



THE
Farnsworth
GROUP

Roofing Market Trends & Innovations



Forecast

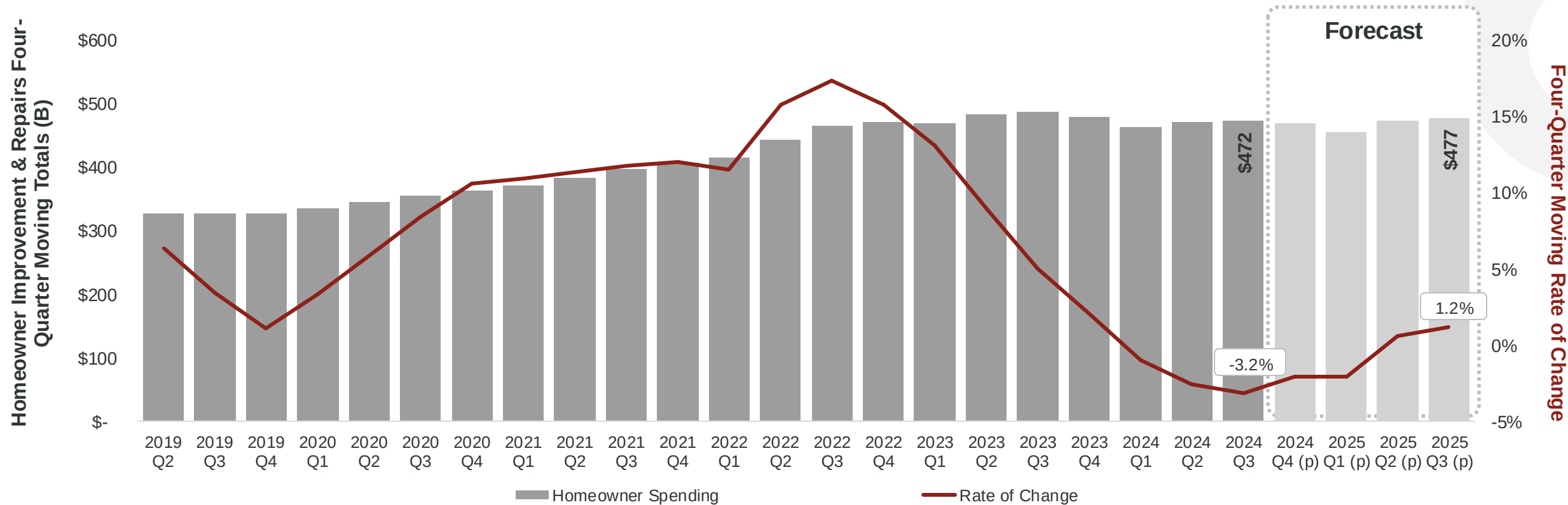
as of January 3, 2025

Remodeling Activity Forecast

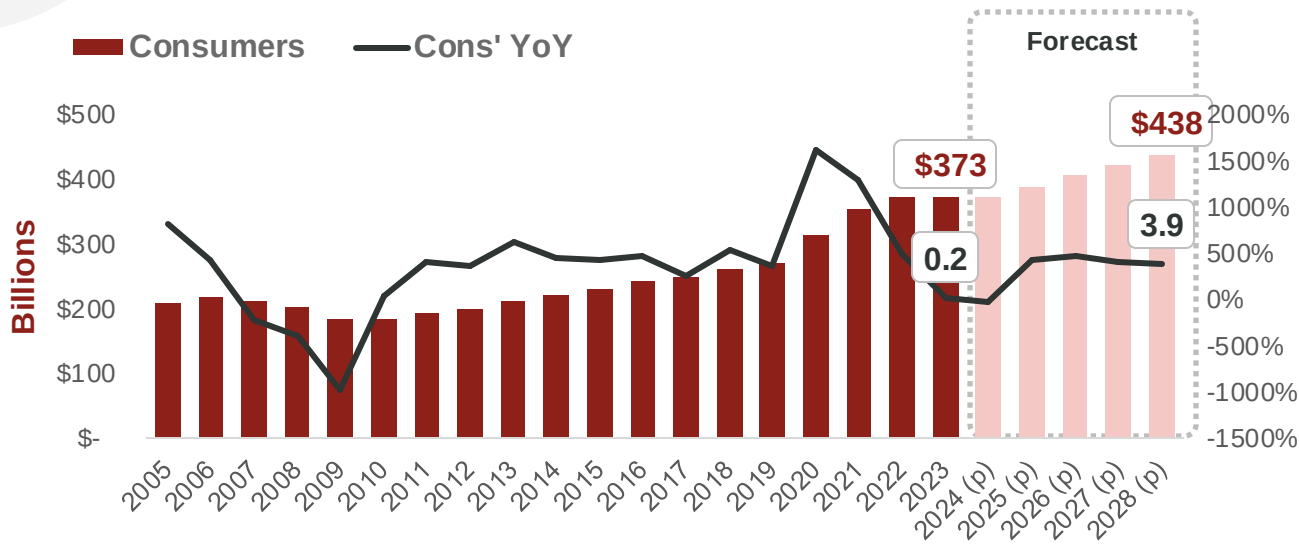
Lower Home Remodeling Expected

Leading Indicator of Remodeling Activity (LIRA) forecasts residential remodeling activity which, historically, remains less volatile than home construction. Because home values remain high, the Joint Center for Housing Studies (JCHS) anticipates remodeling may perform better than new housing.

JCHS expects annual expenditures for improvements and repairs to owner-occupied homes to decrease this year and into the first quarter of 2025, but at a moderating rate.

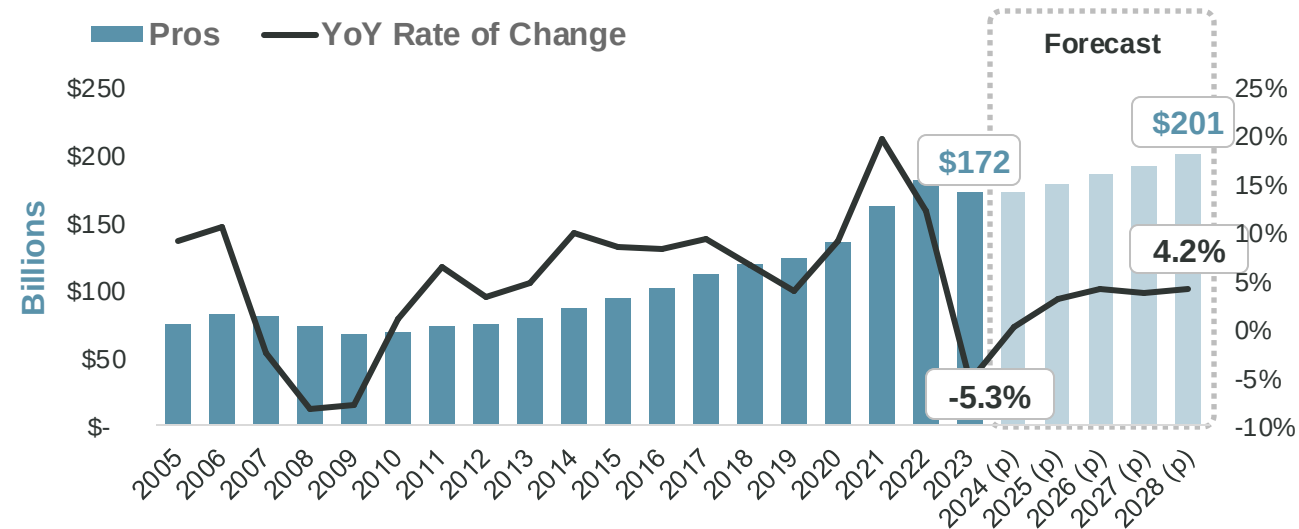


Revenue Forecast



Consumers: YoY Growth Recovers in 2025

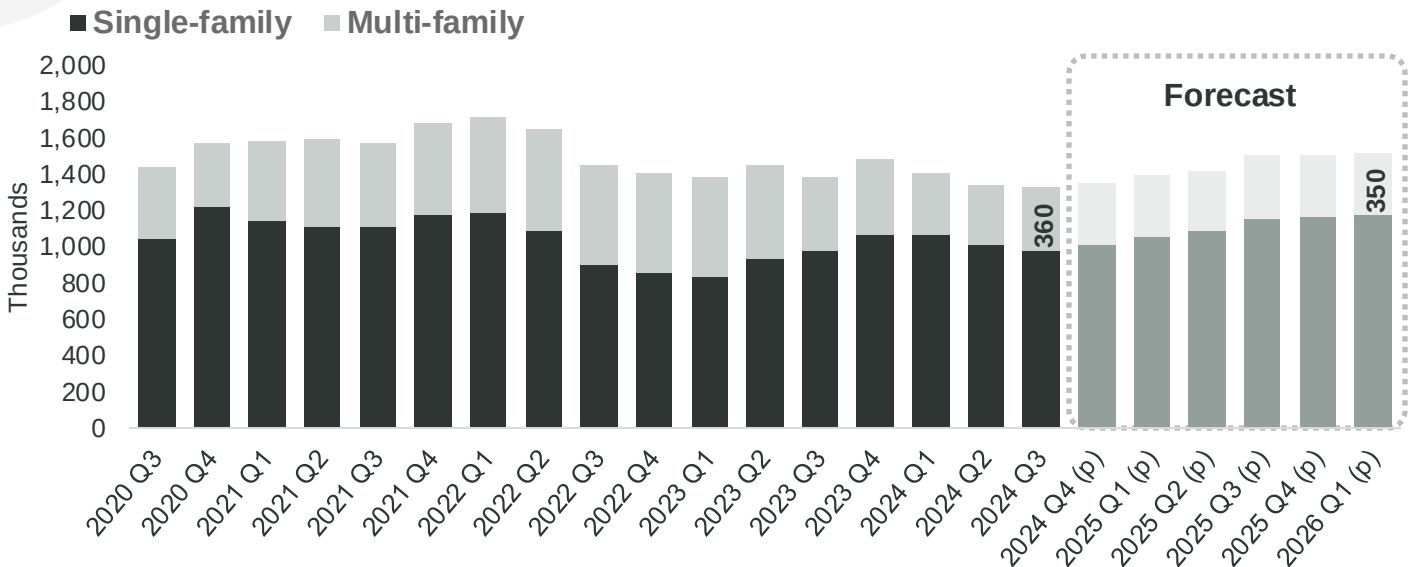
- The Home Improvement Research Institute (HIRI) predicts the total spend on home improvement products by consumers each year based on previous years' data.
- After a dramatic decrease in year-over-year (YoY) growth, the forecast anticipates a flat or smaller increases in consumer product spend.



Pros: YoY Growth to Improve (Slightly) in 2024

- Leveraging historical data, HIRI forecasts annual spending on home improvement products by contractors and remodelers.
- While 2024 may see modest growth, HIRI predicts a more substantial uptick in revenue from 2025 onwards.

Housing Starts Forecast

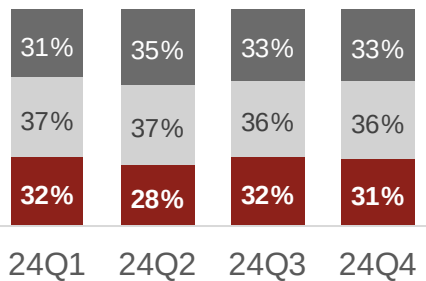


Steady Growth Expected

- Housing start forecast includes both single- and multi-family new residential construction started each quarter, but the data does not include unit completes, sales, or closes.
- Multi-Family is expected to decline in 2024 as inventory levels have increased in recent year, loan rates increased, and single family begins to add inventory.

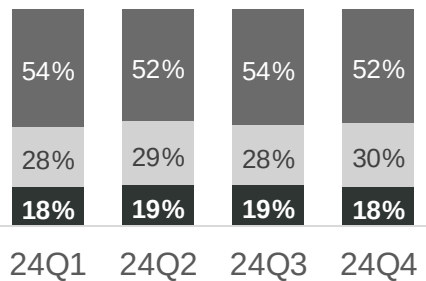
Start a HI project <\$5,000

■ Good time ■ Neutral ■ Bad time



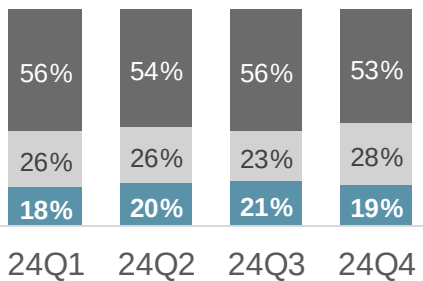
Hire a Professional

■ Good time ■ Neutral ■ Bad time



Start a HI project >\$5,000

■ Good time ■ Neutral ■ Bad time



Greatest Challenges to Contractors' Business Growth



Products and Material Shortages



Labor Shortages



Increasing Competition

2024 HI Activity Sentiment

Review Current Industry Dynamics

Discuss Most Up-to-Date Forecast Data with an Industry Expert

[Schedule a Meeting](#) 

Grant Farnsworth

303 886 5289
gfarnsworth@thefarnsworthgroup.com



Adam Mowrey

412 720 9447
amowrey@thefarnsworthgroup.com



Taylor Pence

317 241 5600 ex.110
tpence@thefarnsworthgroup.com

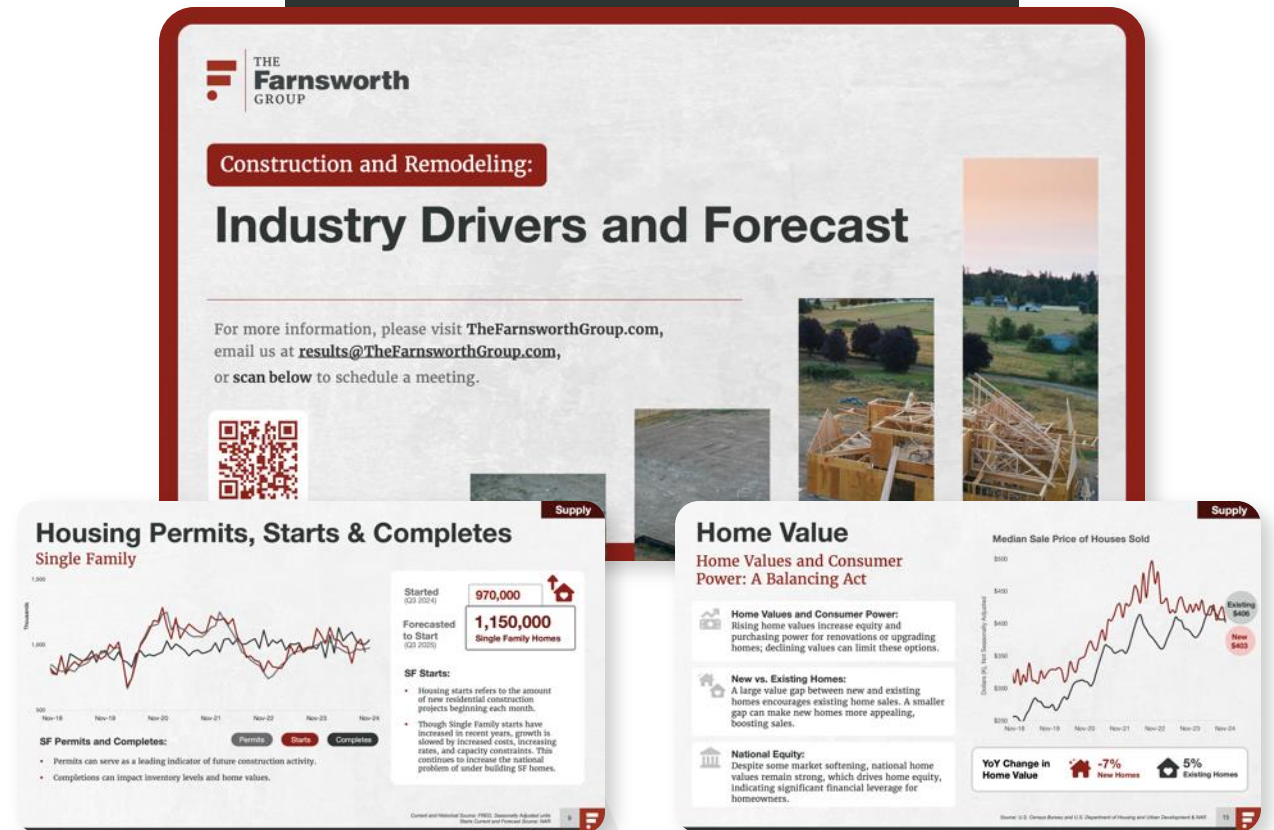


Karen Barnes

303 929 1635
kbarnes@thefarnsworthgroup.com



New Data Available Monthly



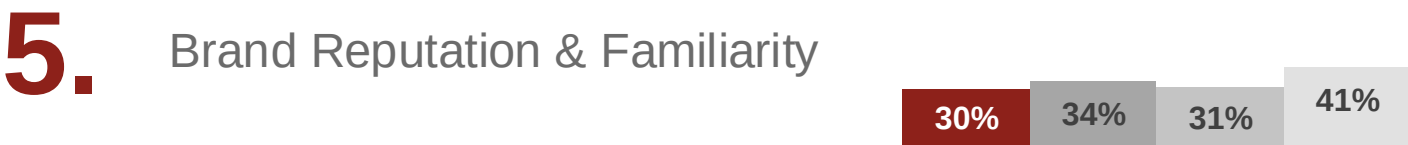


Purchasing Insights

DIYers' Top Building Product Brand Traits

Which of the following are most important to you when selecting building product brands?

- Gen Z
- Gen Y
- Gen X
- Boomers

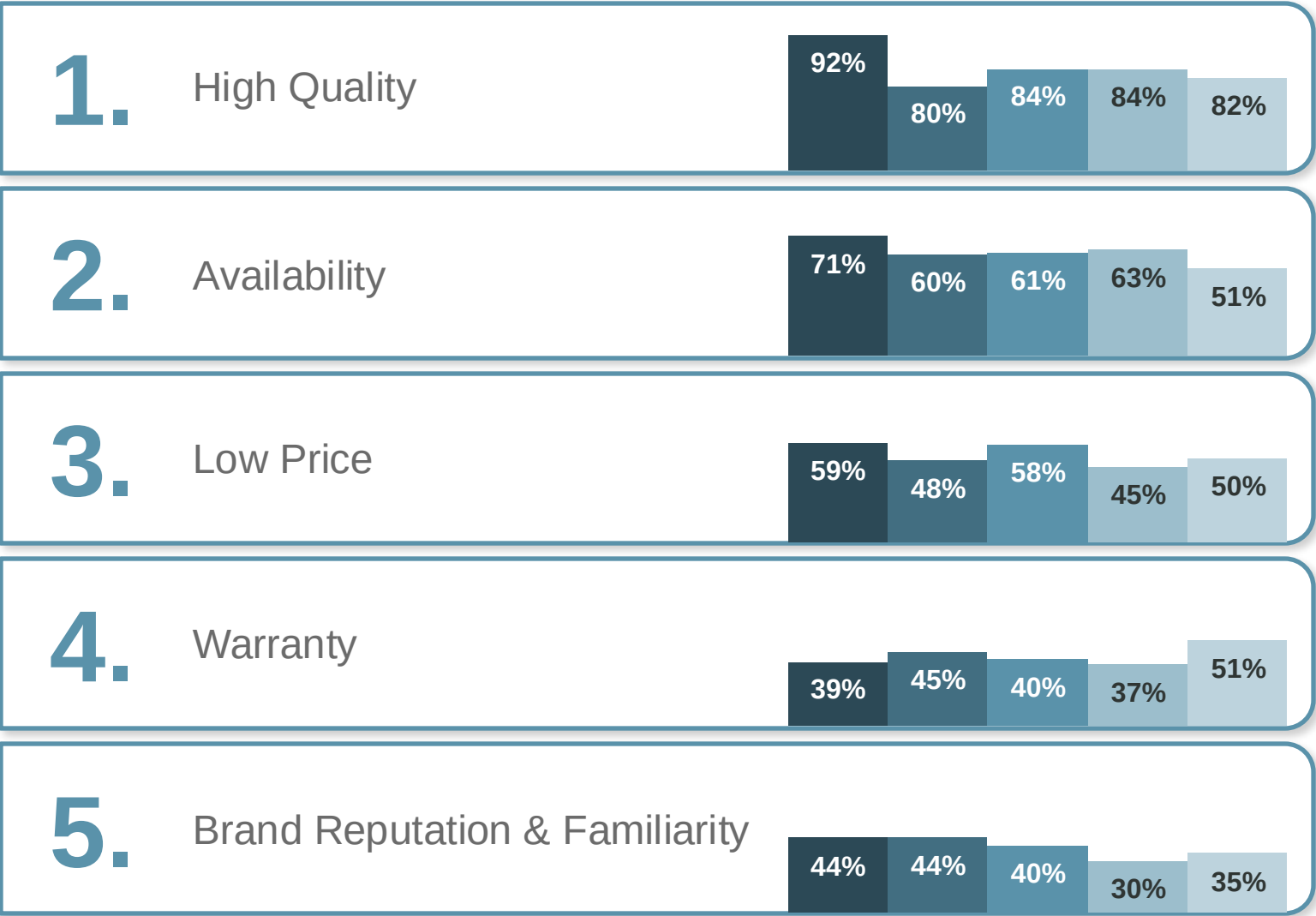


- 6. Warranty
- 7. Product Reviews
- 8. Wide Range of Products
- 9. Supplier Support
- 10. Sustainable/Environmentally Friendly
- 11. Manufacturer Support
- 12. Sold Through Preferred Supplier
- 13. Word of Mouth Recommendation
- 14. Manufacturer Loyalty Program
- 15. Supplier Loyalty Program

Pros' General Brand Drivers

Which of the following are most important to you when selecting building product brands?

- Home Builders
- Residential GC / Remodeler
- Residential Specialty Trades
- Commercial Specialty Trades
- Commercial GC / Builder



- 6. Ease of Use
- 7. Supplier Support
- 8. Product Reviews
- 9. Wide Range of Products
- 10. Manufacturer Support
- 11. Sustainable/Environmentally Friendly
- 12. Word of Mouth Recommendation
- 13. Sold Through Preferred Supplier
- 14. Supplier Loyalty Program
- 15. Manufacturer Loyalty Program



Architects' Top Building Product Brand Traits

Which of the following are most important to you when selecting building product brands?

Total
Revenue < \$2M
Revenue > \$2M



- 6. Ease of Use
- 7. Warranty
- 8. Sustainable / Environmentally Friendly
- 9. Sold Through Preferred Supplier
- 10. Low Price
- 11. Manufacturer Loyalty Program
- 12. Product Reviews
- 13. Word of Mouth Recommendation
- 14. Wide Range of Products

Product Purchase Behavior

Asphalt dominates roofing, with asphalt-saturated felt leading underlayment, followed by synthetic and self-adhering options.

Homeowner

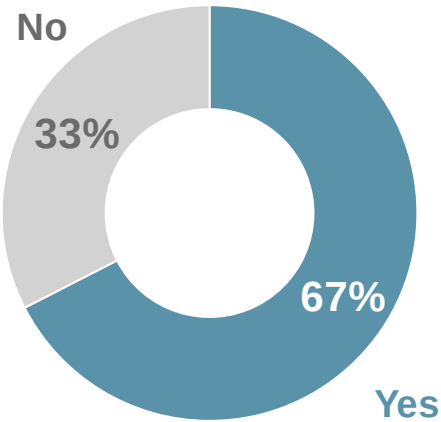
Home Improvement
Product Purchases
in Last 90 Days

10%

Purchased Roofing
Products

Pro

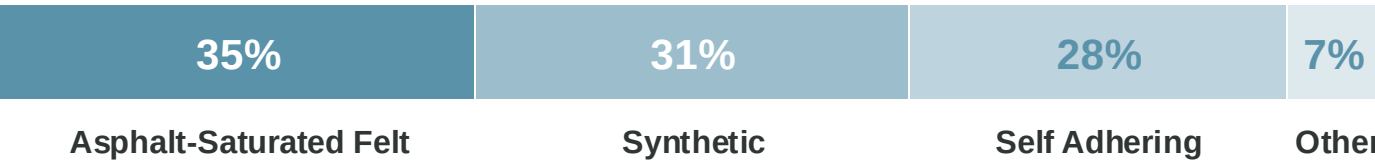
If Company has
Roofing Manufacturer
Certifications



Percentage of Roofing Material
Purchased, Installed, or Specified



Percentage of Residential Roof Underlayment
Purchased, Installed, or Specified – by Type



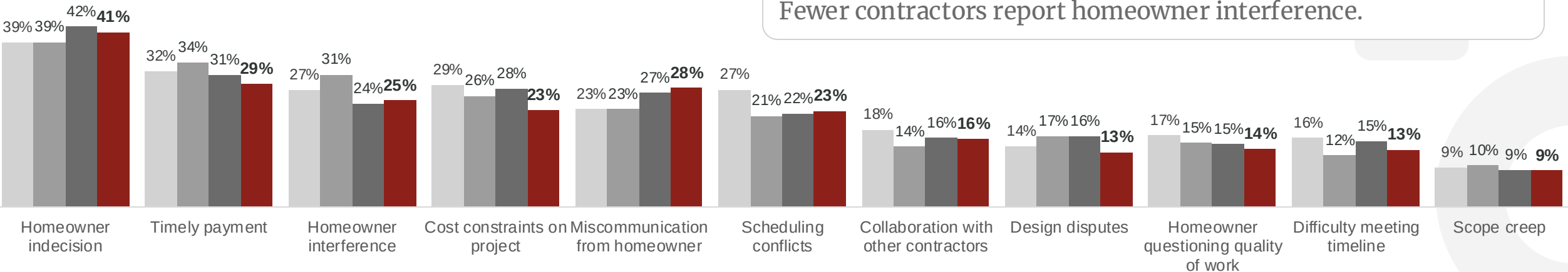


Channel Insights

Challenges Faced When Working with:

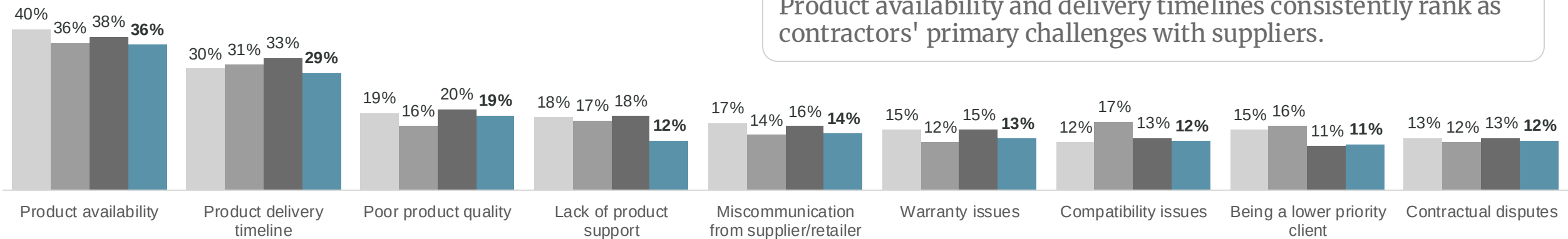
Homeowners Q1 Q2 Q3 Q4

Indecision and delayed payments are top homeowner challenges. Fewer contractors report homeowner interference.



Suppliers Q1 Q2 Q3 Q4

Product availability and delivery timelines consistently rank as contractors' primary challenges with suppliers.



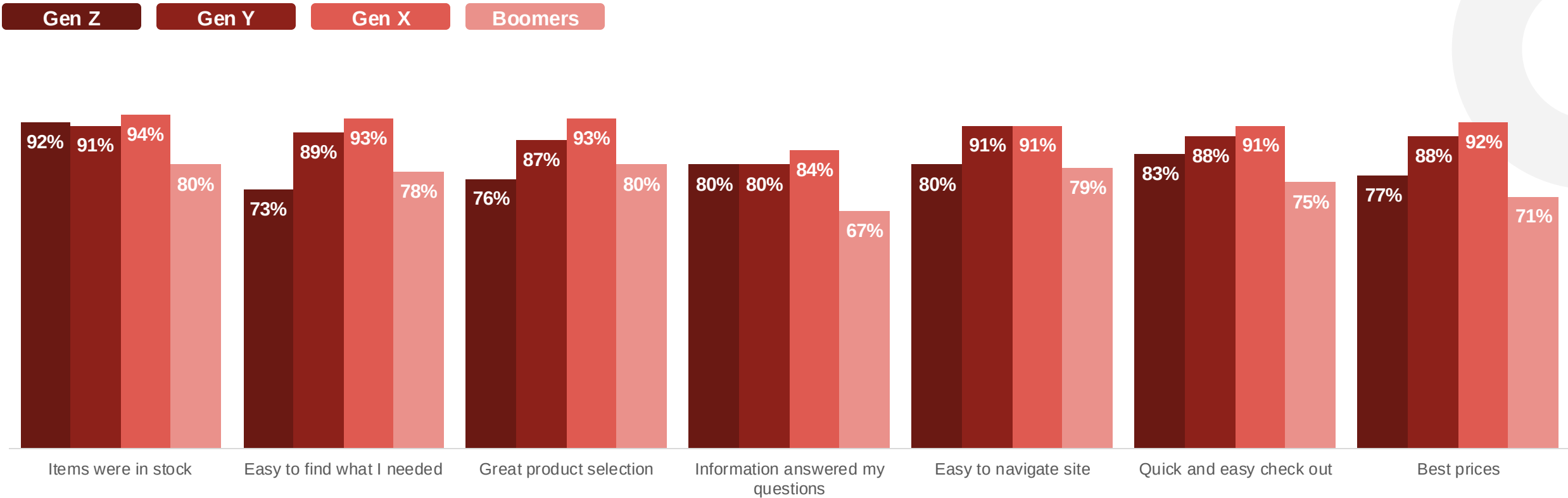
Key Insights on **DIYer** Purchasing Trends

Homeowner

- 73% of DIYers spend on materials and tools over hiring pros, citing cost savings (70%) as the main reason.
- 27% tried a new supplier last year due to better pricing and availability.
- Younger DIYers are more open to new brands, reflecting their growing interest in DIY.
- Home centers like Home Depot (28%), Lowe's (21%), and Amazon (11%) are preferred, with stocked items and selection being key factors.

How Important Are Each of the Following When Shopping For Home Improvement Products Online?

(2024, all respondents)



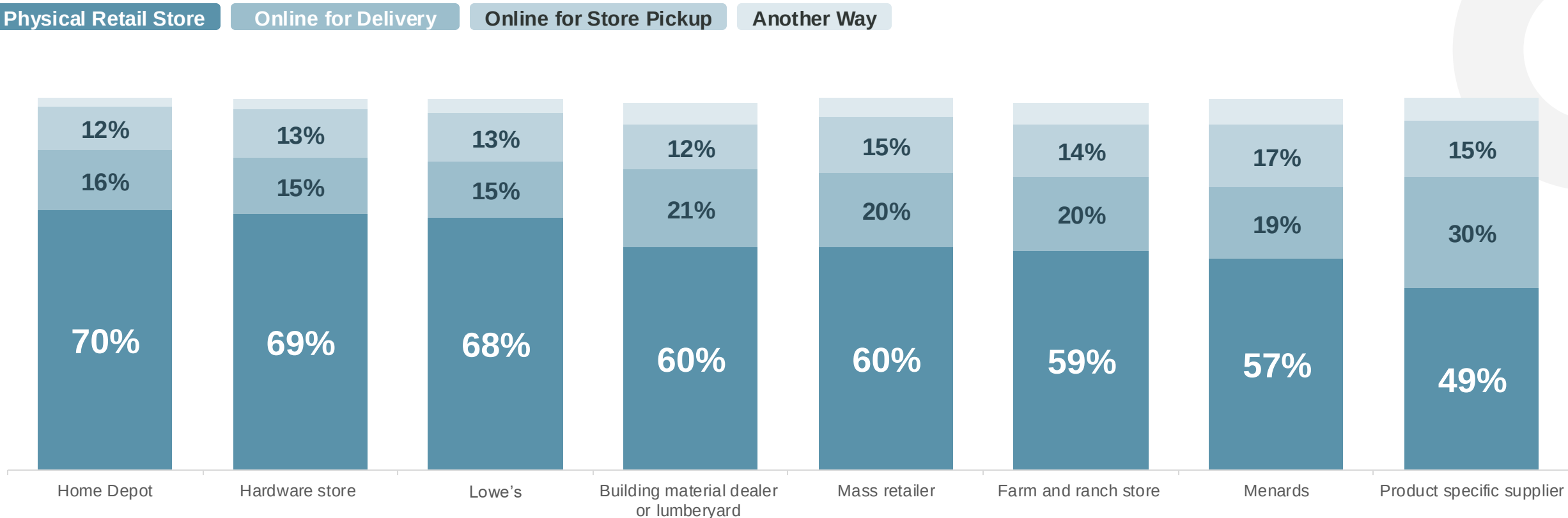
Key Insights on Pro Purchasing Trends

Pros

- Tools (74%) and hardware (67%) are pros' top purchases, mainly from brick-and-mortar stores like Home Depot (29%) and Lowe's (20%).
- Online buying is growing, especially among larger firms.
- Pros switch suppliers for better stock, pricing, and delivery.
- The key is balancing in-store convenience with online flexibility.

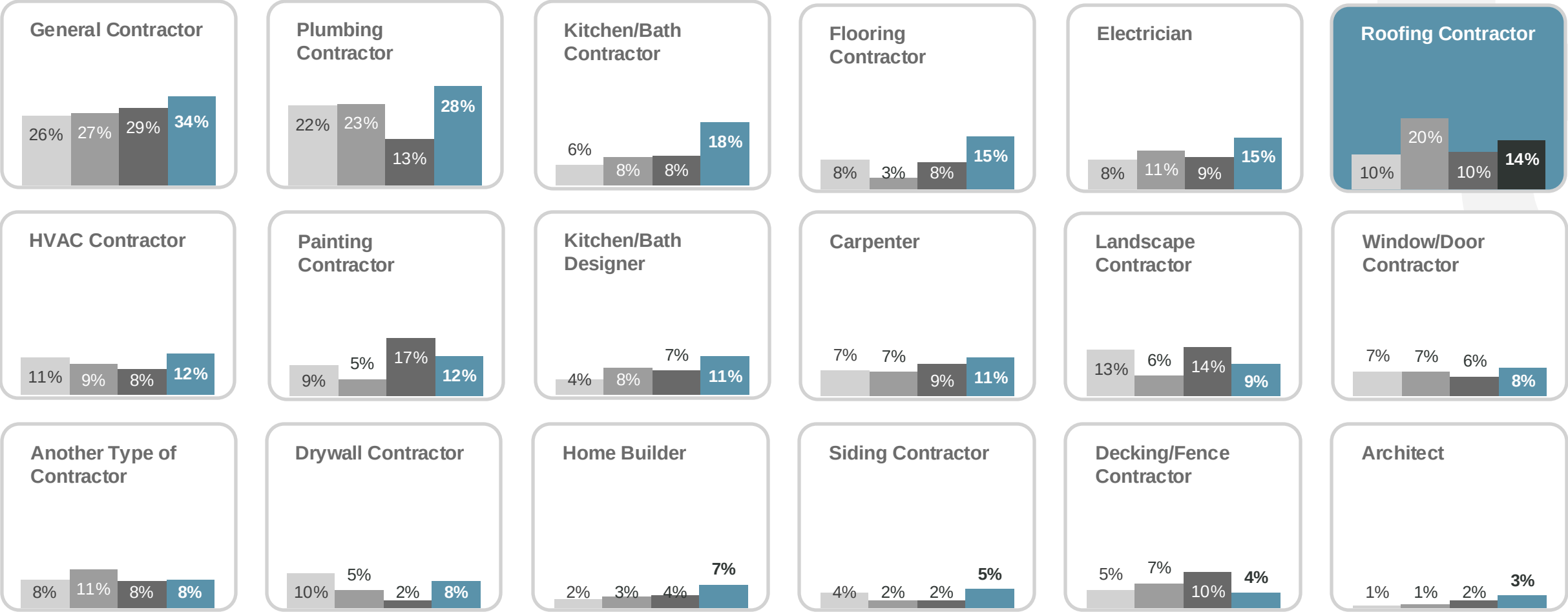
Purchase Method – Share of all purchases

(2024, all respondents shopping at that supplier)



Type of Pro Hired by Homeowners in 2024

Q1 Q2 Q3 Q4





Custom Research for Building Products

Remove the Risk in Your Next Decision

Change is risky. That's why you need more than just the numbers to make the right decision. Get deep insights with useful recommendations from research tailored for YOU backed by over 30 years of building product industry expertise.

[Learn More](#)



Grant Farnsworth

303 886 5289

garnsworth@thefarnsworthgroup.com



Adam Mowrey

412 720 9447

amowrey@thefarnsworthgroup.com



Taylor Pence

317 241 5600 ex 110

tpence@thefarnsworthgroup.com



Karen Barnes

303 929 1635

kbarnes@thefarnsworthgroup.com



Roofing Market Trends & Innovations

