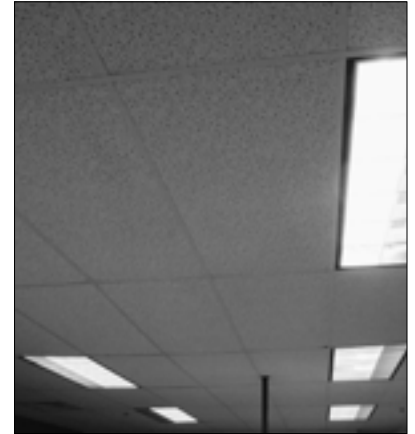


Ceilings Market in the US

Industry Study with Forecasts for 2021

Study #3507 | April 2017 | \$5300



Growth factors for ceiling demand in the US through 2021 include:

- greater usage of higher quality ceiling tiles and specialty products
- strong growth in office and commercial building construction
- rising business investment in upgrading and improving existing structures

In area terms, ceiling product demand growth will pick up, though advances will be limited by trends toward less ceiling coverage in commercial environments.

Design trends & value-added features to boost ceiling sales

Architectural design trends favoring aesthetics and value-added features such as sound control in office buildings will boost demand for more expensive specialty products and higher grade ceiling tiles. Producers are improving the aesthetics of ceiling tiles through the use of more colors, varied perforation designs, and an increasing variety of materials such as wood and metal.

Specialty products to remain fastest growing segment

Demand for specialty ceiling products will experience the fastest growth through 2021. Stretch ceilings have been steadily gaining market share over the past decade and are projected to enjoy the strongest gains due to the superior aesthetic properties of these products. Additionally, trends toward more open architectural ceilings will boost the installation of products such as clouds and baffles in

place of wall-to-wall ceilings. Increasingly stringent and widespread regulations on seismic performance will continue to boost demand for products such as wires and attachments as more builders install additional bracing products for suspended ceiling systems.

Nonresidential demand will continue to spur market gains

With its more than 90% market share, the nonresidential market will continue to drive demand for ceiling products. Healthy advances in office and commercial building construction will be the main growth drivers as these building types are intensive ceiling product users. Furthermore, rising investment in rehabilitation of existing nonresidential structures will fuel gains due to an ongoing shift toward replacing less aesthetically pleasing ceiling products with higher quality mineral fiber ceiling tiles and specialty products, thereby supporting current design trends.

Study coverage

This Freedonia industry study analyzes the US ceiling market. It presents historical demand data (2006, 2011, 2016) and forecasts (2021) by product (ceiling tiles, suspension systems, specialty products), market (residential, nonresidential), region (Northeast, Midwest, South, West), and building type (office, institutional, commercial and lodging, other). The study also evaluates company market share and analyzes industry players, including Armstrong World Industries, ROCKWOOL (ROCKFON), Saint-Gobain (CertainTeed), Hunter Douglas, and USG.

SPECIALTY & OTHER CEILINGS

Stretch Ceilings

While such products are popular in the European market, they recently gained entrance into the US ceiling market. Stretch ceilings encompass a wide variety of aesthetics, from those that have an appearance similar to that of a drywall ceiling, to those that use the frame to create dynamic shapes. Due to the wide variety of designs available and ease of repair, hot stretch ceilings make up a larger share of the market than cold stretch ceilings.

Through 2021, demand for stretch ceilings is projected to see continued strong advances, realising a 20% CAGR. Stretch ceiling demand is expected to rise as the product gained focus in 2016. Growth for stretch specialty products due to

- superior aesthetics
- color maintenance
- installation advantages
- mold and moisture resistance

Trim & Other Ceiling

Through 2021, sales of trim and other ceiling products are expected to rise on annual growth of 10%. These products made up close to one-fifth of the specialty and other ceiling products market in 2016.

Demand rose slightly between 2006 and 2011 due to the continued construction spending following the 2007-2009 economic recession. Many of these products are optional, adding aesthetic -- but not performance -- value to a ceiling and were consequently omitted from

©2017 The Freedonia Group. All rights reserved.

Table 6-6 | Ceiling Demand in Institutional Buildings by Product & Application, 2006 - 2021 (million dollars)

Item	% Compound Annual Growth						
	2006	2011	2016	2021	06-11	11-16	16-21
Nonresidential Building Ceiling Demand							
% institutional							
Institutional Ceiling Demand							
By Product:							
Tiles							
Suspension Systems							
Specialty & Other Products							
By Application:							
New							
Improvements & Repairs							
\$/sq ft							
Institutional Ceiling Demand (mil sq ft)							
% institutional							
Nonresidential Bldg Ceiling Demand (mil sq ft)							

Source: The Freedonia Group

Table 3-11 | Wet Felt Ceiling Tile Demand, 2006 - 2021 (million dollars)

Item	% Compound Annual Growth						
	2006	2011	2016	2021	06-11	11-16	16-21
Ceiling Tile Demand							
% wet felt							
Wet Felt Ceiling Tile Demand							
\$/sq ft							
Wet Felt Ceiling Tile Demand (mil sq ft)							
% wet felt							
Ceiling Tile Demand (mil sq ft)							

Source: The Freedonia Group

Table 7-3 | South Ceiling Product Demand by Market & Application, 2006 - 2021 (million dollars)

Item	% Compound Annual Growth						
	2006	2011	2016	2021	06-11	11-16	16-21
Ceiling Demand							
% South							
South Ceiling Demand							
By Market:							
Nonresidential							
Residential							
By Application:							
New							
Improvements & Repairs							

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

The background of the top section is a photograph of a person in a light-colored, striped business shirt. They are sitting at a desk, holding a silver pen in their right hand and a white tablet computer in their left hand. A smartphone is visible on the desk in the foreground.

The Freedonia Group

Upcoming Research for 2017

Freedonia's KNOWLEDGE CENTER offers a state-of-the-art Subscriber Portal that delivers powerful ROI while saving your organization countless hours of research.

Construction and Building Products

New Titles

- Kitchen & Bath Remodeling in the US
- Roofing Distribution in the US
- Siding Distribution in the US
- Portable HVAC Equipment in the US
- Asphalt Shingles Market in the US

Updates

- Global Countertops Market
- Global Flooring Market
- Pipe Markets in the US
- Plumbing Fixtures & Fittings in the US
- Siding Market in the US
- Windows & Doors Market in the US
- Global Elevators

Packaging and Consumer Goods

New Titles

- Global E-Commerce
- Packaging Films Market in the US
- Consumer Wipes Market in the US
- Meat Packaging Market in the US
- Poultry Packaging Market in the US

Updates

- Foodservice Disposables in the US
- Global Caps & Closures
- Labels in the US
- Global Power Tools
- Home Organization Products in the US

Chemicals, Polymers, Energy

Updates

- Global Activated Carbon
- Global Lubricants
- Global Architectural Paint
- Oilfield Chemicals Market in the US
- Proppants Market in the US
- Roofing Coatings Market in the US

Industrial Equipment and Transport

Updates

- Global Construction Machinery
- HVAC Equipment in the US
- Lawn & Garden Equipment in the US
- Global Buses
- North American Automotive Aftermarket
- North American Truck Aftermarket

Ceilings Market in the US

Study with historical data plus forecasts for 2021

Study #3507

April 2017

\$5300



Related Studies

Roofing Distribution in the US

US roofing distributors' sales will rise 5.4% per year to \$20 billion in 2021. The residential market, which accounted for the largest share, will see strong growth. The South region of the US experienced a great deal of major roofing damage in 2016, and many expect further severe weather outbreaks will assist future distributors' sales. This study offers historical data and forecasts for 2021 by sales channel, market, and product type. Sales of roofing are discussed at the subregional level, with further analysis provided for state markets. The top roofing distributors in each subregion and state are also discussed.

#3497..... March 2017..... \$4900

Molding & Trim in the US

Demand for molding and trim in the US is forecast to rise 1.6 percent per annum through 2020 to \$9.9 billion. Wood will remain the leading material for molding and trim, although competition from plastic and engineered wood will intensify. Interior molding and stairwork will post healthy gains based on rising new housing completions. The study offers historical data plus forecasts for 2020 and 2025 by material, product, market and region of the US. The study also examines the market environment, assesses the industry structure, and analyzes company market share.

#3474..... November 2016..... \$5100

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

Contact Freedonia

1.800.927.5900 (US & Canada)

+1 440.684.9600 (Int'l)

email: info@freedoniagroup.com

website: freedoniagroup.com

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:

Automotive & Transport • Chemicals • Construction & Building Products • Consumer Goods • Energy & Petroleum • Industrial Components • Healthcare & Life Sciences • Machinery & Equipment • Metals, Minerals & Glass • Packaging • Plastics & Other Polymers • Security • Services • Textiles & Nonwovens • Water Treatment

The Freedonia Group is a division of MarketResearch.com

About MarketResearch.com

With offices in London, New York City, and Washington D.C., MarketResearch.com is the leading provider of global market intelligence products and services. With research reports from more than 720 top consulting and advisory firms, MarketResearch.com offers instant online access to the world's most extensive database of expert insights on industries, companies, products, and trends.



[Click here to purchase study online](#)