

Residential Roofing

US Industry Study with Forecasts for 2020 & 2025

Study #3436 | August 2016 | \$4900



As homeowners look for ways to make their homes more attractive, they are using less traditional roofing products, particularly metal tiles and shingles, standing seam roofing, roofing tiles, and polymer products that look like wood and slate.

Reroofing recovers

The reroofing segment accounts for the largest share of residential roofing demand. The US has a significant number of older homes that will eventually require roof repair or outright replacement. Many homeowners put off reroofing projects during the 2007-2009 recession and its aftermath due to an unfavorable lending environment to engage in home renovations. These conditions will improve through 2020 and drive growth for the replacement of older or worn roofs.

Asphalt shingles remain dominant material

Asphalt shingles are the dominant roofing material used in the residential market. Homeowners prefer these products based on their favorable appearance and modest cost. Laminated asphalt shingles, which have supplanted conventional three-tab shingles as the leading product type installed in the US, will continue to see gains through 2020. Laminated shingles offer damage resistance against high winds and impact promoting their use in coastal regions that experience intense storm activity.

Regional & material considerations

In the South and West, building codes specify the use of cool roofing to reduce energy consumption. Products that meet these code requirements (light-colored and reflective roofing) will see faster demand gains. Strong growth in housing starts and population in the South and West will boost gains for metal roofing products and roofing tiles. Aesthetic appeal and the heavy weight -- thus greater resistance to wind uplift -- of these products hikes their use in coastal areas. Demand for these products will also be spurred by their suitability as cool roofing materials because of their ability to reflect sunlight.

Natural slate and polymer products will see strong growth as homeowners look to enhance the exterior appearance of their homes. Low-slope roofing products, such as bituminous membranes, will post above-average demand gains through 2020, boosted by rising multifamily housing starts and continuing efforts to refurbish and repair older properties by replacing older and worn roofing.

Study coverage

This study analyzes the US residential roofing market. It presents historical demand data (2005, 2010 and 2015) plus forecasts (2020 and 2025) by product (steep-slope metal, asphalt shingles, roofing tile, low-slope roofing, wood shingles and shakes), market (new, reroofing) and US region. The study also considers key market environment factors, assesses industry structure and evaluates company market share.

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Demand by Region

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Northeast

Midwest

South

West

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ASPHALT SHINGLES

Laminated Asphalt Shingles

Demand for laminated asphalt shingles is forecast to advance percent annually to Laminated asphalt s consumer interest in the and favorable perfo from standard three of their product life their shingles with l for laminated aspha

- Rising single-f
- Favorable lending conditions that will encourage homeowners to engage in big-ticket renovation projects
- Consumer interest in more aesthetically pleasing roofing
- Heavy weight of shingles makes them suitable for use in high-wind areas
- Manufacturer efforts to offer light-colored products that meet cool roofing product standards

The favorable aesthetic properties of laminated asphalt shing have largely spurred their widespread use over the past decade and continue to fuel gains going forward. Laminated shingles, which a made of multiple layers of asphalt-saturated fiberglass matting, fir tracted attention among consumers because their multiple layers c a textured roof surface that had a three-dimensional appearance. S producers were able to develop varieties that looked like such roof products as natural slate or wood shakes but were much less costly and were often easier to install. Going forward, laminated asphalt shingle producers will continue to offer shingles that add to the appearance (and value) of the residences on which they're installed. For instance, shingles

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TABLE XI-7

SINGLE-FAMILY HOUSING ROOFING DEMAND BY APPLICATION & PRODUCT (million squares)

| Item | 2005 | 2010 | 2015 | 2020 | 2025 |
|--|------|------|------|------|------|
| Single-Family Housing Starts (000 units) | | | | | |
| Single-Family Housing Stock (mil units) | | | | | |
| new squares roofing/start | | | | | |
| Single-Family Housing Roofing Demand | | | | | |
| By Application: | | | | | |
| New | | | | | |
| Reroofing | | | | | |
| By Product: | | | | | |
| Steep-Slope Roofing | | | | | |
| Asphalt Shingles | | | | | |
| Metal Roofing | | | | | |
| Roofing Tiles | | | | | |
| Wood Shingles & Shakes | | | | | |
| Other Steep-Slope Roofing | | | | | |
| Low-Slope Roofing | | | | | |

Source: The Freedonia Group

TABLE VI-2

STEEP-SLOPE METAL ROOFING DEMAND BY REGION (million squares)

| Item | 2005 | 2010 | 2015 | 2020 | 2025 |
|----------------------------------|------|------|------|------|------|
| Steep-Slope Metal Roofing Demand | | | | | |
| Northeast: | | | | | |
| New England | | | | | |
| Middle Atlantic | | | | | |
| Midwest: | | | | | |
| East North Central | | | | | |
| West North Central | | | | | |
| South: | | | | | |
| South Atlantic | | | | | |
| East South Central | | | | | |
| West South Central | | | | | |
| West: | | | | | |
| Mountain | | | | | |
| Pacific | | | | | |

Source: The Freedonia Group

This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

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Related Studies

World Insulation

Through 2020, global demand for insulation will rise 3.7 percent per year to 26.0 billion square meters of R-1 value. Over half of new global demand between 2015 and 2020 will occur in the Asia/Pacific region. China, India, and Indonesia will post solid growth in insulation demand. Foamed plastic insulation will lead value gains. This study analyzes the current world industry, at 21.6 billion square meters of R-1 value, with forecasts for 2020 and 2025 by material, market, region, and for 21 countries. The study also details company market share and profiles global players.
#3435..... July 2016 \$6500

Residential Windows & Doors

US demand for residential windows and doors is projected to grow 6.0 percent per year through 2020 to \$25.6 billion. Among material types, plastic will post the most rapid growth through 2020, though wood will continue to account for the largest share of the US market. This study presents historical demand data plus forecasts for 2020 and 2025 by product, material, market and US region. In addition, the study assesses market environment factors, assesses the industry structure, evaluates company market share, and profiles US industry competitors.
#3427..... July 2016 \$4900

World Roofing

Global demand for roofing materials is projected to rise 2.9 percent per year through 2020 to 13.8 billion square meters, valued at \$124 billion. The residential market will see slower advances than the nonresidential market, largely due to decelerating residential construction in China. The study presents forecasts for 2020 and 2025 by product, material and system in six world regions and 19 major countries. The study also considers market environment factors, assesses industry structure, analyzes company market share and profiles industry competitors worldwide.
#3399..... May 2016 \$6600

World Asphalt (Bitumen)

Through 2019, global demand for asphalt is projected to expand 2.8 percent per year to 122.5 million metric tons. The Asia/Pacific region has overtaken North America as the largest regional market, and will continue to record the fastest advances. Asphalt roofing products will outpace the dominant paving products segment. This study analyzes the 107 million metric ton world asphalt (bitumen) industry, with forecasts for 2019 and 2024 by product for six world regions and 18 major countries. The study also evaluates company market share and profiles industry players.
#3351..... November 2015 \$6500

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Freedonia's methods

- Establishing consistent economic & market forecasts
- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

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