

NEWS RELEASE



For Immediate Release

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US WINDOW & DOOR DEMAND TO REACH \$36.5 BILLION BY 2010

US window and door demand is projected to increase 3.3 percent annually through 2010 to \$36.5 billion, a deceleration from the 2000-2005 period due to a sharp drop in single-family housing completions. This will be offset, to some extent, by a strong rebound in nonresidential construction. The differing fortunes between these two markets will have a significant impact on window and door materials. For example, demand for wood windows, used primarily in residential buildings, will increase less than one percent per year while metal doors, largely purchased for nonresidential construction, will advance nearly four percent annually. These and other trends are presented in *Windows & Doors*, a new study from **The Freedonia Group, Inc.**, a Cleveland-based industry market research firm.

Plastic windows and doors will continue to make inroads as a replacement for both wood and metal products, with demand increasing 6.5 percent annually. Plastic materials (e.g., vinyl, fiberglass, and wood-plastic composites) have primarily rivaled wood products in the residential market, due to their advantages in terms of high energy efficiency, low maintenance requirements and relatively low costs. However, plastics have made less progress in nonresidential markets, due to durability concerns. Nonetheless, plastic's share of total value demand has risen from 15 percent in 2000 to 20 percent in 2005 and is expected to reach 23 percent by 2010. This share is even higher when measured in units due to the lower cost of these products.

The residential market accounted for over three-quarters of window and door demand in 2005. This is not only due to the size of the residential construction industry, but also because this market tends to place a higher value on aesthetics and energy efficiency, which leads to the use of higher-cost products, such as wood windows and doors. Furthermore, several trends in housing characteristics continue to

support growth in window and door demand per residential structure, including increases in the number of windows per home and the growing popularity of patios and decks. The large stock of existing homes also provides a base for improvement and repair purchases of window and door products. In fact, while the new residential market for windows and doors will decline through 2010, the improvement and repair market will grow 6.0 percent annually.

US WINDOW & DOOR DEMAND (million dollars)					
Item	2000	2005	2010	% Annual Growth	
				2000-2005	2005-2010
Window & Door Demand	23050	30980	36450	6.1	3.3
Wood	9760	13290	14200	6.4	1.3
Metal	9820	11500	13750	3.2	3.6
Plastic	3470	6190	8500	12.3	6.5

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Windows & Doors (published 02/2007, 391 pages) is available for \$4,500 from The Freedonia Group, Inc., 767 Beta Drive, Cleveland, OH 44143-2326. For further details, please contact Corinne Gangloff by phone 440.684.9600, fax 440.646.0484 or e-mail pr@freedoniagroup.com. Information may also be obtained through www.freedoniagroup.com.

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