Prefabricated Housing Market in the US

Industry Study with Forecasts for 2020 & 2025

Study #3489 | January 2017 | $4900

Growth in demand for prefabricated housing in the US -- including manufactured housing, modular housing, precut housing, and panelized housing -- will be driven by continued gains in housing demand across most of the country. Trade in prefabricated housing is minimal due to costs associated with shipping very large portions of housing units over long distances. Many small prefabricated housing producers operate only in a limited geographic range, while larger producers tend to have many production facilities spread throughout the country.

South still largest regional demand

Growth in demand for manufactured homes through 2020 will lag the overall housing market. The South, by far the largest regional market for manufactured units, will drive growth, supported by the region's large rural and lower or fixed income populations, as well as the presence of vacation or second homes, a common use for prefabricated housing types.

Manufactured housing is largest segment of prefabricated housing

Manufactured housing's share of the overall US housing market peaked in the late 1990s, after a period of lenient lending requirements for manufactured home purchases. When the overall economy weakened in 2000, repossessions began to increase and lending standards were tightened, leading to significant supply of repossessed units, as well as both reduced demand and declining share for manufactured housing. As the economy improved, the increase in subprime lending for conventional housing allowed more buyers to select site-built housing over manufactured units, further suppressing demand for manufactured housing. Still, manufactured housing is the largest segment of the prefabricated housing market.

Other types use more on-site work

Other prefabricated housing types, including modular housing, precut, and panelized, more closely resemble conventional construction and are used for both single-family and multifamily housing. While they are partially assembled in factory settings, they require more on-site work than manufactured houses, which are placed on-site nearly complete. These housing types generally make up a small but fairly steady share of the market.

Study coverage

This Freedonia industry study analyzes the 100,000 unit US prefabricated housing market. It presents historical demand data (2005, 2010, 2015) plus forecasts (2020, 2025) by product type, including manufactured housing (single section, double section, and three or more section), modular, precut, and panelized housing, as well as by US census region and subregion, and by state where applicable. This study also evaluates company market share in terms of manufactured housing units and overall prefabricated housing, and presents competitive analysis on industry participants including Clayton Homes (Berkshire Hathaway), Champion Home Builders, Cavco Industries, Skyline, Legacy Housing, Wausau Homes, and Ritz-Craft.

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OTHER PREFABRICATED HOUSING

Log Houses

Log hou r log-shaped timb
has been commonly, by ha
factory e different styles, r
from sm any producers als
custom c ere mainly used a
ondary c rity of new log ho
have bee n, the average sq
footage customer prefere
more liv

After the 1970s energy crisis, the energy efficiency of log homes c into question, particularly in climates with colder average tempera As a result, building code provisions requiring walls of log homes meet the same R-value (a measure of the insulative properties of c struction materials) as the framed, insulated walls used in convent construction were passed in many states. Logs have a relatively lo natural resistance to heat transfer, and are rated at approximately h the R-value of framed walls. However, logs also act as thermal m meaning they store heat during the day and gradually release it at potentially reducing heating costs in mild, sunny climates that see substantial temperature change from day to night.

Many log home manufacturers overbuild their products, especially floor, window, and roof systems, in order to meet R-value requirer The costs of overbuilding are then passed on to the consumer. In t 1990s, advances in joinery and the development of expanding sea and gaskets aided log home energy efficiency. Log homes also of incorporate passive solar designs (e.g., the placement, type, and si windows) that provide energy saving benefits. For example, Beav Mountain Log & Cedar Homes uses logs that have been precision

Table 4-1

Manufactured Housing Supply & Demand (thousand units)

Item	2005	2010	2015	2020	2025
Single-Family Starts + MH Placements					
% manufactured housing					
Manufactured Housing Demand					
+ net exports & stock changes					
Manufactured Housing Shipments					
Single-Section					
Double-Section					
Three or More Sections					
000$/unit					
Manufactured Housing Shipments (mil $)					
Single-Section					
Double-Section					
Three or More Sections					
+ value added & retail markup (mil $)					
Total Installed Value (mil $)					
000$ installed/unit*					

*manufacturer's price plus cost of attachment/assembly

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

Table 6-4

Prefabricated Housing Demand by Region (thousand units)

Item	2005	2010	2015	2020	2025
Housing Starts + MH Placements					
% prefabricated					
Prefabricated Housing Demand					
Northeast					
Midwest					
South					
West					

Source: The Freedonia Group

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Related Studies

Roofing Underlay in the US

US demand for roofing underlays is forecast to rise 3.4 percent per year to 215 million squares in 2020. Synthetic underlay usage will exhibit rapid gains, overtaking asphaltic products as the most often used underlay in the US. New residential building construction applications will grow the fastest, though residential reroofing will remain the leading market. This study assesses the 181.1 million square US market, with demand forecasts for 2020 and 2025 by product and application. The study also examines the market environment and analyzes company market share.

#3473............ November 2016 .... $4900

World Drywall & Building Plaster

Global demand for drywall is forecast to rise 4.0 percent per year through 2020 to 10.0 billion square meters. Over one-third of new drywall demand generated between 2015 and 2020 will be in China. Worldwide demand for building plaster is projected to rise 3.7 percent yearly to 37.1 million metric tons in 2020. This world study details the 8.2 billion square meter drywall market and the 31 million metric ton building plaster market, with forecasts by market for 2020 and 2025 in 6 regions and 21 countries. The study also assesses the industry structure and evaluates market share.

#3464............... October 2016 .... $6300

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. More than half of new global demand between 2015 and 2020 will occur in the Asia/Pacific region, with China, India, and Indonesia recording solid growth. 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

World Prefabricated Housing

Global demand for prefabricated housing will rise 2.7 percent annually through 2019 to 3.4 million units. Gains will be driven by the Asia/Pacific and Africa/Mideast regions and by Central and South America, based on advances in overall housing activity as well as increasing market penetration of prefabricated housing. This study analyzes the 2.9 million unit world prefabricated housing industry, with forecasts for 2019 and 2024 by type for six world regions and 20 major countries. The study also evaluates company market share and profiles industry participants.

#3375............. February 2016 .... $6200

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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

About The Freedonia Group

The Freedonia Group 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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