The residential market was the largest end use for decking in 2015, with nearly three-fifths of demand. Rising private residential improvement and repair spending will boost spending on decking projects. Decking gains will also be supported by strong increases in new housing completions. In addition to boosting the new residential market, housing construction will aid the improvement and repair market because decks are often added within the first year after the house is built. Residential demand will be further driven by the trend toward increasing the square footage of decks, which will require more deck boards and railings. Many homeowners will seek to build outdoor kitchens, while firepits, hot tubs, and areas for seating and gathering are also popular uses for residential decks.
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US Industry Study with historical data for 2005, 2010 and 2015 and forecasts for 2020 and 2025

Study #3411
May 2016
$5600

Products

Demand by Volume & Value

Wood decking accounted for 84 percent of demand in volume terms in 2015, down from the share held in 2010. While wood saw its share of demand rise between 2005 and 2010 because its low cost appealed to consumers in the aftermath of the 2007-2009 recession, its share of the overall market had fallen back to pre-recession levels by 2015 as economic conditions strengthened.

Through 2020, demand for wood decking in volume terms is projected to increase 1.2 percent per year to 2.9 billion lineal feet. While wood will continue to be the leading decking material, it is expected to post the slowest gains of all products going forward. Demand for wood will be tempered by strong competition from wood-plastic composite and plastic decking, which possess such performance properties as longer lifespans, enhanced durability, and superior resistance to damage caused by insects and exposure to the elements. Some consumers see such products as offering as offering comparable aesthetics to wood decking, but with lower maintenance requirements. Nonwood materials in their decks, even though they are more expensive than products such as pressure-treated wood.

Demand for wood decking will also be promoted by rising building construction expenditures. Strong gains in housing completions will support demand for wood decks as builders install decks on newly built houses to make them more marketable. Wood is often specified due to its lower cost and ease of installation. In the residential improvement and repair segment, homeowners that put off deck installation or renovation projects in the aftermath of the 2007-2009 recession will undertake them going forward. The large number of houses with installed wood decks will also boost demand, as in most cases homeowners who replace

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**Siding**
US siding demand is forecast to rise 5.6 percent annually to 100 million squares in 2019, valued at $10.7 billion. Gains will be driven by a rebound in housing completions and an acceleration in the residential replacement market. Vinyl siding will remain the largest category by volume, but will lose market share to stucco and fiber cement siding. This study analyzes the 76.2 million square US siding industry, with forecasts for 2019 and 2024 by material, market and region. The study also evaluates company market share and profiles industry participants.

#3374............. January 2016.............. $5500

**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 rise 1.9 percent annually through 2019 to 23 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, market and market for six regions and 21 major countries. The study also evaluates company market share and profiles industry players.

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1.800.927.5900 (US)
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