This Freedonia study analyzes the $9.8 billion US insulation market. It presents historical demand and forecasts for 2023 and 2028 by material (fiberglass, foamed plastics, cellulose, mineral wool, reflective and radiant, and other materials) in pounds, R-1, square feet, and value, and by market (residential buildings, commercial buildings, industrial and plant equipment, HVAC/air distribution, appliances, transportation equipment, and other markets) in R-1 and value. Additionally, insulation demand is shown for each US Census region.
# Table of Contents

1. Executive Summary 10

2. Overview 12
   - Key Findings 12
   - Historical Market Trends 13
   - Pricing 15
   - Demand by Type 16
     - Thermal vs. Acoustic 16
     - Acoustic Insulation Demand by Material 16
   - Foreign Trade 18
   - Environmental & Other Regulatory Issues 20
     - Building Codes & Other Regulations 20
     - R-Values & Energy Efficiency 21
     - Indoor Air Quality & Health & Safety Issues 23
     - Blowing Agents 23
     - Recycling 24

3. Materials 25
   - Key Findings 25
   - Insulation Demand by Material 26
     - Market Volume 26
     - Market Value 28
   - Fiberglass 29
     - Fiberglass: Demand by Market 29
     - Fiberglass: Demand by Product Form 32
     - Fiberglass: Suppliers & Market Share 33
   - Foamed Plastic 37
     - Foamed Plastic: Demand by Market 37
     - Foamed Plastic: Demand by Plastic Resin 39
     - Rigid Polyurethane/Polyisocyanurate (PUR/PIR) Board 41
     - Spray Polyurethane Foam (SPF) 42
     - Extruded Polystyrene (XPS) 44
     - Expanded Polystyrene (EPS) 46
     - Other Foamed Plastics 48
     - Foamed Plastic: Suppliers & Market Share 49
   - Cellulose 54
     - Cellulose: Demand by Market 54

*Insulation* 1
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## Table of Contents

- **Insulation**
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### 2. Markets

- **4. Markets**
  - Key Findings
  - Insulation Demand by Market
  - Market Value
  - Market Volume
  - Residential Buildings
    - Residential Buildings: Volume Demand by Material
    - Residential Buildings: Value Demand by Material & Type
    - Residential Buildings: Demand by Housing Type
    - Residential Buildings: Demand by Project Type (New vs. Retrofit)
    - New Residential Insulation Demand
    - Residential Retrofit Insulation Demand
    - Residential Buildings: Material Cost Comparison
  - Commercial Buildings
    - Commercial Buildings: Volume Demand by Material
    - Commercial Buildings: Value Demand by Material & Type
    - Commercial Buildings: Demand by Building Type
    - Commercial Buildings: Demand by Project Type (New vs. Retrofit)
    - Commercial Buildings: Material Cost Comparison
  - Industrial & Plant Equipment
  - HVAC/Air Distribution
  - Appliances
  - Transportation Equipment
  - Other Insulation Markets

### 5. Regions

- **5. Regions**
  - Key Findings
  - Demand by Region

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cellulose: Demand by Product Form</td>
<td>56</td>
</tr>
<tr>
<td>Cellulose: Suppliers &amp; Market Share</td>
<td>56</td>
</tr>
<tr>
<td>Mineral Wool</td>
<td>58</td>
</tr>
<tr>
<td>Mineral Wool: Demand by Market</td>
<td>58</td>
</tr>
<tr>
<td>Mineral Wool: Demand by Product Form &amp; Material</td>
<td>60</td>
</tr>
<tr>
<td>Mineral Wool: Suppliers &amp; Market Share</td>
<td>62</td>
</tr>
<tr>
<td>Reflective Insulation &amp; Radiant Barriers</td>
<td>63</td>
</tr>
<tr>
<td>Reflective Insulation &amp; Radiant Barriers: Demand by Market</td>
<td>63</td>
</tr>
<tr>
<td>Reflective Insulation &amp; Radiant Barriers: Suppliers &amp; Market Share</td>
<td>65</td>
</tr>
<tr>
<td>Other Insulation Materials</td>
<td>66</td>
</tr>
<tr>
<td>Other Insulation Materials: Demand by Market</td>
<td>66</td>
</tr>
<tr>
<td>Other Insulation Materials: Demand by Material &amp; Product Form</td>
<td>68</td>
</tr>
</tbody>
</table>

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Table of Contents

Northeast 107
  Northeast: Demand by Subregion & Market 107
New England 108
  Middle Atlantic 108
Midwest 109
  Midwest: Demand by Subregion & Market 109
  East North Central 110
  West North Central 110
South 111
  South: Demand by Subregion & Market 111
  South Atlantic 112
  East South Central 112
  West South Central 113
West 114
  West: Demand by Subregion & Market 114
  Mountain 114
  Pacific 115

6. **Industry Structure** 116
  Key Findings & Industry Composition 116
  Market Share 118
  New Product Development 124
  Competitive Strategies 125
  Marketing 126
  Distribution 127
  Cooperative Agreements 129
  Mergers & Acquisitions 131
  List of Industry Participants 133

7. **Appendix** 139
  Scope 140
  Definitions 144
  Abbreviations 148
  Freedonia Methodology 149
  Study-Specific Methodology 164
  Sources 166
  Associations & Agencies 167
  Related Studies & Reports 168
  Macroeconomic Assumptions 169
    Economic Environment 169
    Demographic Trends 171
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Construction</td>
<td>173</td>
</tr>
<tr>
<td>Residential Building Construction</td>
<td>174</td>
</tr>
<tr>
<td>Residential Improvements &amp; Repairs</td>
<td>175</td>
</tr>
<tr>
<td>Commercial Building Construction</td>
<td>176</td>
</tr>
<tr>
<td>Commercial Building Improvements &amp; Repairs</td>
<td>177</td>
</tr>
<tr>
<td>Housing Starts</td>
<td>178</td>
</tr>
<tr>
<td>Housing Stock</td>
<td>179</td>
</tr>
<tr>
<td>Commercial Building Stock</td>
<td>180</td>
</tr>
<tr>
<td>Consumer Financing</td>
<td>181</td>
</tr>
</tbody>
</table>
List of Tables

2. Overview
Table 2-1 | US Insulation Market, 2008 – 2018
Table 2-2 | Average Insulation Prices by Material, 2008 – 2028 (dollars per pound &
dollars per thousand square feet R-1)
Table 2-3 | Insulation Demand by Type, 2008 – 2028 (million pounds & million dollars)
Table 2-4 | Acoustic Insulation Demand by Material, 2008 – 2028 (million pounds &
 million dollars)
Table 2-5 | Insulation Foreign Trade, 2008 – 2028 (million dollars)
Table 2-6 | US Insulation Market: Environmental & Regulatory Issues
Table 2-7 | Insulation R-Values by Material

3. Materials
Table 3-1 | Insulation Demand by Material, 2008 – 2028 (million pounds, billion square
feet R-1, & million square feet)
Table 3-2 | Insulation Demand by Material, 2008 – 2028 (million dollars)
Table 3-3 | Fiberglass Insulation Demand by Market, 2008 – 2028 (million dollars,
million pounds, billion square feet R-1, & million square feet)
Table 3-4 | Fiberglass Insulation Demand by Product Form, 2008 – 2028 (million pounds)
Table 3-5 | Foamed Plastic Insulation Demand by Market, 2008 – 2028 (million dollars,
million pounds, billion square feet R-1, & million square feet)
Table 3-6 | Foamed Plastic Insulation Demand by Resin, 2008 – 2028 (million pounds)
Table 3-7 | Rigid PUR/PIR Board Insulation Demand by Market, 2008 – 2028
(million dollars, million pounds, billion square feet R-1, & million square feet)
Table 3-8 | SPF Insulation Demand by Market & Type, 2008 – 2028 (million dollars,
million pounds, billion square feet R-1, & million square feet)
Table 3-9 | XPS Foam Insulation Demand by Market, 2008 – 2028 (million dollars,
million pounds, billion square feet R-1, & million square feet)
Table 3-10 | EPS Foam Insulation Demand by Market, 2008 – 2028 (million dollars,
million pounds, billion square feet R-1, & million square feet)
Table 3-11 | Other Foamed Plastic Insulation Demand by Market, 2008 – 2028
(million dollars, million pounds, billion square feet R-1, & million square feet)
Table 3-12 | Cellulose Insulation Demand by Market, 2008 – 2028 (million dollars,
million pounds, billion square feet R-1, & million square feet)
Table 3-13 | Cellulose Insulation Demand by Product Form, 2008 – 2028
(million pounds)
Table 3-14 | Mineral Wool Insulation Demand by Market, 2008 – 2028 (million dollars, million pounds, billion square feet R-1, & million square feet) | 60
Table 3-15 | Mineral Wool Insulation Demand by Product Form & Material, 2008 – 2028 (million pounds) | 62
Table 3-16 | Reflective Insulation & Radiant Barrier Demand by Market, 2008 – 2028 (million pounds, million dollars, billion square feet R-1, & million square feet) | 65
Table 3-17 | Other Insulation Demand by Market, 2008 – 2028 (million dollars, million pounds, billion square feet R-1, & million square feet) | 68
Table 3-18 | Other Insulation Demand by Material & Product Form, 2008 – 2028 (million pounds) | 69

4. Markets
Table 4-1 | Insulation Demand by Market, 2008 – 2028 (million dollars) | 72
Table 4-2 | Insulation Demand by Market, 2008 – 2028 (billion square feet R-1) | 73
Table 4-3 | Residential Building Insulation Demand by Material, 2008 – 2028 (billion square feet R-1 & million square feet) | 76
Table 4-4 | Residential Building Insulation Demand by Material & Type, 2008 – 2028 (million dollars) | 78
Table 4-5 | Residential Building Insulation Demand by Housing Type, 2008 – 2028 (billion square feet R-1 & million dollars) | 80
Table 4-6 | Residential Buildings Demand by Project Type, 2008 – 2028 (billion square feet R-1 & million dollars) | 81
Table 4-7 | New Residential Building Insulation Demand by Material, 2008 – 2028 (billion square feet R-1) | 83
Table 4-8 | Residential Retrofit Insulation Demand by Material, 2008 – 2028 (billion square feet R-1) | 85
Table 4-9 | Commercial Building Insulation Demand by Material, 2008 – 2028 (billion square feet R-1 & million pounds) | 88
Table 4-10 | Commercial Building Insulation Demand by Material & Type, 2008 – 2028 (million dollars) | 89
Table 4-11 | Commercial Building Insulation Demand by Building Type, 2008 – 2028 (billion square feet R-1 & million dollars) | 91
Table 4-12 | Commercial Building Insulation Demand by Project Type, 2008 – 2028 (billion square feet R-1 & million dollars) | 92
Table 4-13 | Industrial & Plant Equipment Insulation Demand by Material & Type, 2008 – 2028 (million dollars & billion square feet R-1) | 96
Table 4-14 | HVAC/Air Distribution Insulation Demand by Material & Type, 2008 – 2028 (million dollars & billion square feet R-1) | 98
Table 4-15 | Appliance Insulation Demand by Material & Type, 2008 – 2028 (million dollars & billion square feet R-1) | 100
List of Tables

(continued)

Table 4-16 | Transportation Equipment Insulation Demand by Material & Type, 2008 – 2028 (million dollars & billion square feet R-1) 102
Table 4-17 | Other Insulation Markets; Demand by Material & Type, 2008 – 2028 (million dollars & billion square feet R-1) 104

5. Regions
   Table 5-1 | Insulation Demand by Region, 2008 – 2028 (million dollars) 107
   Table 5-2 | Northeast Insulation Demand by Subregion & Market, 2008 – 2028 (million dollars & billion square feet R-1) 108
   Table 5-3 | Midwest Insulation Demand by Subregion & Market, 2008 – 2028 (million dollars & billion square feet R-1) 110
   Table 5-4 | South Insulation Demand by Subregion & Market, 2008 – 2028 (million dollars & billion square feet R-1) 112
   Table 5-5 | West Insulation Demand by Subregion & Market, 2008 – 2028 (million dollars & billion square feet R-1) 115

6. Industry Structure
   Table 6-1 | US Insulation Product Sales for Selected Companies, 2018 (million dollars) 118
   Table 6-2 | Selected Cooperative Agreements 131
   Table 6-3 | Selected Mergers & Acquisitions 133
   Table 6-4 | Selected Industry Participants 134

7. Appendix
   Table 7-1 | Study Scope: US Geographic Regions & Subregions 143
   Table 7-2 | Relevant Industry Codes 144
   Table 7-3 | Relevant HS Codes 144
   Table 7-4 | Abbreviations & Acronyms Used in Study 149
   Table 7-5 | Macroeconomic Indicators, 2008 – 2028 (billion 2012 dollars & billion dollars) 171
   Table 7-6 | Population & Households, 2008 – 2028 (million persons) 173
   Table 7-7 | Building Construction Expenditures, 2008 – 2028 (billion dollars) 175
   Table 7-8 | Residential Building Construction Expenditures, 2008 – 2028 (billion dollars) 176
   Table 7-9 | Residential Improvement & Repair Expenditures, 2008 – 2028 (billion dollars) 177
   Table 7-10 | Commercial Building Construction Expenditures, 2008 – 2028 (billion dollars) 178
   Table 7-11 | Commercial Building Improvement & Repair Expenditures, 2008 – 2028 (billion dollars) 179
   Table 7-12 | Housing Starts, 2008 – 2028 (thousand units) 180
   Table 7-13 | Housing Stock by Type, 2008 – 2028 (million units) 180
   Table 7-14 | Commercial Building Stock Value by Type 2008 – 2028 (billion 2012 dollars) 182
   Table 7-15 | Consumer Financing Environment, 2008 – 2018 183
List of Figures

1. Executive Summary
   Figure 1-1 | Key Trends in the US Insulation Market

2. Overview
   Figure 2-1 | US Insulation Market Overview
   Figure 2-2 | US Insulation Demand, 2008 – 2018 (billion square feet R-1)

3. Materials
   Figure 3-1 | Insulation Materials: Key Trends
   Figure 3-2 | Insulation Demand Share by Material, 2018 (million pounds & billion square feet R-1)
   Figure 3-3 | Insulation Demand Share by Material, 2008 – 2028 (billion dollars)
   Figure 3-4 | Fiberglass Share of Insulation Market, 2018 (million pounds & billion dollars)
   Figure 3-5 | US Fiberglass Insulation Market Share by Company, 2018 (billion dollars)
   Figure 3-6 | Leading US Fiberglass Insulation Supplier
   Figure 3-7 | Second Leading US Fiberglass Insulation Supplier
   Figure 3-8 | Third Leading US Fiberglass Insulation Supplier
   Figure 3-9 | Fourth Leading US Fiberglass Insulation Supplier
   Figure 3-10 | Foamed Plastic Share of Insulation Market, 2018 (million pounds & billion dollars)
   Figure 3-11 | Foamed Plastic Insulation Demand Share by Resin, 2018 (billion pounds)
   Figure 3-12 | US Foamed Plastic Insulation Market Share by Company, 2018 (billion dollars)
   Figure 3-13 | Leading US Foamed Plastic Insulation Supplier
   Figure 3-14 | Second Leading US Foamed Plastic Insulation Supplier
   Figure 3-15 | Third Leading US Foamed Plastic Insulation Supplier
   Figure 3-16 | Fourth Leading US Foamed Plastic Insulation Supplier
   Figure 3-17 | Fifth Leading US Foamed Plastic Insulation Supplier
   Figure 3-18 | Cellulose Share of Insulation Market, 2018 (million pounds & billion dollars)
   Figure 3-19 | US Cellulose Insulation Market Share by Company, 2018 (million dollars)
   Figure 3-20 | Mineral Wool Share of Insulation Market, 2018 (million pounds & billion dollars)
   Figure 3-21 | US Mineral Wool Insulation Market Share by Company, 2018 (million dollars)
List of Figures

4. Markets
Figure 4-1 | US Insulation Markets
Figure 4-2 | Insulation Demand Share by Market, 2018 (billion dollars)
Figure 4-3 | Insulation Demand Share by Market, 2018 (billion square feet R-1)
Figure 4-4 | Residential Building Insulation Volume Demand vs. New Residential Floor Space, 2008 – 2023 (million square feet)
Figure 4-5 | Residential Building Insulation Demand vs. Residential Building Construction, 2008 – 2023 (million dollars)
Figure 4-6 | New Residential Building Insulation Demand vs. Conventional Housing Starts, 2008 – 2023
Figure 4-7 | Residential Building Insulation Material Cost Comparison, 2018 (dollars per thousand square feet R-1)
Figure 4-8 | Commercial Building Insulation Demand vs. Nonresidential Building Construction Expenditures, 2008 – 2023 (million dollars)
Figure 4-9 | Commercial Building Insulation Material Cost Comparison, 2018 (dollars per square feet R-1)

5. Regions
Figure 5-1 | Regional Insulation Demand Trends

6. Industry Structure
Figure 6-1 | US Insulation Market Share by Company, 2018 (billion dollars)
Figure 6-2 | Leading US Insulation Supplier
Figure 6-3 | Second Leading US Insulation Supplier
Figure 6-4 | Third Leading US Insulation Supplier
Figure 6-5 | Fourth Leading US Insulation Supplier
Figure 6-6 | Fifth Leading US Insulation Supplier

7. Appendix
Figure 7-1 | Annual Growth in Real GDP, 2000 – 2018, Compared to 1980 – 2005 Average (percent)
Figure 7-2 | Annual Population Growth, 2003 – 2018 (percent)
Figure 7-3 | Housing Stock by Year of Construction, 2018 (percent)
**Figure 1-1 | Key Trends in the US Insulation Market**

**Key Trends in the US Insulation Market**

- Rising adoption of DOE building codes
- Efforts to upgrade insulation in existing structures to improve energy efficiency
- Continued growth in housing construction

**Leading Industry Players:**
- Kraft
- Armstrong
- Johns Manville
- Rock
- Shurtape

**Table 2-3 | Insulation Demand by Type, 2008 – 2028 (million pounds & million dollars)**

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**Source:** The Freedonia Group
### Table 3-2 | Insulation Demand by Material, 2008 – 2028 (million dollars)

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</tbody>
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Source: The Freedonia Group

### Table 4-5 | Residential Building Insulation Demand by Housing Type, 2008 – 2028 (billion square feet R-1 & million dollars)

<table>
<thead>
<tr>
<th>Item</th>
<th>2008</th>
<th>2013</th>
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Source: The Freedonia Group
### Table 5-5 | West Insulation Demand by Subregion & Market, 2008 – 2028 (million dollars & billion square feet R-1)

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<th>Item</th>
<th>2008</th>
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### Figure 6-1 | US Insulation Market Share by Company, 2018 (billion dollars)

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- Analysis of US & global markets
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- Historical data & forecasts
- Regulatory & technology trends
- Competitive market share
- Numerous graphs & tables

About Us

- We are a leading international industry market research firm with more than 30 years of experience.
- We rely on in-house economists, analysts, and editors to produce high quality research.
- Our research is presented in clear, methodical, exhibit-rich formats.
- Our customers include:
  - More than 90% of the Fortune 500 manufacturing companies
  - Leading global investment banks and private equity firms
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  - Top-tier universities and business schools
- We are regularly cited as a credible source by major news outlets such as The Economist, Financial Times, The Wall Street Journal, Forbes, and Bloomberg.

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