

Exclusive offer from NADRA

# Residential Decking & Railing 2013

## REGIONAL MARKET DATA





Residential decking and railing demand in North America reached a factory gate value of about \$3.75 billion in 2013, up 4.8% from 2012. Driven



by the improving economy and pent-up consumer spending on home improvements, including outdoor living space, this demand will continue to grow and is expected to exceed \$4 billion by 2015.

Competition between wood and synthetic decking is as dynamic as it has ever been. Demand for new color-infused, pressure-treated lumber is growing and putting more pressure on economy-priced synthetic decking products. However, the latest “good-better-best” capped synthetic decking lines are becoming popular as well and may help slow the growth of the wood decking. These



market dynamics vary considerably by region and will play out differently in each specific area over the next few years.

Railing material, style and color preferences vary from region to region due to geography (e.g., coastal, mountain, plains, urban, suburbs, rural), homeowner demographics and architectural styles. Preferences are also driven by other factors including ease of installation and availability. As a

consequence, the number of railing SKUs is exceptionally large and distributors and retailers cite complexity of railing systems and product proliferation as inhibitors to material and brand selection.



What is the demand for residential decking and railing and what are the material shares in your region? Market insights and regional demand data are now available through NADRA's exclusive offer.

### **About the Program**

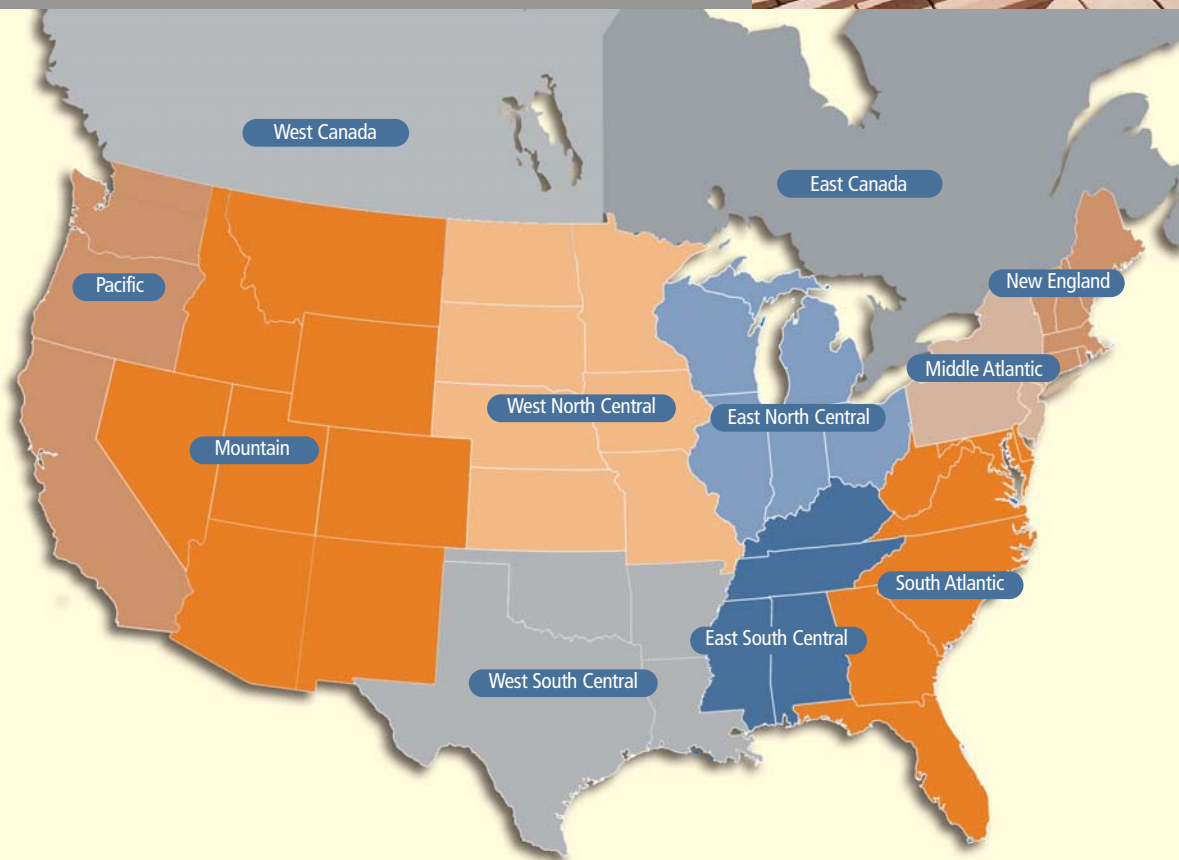
NADRA's reports, which provide regional residential decking and railing market data and trend information, are developed from Principia's highly regarded *Residential Decking & Railing 2013* report. Regional reports are only available through NADRA and members receive a significant discount. A portion of the revenues directly benefit NADRA.

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### Why Subscribe?

Regional residential decking & railing reports are the premier resource for executives involved in business planning at companies in or planning participation in the decking and railing business. Whether your company is a regional or national manufacturer, distributor, retailer or contractor, you can now have access to the information that fits your needs and budget.



## NADRA Decking & Railing Reports

### CONTENTS

#### Industry Summary

- Top industry trends
- Decking, railing and substructure demand by material
- Major trends and developments
- Business outlook
- Forecast to 2015



#### Decking & Railing Product Review

- Decking
- Railing
- Substructure

#### Market Data

- Decking, railing, substructure demand (volume and \$ value) in region by major material type:
  - Wood
  - Synthetic
  - Metal
- Average selling price (factory gate) by material
- Demand by construction type
  - Single family
  - Multifamily

- Demand by market sector
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- Demand by distribution channel
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  - Direct from manufacturer
- Outlook to 2015



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...AND HAVING FUN DOING THEM*

**North American Deck and Railing Association**

P.O. Box 829  
Quakertown, PA 18951  
Phone: 215-679-4884  
Fax: 888-623-7248  
NADRA.org  
E-mail: [info@nadra.org](mailto:info@nadra.org)



**Philadelphia (main office)**

101 Lindenwood Drive  
Suite 225  
Malvern, PA 19355  
Main: 610-363-7815  
Fax: 484-252-2118  
[PrincipiaReports.com](http://PrincipiaReports.com)  
E-mail: [Info@PrincipiaConsulting.com](mailto:Info@PrincipiaConsulting.com)