



# Farnsworth Contractor Brand Ratings

Which brands do pros prefer, and why?



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## Farnsworth Contractor Brand Ratings

The Farnsworth Group publishes *Farnsworth Contractor Brand Ratings* annually providing an in-depth review of brand health among 30+ construction and building material product categories. We analyze awareness, use, preference and brand attributes from top brands in each category then benchmark them based on our building product, lawn & ranch, and home improvement industry expertise.

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# Overview

Professionals spend \$203.7B in the home improvement products market according to Home Improvement Research Institute. In certain product categories, contractors act as an advisor at the least, and a full fiduciary at the most, for a homeowner's product and brand decisions. As a key stakeholder in the building products distribution channel, **understanding how your brand is perceived by pros is key to driving your business forward.**

What pros think about your brand will greatly impact your brand reputation and purchase share. Because you need to keep a regular pulse on brand perceptions, our custom market research team at The Farnsworth Group is providing you this complimentary study of pros' brand ratings, across 32 building product categories.

For each product category, **this study uncovers high-level pro perspectives on specific brand attributes.** This is intended to be a guide in how you think about Brand Health. Our customized Brand Health research will provide you more granular insights to your brand equity, key brand drivers, and your core competition.





# Note

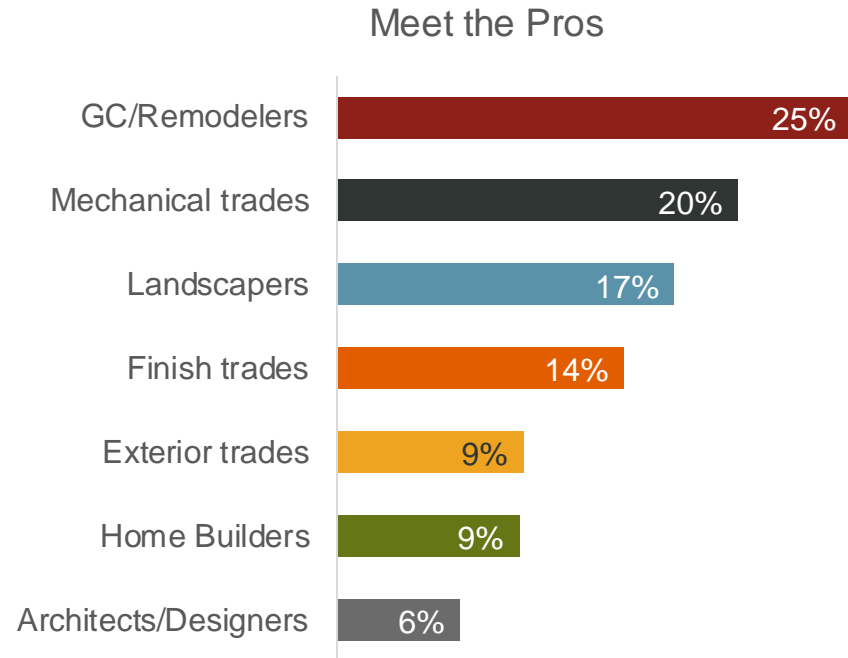
Data represented in this report reflect a high-level, industry-wide perspective aggregated from various pro types. For example, any trade that has purchased a product category may be asked about brands in that category.

Thus, what you see here may differ from your existing internal data because of the wider set of respondents studied and the timing of the study. To get the most accurate, most current understanding of your brand health among hyper-targeted audience segments, commission a custom brand health research study from our market researchers.

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# Methodology

All data is weighted to represent the US contractor population. The largest segment of professionals, 51%, work for firms making under \$1M per year.



## Formulas

### Awareness & Use

*What is your awareness of the following <product> brands?*

Not Aware

Heard of but don't use

Use

### Preference

*Which brand of <product> does your firm use most often?*

### Brand Performance and By Characteristics

*For <product>, please select a brand below you feel best represents each characteristic.*

Brand Performance = Average of Each Brand Characteristic

### The Farnsworth Contractor Brand Rating

Rating = (Average of Awareness, Use, Preference & Brand Value) x .1



# Caulks and Sealants

# Top 10 Caulk and Sealant Brands

In 2022, the global adhesive and sealant market was valued at \$65.38B. This exponential growth comes from increasing popularity of high-performance polymers and formulations; anticipated tech and design techniques; and innovative use by contractors.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>LIQUID NAILS</b>	92%	75%	20%	19%	<b>5.2</b>
<b>DAP</b>	85%	59%	35%	26%	<b>5.1</b>
<b>Gorilla Glue</b>	98%	72%	12%	17%	<b>5.0</b>
<b>Loctite</b>	87%	63%	12%	14%	<b>4.4</b>
<b>GE Sealants</b>	81%	43%	11%	10%	<b>3.6</b>
<b>Elmer's</b>	91%	34%	0%	3%	<b>3.2</b>
<b>Great Stuff</b>	65%	31%	3%	3%	<b>2.5</b>
<b>OSI</b>	57%	19%	5%	5%	<b>2.2</b>
<b>DOWSIL</b>	54%	9%	1%	1%	<b>1.6</b>
<b>Geocel</b>	49%	11%	1%	1%	<b>1.6</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

Custom Brand Health Research

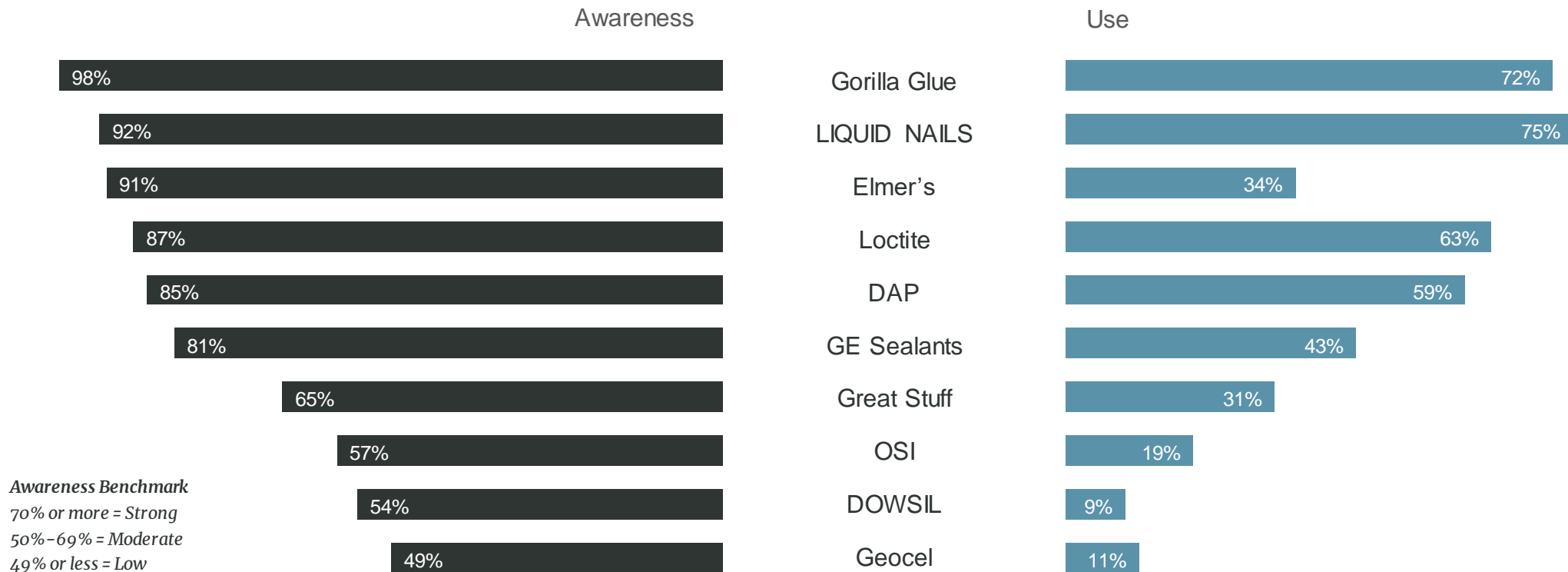
Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

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# Awareness & Use

## Caulk and Sealant Brands

Brand Awareness shows how well your brand is ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.



### Custom Brand Health Research

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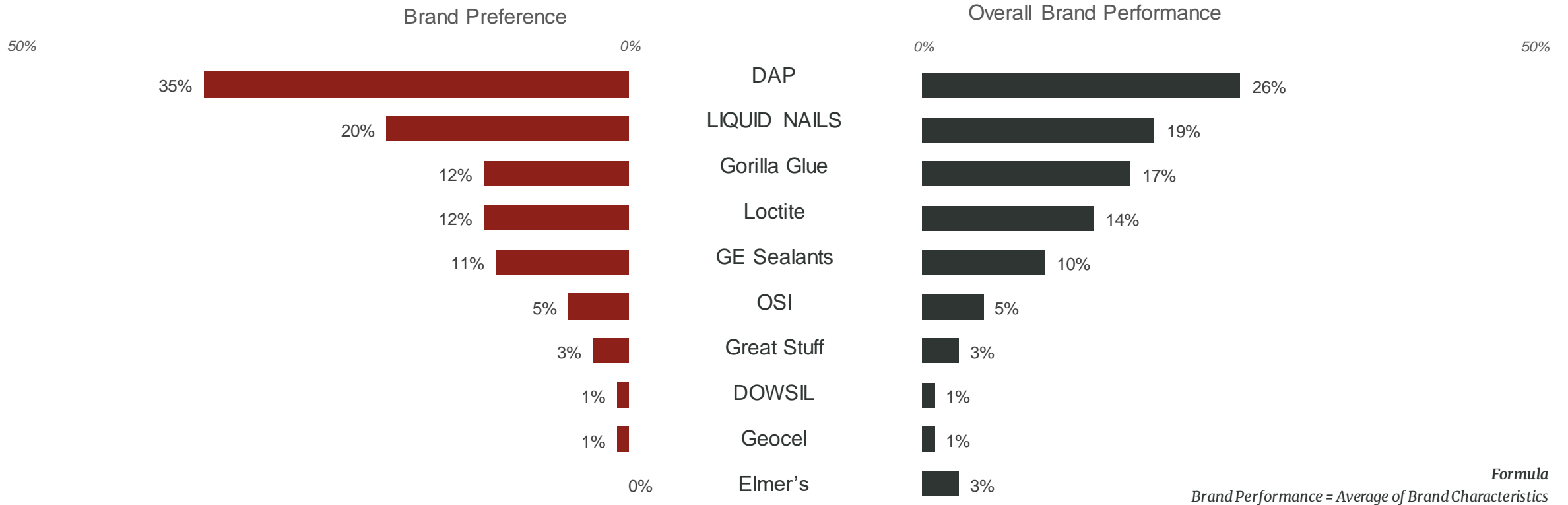
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# Preference & Performance

## Caulk and Sealant Brands

Often, the individuals' use might differ from their companies' use of brands, Brand Preference. Because firms have different resources or requirements, they will use Brand A because the client requested it. Lastly, Overall Brand Performance (an average of the Brand Characteristics) shows how well a brand performs "in the field" and/or compared to others.



*Formula  
Brand Performance = Average of Brand Characteristics*

### Custom Brand Health Research

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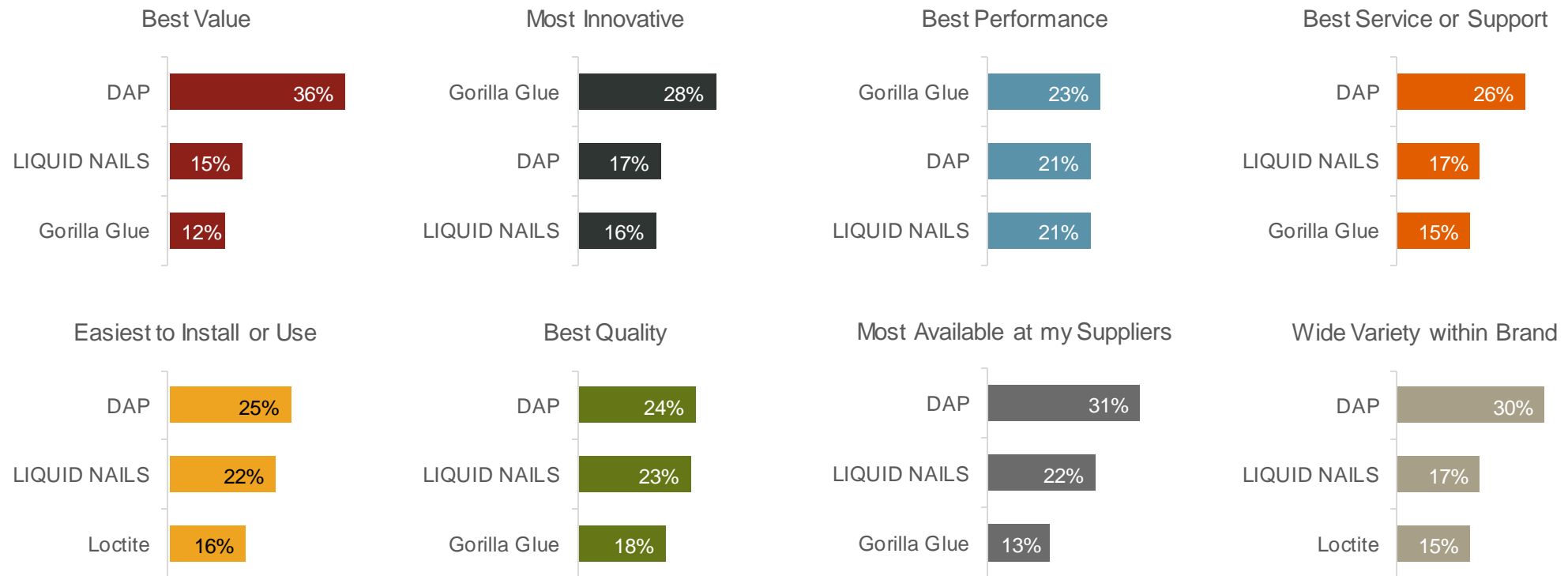
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Brand Preference n=238  
Overall Brand Performance n=221

# Performance Breakdown

## Caulk and Sealant Brands

Brand Characteristics are the composite parts of Brand Performance. Pros are asked which brand best represents each characteristic, and their answers provide a more detailed understanding of the brand and/or product drivers that influence purchase decisions. The same series of characteristics was used across all categories for the purposes of this public study. Customized Brand Health research should incorporate a more detailed set of characteristics distinguished by your category and/or brand.

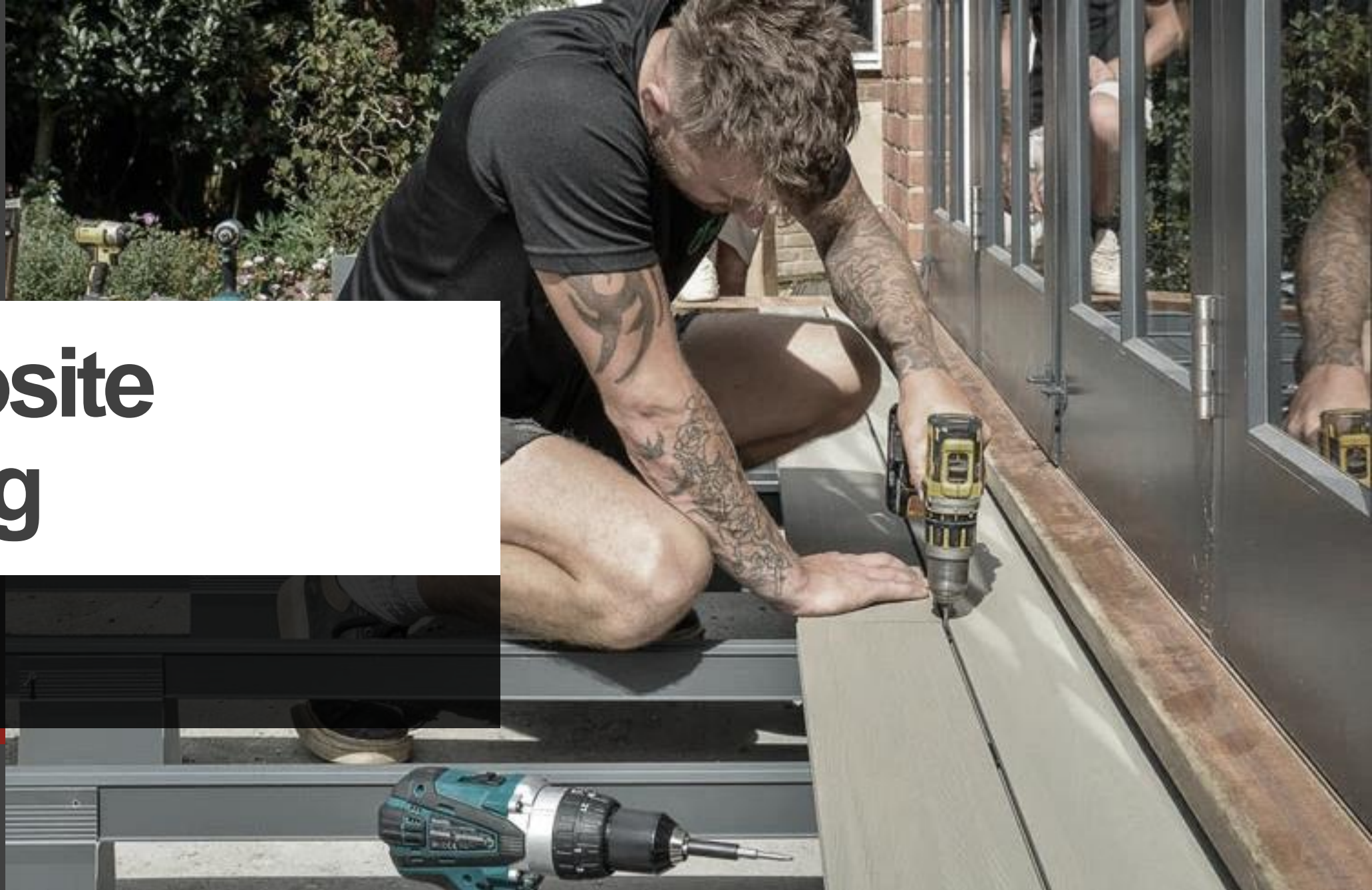


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# Composite Decking



# Top 9 Composite Decking Brands

The US composite decking market was valued at \$4.60B in 2021 and is expected to grow to \$12.22B by 2030. Innovation is the manufacturers' key tactic in combatting purchase reticence. Manufacturers are focusing on innovative processing techniques and products.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Trex</b>	86%	67%	38%	34%	<b>5.6</b>
<b>TimberTech</b>	74%	48%	13%	11%	<b>3.7</b>
<b>Duradek</b>	72%	37%	18%	13%	<b>3.5</b>
<b>MoistureShield</b>	72%	24%	13%	15%	<b>3.1</b>
<b>ChoiceDek</b>	67%	35%	8%	8%	<b>3.0</b>
<b>TAMKO</b>	68%	26%	13%	10%	<b>2.9</b>
<b>Fiberon's Veranda</b>	60%	30%	2%	2%	<b>2.3</b>
<b>CertainTeed</b>	66%	18%	3%	5%	<b>2.3</b>
<b>UFP International's Deckorators</b>	57%	15%	0%	2%	<b>1.8</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

Custom Brand Health Research

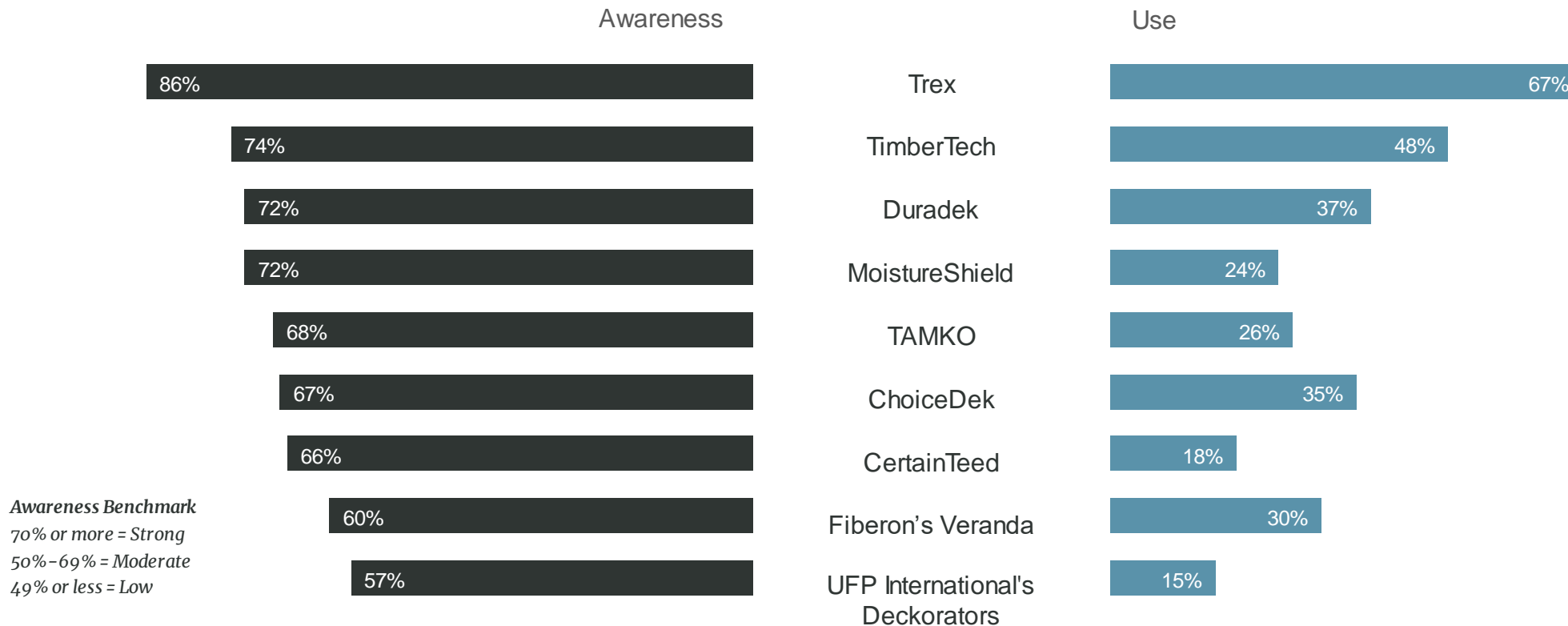
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# Awareness & Use

## Composite Decking Brands

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### Custom Brand Health Research

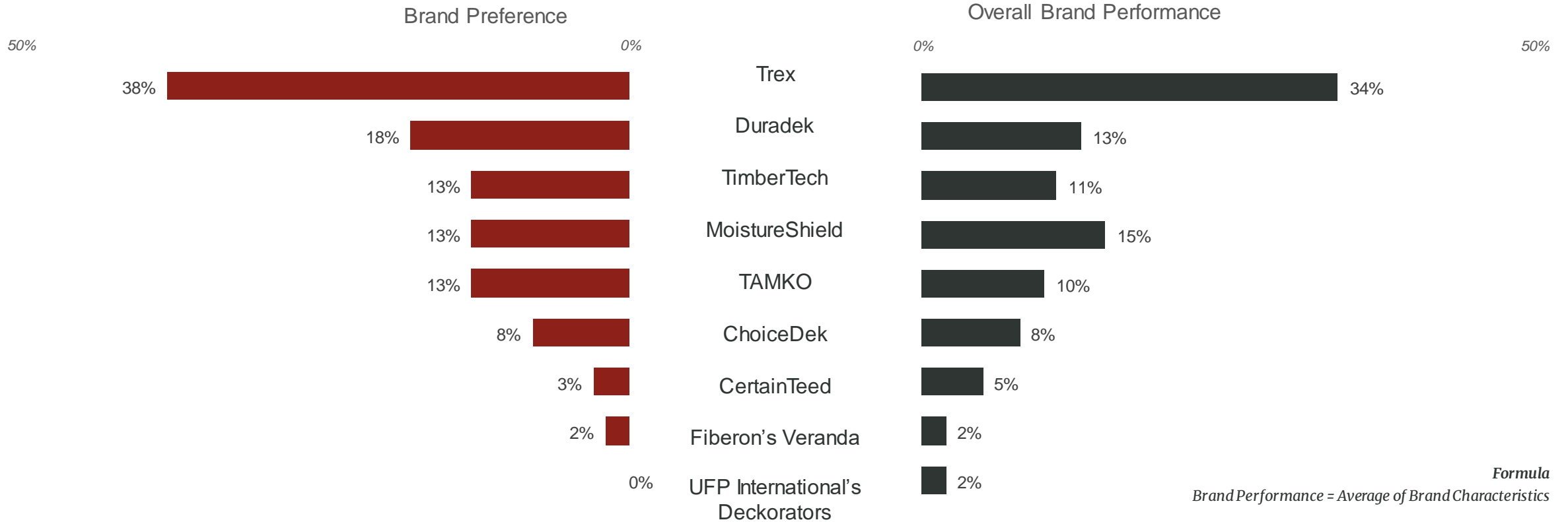
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# Preference & Performance

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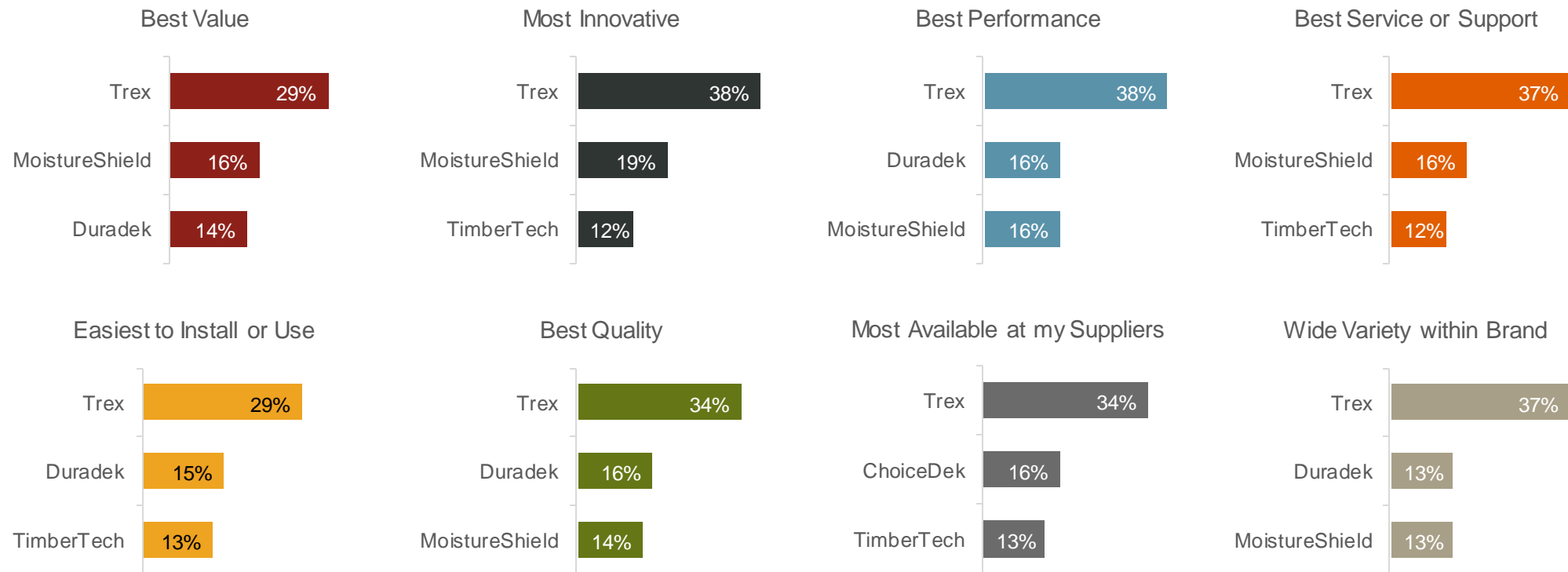
Brand Preference n=52  
Overall Brand Performance n=47! Small sample size

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# Performance Breakdown

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### Custom Brand Health Research

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# Electrical Outlets and Switches



# Top 14 Electrical Outlet and Switch Brands

The electrical supplies market was \$29.42B in 2022. [Knowledge Sourcing Intelligence](#) said, “People are finding new ways to decorate their houses, and electronic automation for the home is one of the ways to do it.” It also reports demand is driven by residential electrical fittings and modern lighting—aesthetic and functional products being most preferred.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>GE</b>	91%	72%	38%	35%	<b>5.9</b>
<b>Leviton</b>	76%	44%	18%	15%	<b>3.8</b>
<b>Cooper Electric</b>	72%	42%	6%	9%	<b>3.2</b>
<b>Eaton</b>	70%	34%	9%	8%	<b>3.0</b>
<b>Utilitech</b>	68%	27%	5%	5%	<b>2.6</b>
<b>Smart Electrician</b>	63%	31%	6%	6%	<b>2.6</b>
<b>Johnson Controls</b>	66%	27%	5%	6%	<b>2.6</b>
<b>Lutron</b>	62%	26%	4%	3%	<b>2.4</b>
<b>Eagle Electric</b>	60%	19%	4%	5%	<b>2.2</b>
<b>Hubbell</b>	59%	23%	0%	3%	<b>2.1</b>
<b>CE Tech</b>	56%	22%	1%	2%	<b>2.0</b>
<b>Intermatic</b>	58%	21%	0%	1%	<b>2.0</b>
<b>Legrand<sup>1</sup></b>	55%	20%	3%	2%	<b>2.0</b>
<b>Carlson</b>	53%	19%	0%	1%	<b>1.8</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

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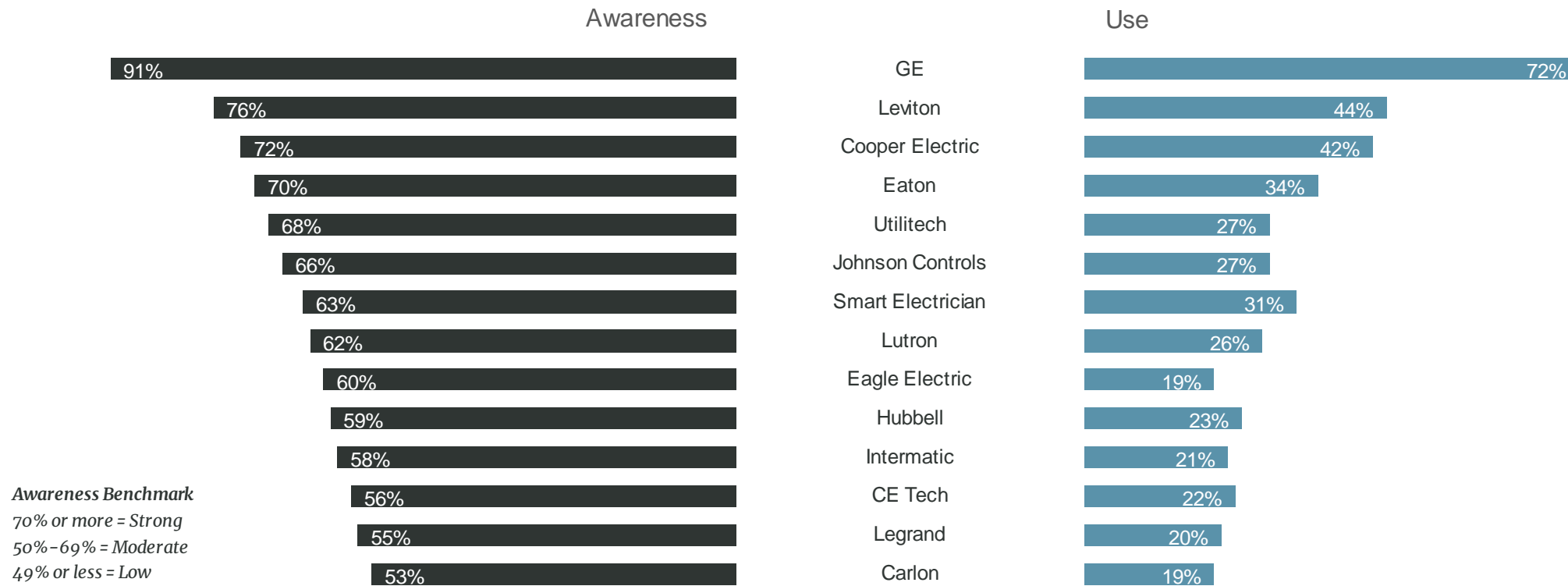
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<sup>1</sup>Legrand: Pass & Seymour

# Awareness & Use

## Electrical Outlet and Switch Brands

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### Custom Brand Health Research

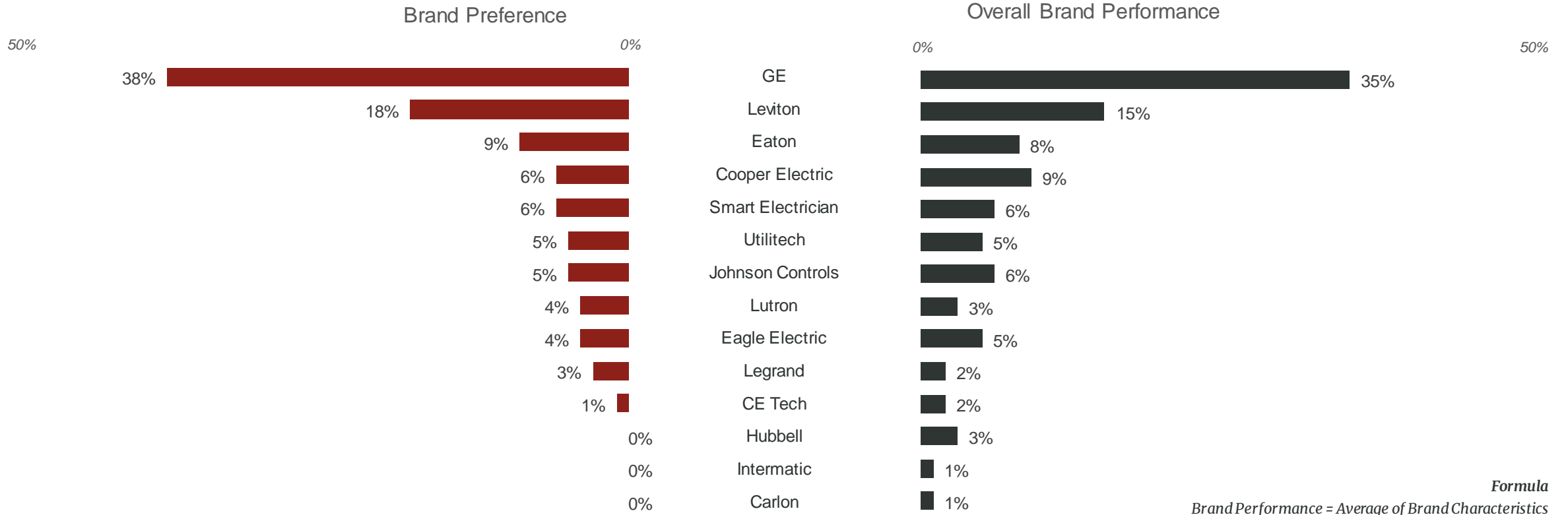
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# Preference & Performance

## Electrical Outlet and Switch Brands

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### Custom Brand Health Research

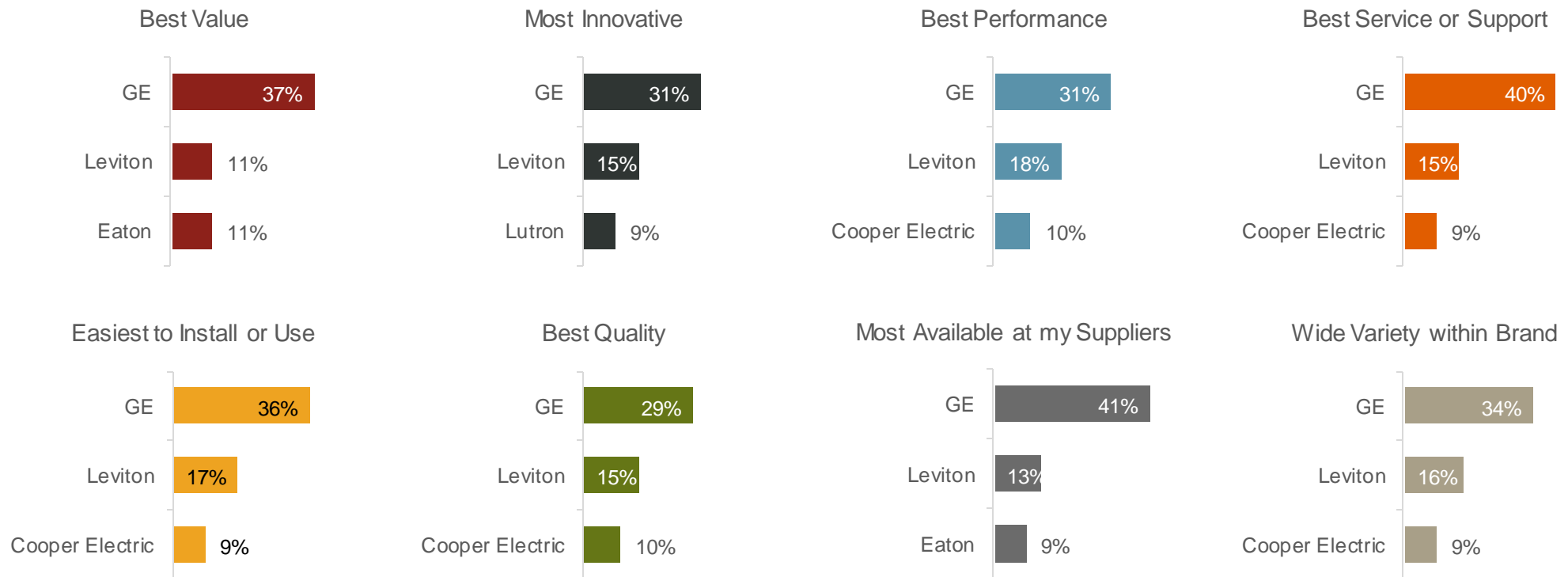
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# Performance Breakdown

## Electrical Outlet and Switch Brands

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### Custom Brand Health Research

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# Deck Screws



# Top 16 Deck Screw Brands

The construction fastener market was \$1.37B in 2020. The top application is usage in residential projects, and demand is expected to grow 5.4% through 2028. About a third of pros purchase deck screws once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Grip-Rite</b>	86%	65%	29%	23%	5.1
<b>DECKMATE</b>	87%	64%	22%	23%	4.9
<b>Gripfast</b>	78%	39%	5%	4%	3.2
<b>Eagle Claw Fasteners</b>	70%	29%	8%	8%	2.9
<b>FastenMaster</b>	68%	32%	4%	6%	2.8
<b>Decks Plus</b>	71%	28%	3%	3%	2.6
<b>DeckWise</b>	68%	27%	4%	3%	2.5
<b>GRK</b>	62%	25%	5%	5%	2.4
<b>Simpson Strong-Tie</b>	64%	25%	3%	5%	2.4
<b>Hillman</b>	60%	22%	3%	4%	2.2
<b>YellaWood</b>	58%	23%	4%	4%	2.2
<b>SPAX</b>	57%	19%	3%	3%	2.0
<b>Big Timber<sup>1</sup></b>	57%	16%	2%	3%	2.0
<b>CAMO</b>	52%	15%	4%	4%	1.9
<b>Starborn</b>	53%	9%	0%	0%	1.6
<b>SaberDrive</b>	47%	9%	1%	1%	1.5

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

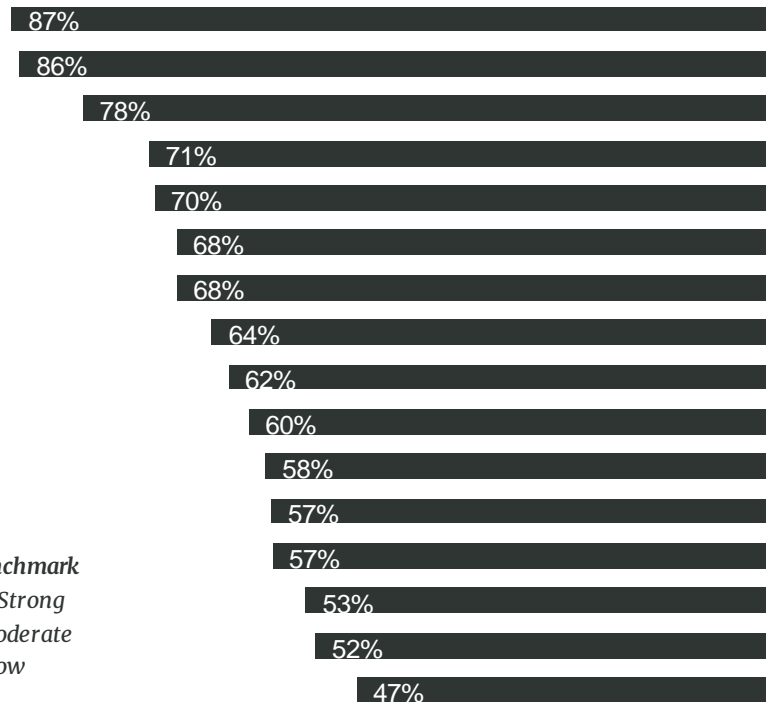
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# Awareness & Use

## Deck Screw Brands

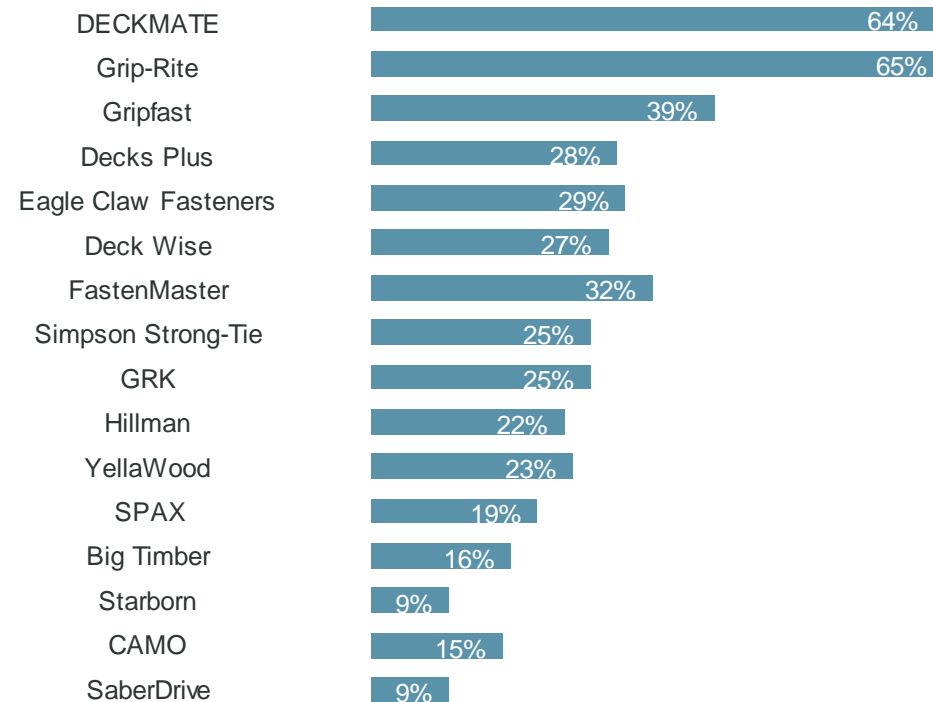
Brand Awareness shows how well is your brand ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.

### Awareness



**Awareness Benchmark**  
 70% or more = Strong  
 50% - 69% = Moderate  
 49% or less = Low

### Use



## Custom Brand Health Research

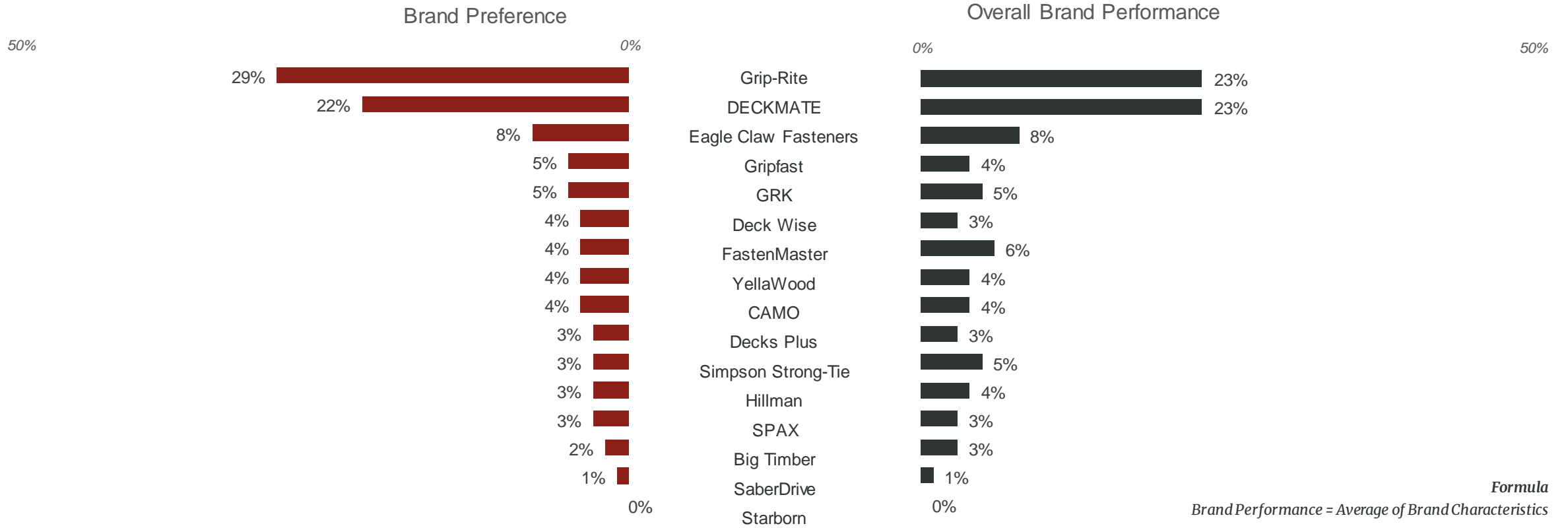
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# Preference & Performance

## Deck Screw Brands

Often, the individuals' use might differ from their companies' use of brands, Brand Preference. Because firms have different resources or requirements, they will use Brand A because the client requested it. Lastly, Overall Brand Performance (an average of the Brand Characteristics) shows how well a brand performs "in the field" and/or compared to others.



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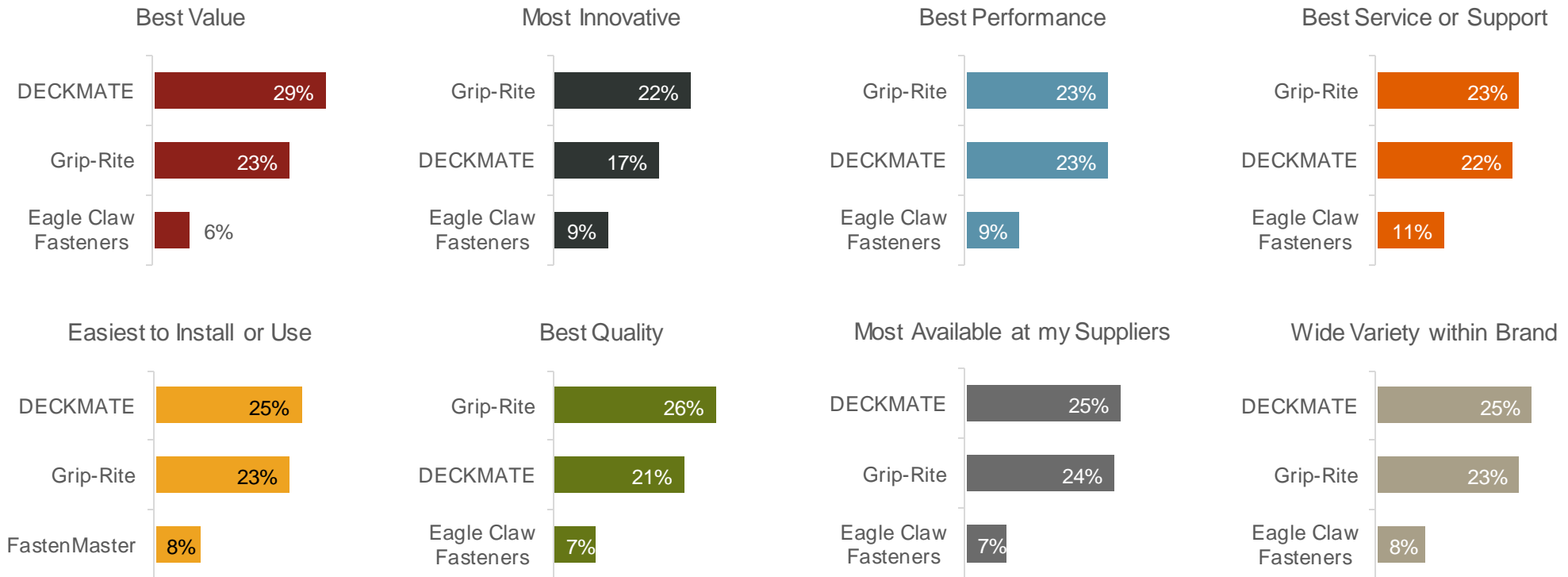
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# Performance Breakdown

## Deck Screw Brands

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### Custom Brand Health Research

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# Structural Screws

# Top 10 Structural Screw Brands

The construction fastener market was \$1.37B in 2020. The top application is usage in residential projects, and demand is expected to grow 5.4% through 2028. Half of pros buy structural screws once a week.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Grip-Rite</b>	91%	71%	48%	43%	<b>6.3</b>
<b>FastenMaster</b>	77%	40%	14%	13%	<b>3.6</b>
<b>Hillman</b>	72%	30%	6%	6%	<b>2.9</b>
<b>Simpson Strong-Tie</b>	67%	27%	8%	9%	<b>2.8</b>
<b>GRK</b>	64%	27%	7%	7%	<b>2.6</b>
<b>SPAX</b>	67%	25%	5%	6%	<b>2.6</b>
<b>Big Timber<sup>1</sup></b>	64%	21%	7%	7%	<b>2.5</b>
<b>CAMO</b>	56%	17%	4%	5%	<b>2.0</b>
<b>Starborn</b>	60%	14%	0%	2%	<b>1.9</b>
<b>U2</b>	47%	7%	1%	2%	<b>1.4</b>

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## Custom Brand Health Research

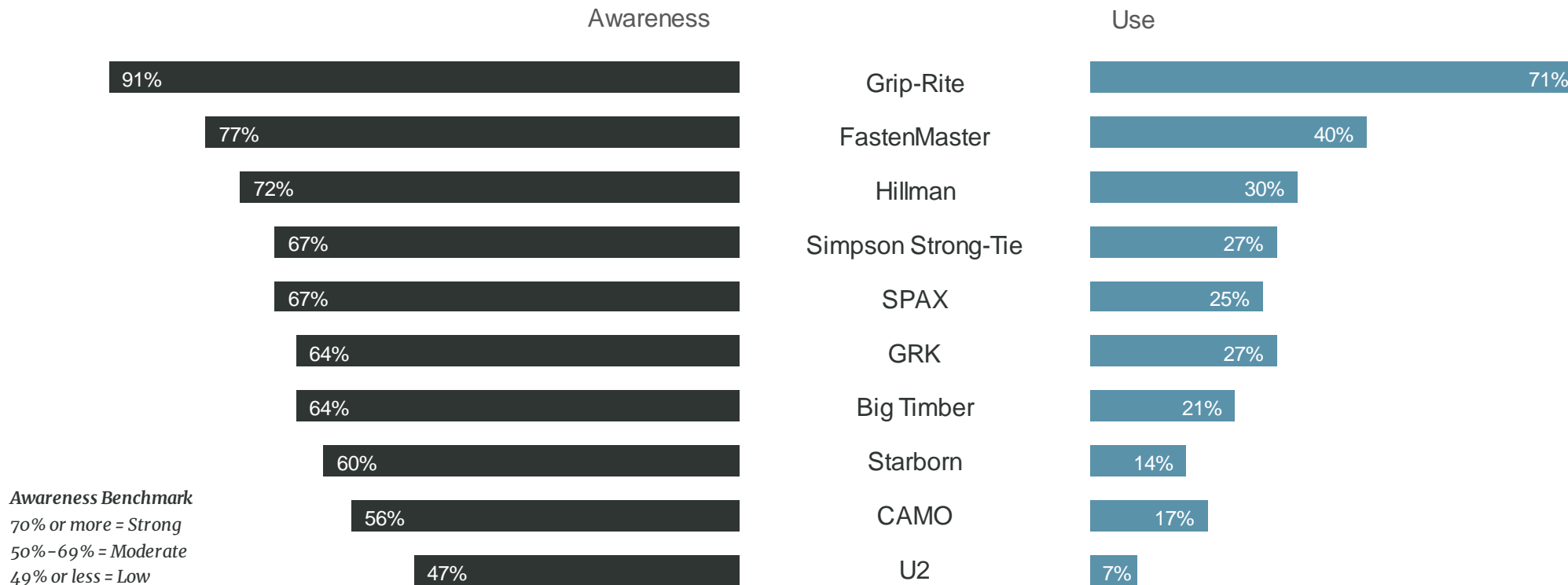
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# Awareness & Use

## Structural Screw Brands

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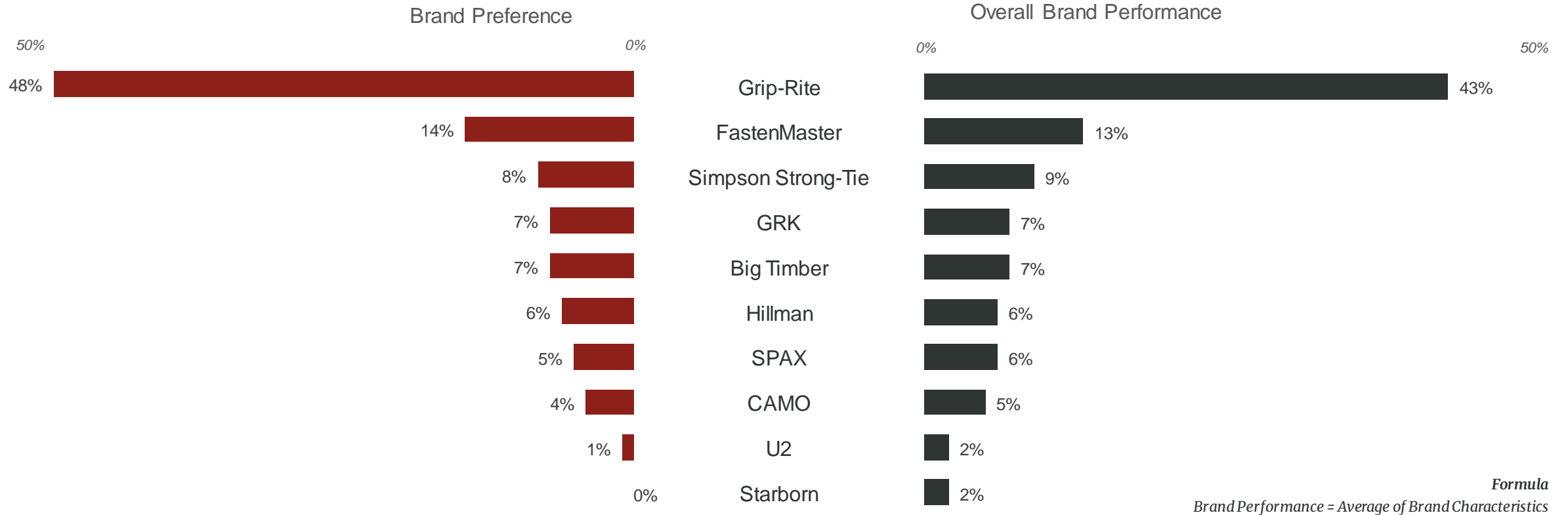
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### Custom Brand Health Research

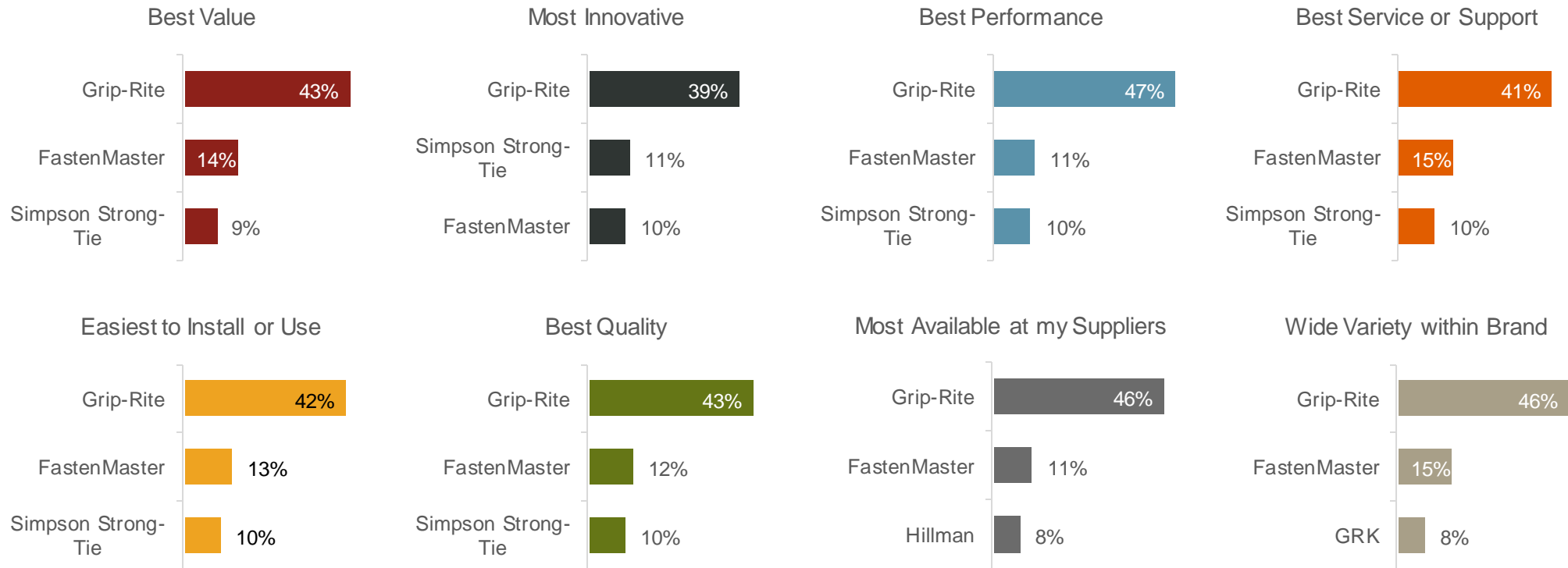
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# Collated Nails



# Top 15 Collated Nail Brands

The construction fastener market was \$1.37B in 2020. The top application is usage in residential projects, and demand is expected to grow 5.4% through 2028. Almost 50% of pros purchase collated nails once a week.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>DEWALT</b>	92%	71%	22%	18%	<b>5.1</b>
<b>CRAFTSMAN</b>	91%	58%	14%	14%	<b>4.4</b>
<b>Grip-Rite</b>	83%	61%	17%	14%	<b>4.4</b>
<b>BOSTITCH</b>	88%	56%	8%	11%	<b>4.1</b>
<b>PORTER-CABLE</b>	82%	41%	6%	6%	<b>3.4</b>
<b>Grip Fast</b>	79%	38%	4%	4%	<b>3.1</b>
<b>SESCO</b>	71%	30%	5%	6%	<b>2.8</b>
<b>Simpson Strong-Tie</b>	77%	28%	2%	3%	<b>2.8</b>
<b>Paslode<sup>†</sup></b>	73%	26%	7%	5%	<b>2.8</b>
<b>PRO-FIT</b>	68%	18%	4%	6%	<b>2.4</b>
<b>FASCO</b>	69%	20%	2%	3%	<b>2.3</b>
<b>STINGER</b>	67%	16%	2%	2%	<b>2.2</b>
<b>Metabo</b>	59%	21%	3%	3%	<b>2.1</b>
<b>Masterforce</b>	60%	15%	3%	2%	<b>2.0</b>
<b>Freeman</b>	54%	16%	1%	3%	<b>1.9</b>

Benchmarks: 4.6 - 10.0 = Good, 4.5 - 2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

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<sup>†</sup>Paslode (formerly Duo-Fast)

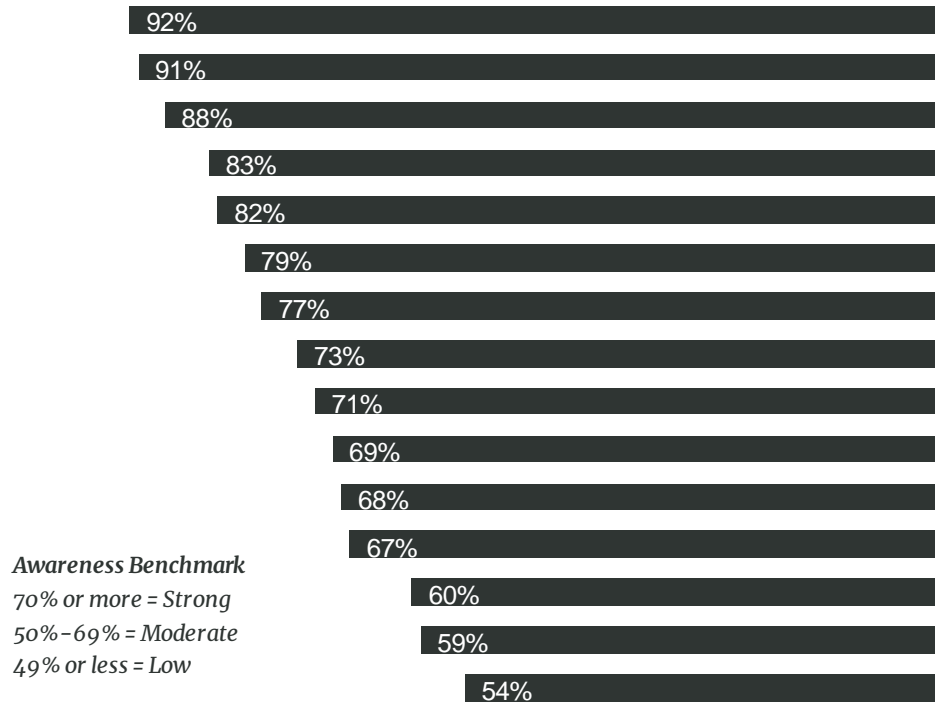


# Awareness & Use

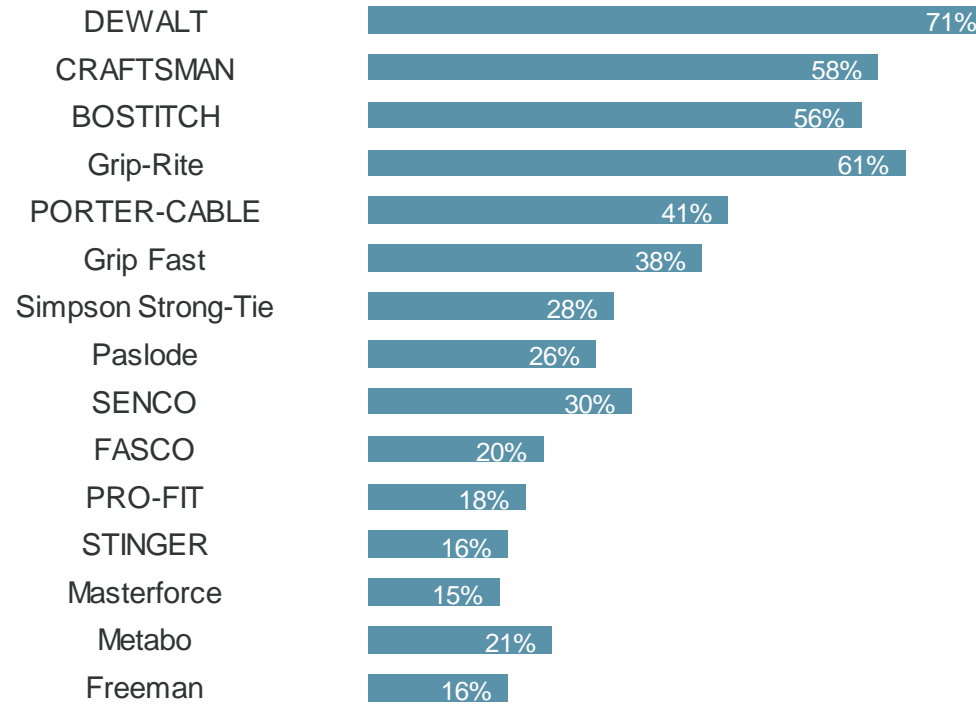
## Collated Nail Brands

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### Awareness



### Use



### Custom Brand Health Research

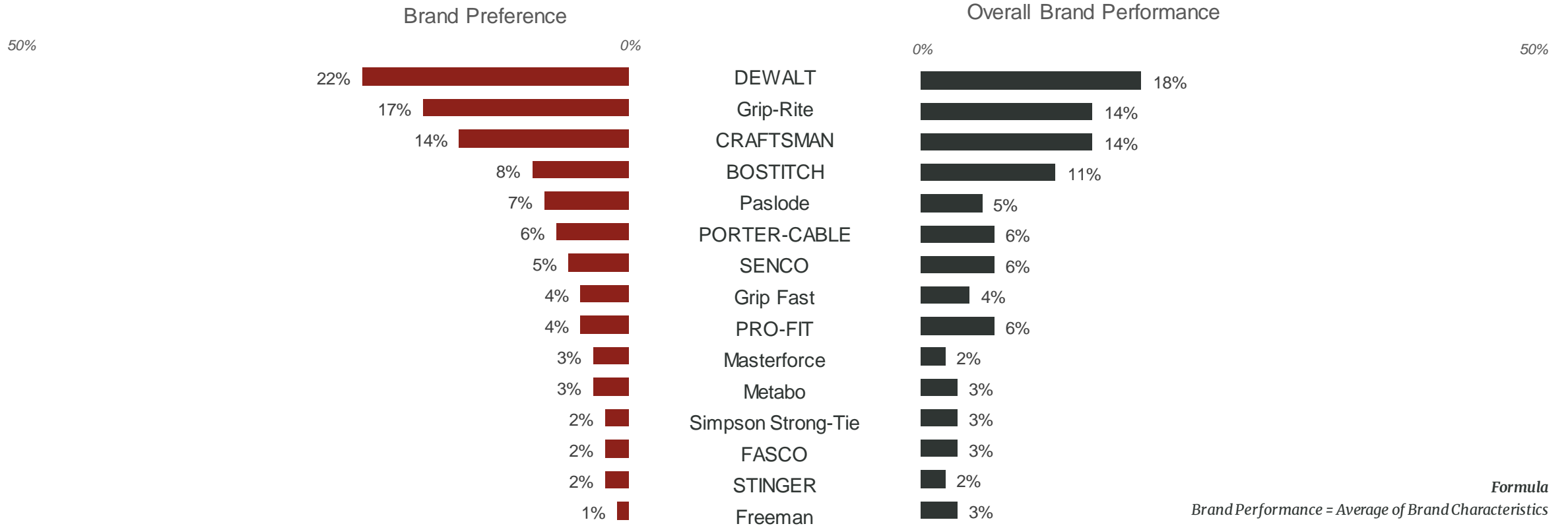
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# Preference & Performance

## Collated Nail Brands

Often, the individuals' use might differ from their companies' use of brands, Brand Preference. Because firms have different resources or requirements, they will use Brand A because the client requested it. Lastly, Overall Brand Performance (an average of the Brand Characteristics) shows how well a brand performs "in the field" and/or compared to others.



*Formula*  
Brand Performance = Average of Brand Characteristics

### Custom Brand Health Research

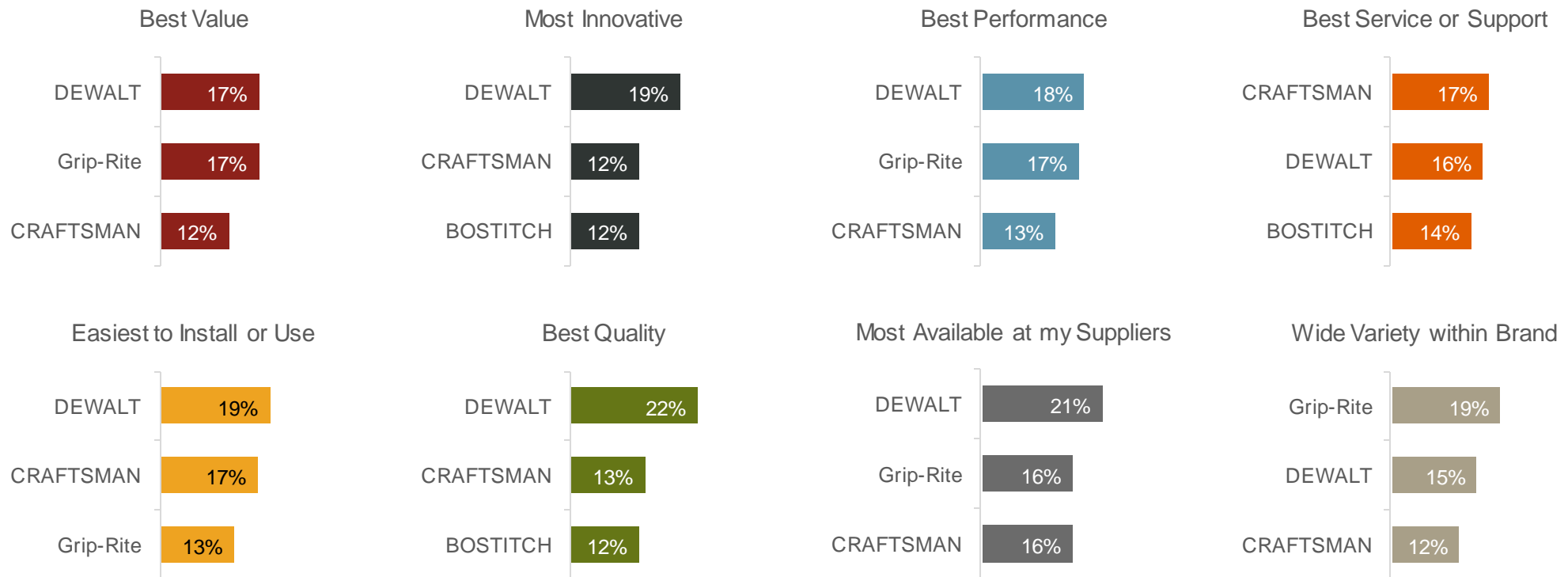
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# Performance Breakdown

## Collated Nail Brands

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### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

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# Laminate & Hardwood Flooring

# Top 10 Laminate and Hardwood Flooring Brands

In 2022, the North America wood flooring market was estimated at \$7.38B, driven by demand for durable and aesthetic flooring. Consumers prefer wood and engineered wood flooring due to its natural look and durability.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Armstrong Flooring</b>	91%	58%	18%	19%	<b>4.7</b>
<b>Mohawk</b>	83%	49%	13%	6%	<b>3.8</b>
<b>LL Flooring</b>	75%	39%	18%	6%	<b>3.5</b>
<b>Pergo</b>	75%	39%	18%	6%	<b>3.4</b>
<b>Shaw</b>	75%	31%	10%	19%	<b>3.4</b>
<b>Formica Group</b>	71%	23%	3%	10%	<b>2.7</b>
<b>Mannington Mills</b>	66%	21%	3%	15%	<b>2.6</b>
<b>Bruce</b>	62%	24%	7%	7%	<b>2.5</b>
<b>KRONOTEX</b>	65%	22%	7%	3%	<b>2.4</b>
<b>Tarkett</b>	58%	16%	3%	9%	<b>2.1</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

Custom Brand Health Research

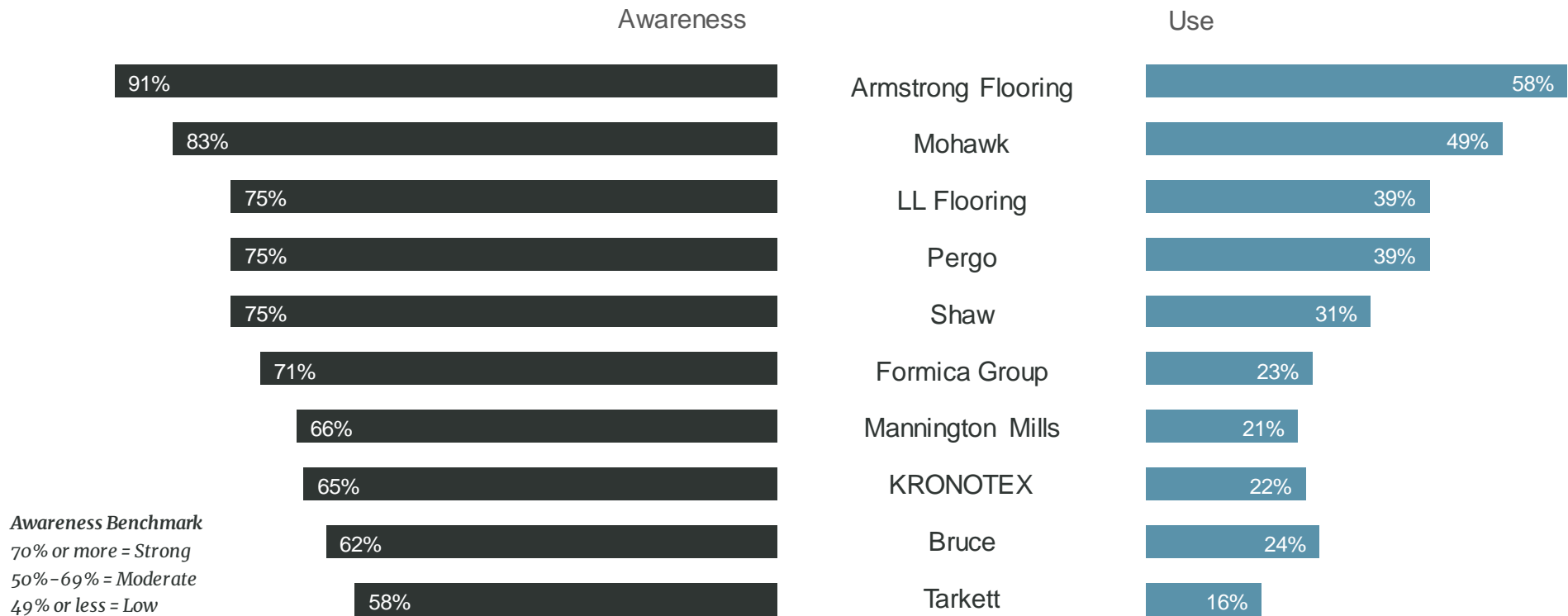
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# Awareness & Use

## Laminate & Hardwood Flooring Brands

Brand Awareness shows how well is your brand ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.



### Custom Brand Health Research

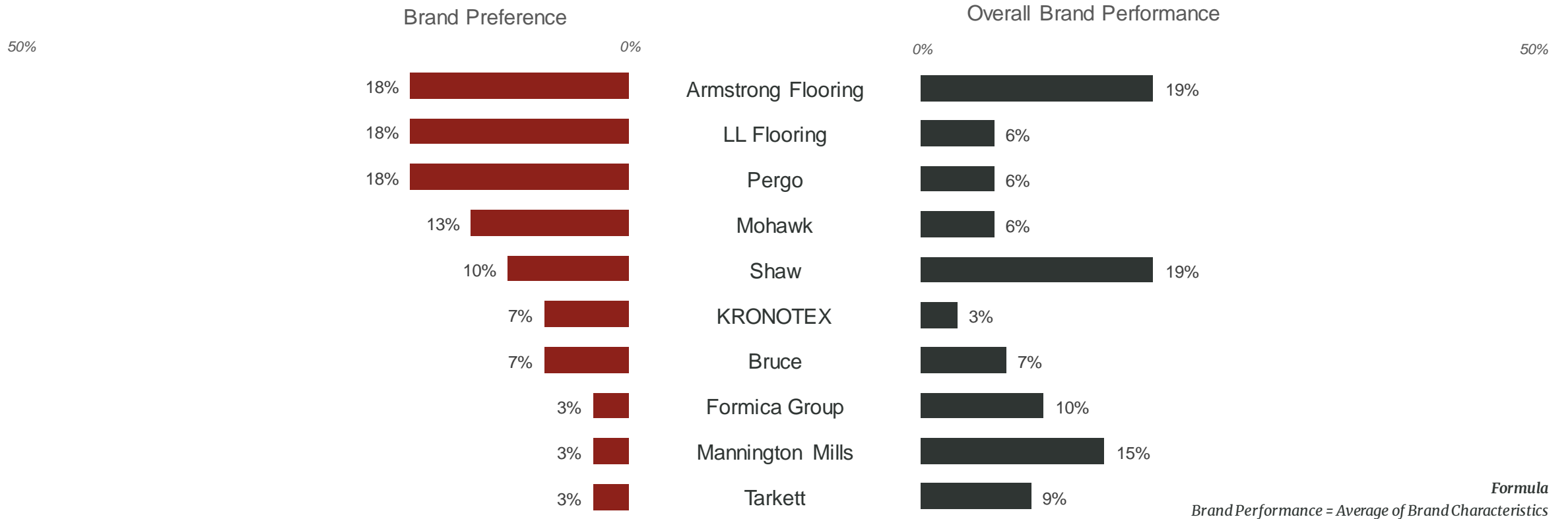
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# Preference & Performance

## Laminate & Hardwood Flooring Brands

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### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

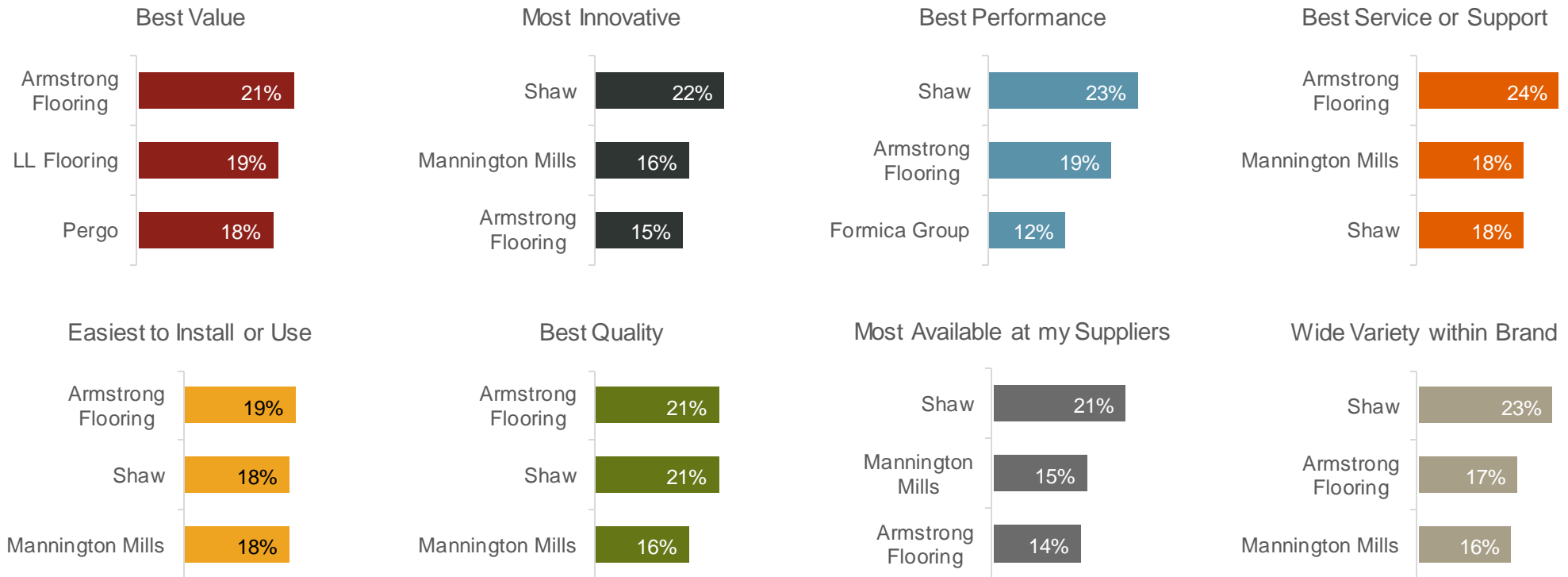
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Brand Preference n=118  
Overall Brand Performance n=107

# Performance Breakdown

## Laminate & Hardwood Flooring Brands

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### Custom Brand Health Research

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# Vinyl Flooring



# Top 17 Vinyl Flooring Brands

The vinyl floor covering market was \$7.25B in 2023, and luxury vinyl tile comprises the largest segment. This product's popularity derives from its versatility in application and aesthetics, and demand comes from the need for cost-effective, durable flooring.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Armstrong Flooring</b>	85%	50%	22%	19%	4.4
<b>LL Flooring</b>	71%	40%	12%	11%	3.3
<b>Pergo</b>	76%	41%	7%	8%	3.3
<b>Mohawk</b>	76%	35%	9%	8%	3.2
<b>Lifeproof</b>	74%	31%	8%	11%	3.1
<b>TrafficMaster</b>	70%	29%	8%	7%	2.9
<b>ProCore</b>	72%	27%	4%	8%	2.8
<b>SMARTCORE</b>	67%	32%	5%	4%	2.7
<b>COREtec</b>	68%	29%	5%	4%	2.6
<b>Shaw</b>	65%	24%	6%	5%	2.5
<b>Home Decorators<sup>†</sup></b>	67%	25%	2%	3%	2.4
<b>Cali Vinyl</b>	58%	16%	8%	7%	2.2
<b>NuCore</b>	63%	18%	1%	3%	2.2
<b>Mannington's ADURA</b>	55%	17%	1%	1%	1.8
<b>Proximity Mills</b>	51%	12%	1%	1%	1.6
<b>Flooret's<sup>^</sup></b>	52%	11%	0%	1%	1.6
<b>Karndean</b>	47%	8%	0%	1%	1.4

Benchmarks: 4.6 - 10.0 = Good, 4.5 - 2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

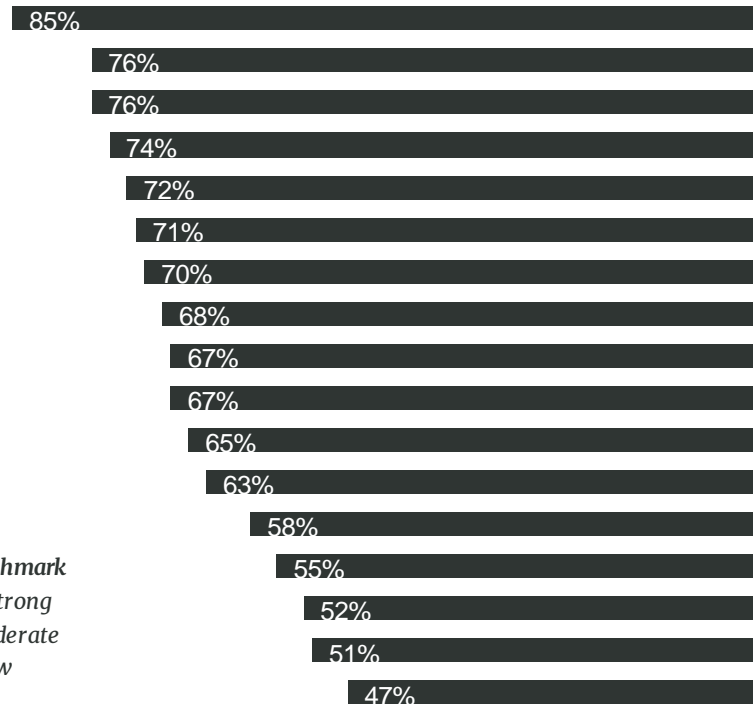
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# Awareness & Use

## Vinyl Flooring Brands

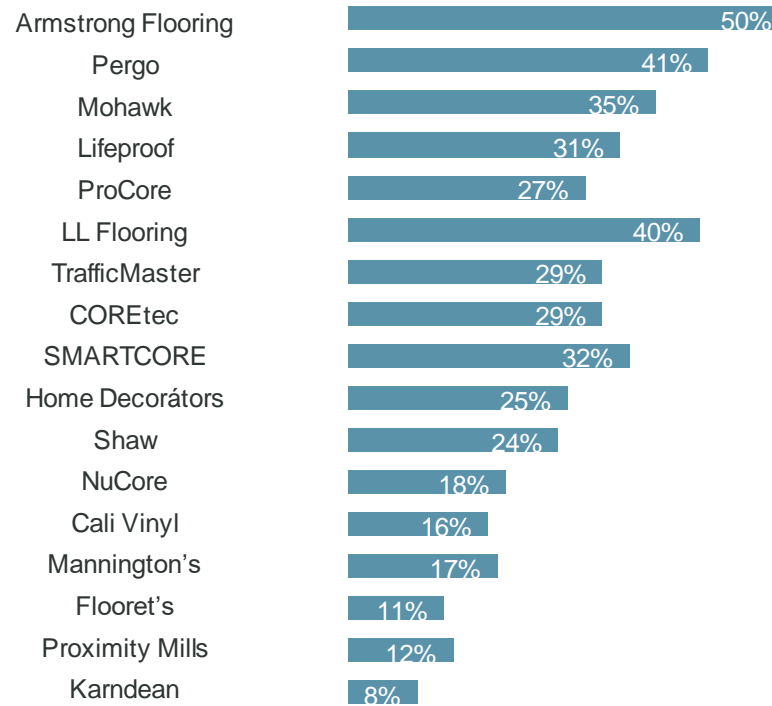
Brand Awareness shows how well is your brand ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.

### Awareness



**Awareness Benchmark**  
 70% or more = Strong  
 50% - 69% = Moderate  
 49% or less = Low

### Use



## Custom Brand Health Research

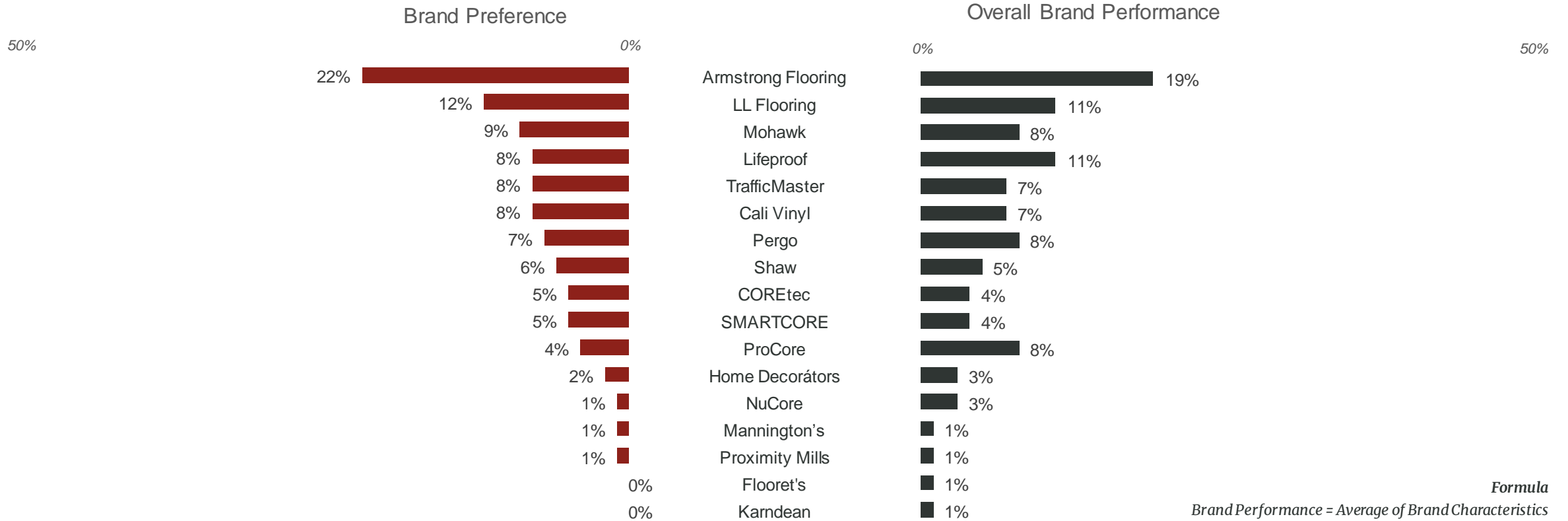
Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

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# Preference & Performance

## Vinyl Flooring Brands

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Brand Performance = Average of Brand Characteristics

### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

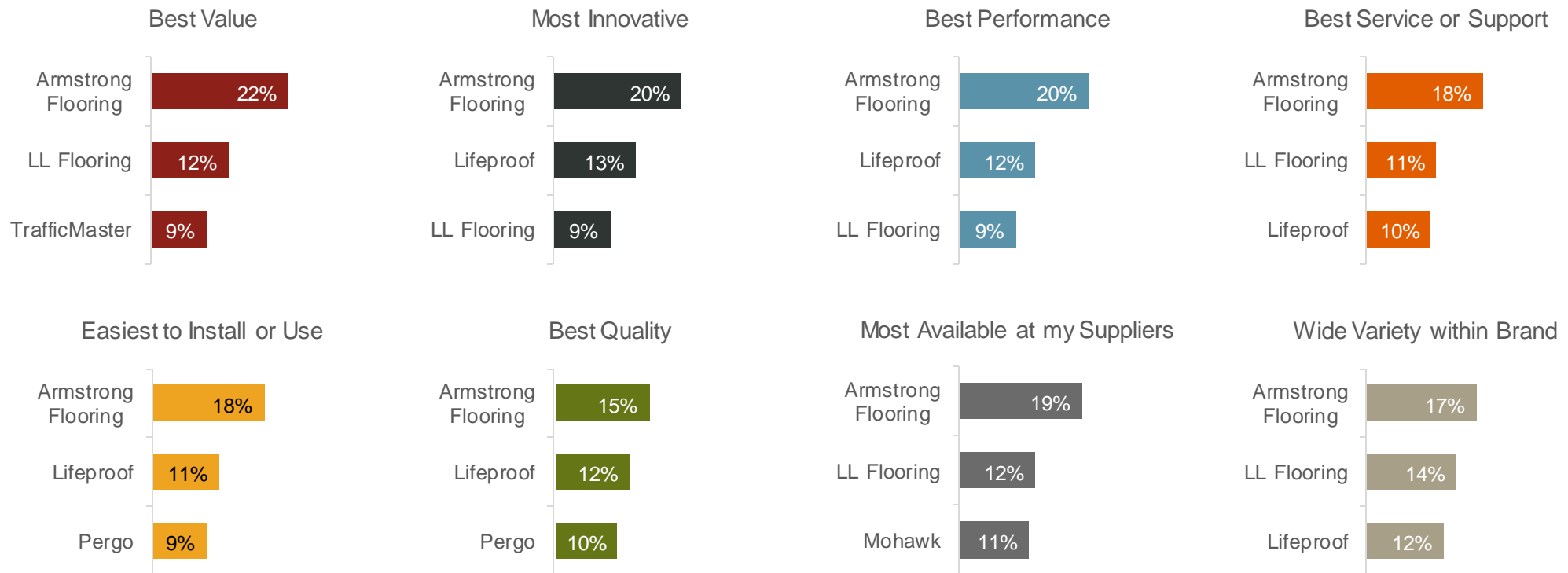
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Brand Preference n=117  
Overall Brand Performance n=108

# Performance Breakdown

## Vinyl Flooring Brands

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### Custom Brand Health Research

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# Furnace & Air Conditioner

# Top 12 Furnace and Air Conditioner Brands

In 2022, HVAC systems had a North American market of \$44.53B. Fortune Business Insights reported eco-friendly and smart home projects will raise demand. They said, “Increased demand for advanced systems, coupled with the industrial automation solution, integration of the Internet of Things (IoT), industry 4.0, and smart manufacturing, is driving the North America HVAC market growth.”

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Carrier</b>	91%	59%	13%	16%	<b>4.5</b>
<b>American Standard</b>	90%	44%	23%	14%	<b>4.3</b>
<b>Lennox</b>	92%	53%	6%	9%	<b>4.0</b>
<b>Goodman</b>	82%	48%	13%	14%	<b>4.0</b>
<b>Trane</b>	80%	52%	8%	11%	<b>3.8</b>
<b>Rheem</b>	84%	35%	12%	10%	<b>3.5</b>
<b>Amana</b>	90%	39%	3%	2%	<b>3.3</b>
<b>York</b>	85%	32%	8%	7%	<b>3.3</b>
<b>RUUD</b>	83%	31%	9%	8%	<b>3.3</b>
<b>Bryant</b>	79%	32%	3%	4%	<b>2.9</b>
<b>Heil</b>	72%	22%	1%	3%	<b>2.4</b>
<b>Daikin</b>	71%	14%	1%	1%	<b>2.2</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

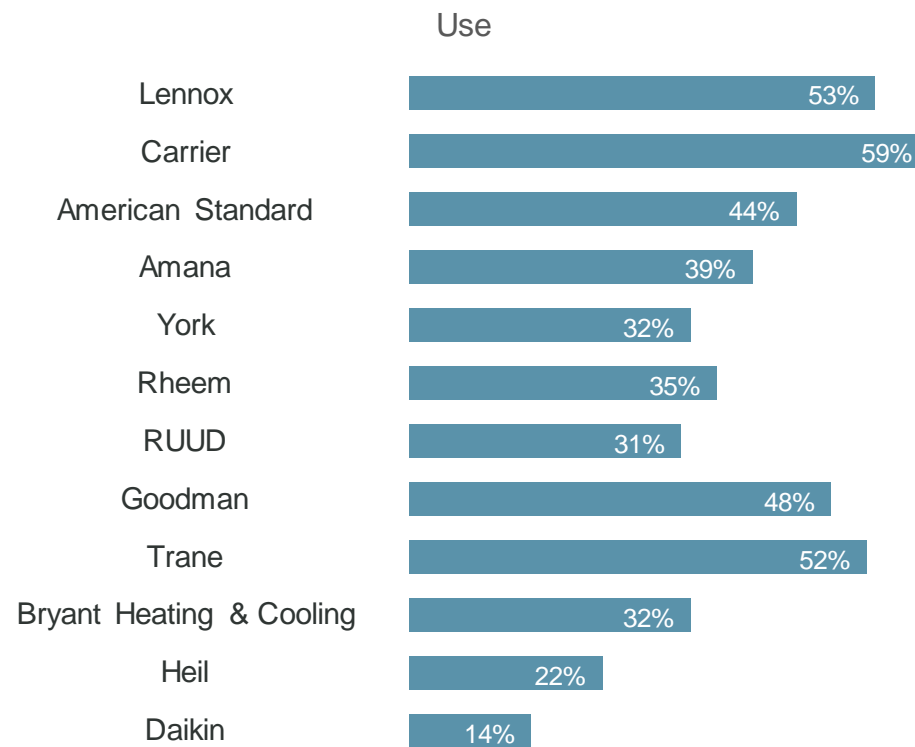
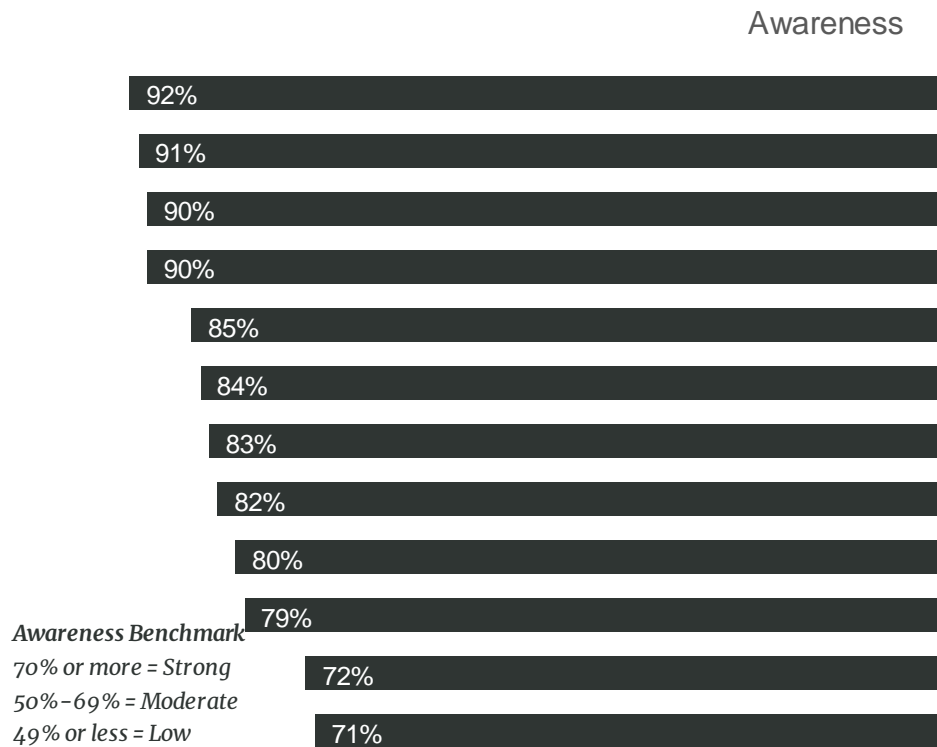
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# Awareness & Use

## Furnace and Air Conditioner Brands

Brand Awareness shows how well is your brand ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.



### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

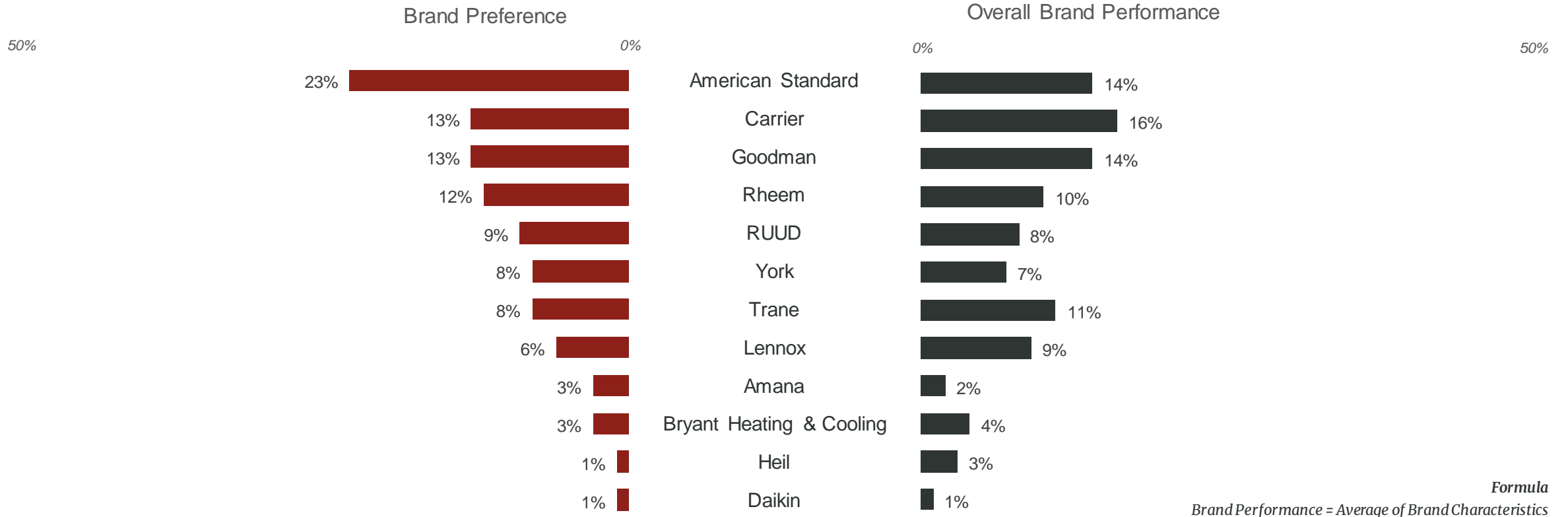
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# Preference & Performance

## Furnace and Air Conditioner Brands

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### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

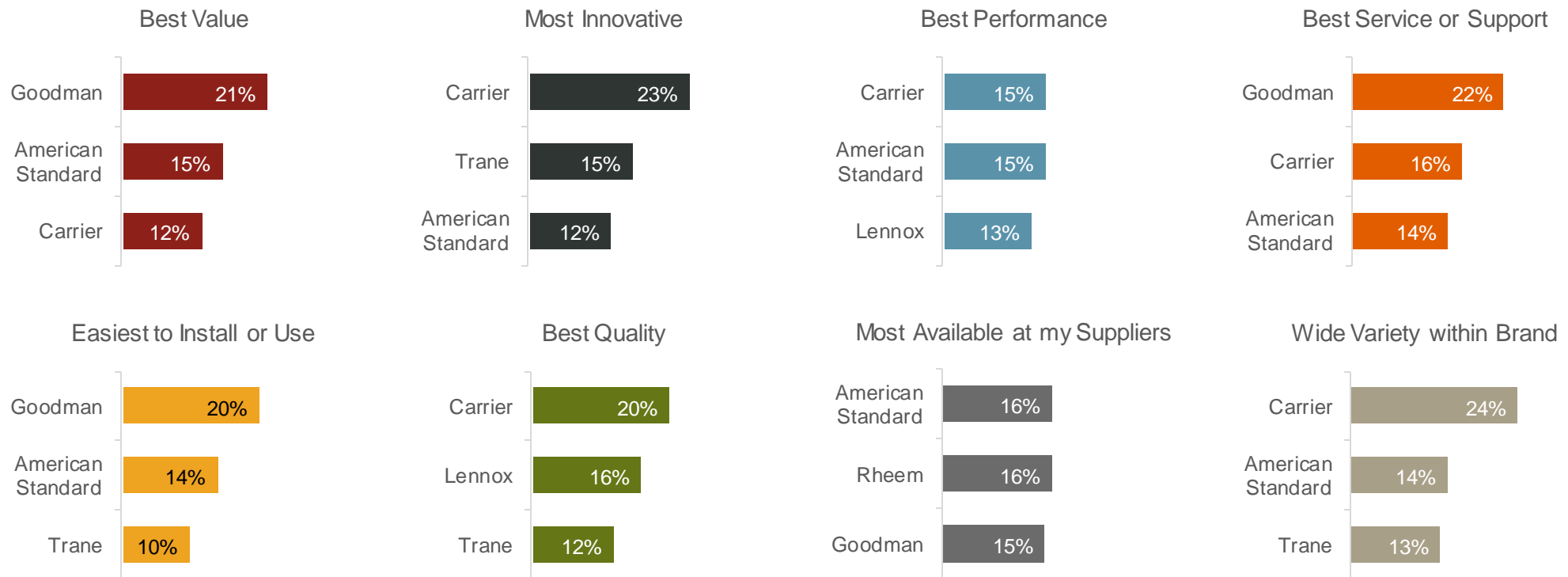
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Brand Preference n=61  
Overall Brand Performance n=54

# Performance Breakdown

## Furnace and Air Conditioner Brands

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### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

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# Hand Tools

# Top 15 Hand Tool Brands

In the US, the hand tool market was \$5.25B in 2022. This market keeps high demand even in the face of powered competition because of its reliability and affordability. As DIY projects and home renovations continue, demand will last. Almost a third of pros buy hand tools every 2-6 months.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>DEWALT</b>	97%	83%	33%	28%	<b>6.0</b>
<b>CRAFTSMAN</b>	98%	78%	18%	19%	<b>5.3</b>
<b>Milwaukee Tool</b>	96%	71%	14%	16%	<b>4.9</b>
<b>STANLEY</b>	96%	64%	7%	6%	<b>4.3</b>
<b>Kobalt</b>	96%	60%	8%	5%	<b>4.2</b>
<b>Bosch</b>	97%	58%	3%	4%	<b>4.0</b>
<b>Husky</b>	94%	57%	2%	4%	<b>3.9</b>
<b>Snap-on</b>	84%	40%	1%	5%	<b>3.3</b>
<b>Klein Tools</b>	74%	36%	8%	7%	<b>3.1</b>
<b>Channellock</b>	78%	45%	0%	1%	<b>3.1</b>
<b>IRWIN</b>	72%	37%	0%	1%	<b>2.8</b>
<b>Mac Tools</b>	77%	20%	0%	1%	<b>2.5</b>
<b>Estwing</b>	63%	32%	1%	2%	<b>2.5</b>
<b>LENOX</b>	69%	22%	1%	1%	<b>2.3</b>
<b>Empire</b>	53%	11%	2%	1%	<b>1.7</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

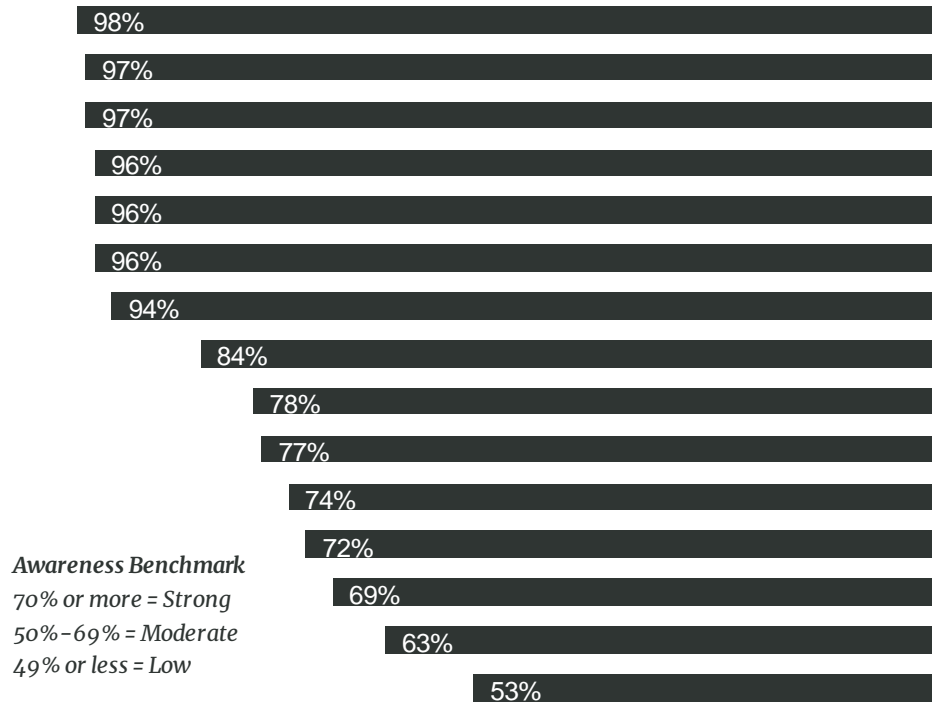
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# Awareness & Use

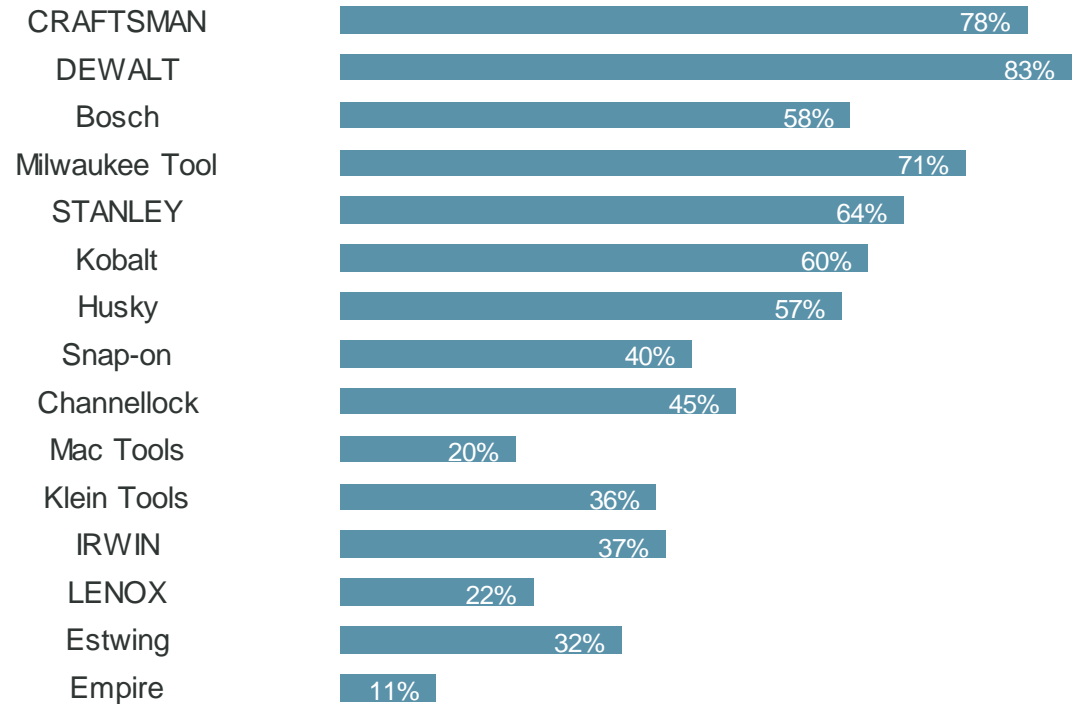
## Hand Tool Brands

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### Awareness



### Use



### Custom Brand Health Research

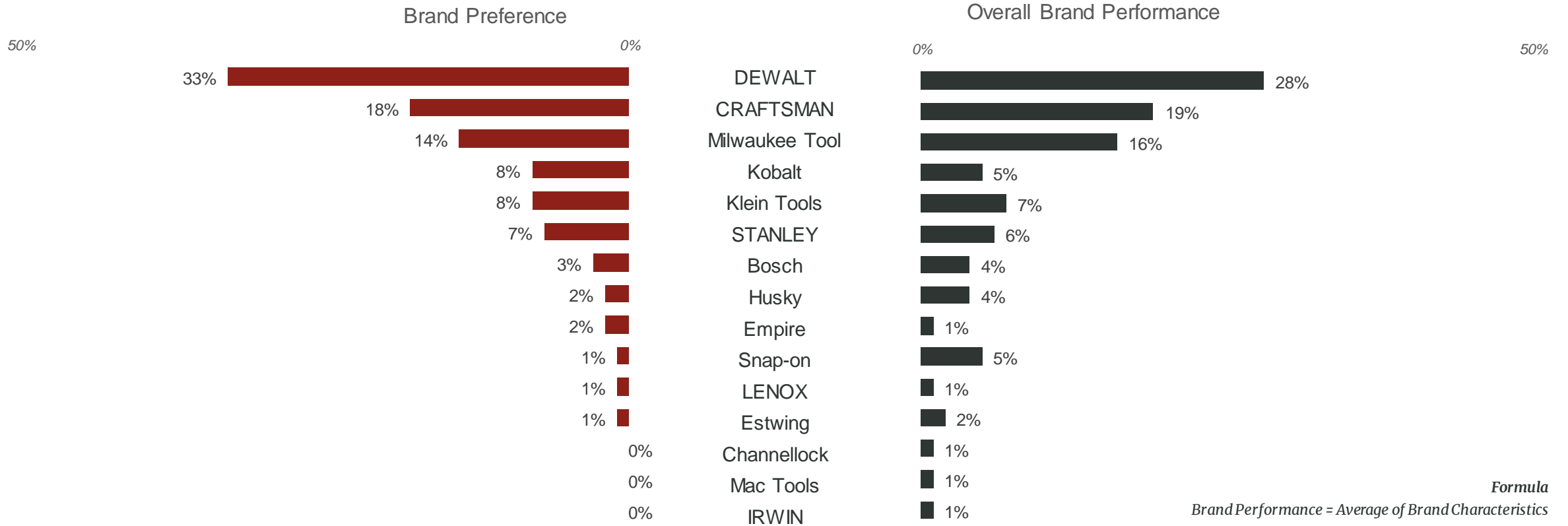
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# Preference & Performance

## Hand Tool Brands

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### Custom Brand Health Research

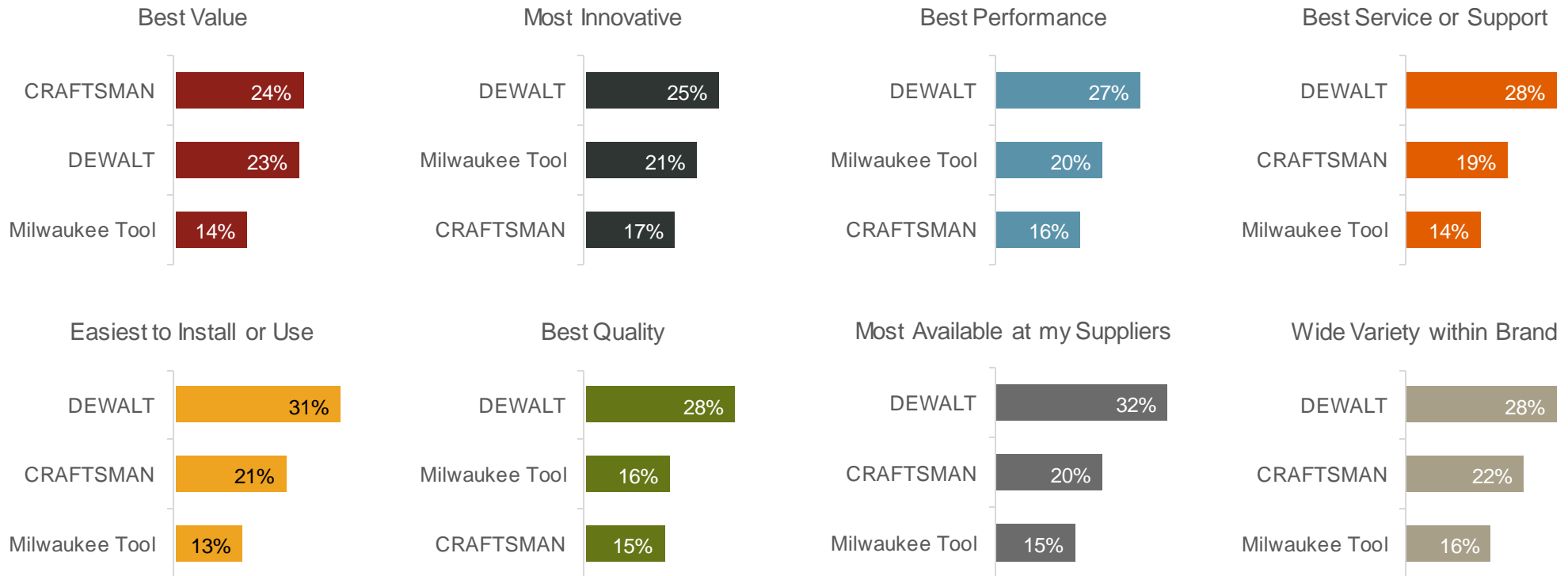
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# Performance Breakdown

## Hand Tool Brands

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### Custom Brand Health Research

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# Interior Light Fixtures



# Top 10 Interior Light Fixture Brands

The US residential lighting fixtures market was, \$2.64B in 2022 . Increasing demand for decorative fixtures and energy-efficient products drive the industry. More specifically, they report high demand for brightness-adjustable lights. About 35% of pros report buying interior light fixtures once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Cooper Electric</b>	85%	62%	26%	24%	<b>4.9</b>
<b>Cooper Lighting<sup>1</sup></b>	77%	47%	22%	19%	<b>4.1</b>
<b>Kichler Lighting</b>	78%	43%	15%	14%	<b>3.8</b>
<b>Lumiere US</b>	76%	28%	14%	14%	<b>3.3</b>
<b>Rejuvenation</b>	66%	27%	6%	7%	<b>2.6</b>
<b>Cree Lighting</b>	65%	29%	3%	6%	<b>2.6</b>
<b>Progress Lighting<sup>*</sup></b>	63%	22%	4%	5%	<b>2.3</b>
<b>Lightolier by Signify</b>	56%	18%	6%	4%	<b>2.1</b>
<b>Juno</b>	59%	20%	2%	3%	<b>2.1</b>
<b>Sea Gulf Lighting</b>	56%	16%	2%	3%	<b>1.9</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

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<sup>1</sup>Cooper Lighting Solutions: HALO  
<sup>\*</sup>Progress Lighting Experts

# Awareness & Use

## Interior Light Fixture Brands

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### Custom Brand Health Research

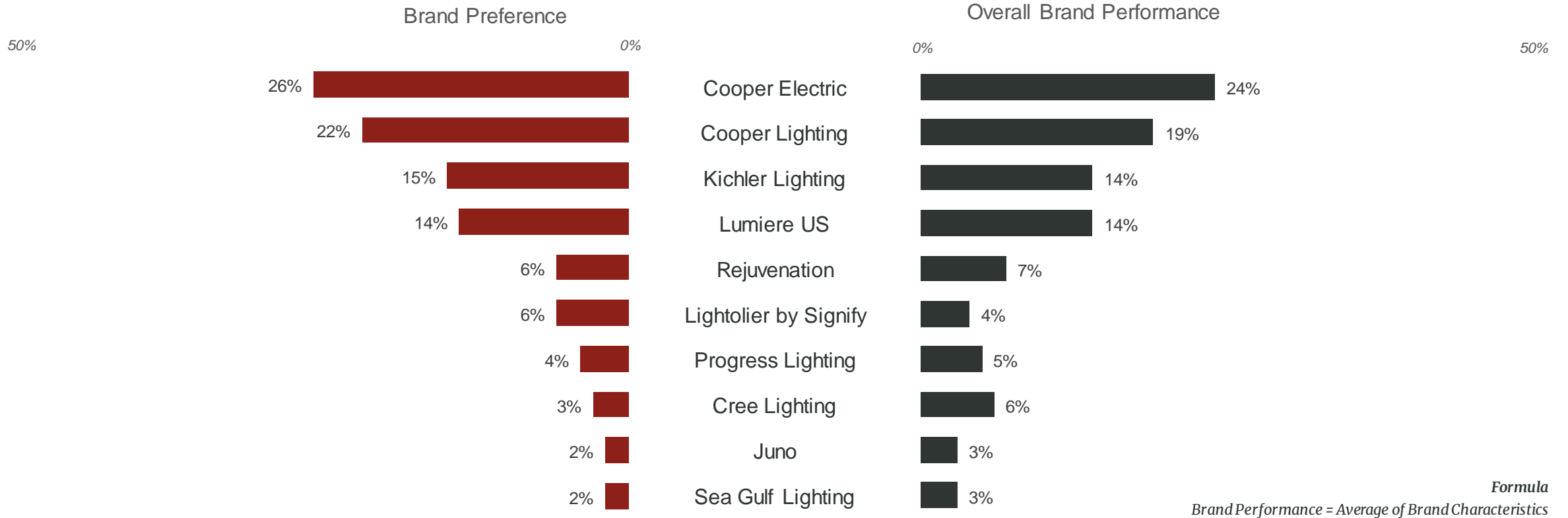
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# Preference & Performance

## Interior Light Fixture Brands

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### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

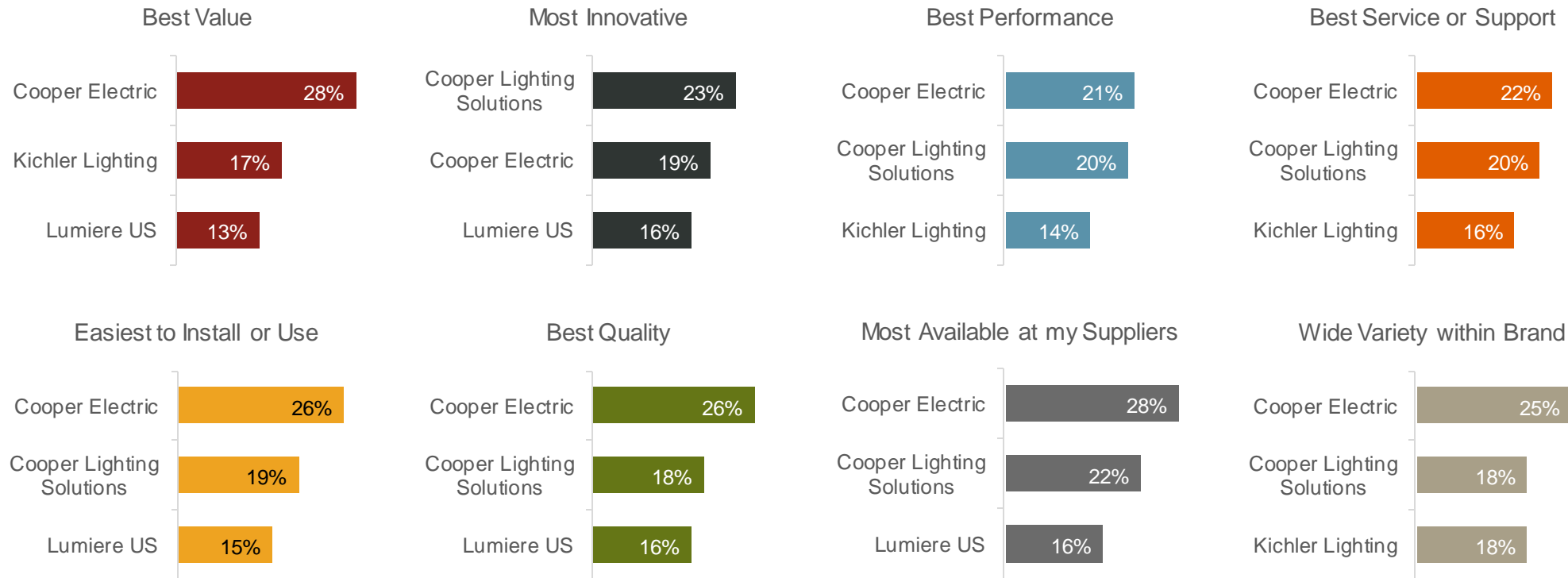
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Brand Preference n=123  
Overall Brand Performance n=112

# Performance Breakdown

## Interior Light Fixture Brands

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### Custom Brand Health Research

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# Interior Paint



# Top 14 Interior Paint Brands

In 2023, the paint manufacturing industry will reach \$31.4B in revenue. However, the industry experienced a 2.9% decrease this year because of interest rates and falling construction demand. Going forward, private spending, like home improvement projects and construction starts, will boost demand.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Sherwin-Williams</b>	97%	78%	33%	29%	<b>5.9</b>
<b>Behr</b>	92%	63%	24%	20%	<b>5.0</b>
<b>Valspar</b>	91%	61%	12%	13%	<b>4.4</b>
<b>Benjamin Moore</b>	91%	54%	8%	8%	<b>4.0</b>
<b>KILZ</b>	85%	63%	6%	6%	<b>4.0</b>
<b>Rust-Oleum</b>	90%	54%	2%	3%	<b>3.7</b>
<b>GLIDDEN</b>	84%	44%	5%	4%	<b>3.4</b>
<b>Dutch Boy</b>	82%	29%	2%	3%	<b>2.9</b>
<b>Kelly-Moore Paints</b>	72%	34%	2%	3%	<b>2.8</b>
<b>PPG Paints</b>	67%	35%	2%	2%	<b>2.7</b>
<b>Diamond Brite</b>	60%	15%	2%	2%	<b>2.0</b>
<b>Dunn-Edwards</b>	60%	16%	1%	1%	<b>2.0</b>
<b>Zinsser</b>	49%	19%	1%	1%	<b>1.7</b>
<b>Clare</b>	45%	9%	2%	2%	<b>1.4</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

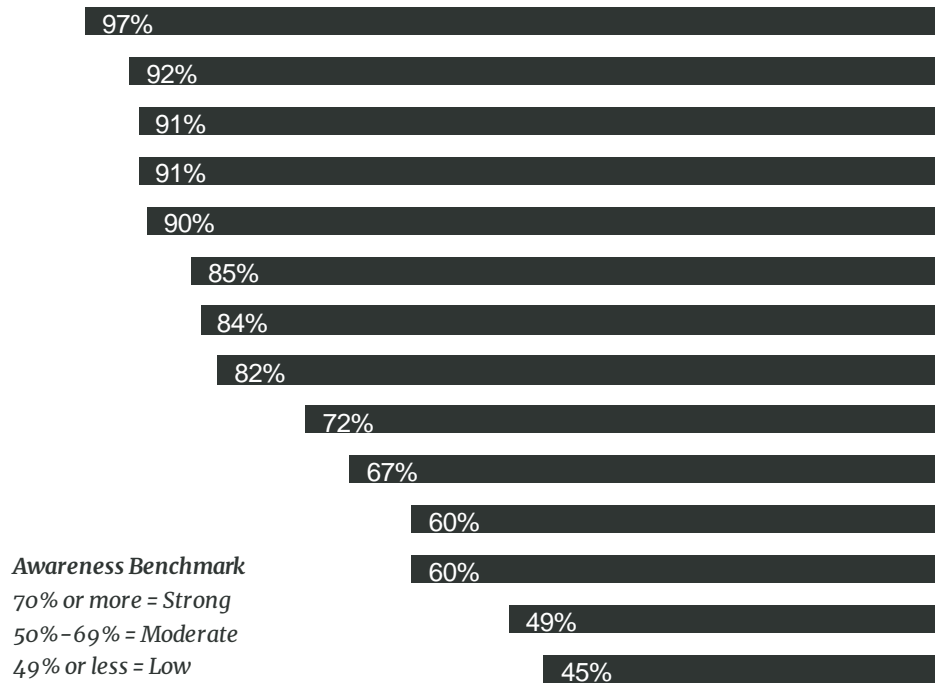
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# Awareness & Use

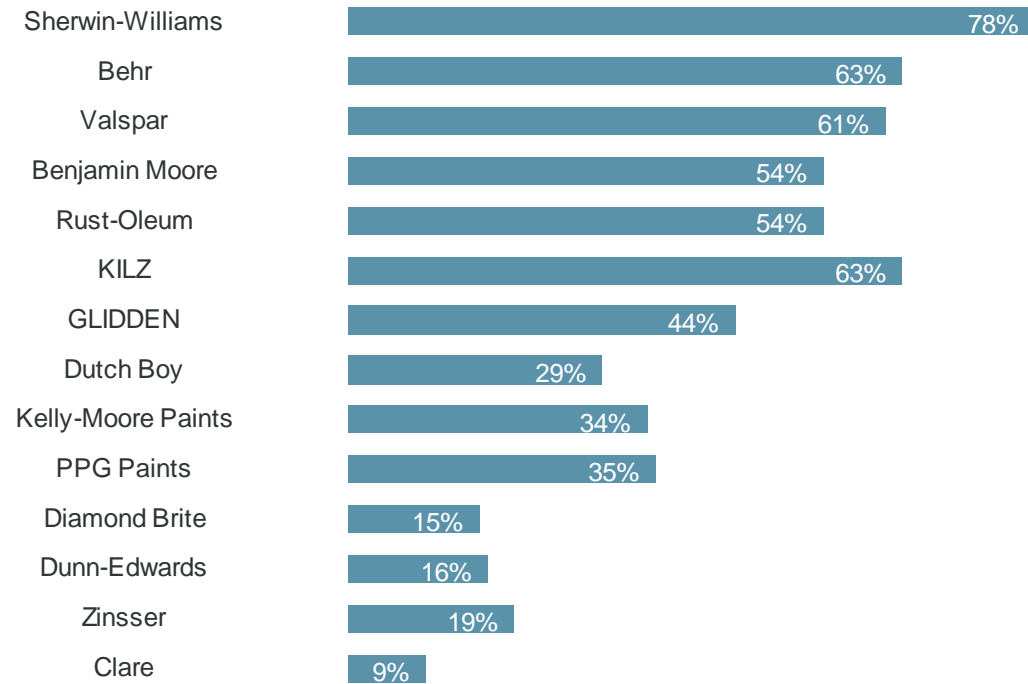
## Interior Paint Brands

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### Awareness



### Use



### Custom Brand Health Research

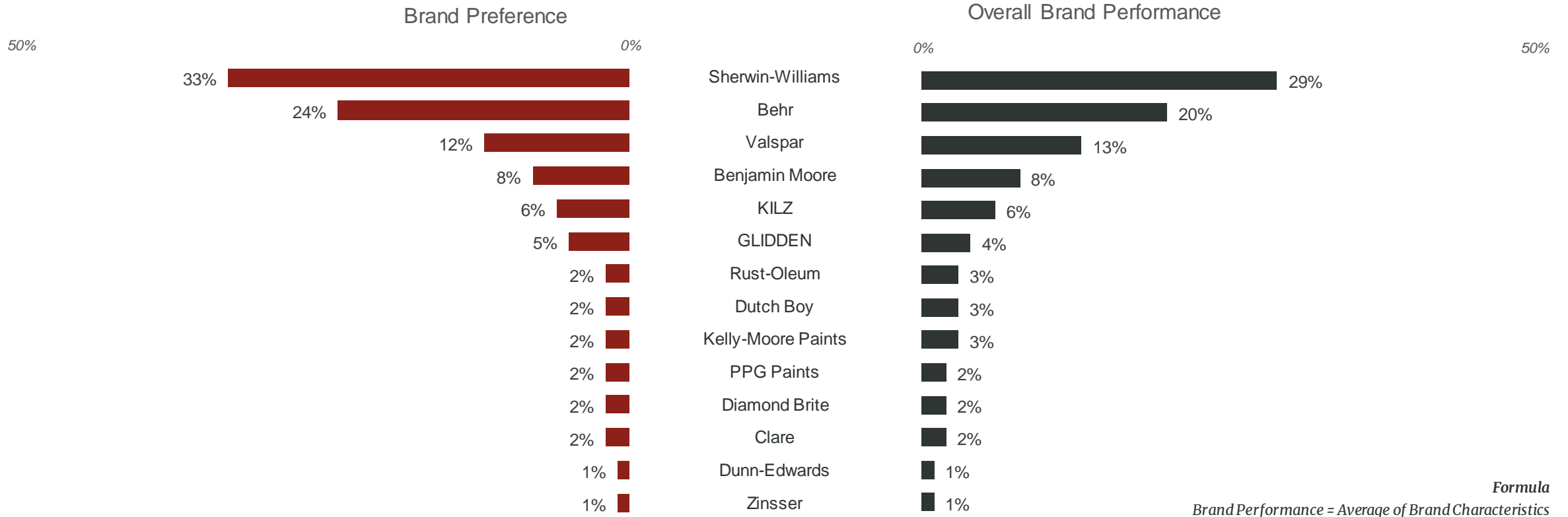
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# Preference & Performance

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### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

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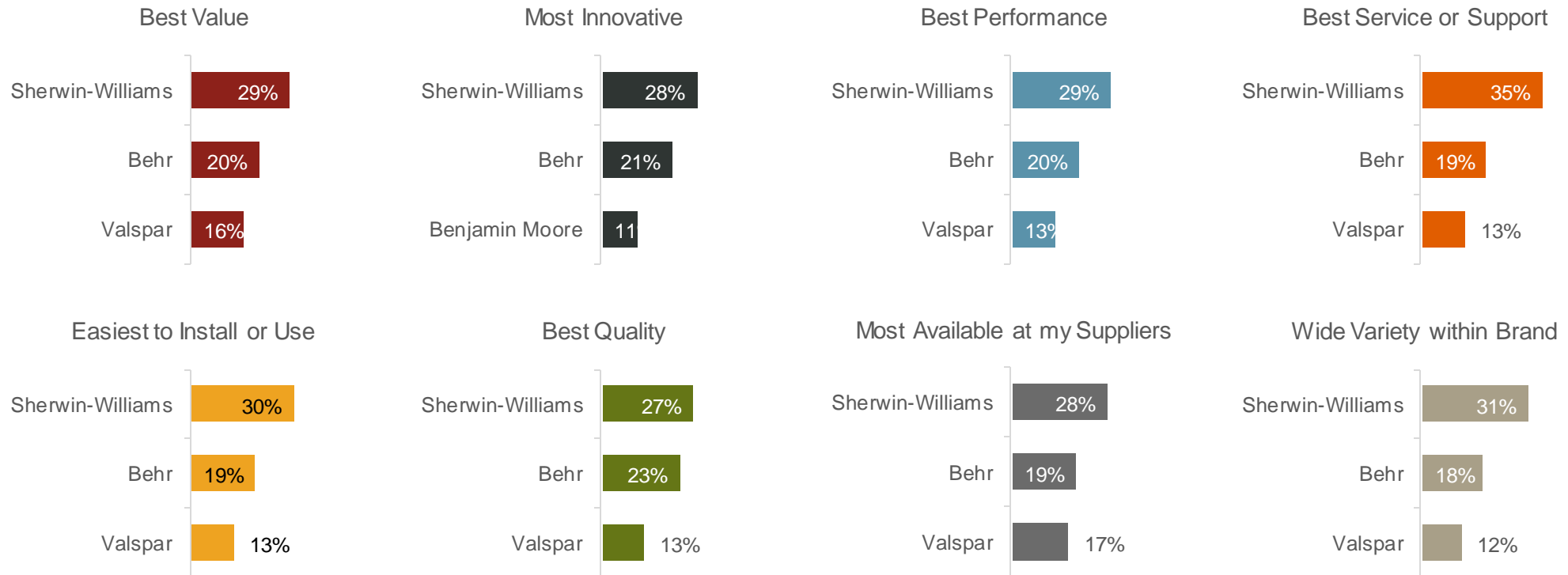
Brand Preference n=176  
Overall Brand Performance n=162



# Performance Breakdown

## Interior Paint Brands

Brand Characteristics are the composite parts of Brand Performance. Pros are asked which brand best represents each characteristic, and their answers provide a more detailed understanding of the brand and/or product drivers that influence purchase decisions. The same series of characteristics was used across all categories for the purposes of this public study. Customized Brand Health research should incorporate a more detailed set of characteristics distinguished by your category and/or brand.



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# Interior Trim & Moulding



# Top 12 Interior Trim & Moulding Brands

The moulding and doors market earned \$10.537B in 2022, reports [HIRI](#). Just under 40% of pros purchase interior trim and moulding once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Flex Trim</b>	86%	52%	25%	24%	<b>4.7</b>
<b>CertainTeed</b>	71%	28%	20%	15%	<b>3.3</b>
<b>VERSATEX</b>	72%	34%	11%	12%	<b>3.2</b>
<b>LP SmartSide</b>	72%	28%	10%	10%	<b>3.0</b>
<b>Mid-America</b>	69%	26%	6%	6%	<b>2.7</b>
<b>Royal<sup>1</sup></b>	61%	25%	3%	9%	<b>2.4</b>
<b>WindsorONE</b>	64%	21%	7%	6%	<b>2.4</b>
<b>AZEK Exteriors</b>	65%	22%	4%	4%	<b>2.4</b>
<b>Kleer</b>	59%	24%	2%	3%	<b>2.2</b>
<b>Fypon</b>	59%	14%	6%	4%	<b>2.1</b>
<b>Metrie</b>	59%	16%	5%	3%	<b>2.1</b>
<b>Ekena Millwork</b>	58%	11%	1%	3%	<b>1.8</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

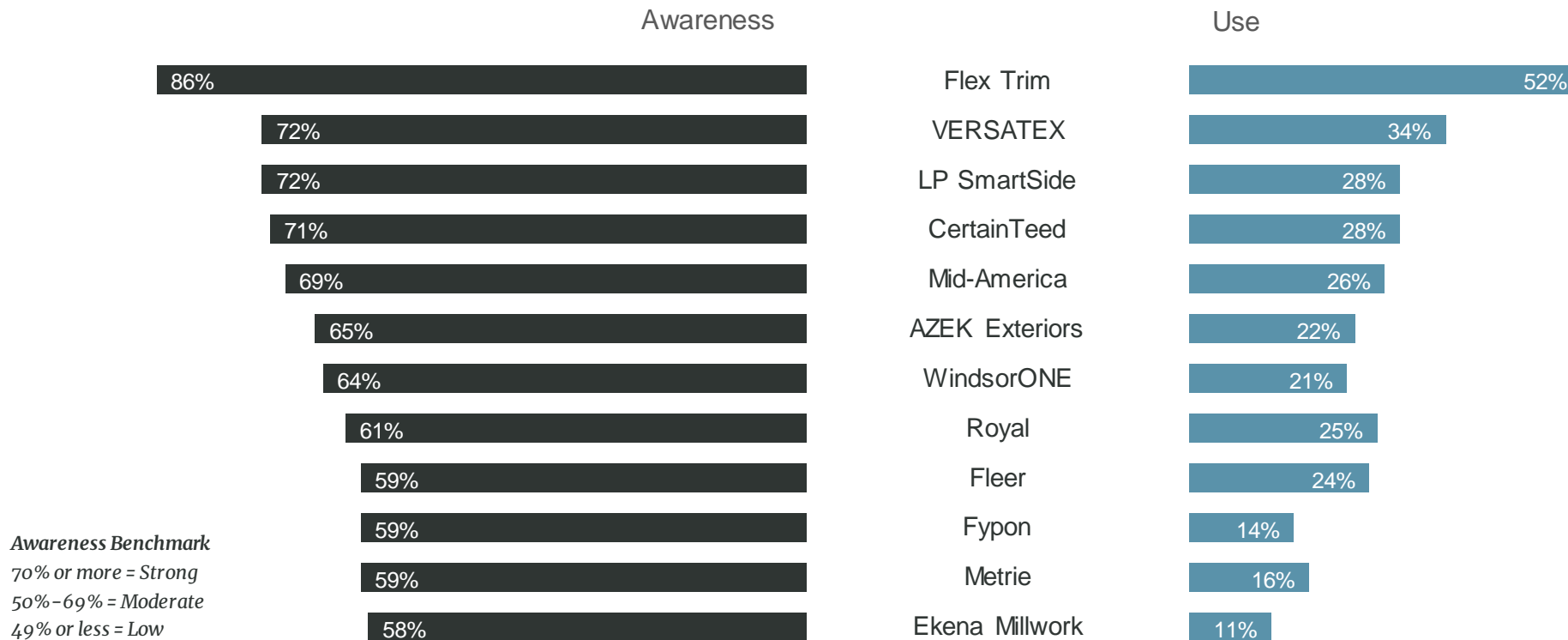
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# Awareness & Use

## Interior Trim & Moulding Brands

Brand Awareness shows how well is your brand ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.



### Custom Brand Health Research

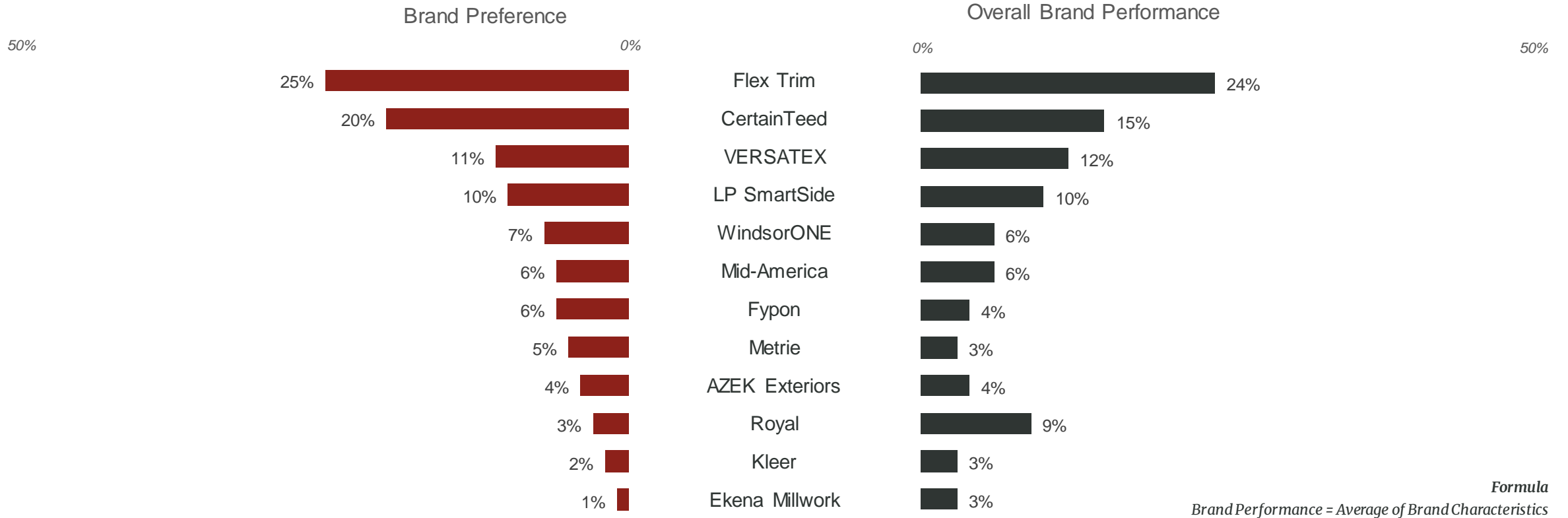
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# Preference & Performance

## Interior Trim & Moulding Brands

Often, the individuals' use might differ from their companies' use of brands, Brand Preference. Because firms have different resources or requirements, they will use Brand A because the client requested it. Lastly, Overall Brand Performance (an average of the Brand Characteristics) shows how well a brand performs "in the field" and/or compared to others.



*Formula*  
Brand Performance = Average of Brand Characteristics

### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

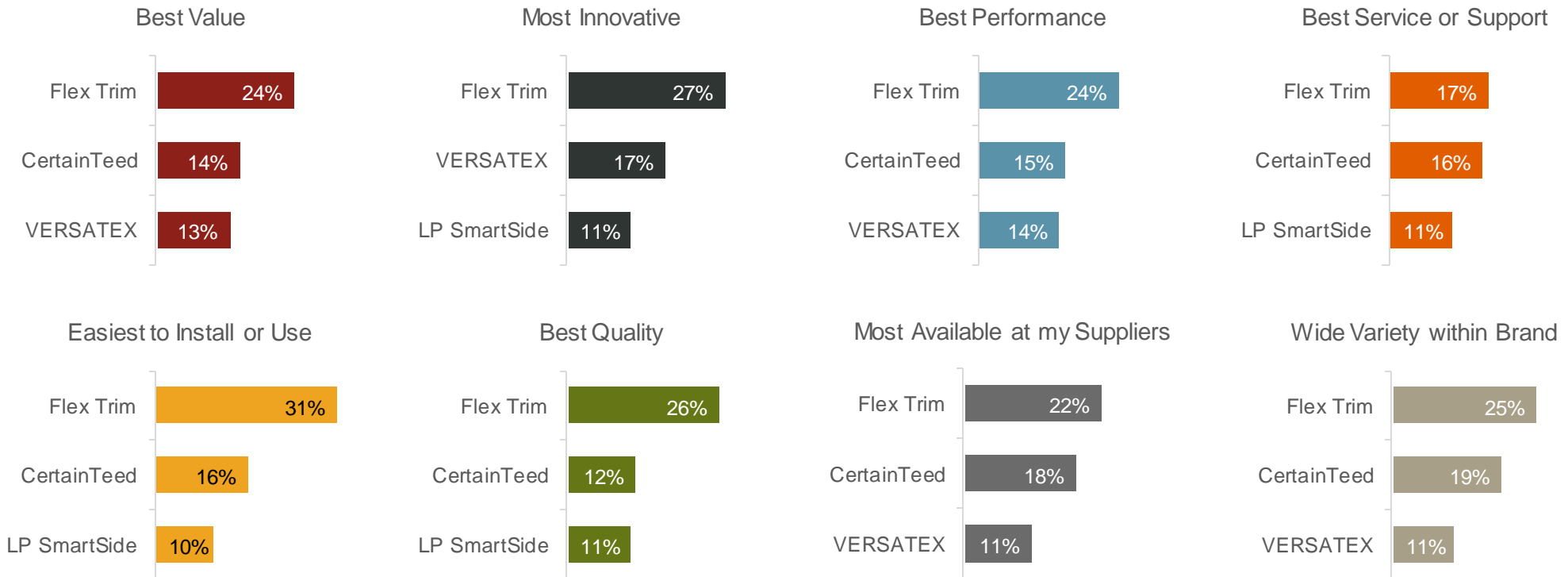
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Brand Preference n=52  
Overall Brand Performance n=110

# Performance Breakdown

## Interior Trim & Moulding Brands

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# In-wall Insulation



# Top 10 In-wall Insulation Brands

In North America, the market for building thermal insulation was \$11.79B in 2022. Developing residential areas and changing building codes promote this industry's growth. About 40% of pros purchase in-wall insulation once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
Owens Corning	81%	46%	23%	25%	4.4
ROCKWOOL	75%	33%	11%	11%	3.3
Greenfiber	77%	31%	10%	12%	3.2
USG	70%	32%	15%	12%	3.2
CertainTeed	76%	27%	12%	11%	3.2
BASF	74%	30%	9%	8%	3.0
Johns Manville	71%	24%	7%	7%	2.7
Dow	70%	25%	5%	4%	2.6
Celotex <sup>1</sup>	65%	20%	4%	5%	2.3
Knauf Insulation	56%	12%	4%	5%	1.9

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

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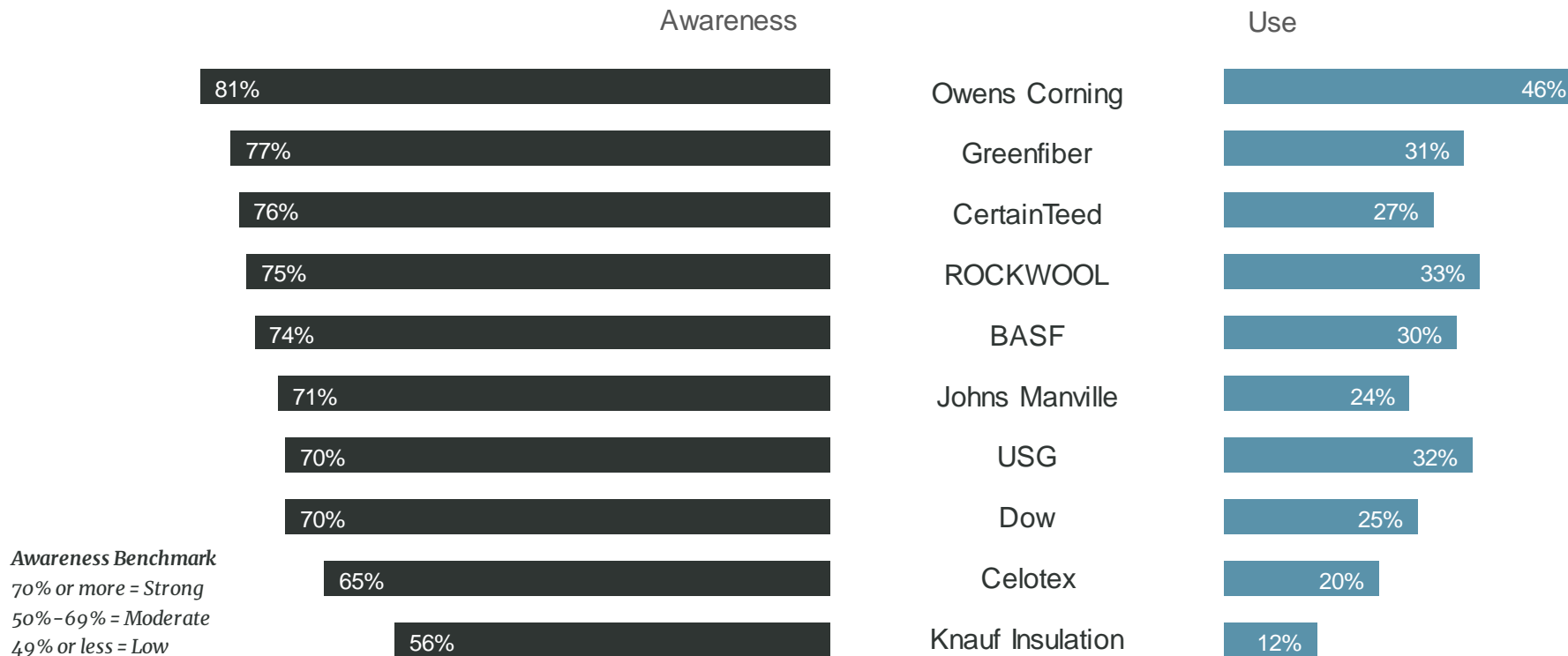
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# Awareness & Use

## In-wall Insulation Brands

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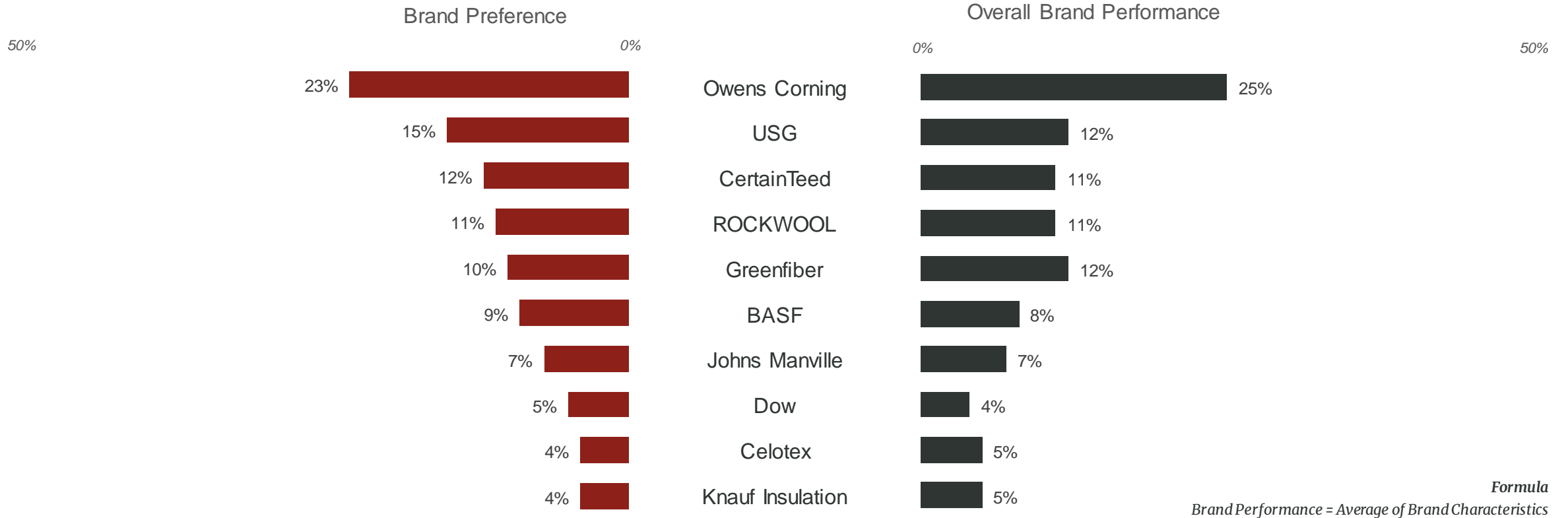
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# Preference & Performance

## In-wall Insulation Brands

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Brand Performance = Average of Brand Characteristics

### Custom Brand Health Research

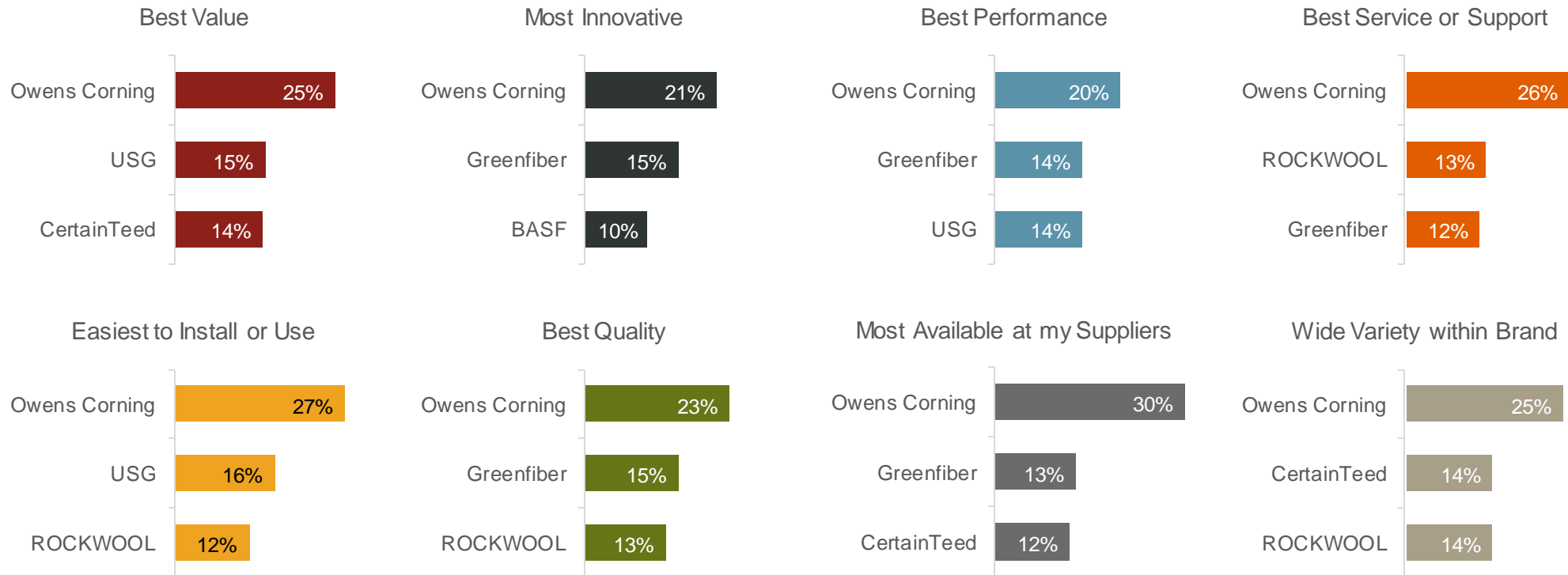
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# Performance Breakdown

## In-wall Insulation Brands

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# Kitchen & Bath Faucets

# Top 12 Kitchen and Bath Faucet Brands

The plumbing supplies market was \$31.63B in 2022, according to HIRI. [IBIS World](#) reports, “Demand for faucets primarily relies on the number of new houses built, residential remodeling activity and trends in the nonresidential construction market.” About 40% of pros buy kitchen and bath faucets once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Kohler</b>	96%	81%	30%	27%	<b>5.8</b>
<b>Delta Faucets</b>	97%	80%	27%	20%	<b>5.6</b>
<b>American Standard</b>	93%	71%	14%	18%	<b>4.9</b>
<b>Moen</b>	84%	56%	16%	11%	<b>4.2</b>
<b>STERLING</b>	85%	39%	7%	6%	<b>3.4</b>
<b>Pfister</b>	79%	40%	3%	3%	<b>3.1</b>
<b>Peerless</b>	71%	26%	1%	2%	<b>2.5</b>
<b>GROHE</b>	53%	20%	1%	1%	<b>1.9</b>
<b>House of Rohl</b>	56%	14%	1%	1%	<b>1.8</b>
<b>Elkay</b>	54%	11%	2%	0%	<b>1.7</b>
<b>hansgrohe</b>	49%	12%	0%	0%	<b>1.5</b>
<b>DXV</b>	42%	13%	1%	0%	<b>1.4</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

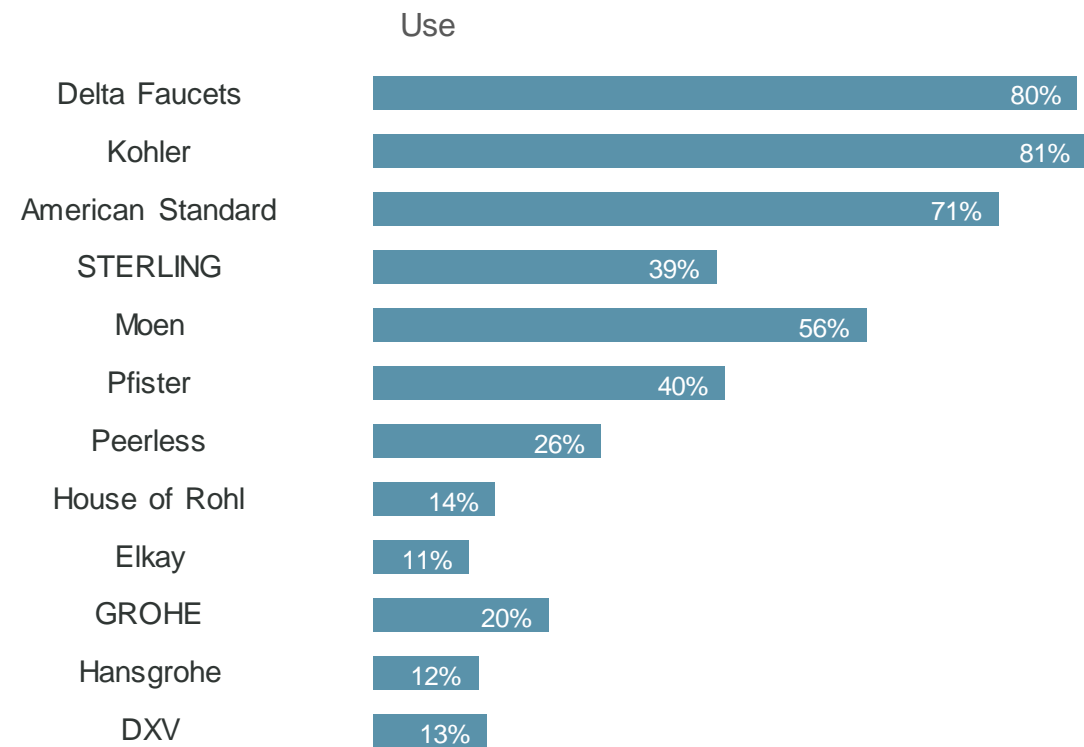
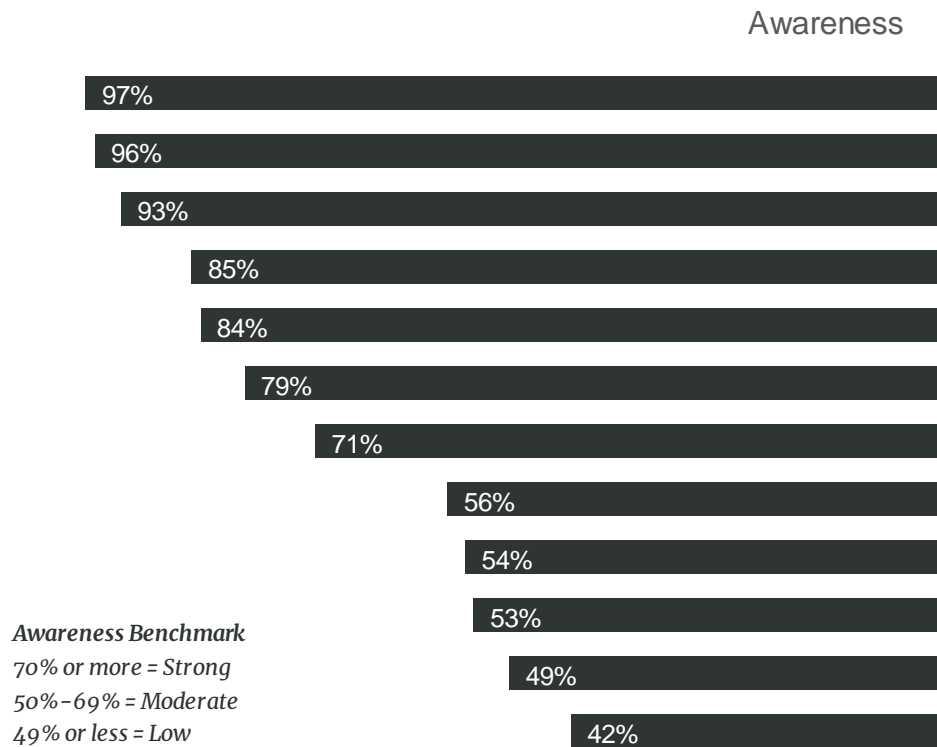
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# Awareness & Use

## Kitchen & Bath Faucets Brands

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### Custom Brand Health Research

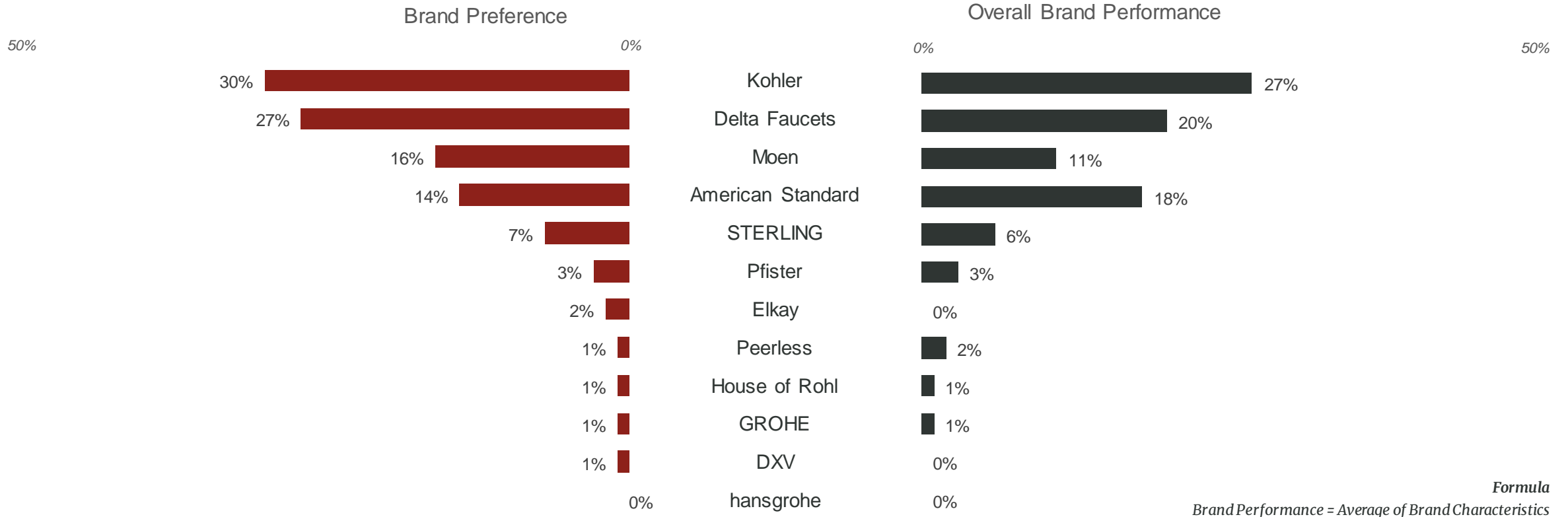
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# Preference & Performance

## Kitchen & Bath Faucets Brands

Often, the individuals' use might differ from their companies' use of brands, Brand Preference. Because firms have different resources or requirements, they will use Brand A because the client requested it. Lastly, Overall Brand Performance (an average of the Brand Characteristics) shows how well a brand performs "in the field" and/or compared to others.



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### Custom Brand Health Research

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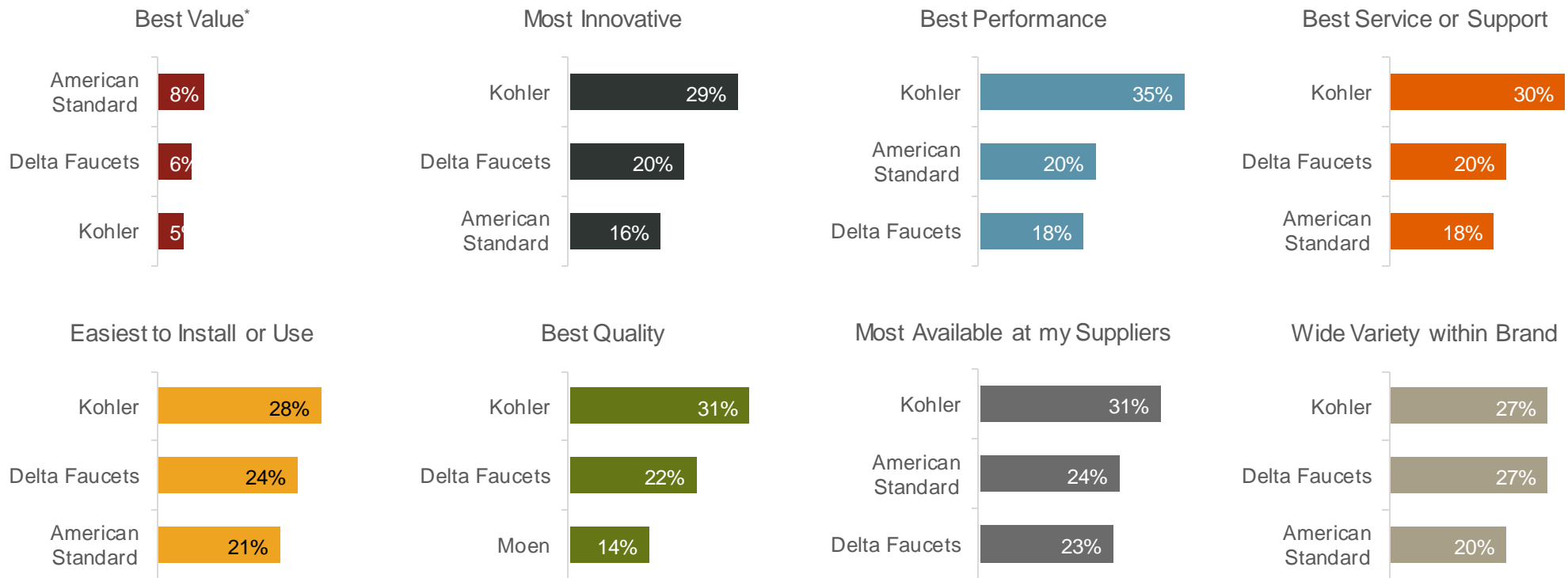
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Brand Preference n=131  
Overall Brand Performance n=120

# Performance Breakdown

## Kitchen & Bath Faucets Brands

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# Kitchen Cabinets



# Top 19 Kitchen Cabinet Brands

The cabinet and vanity market was \$18.00B in 2022—a 5.4% drop. Compared to the economy, this industry has fallen faster. Around 35% of pros purchase kitchen cabinets once a month and every 2-6 months each.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
Hampton Bay	91%	63%	18%	15%	4.7
IKEA Cabinetry	92%	44%	23%	24%	4.6
Kraftmaid	87%	44%	7%	10%	3.7
American Woodmark	83%	35%	12%	9%	3.5
Kitchen Craft	82%	41%	4%	5%	3.3
Thomasville	72%	34%	9%	10%	3.1
Timberlake	75%	39%	3%	3%	3.0
Master Woodcraft	76%	39%	2%	0%	2.9
allen + roth Cabinetry	69%	31%	6%	7%	2.8
MasterBrand	71%	26%	2%	4%	2.6
Wellborn Cabinet	67%	22%	0%	1%	2.2
Shenandoah	60%	22%	4%	3%	2.2
Decorá	55%	21%	4%	4%	2.1
Medallion Cabinetry	63%	14%	1%	1%	2.0
Aristokraft	61%	17%	1%	1%	2.0
Merrillat	55%	18%	1%	0%	1.9
Fabuwood	58%	9%	1%	1%	1.7
Advanta/Echelon	55%	11%	0%	0%	1.6
CliqStudios	47%	10%	1%	1%	1.5

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# Awareness & Use

## Kitchen Cabinet Brands

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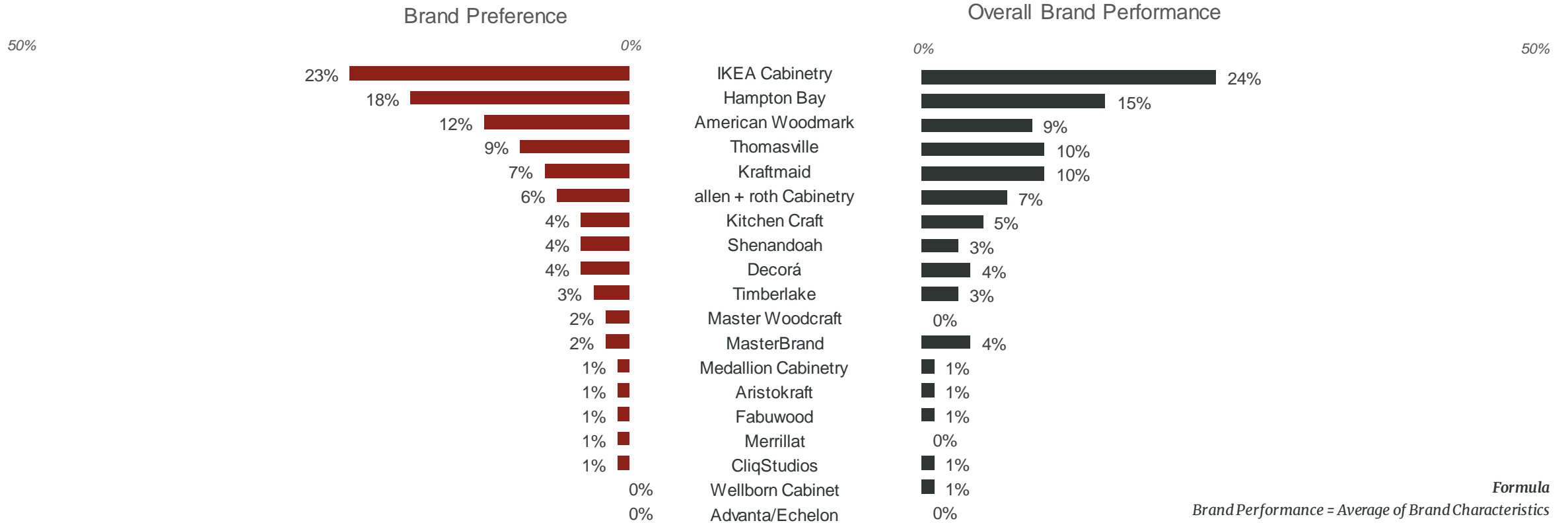
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# Preference & Performance

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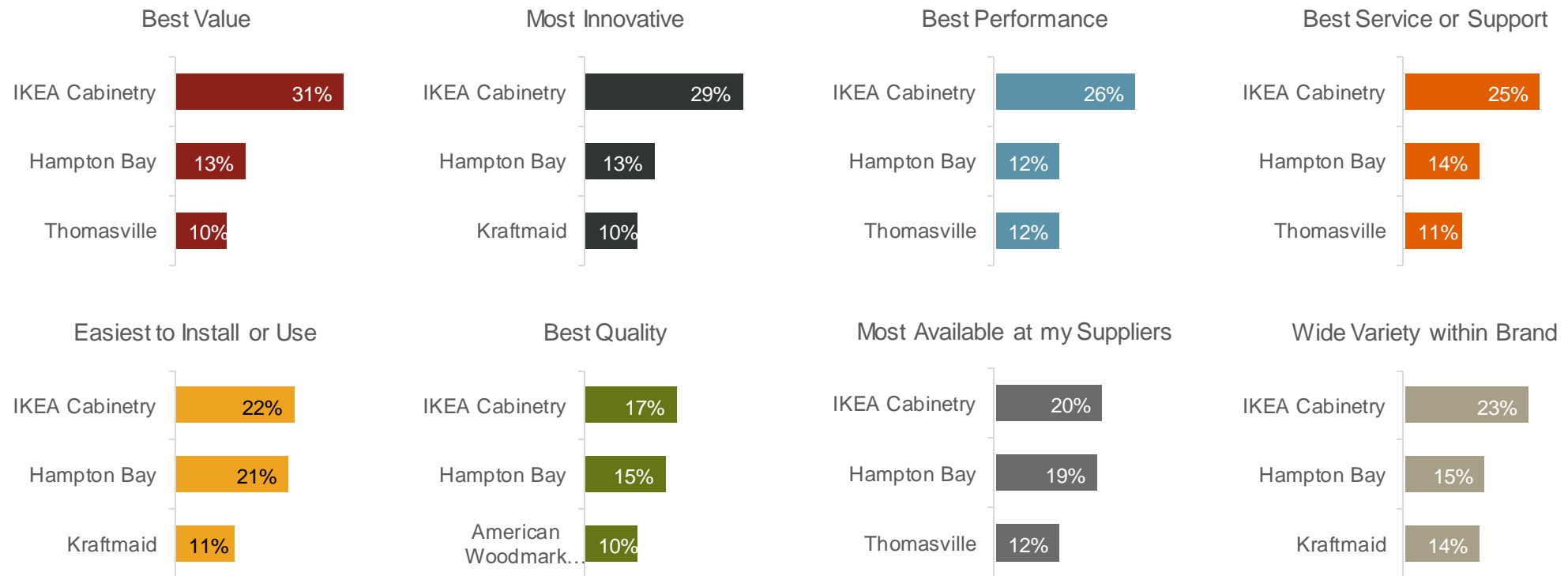
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# Performance Breakdown

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# Large Kitchen Appliances

# Top 15 Large Kitchen Appliances Brands

HIRI reports the major household appliances market was valued at \$39.87B in 2022. Increasingly consumers prefer smart home devices, affecting kitchen appliances too. Mordor Intelligence reports freezers are the category's product expected to grow most through 2028. Most pros (31%) purchase large kitchen appliances every 2-6 months.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Whirlpool</b>	98%	87%	19%	15%	<b>5.5</b>
<b>Frigidaire</b>	93%	61%	21%	11%	<b>4.7</b>
<b>GE Appliances<sup>1</sup></b>	94%	58%	17%	17%	<b>4.7</b>
<b>Samsung</b>	96%	63%	10%	13%	<b>4.6</b>
<b>LG</b>	98%	69%	4%	8%	<b>4.5</b>
<b>KitchenAid</b>	97%	62%	9%	10%	<b>4.5</b>
<b>Maytag</b>	96%	64%	4%	8%	<b>4.3</b>
<b>Bosch</b>	88%	46%	10%	7%	<b>3.8</b>
<b>Sub-Zero</b>	69%	25%	0%	5%	<b>2.5</b>
<b>Viking</b>	57%	26%	1%	3%	<b>2.2</b>
<b>Electrolux</b>	67%	13%	1%	2%	<b>2.1</b>
<b>Wolf</b>	51%	17%	1%	1%	<b>1.8</b>
<b>Miele</b>	57%	6%	0%	0%	<b>1.6</b>
<b>Broan-NuTone</b>	46%	12%	0%	1%	<b>1.5</b>
<b>Fisher &amp; Paykel</b>	45%	5%	2%	0%	<b>1.3</b>

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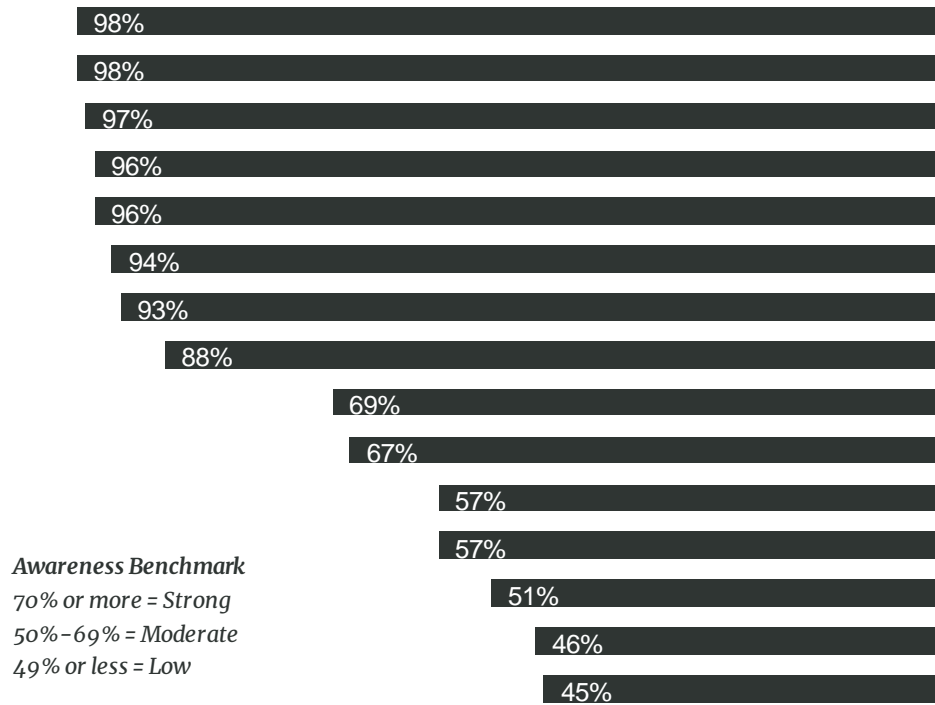
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# Awareness & Use

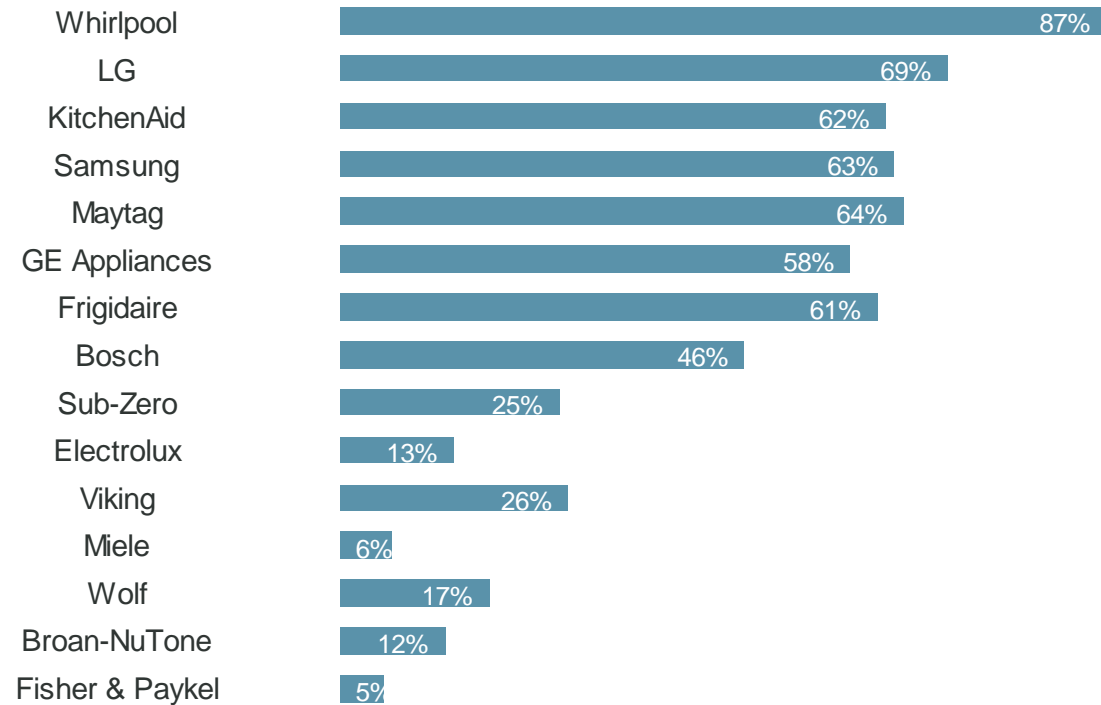
## Large Kitchen Appliances Brands

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Awareness



Use



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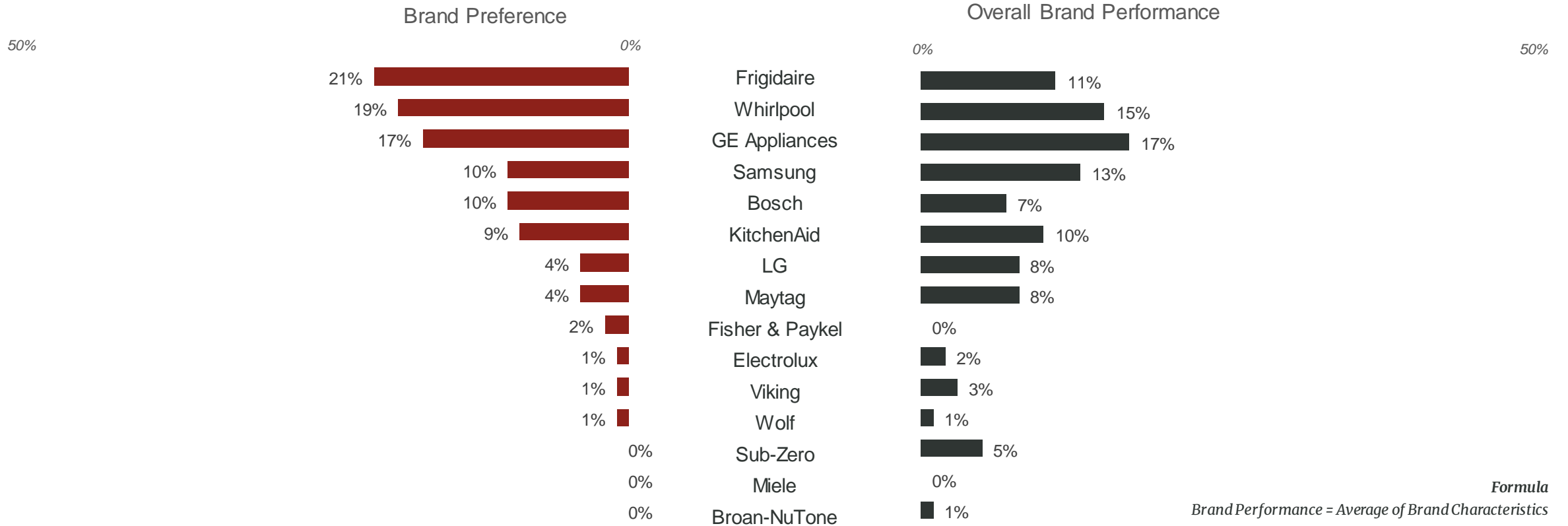
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# Preference & Performance

## Large Kitchen Appliances Brands

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### Custom Brand Health Research

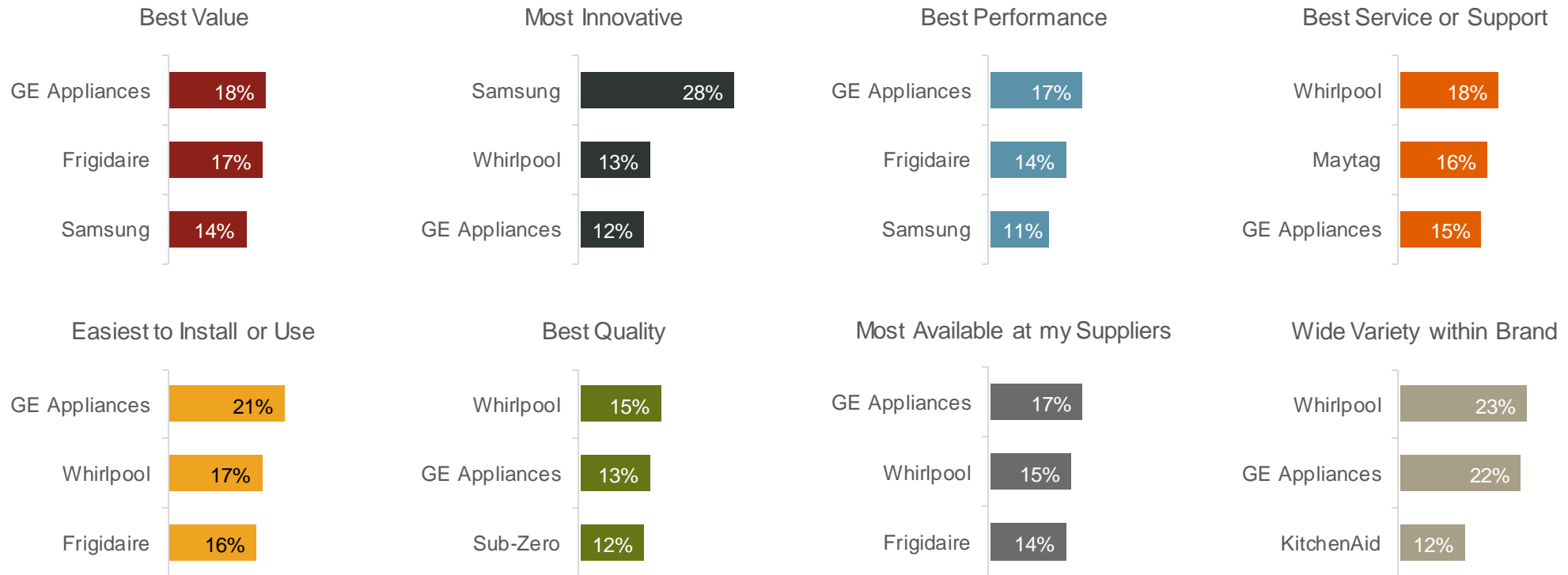
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# Performance Breakdown

## Large Kitchen Appliances Brands

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# Lawn & Garden Tools



# Top 10 Lawn and Garden Tools Brands

The lawn and garden equipment market was \$9.20B in 2022. On average, this industry's revenue has decreased 1.1% YoY between 2017 and 2022—faster than the larger economy. Almost 30% of pro purchase lawn and garden tools once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>CRAFTSMAN</b>	98%	88%	47%	44%	<b>6.9</b>
<b>Husky</b>	98%	68%	12%	18%	<b>4.9</b>
<b>Fiskars</b>	73%	41%	17%	12%	<b>3.6</b>
<b>True Temper</b>	72%	34%	9%	9%	<b>3.1</b>
<b>Anvil</b>	74%	25%	5%	4%	<b>2.7</b>
<b>CORONATOOLS</b>	61%	25%	3%	5%	<b>2.4</b>
<b>AMES</b>	61%	23%	4%	4%	<b>2.3</b>
<b>Bully Tools</b>	55%	18%	1%	1%	<b>1.9</b>
<b>Project Source</b>	52%	15%	1%	2%	<b>1.7</b>
<b>Bon</b>	43%	11%	1%	2%	<b>1.4</b>

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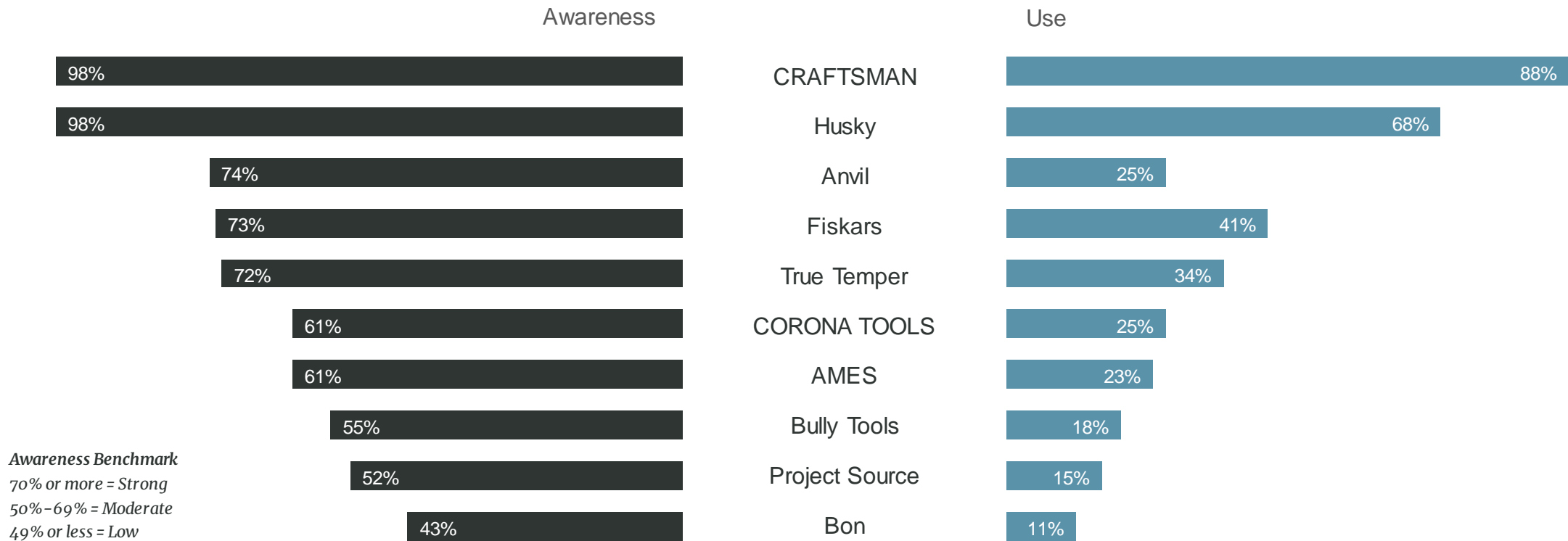
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# Awareness & Use

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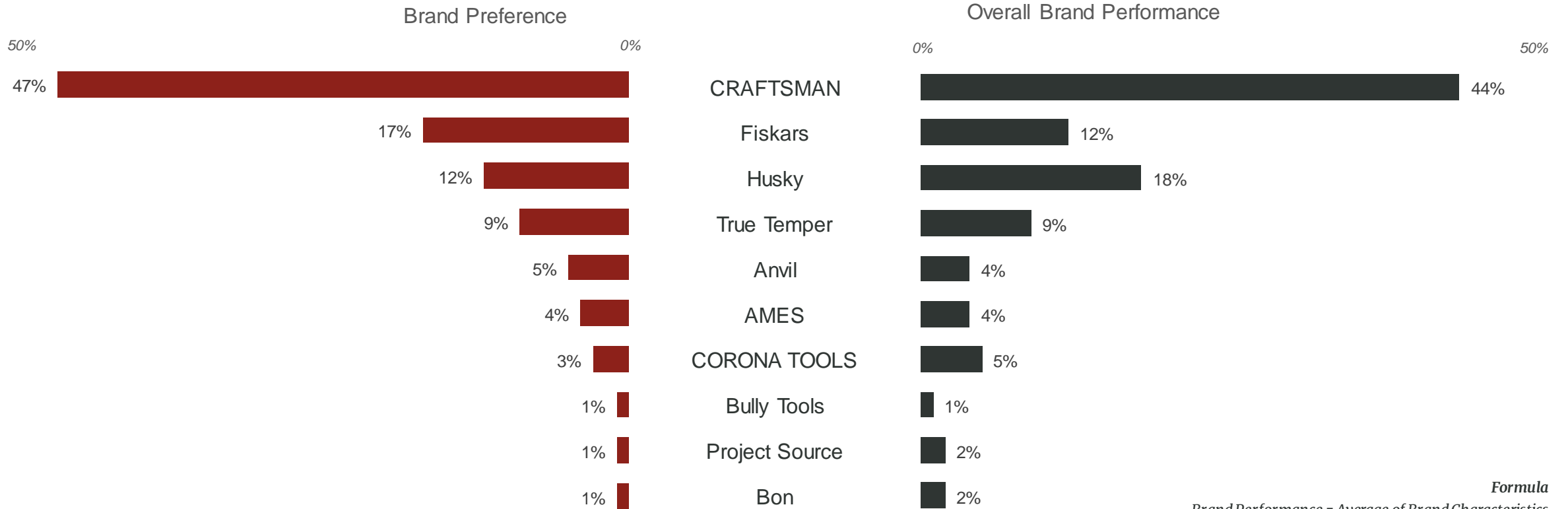
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# Preference & Performance

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Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

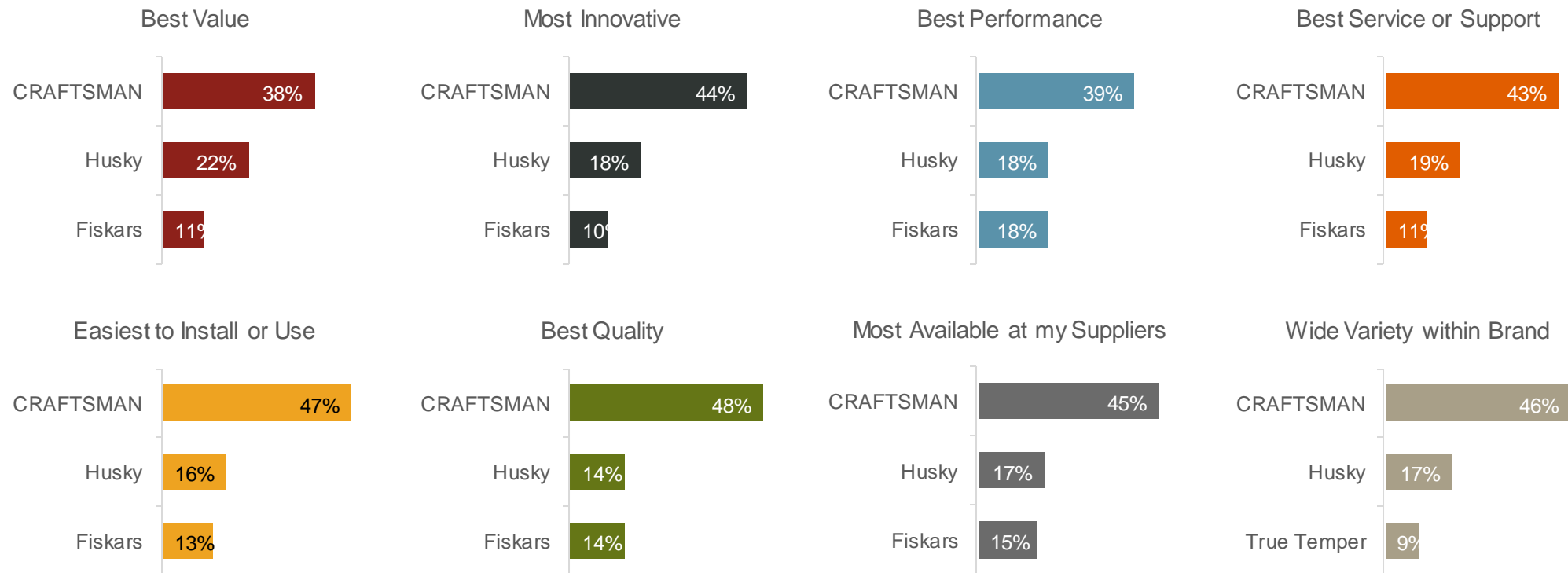
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Brand Preference n=125  
Overall Brand Performance n=123

# Performance Breakdown

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# Power Drills





# Top 16 Power Drill Brands

In 2021, the US Power Tool market was \$10.18B. After the pandemic, many organizations began using online sales and campaigns, promoting growth in the market. Most pros (29%) buy power drills every six to twelve months.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>DEWALT</b>	98%	81%	41%	34%	<b>6.4</b>
<b>Milwaukee Tool</b>	95%	64%	17%	19%	<b>4.9</b>
<b>CRAFTSMAN</b>	98%	64%	10%	11%	<b>4.6</b>
<b>Bosch</b>	97%	57%	7%	6%	<b>4.2</b>
<b>BLACK+DECKER</b>	96%	42%	7%	6%	<b>3.8</b>
<b>RYOBI</b>	93%	44%	5%	5%	<b>3.7</b>
<b>Kobalt</b>	95%	48%	0%	2%	<b>3.6</b>
<b>Makita</b>	89%	42%	5%	4%	<b>3.5</b>
<b>RIDGID</b>	87%	40%	5%	5%	<b>3.4</b>
<b>Hitachi</b>	93%	31%	1%	2%	<b>3.2</b>
<b>SKIL</b>	84%	31%	0%	2%	<b>3.0</b>
<b>PORTER-CABLE</b>	84%	28%	1%	2%	<b>2.9</b>
<b>Hilti</b>	70%	20%	0%	0%	<b>2.3</b>
<b>FLEX</b>	65%	10%	0%	1%	<b>1.9</b>
<b>WORX</b>	66%	7%	0%	1%	<b>1.9</b>
<b>Metabo HPT</b>	57%	8%	0%	0%	<b>1.6</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

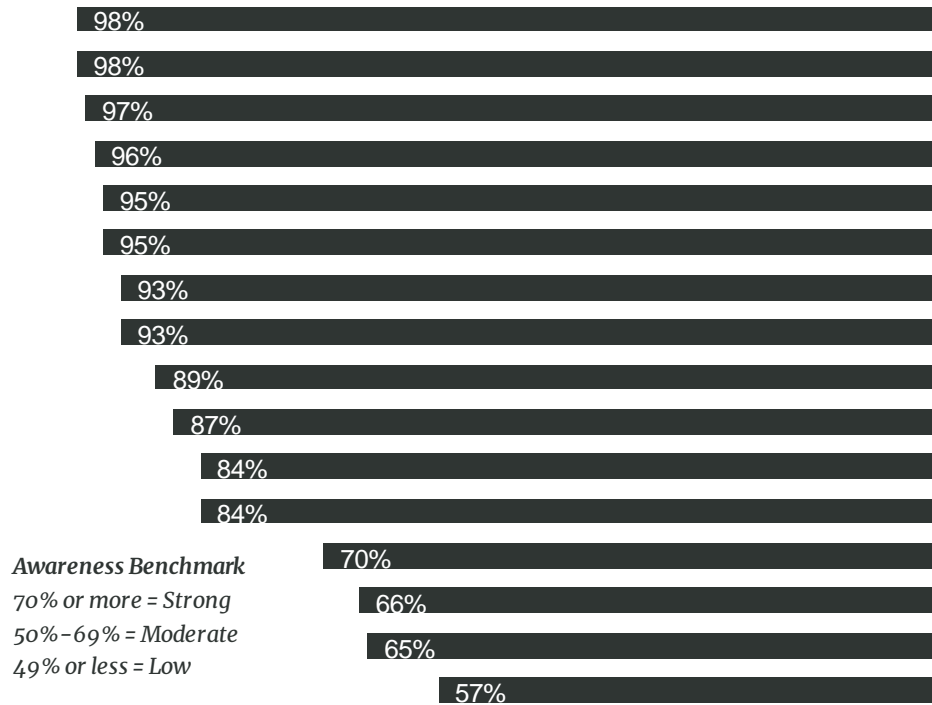
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# Awareness & Use

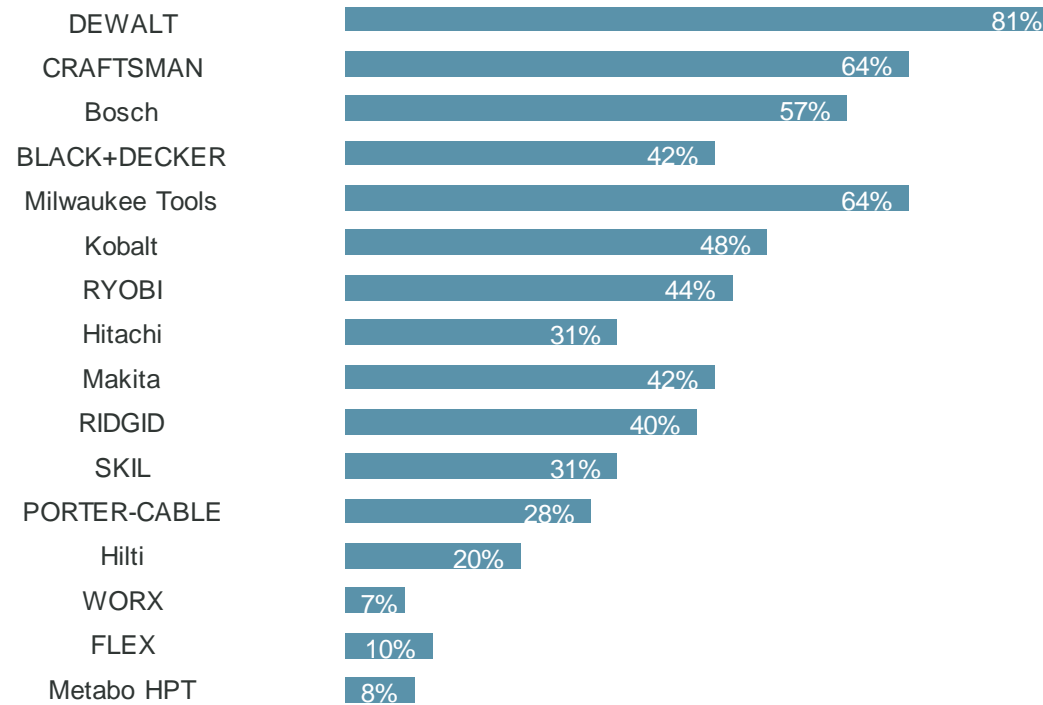
## Power Drill Brands

Brand Awareness shows how well is your brand ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.

### Awareness



### Use



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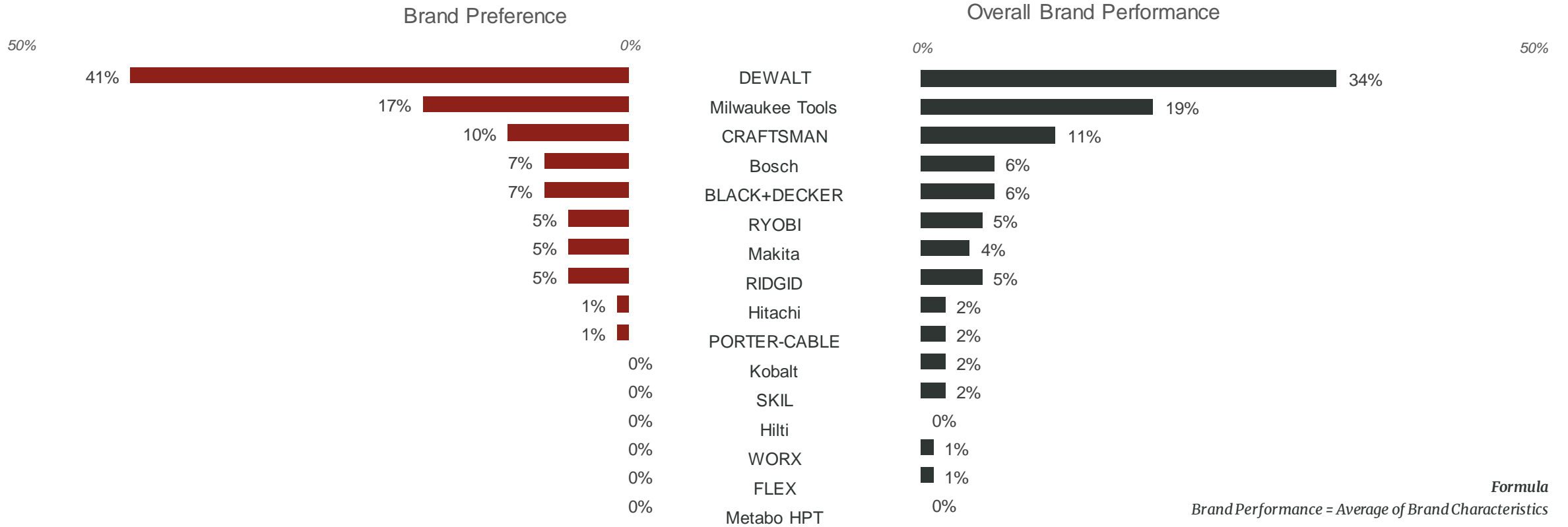
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# Preference & Performance

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*Formula*  
Brand Performance = Average of Brand Characteristics

### Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

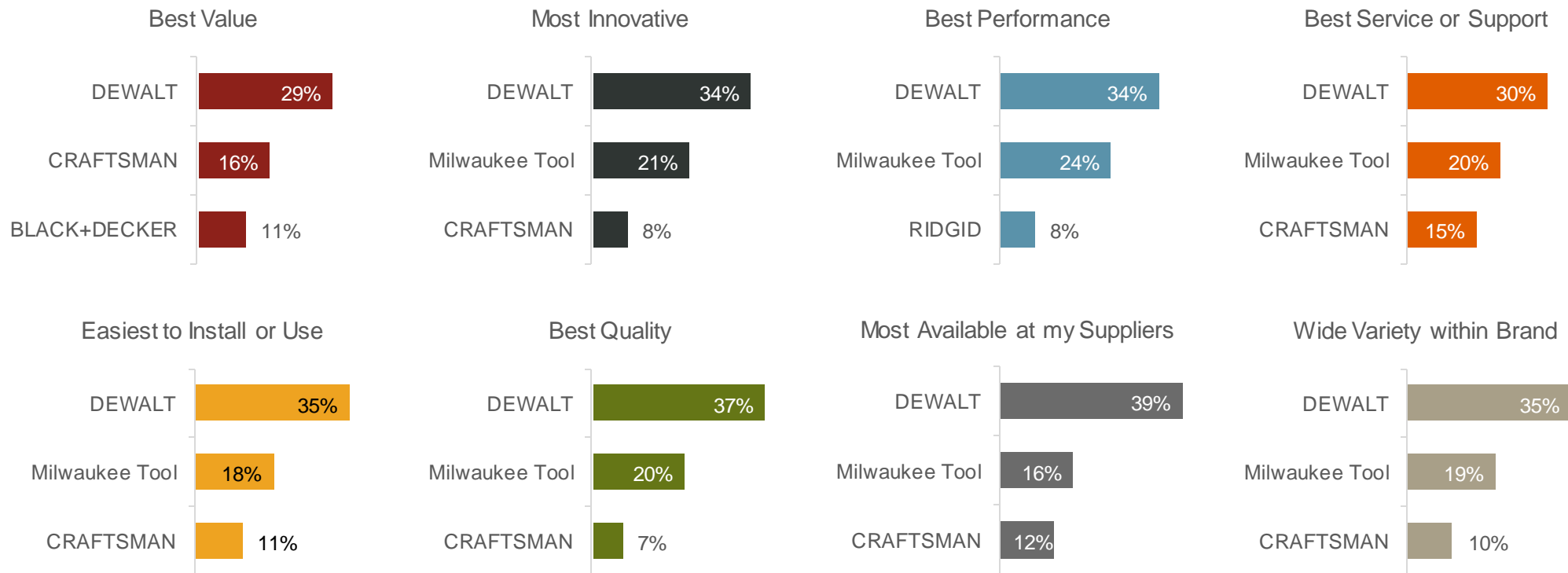
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# Performance Breakdown

## Power Drill Brands

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# Power Saws

# Top 13 Power Saw Brands

In 2021, the US Power Tool market was \$10.18B. After the pandemic, many organizations began using online sales and campaigns, promoting growth in the market. “Based on product type, the saws segment held a market share of over 25%,” said Research and Markets. “This is attributed to the high price of these products and their wide application in the wood, plastic, and metal industries.”

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>DEWALT</b>	98%	80%	31%	27%	<b>5.9</b>
<b>Milwaukee Tool</b>	96%	66%	15%	20%	<b>4.9</b>
<b>CRAFTSMAN</b>	95%	64%	14%	13%	<b>4.6</b>
<b>Makita</b>	89%	54%	12%	6%	<b>4.0</b>
<b>Bosch</b>	95%	50%	5%	6%	<b>3.9</b>
<b>Kobalt</b>	95%	48%	4%	6%	<b>3.8</b>
<b>RYOBI</b>	86%	46%	6%	6%	<b>3.6</b>
<b>SKIL</b>	86%	45%	6%	6%	<b>3.6</b>
<b>RIDGID</b>	85%	37%	4%	5%	<b>3.3</b>
<b>Hitachi</b>	90%	30%	1%	2%	<b>3.1</b>
<b>DELTA</b>	75%	17%	2%	2%	<b>2.4</b>
<b>FLEX</b>	63%	11%	0%	1%	<b>1.9</b>
<b>Metabo HPT</b>	51%	8%	1%	1%	<b>1.5</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

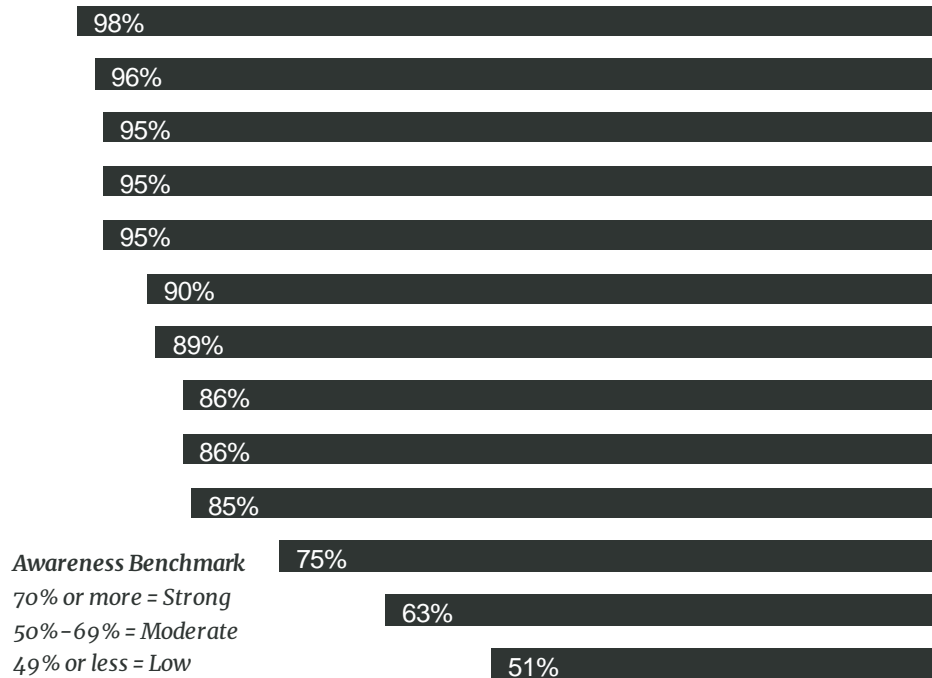
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# Awareness & Use

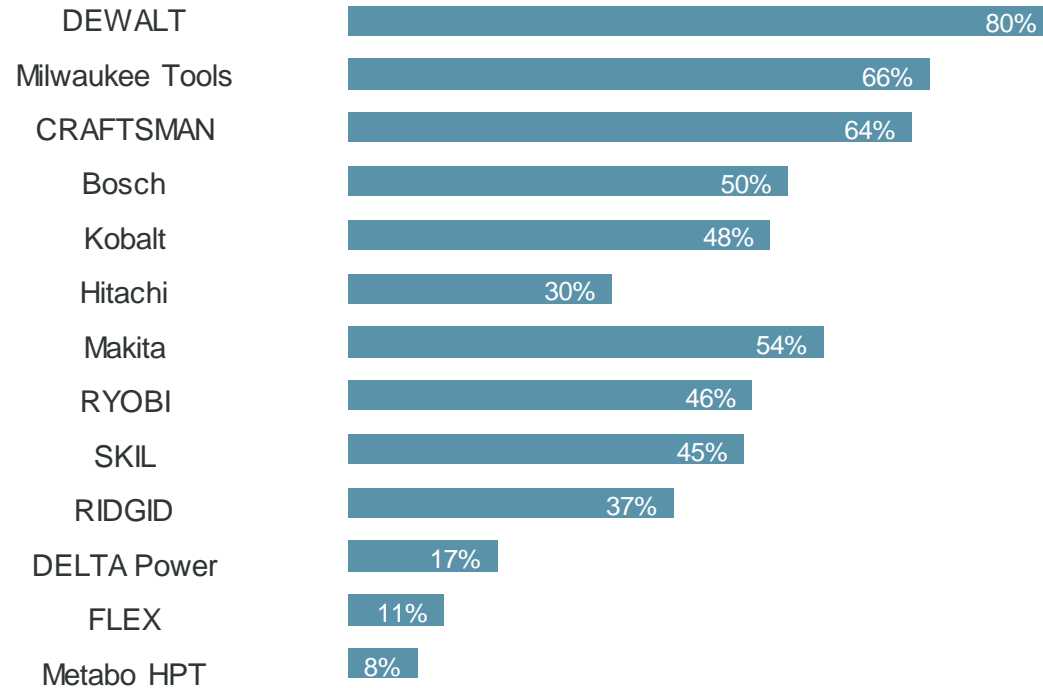
## Furnace and Air Conditioner Brands

Brand Awareness shows how well is your brand ingrained in your customers' lifestyles and purchasing behavior. It allows you to see how your brand and/or product is affecting your target audience. Similarly, Brand Use asks how brand awareness performs practically in a marketplace. Brand A might have the strongest brand recognition, but Brand B might be used more due to pricing.

### Awareness



### Use



### Custom Brand Health Research

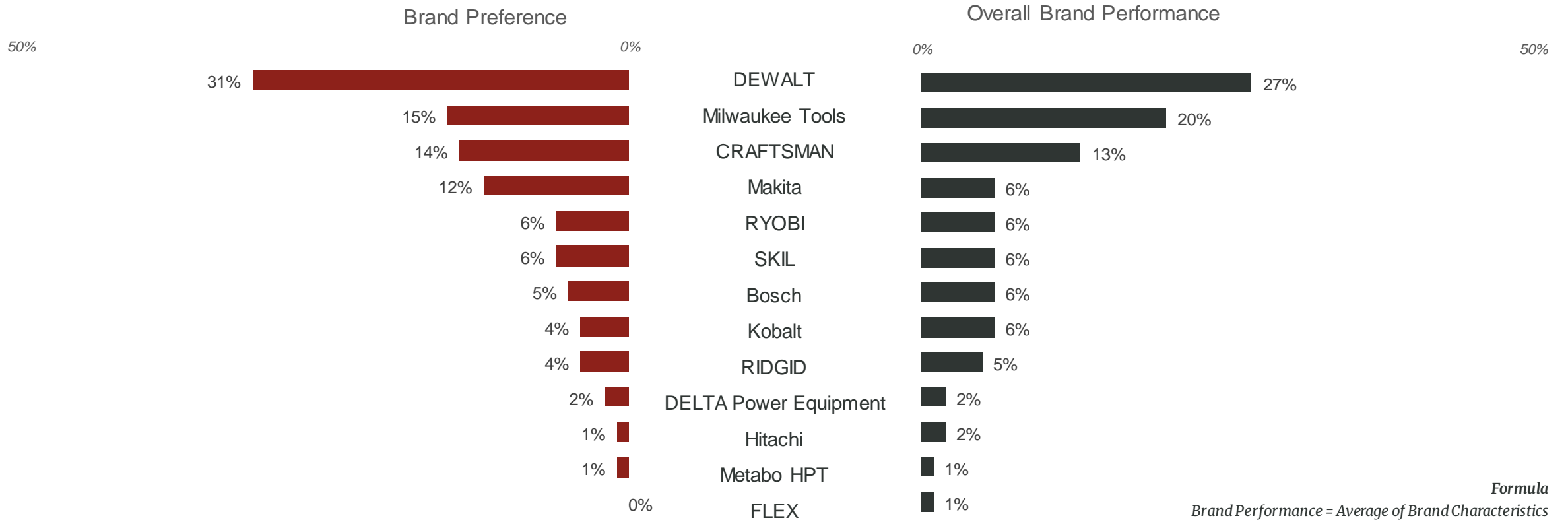
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# Preference & Performance

## Furnace and Air Conditioner Brands

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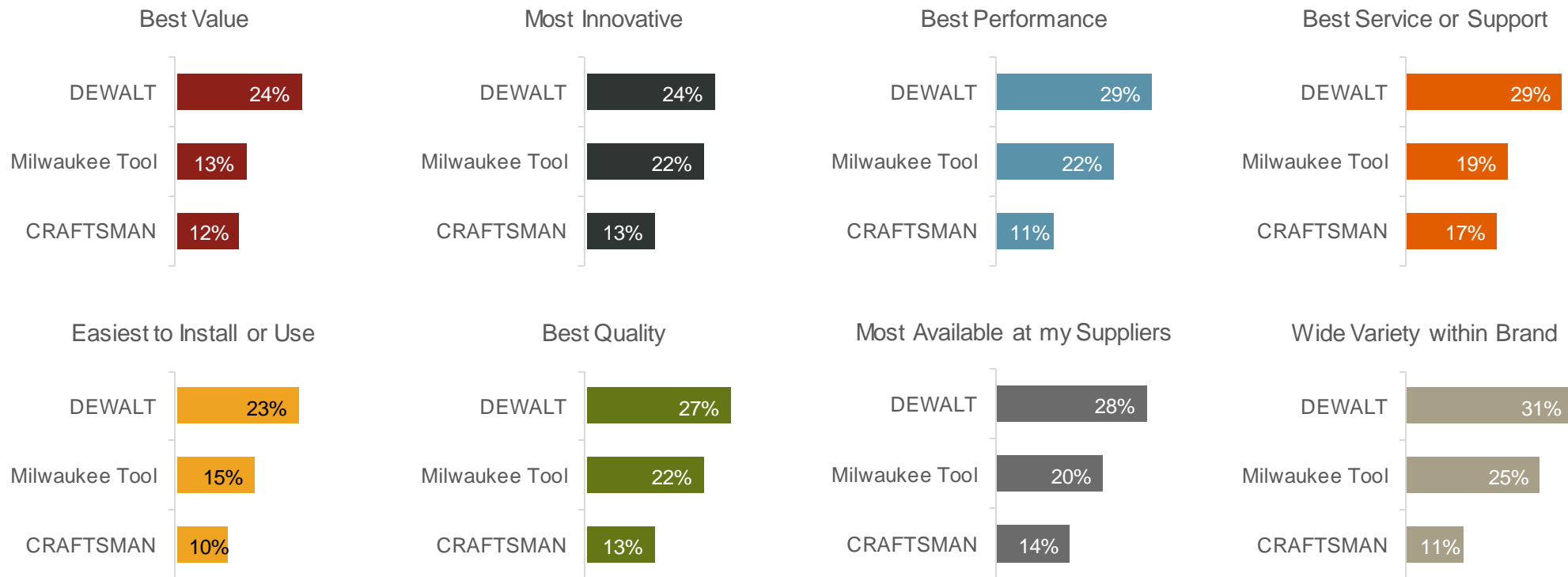




# Performance Breakdown

## Furnace and Air Conditioner Brands

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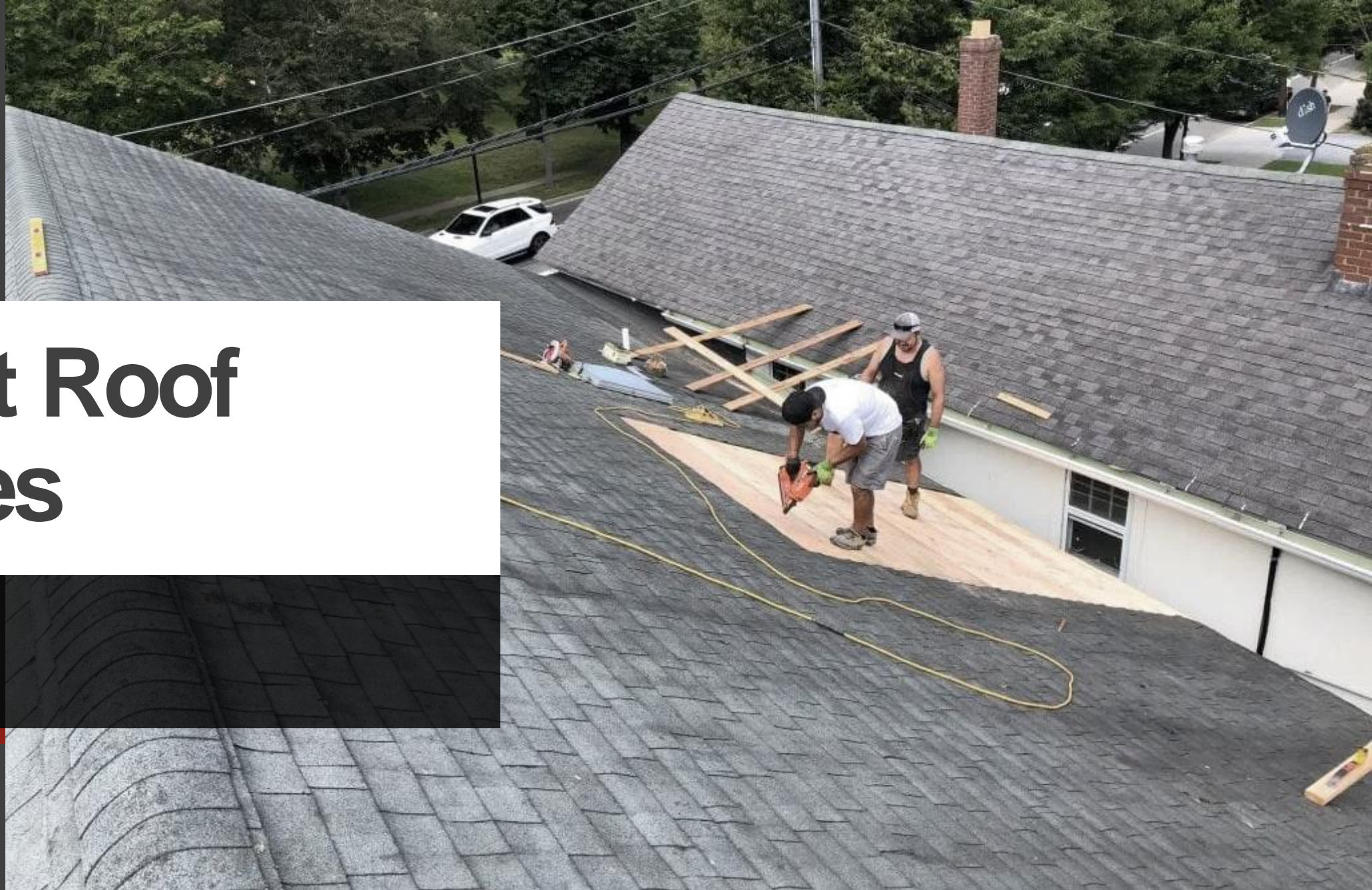


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# Asphalt Roof Shingles



# Top 7 Asphalt Roof Shingle Brands

The roofing market for North America earned \$25.68B in 2021. “Major players in this market focus on designing efficient roofing systems to ensure long-term performance even in the harshest weather conditions,” said Allied Market Research. This category’s growth can be attributed to rapid urbanization and technological innovations.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>CertainTeed</b>	83%	51%	25%	23%	<b>4.6</b>
<b>Atlas Roofing</b>	81%	44%	22%	23%	<b>4.3</b>
<b>Owens Corning</b>	74%	44%	25%	19%	<b>4.0</b>
<b>GAF</b>	78%	47%	14%	11%	<b>3.7</b>
<b>TAMKO</b>	73%	31%	5%	10%	<b>3.0</b>
<b>IKO</b>	71%	23%	5%	7%	<b>2.7</b>
<b>Malarkey</b>	62%	19%	4%	6%	<b>2.3</b>

Benchmarks: 4.6 -10.0= Good, 4.5-2.6 = Average, 2.5 and below = Poor

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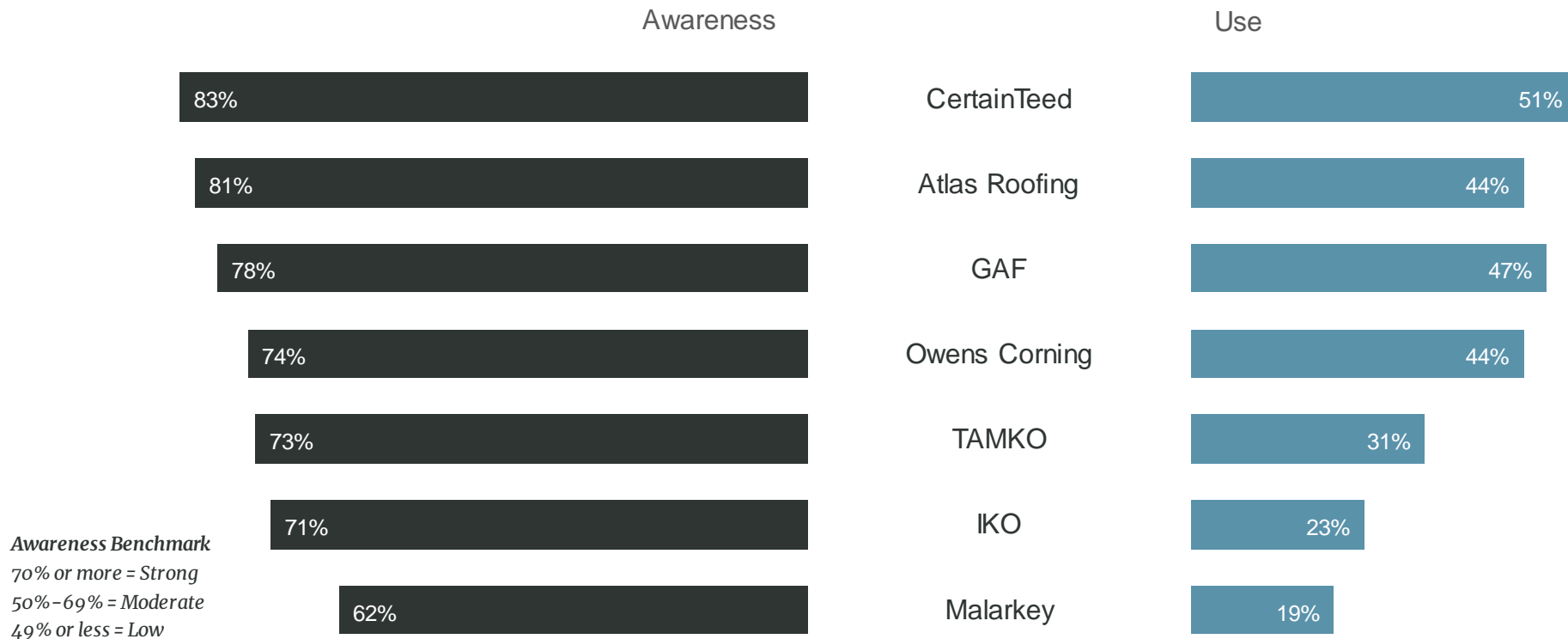
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# Awareness & Use

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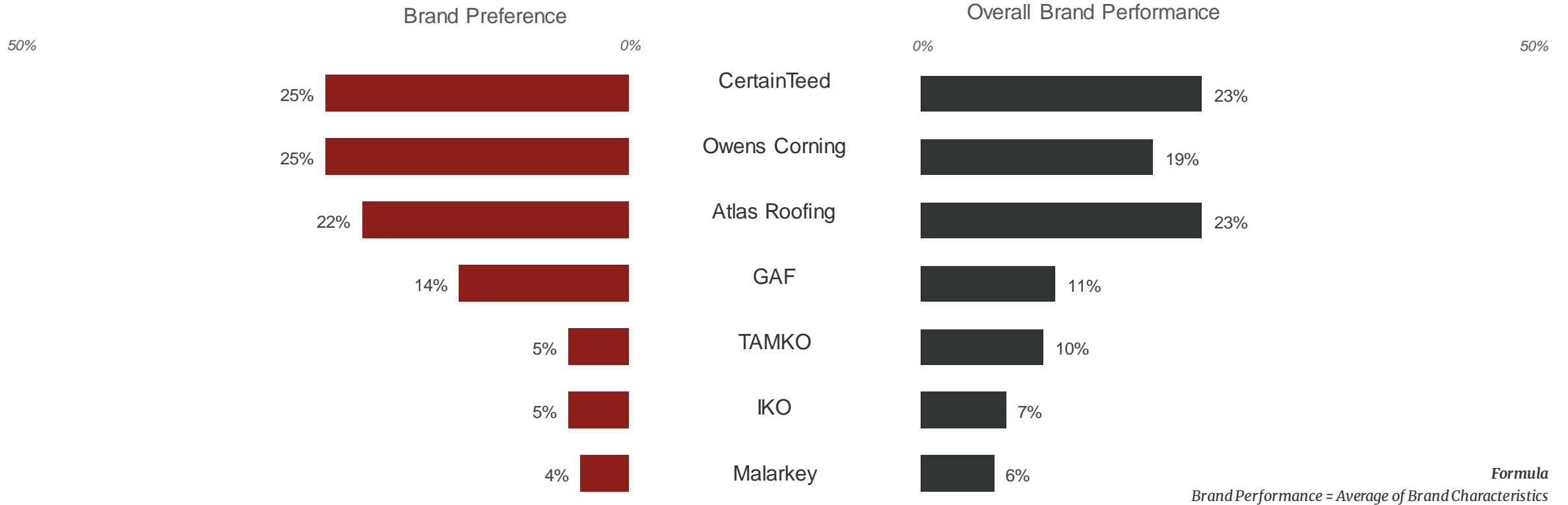
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# Preference & Performance

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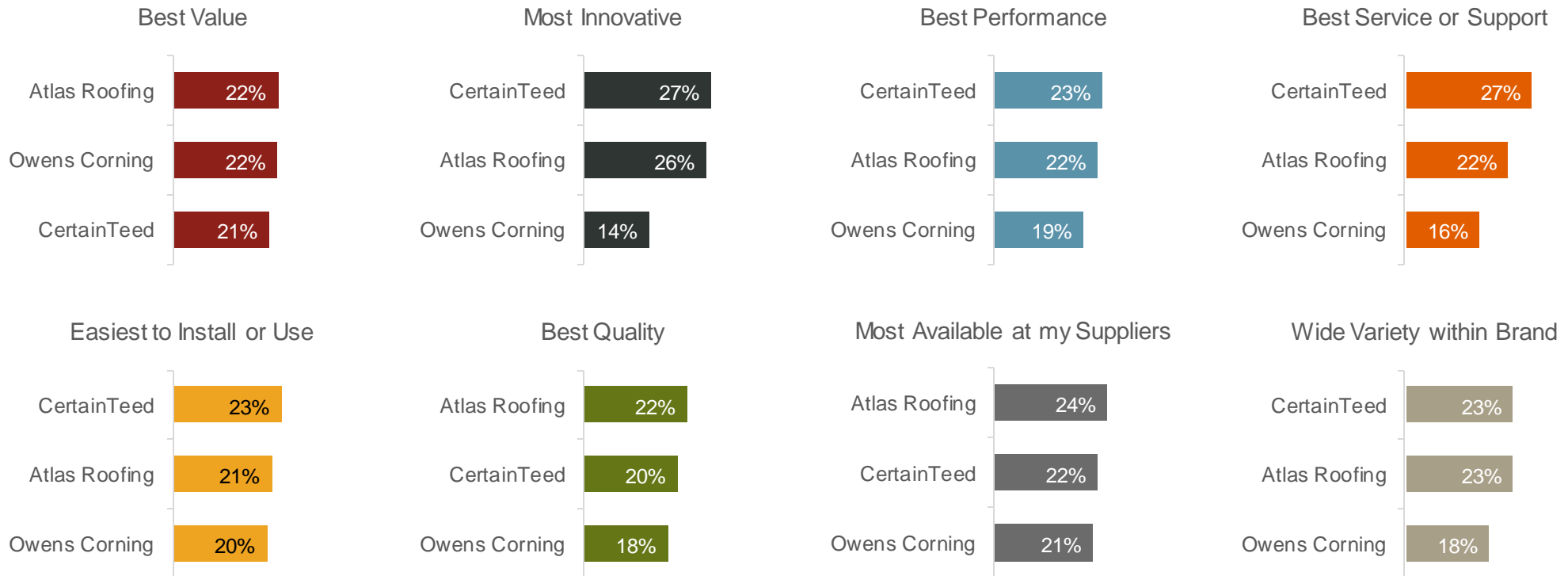
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Brand Preference n=71  
Overall Brand Performance n=65

# Performance Breakdown

## Asphalt Roof Shingle Brands

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# Vinyl Siding



# Top 8 Vinyl Siding Brands

The US Vinyl Siding market was estimated at \$2.20B for 2022 and anticipated the residential segment to grow 5.91% CAGR through 2028. The top five brands make up about 70% of the vinyl siding market. Over 35% of pros buy vinyl siding once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Georgia-Pacific</b>	88%	59%	38%	34%	<b>5.5</b>
<b>CertainTeed<sup>1</sup></b>	67%	29%	12%	13%	<b>3.0</b>
<b>Norandex</b>	68%	27%	13%	12%	<b>3.0</b>
<b>Royal Building Solutions</b>	67%	24%	9%	13%	<b>2.8</b>
<b>CRANE Siding</b>	65%	29%	7%	7%	<b>2.7</b>
<b>Alside</b>	62%	24%	8%	8%	<b>2.6</b>
<b>ProVia</b>	62%	21%	7%	7%	<b>2.4</b>
<b>Ply Gem's Mastic</b>	63%	21%	6%	6%	<b>2.4</b>

Benchmarks: 4.6 -10.0= Good, 4.5 -2.6 = Average, 2.5 and below = Poor

## Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

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<sup>1</sup>CertainTeed's Wolverine American Legend



# Awareness & Use

## Vinyl Siding Brands

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### Custom Brand Health Research

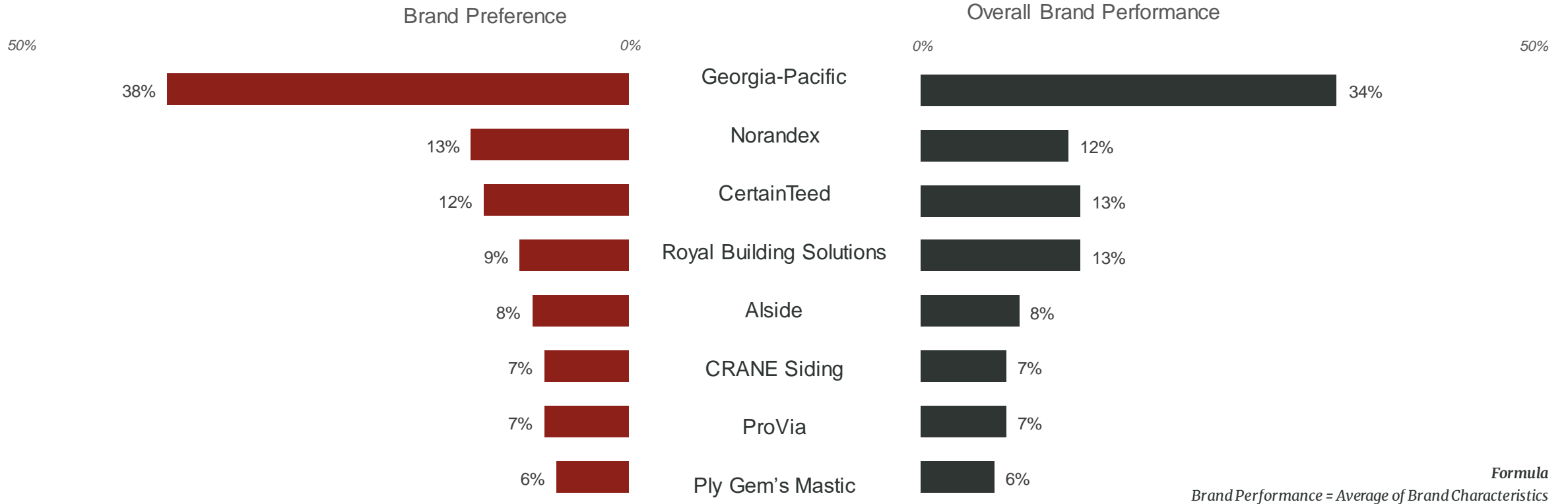
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# Preference & Performance

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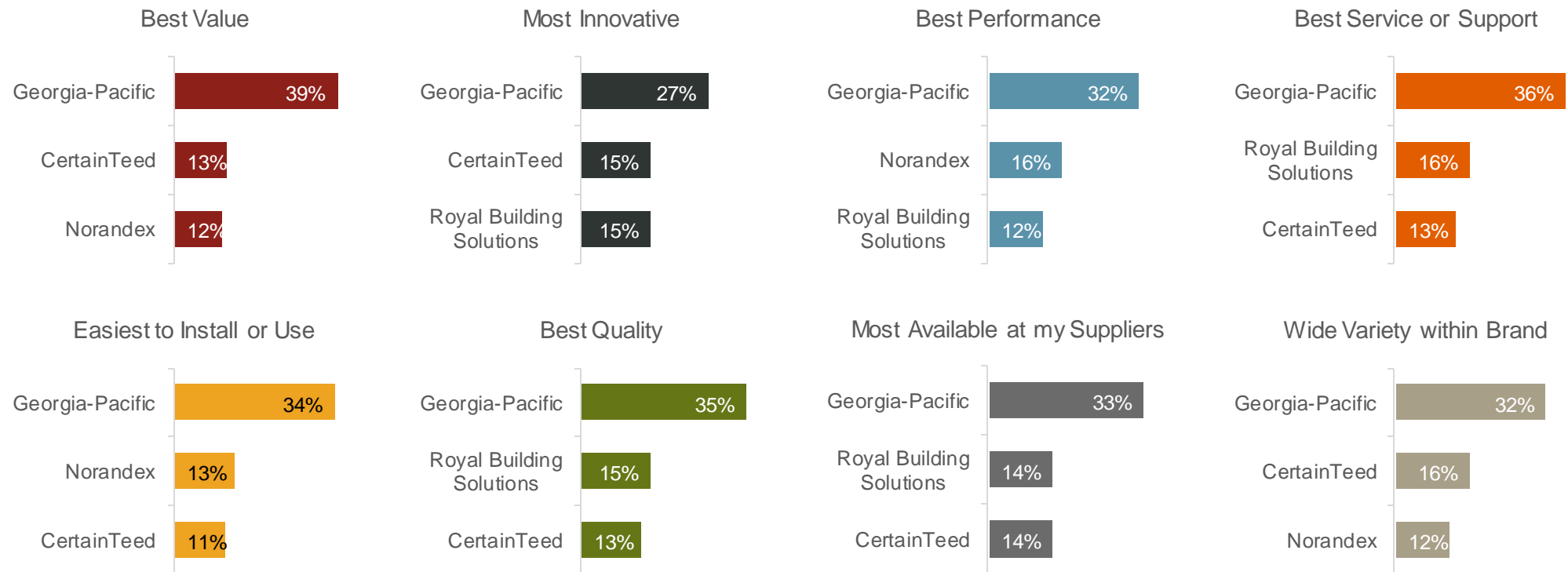
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Brand Preference n=88  
Overall Brand Performance n=78

# Performance Breakdown

## Vinyl Siding Brands

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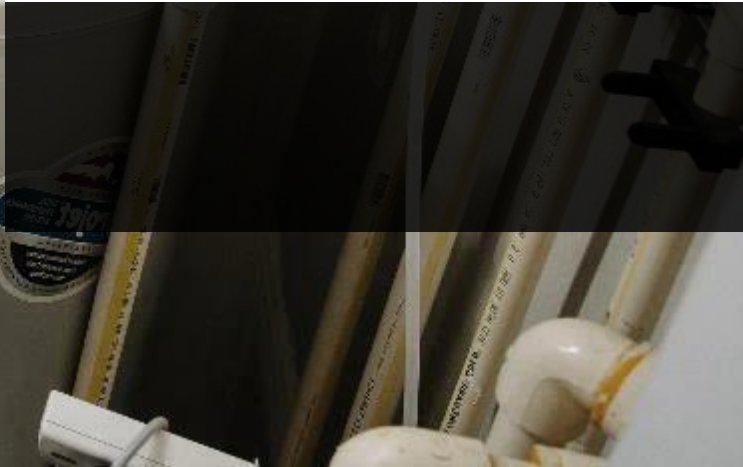
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# Water Heater



# Top 12 Water Heater Brands

The water heater industry reached \$3.60B in 2022, a small decline since 2021. This commodity follows roughly the same demand trends as other household appliances. IBIS said, “The price of household appliances is expected to grow 5.4% through 2028. Expected to increase in 2023, representing a potential opportunity for the industry.”

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
<b>Whirlpool</b>	96%	62%	38%	32%	<b>5.7</b>
<b>Rheem</b>	89%	55%	21%	22%	<b>4.7</b>
<b>American</b>	83%	49%	9%	9%	<b>3.7</b>
<b>Bosch</b>	85%	40%	4%	7%	<b>3.4</b>
<b>A.O. Smith</b>	69%	25%	10%	8%	<b>2.8</b>
<b>Bradford White</b>	62%	25%	8%	8%	<b>2.6</b>
<b>RUUD</b>	69%	22%	2%	3%	<b>2.4</b>
<b>Rinnai</b>	62%	23%	1%	1%	<b>2.2</b>
<b>Norandex*</b>	55%	14%	2%	2%	<b>1.8</b>
<b>State</b>	51%	15%	2%	3%	<b>1.8</b>
<b>Navie</b>	48%	11%	1%	1%	<b>1.5</b>
<b>Takagi</b>	43%	10%	2%	2%	<b>1.4</b>

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## Custom Brand Health Research

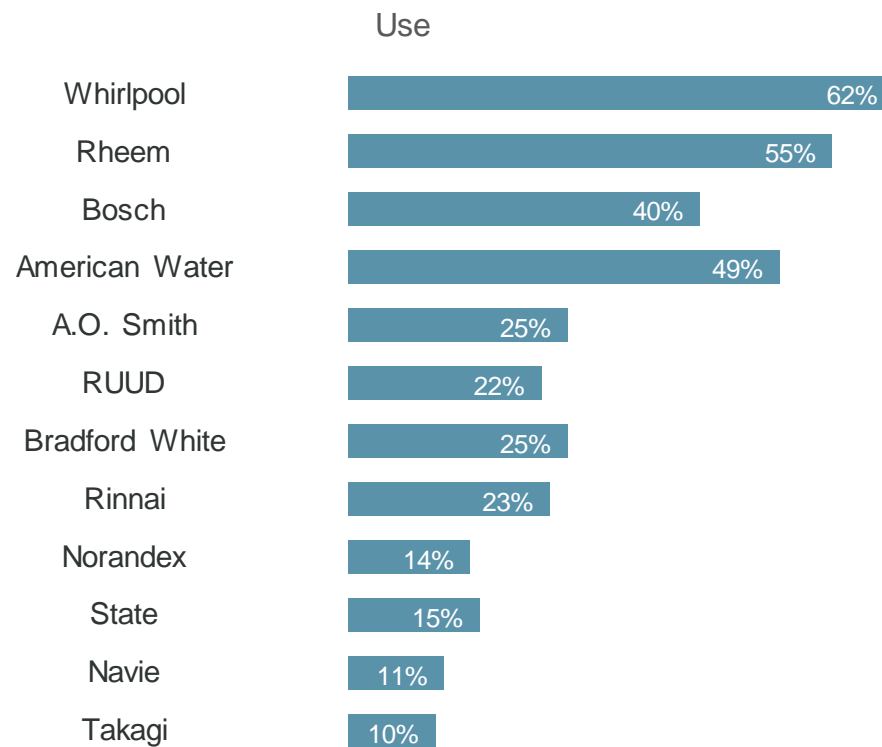
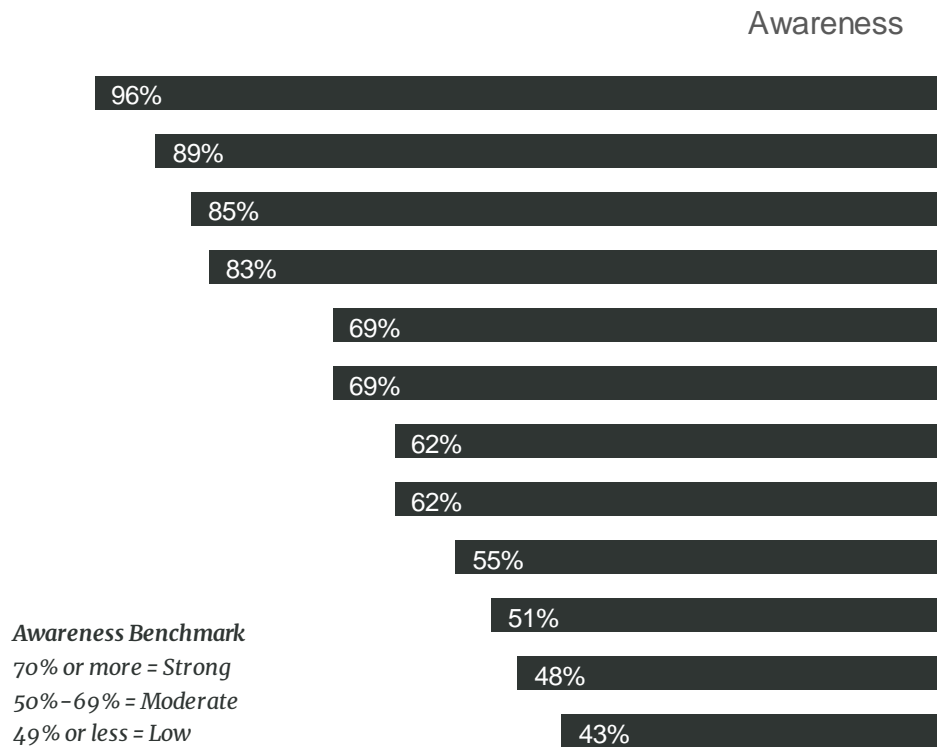
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# Awareness & Use

## Water Heater Brands

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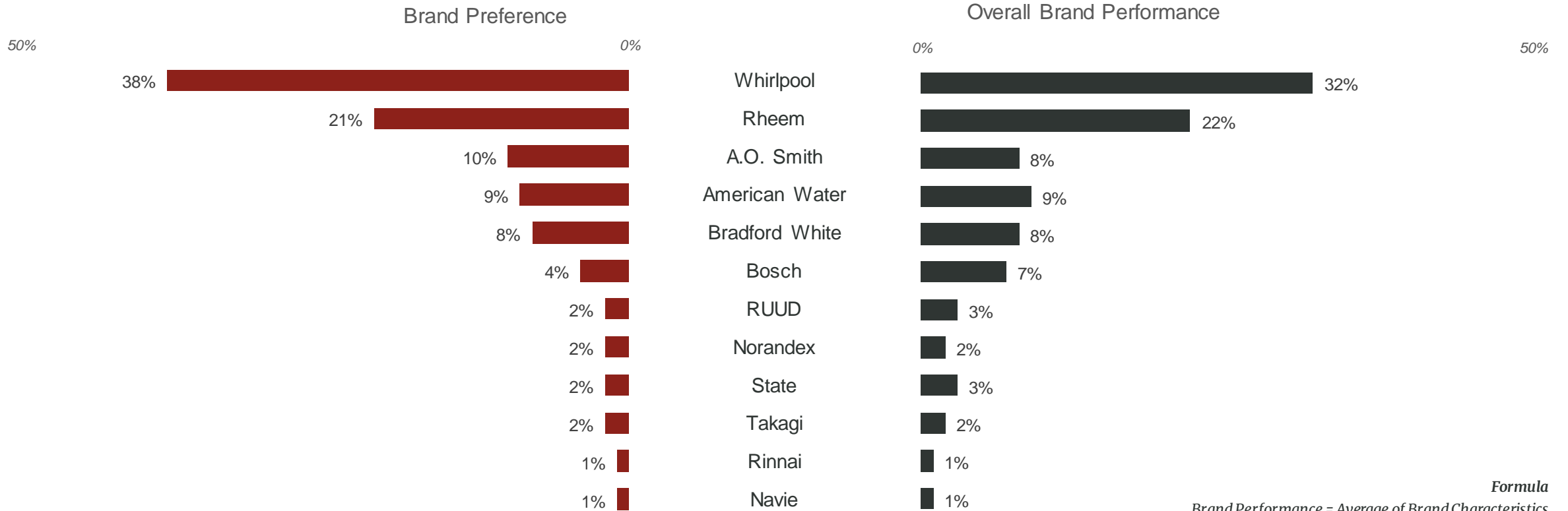
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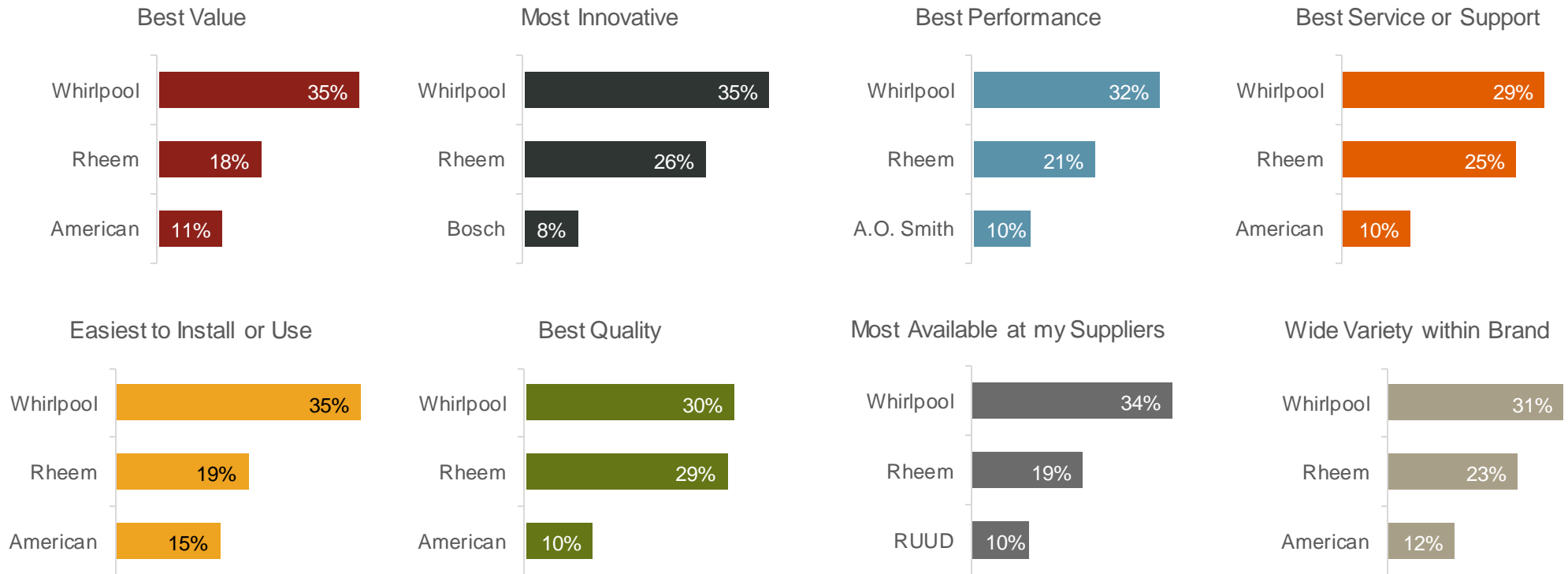
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# Performance Breakdown

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# Windows



# Top 19 Window Brands

The window market was valued at \$12.32B in 2022. Increased product demand in building construction and refurbishment currently drives demand in this market, although urbanization and industrialization will propel it in the future. In this study, 44% of professionals said they buy windows once a month.

	Awareness	Use	Brand Preference	Overall Brand Performance	Rating
Andersen	85%	53%	17%	14%	4.2
Pella	75%	48%	21%	19%	4.1
JELD-WEN	73%	39%	15%	15%	3.6
Weather Shield	78%	43%	7%	9%	3.4
Marvin	69%	29%	5%	5%	2.7
Windsor	73%	26%	3%	4%	2.6
Simpson	71%	27%	3%	3%	2.6
Kolbe	61%	24%	5%	7%	2.4
Champion	67%	20%	2%	4%	2.3
Loewen	60%	26%	3%	2%	2.3
Atrium	69%	19%	1%	1%	2.3
PGT	63%	20%	2%	3%	2.2
Sierra Pacific	65%	18%	3%	2%	2.2
Ply Gem Simonton	61%	20%	3%	3%	2.2
Silver Line	59%	19%	5%	3%	2.1
Milgard	59%	21%	3%	2%	2.1
ProVia	60%	20%	0%	1%	2.0
Alside	55%	19%	3%	4%	2.0
MI	53%	16%	1%	1%	1.8

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## Custom Brand Health Research

Brand Awareness & Use, Perceptions, Satisfaction, and Tracking Studies

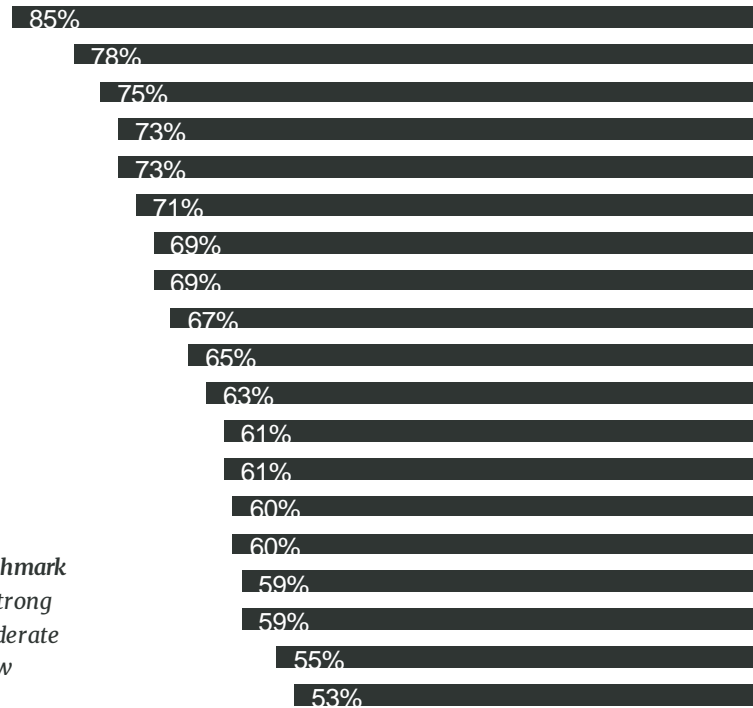
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# Awareness & Use

## Window Brands

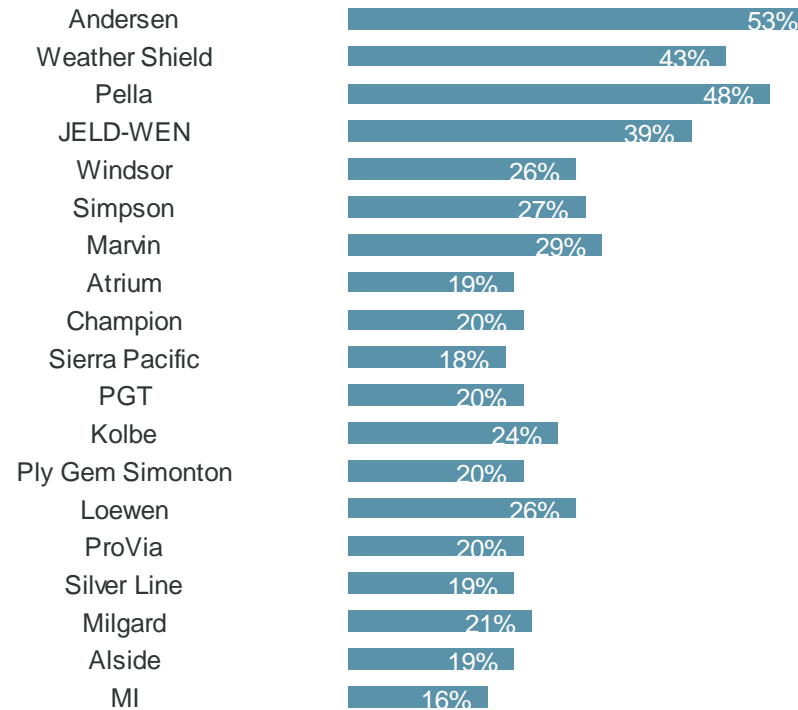
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### Awareness



**Awareness Benchmark**  
 70% or more = Strong  
 50% - 69% = Moderate  
 49% or less = Low

### Use



### Custom Brand Health Research

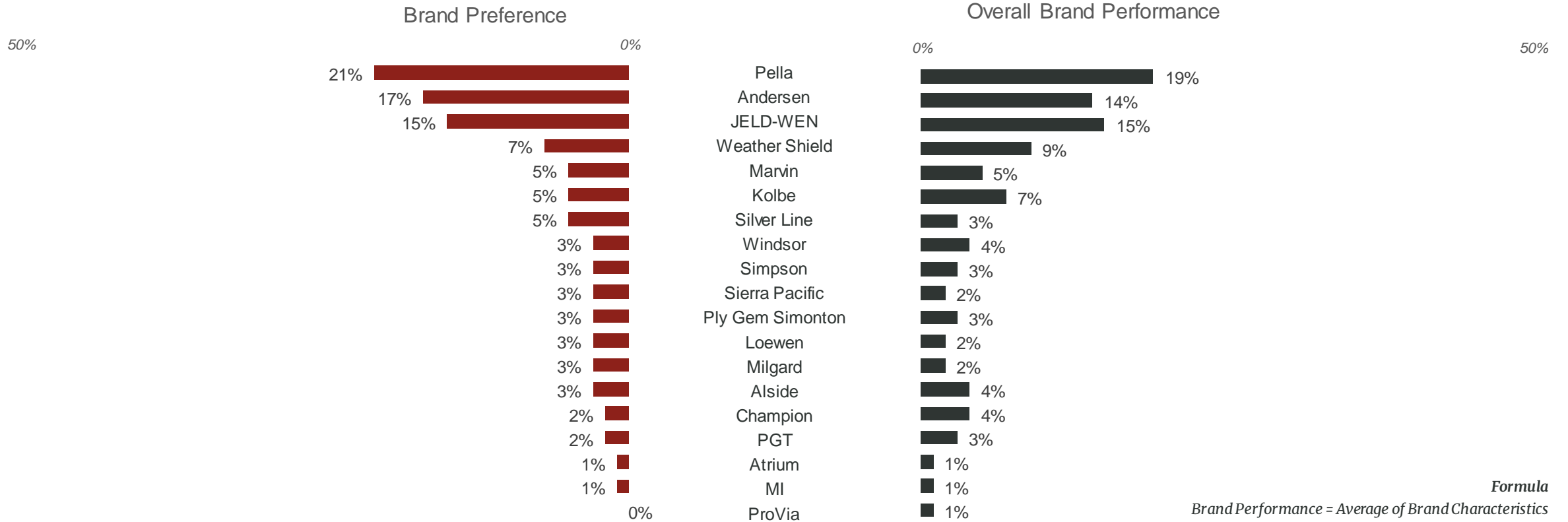
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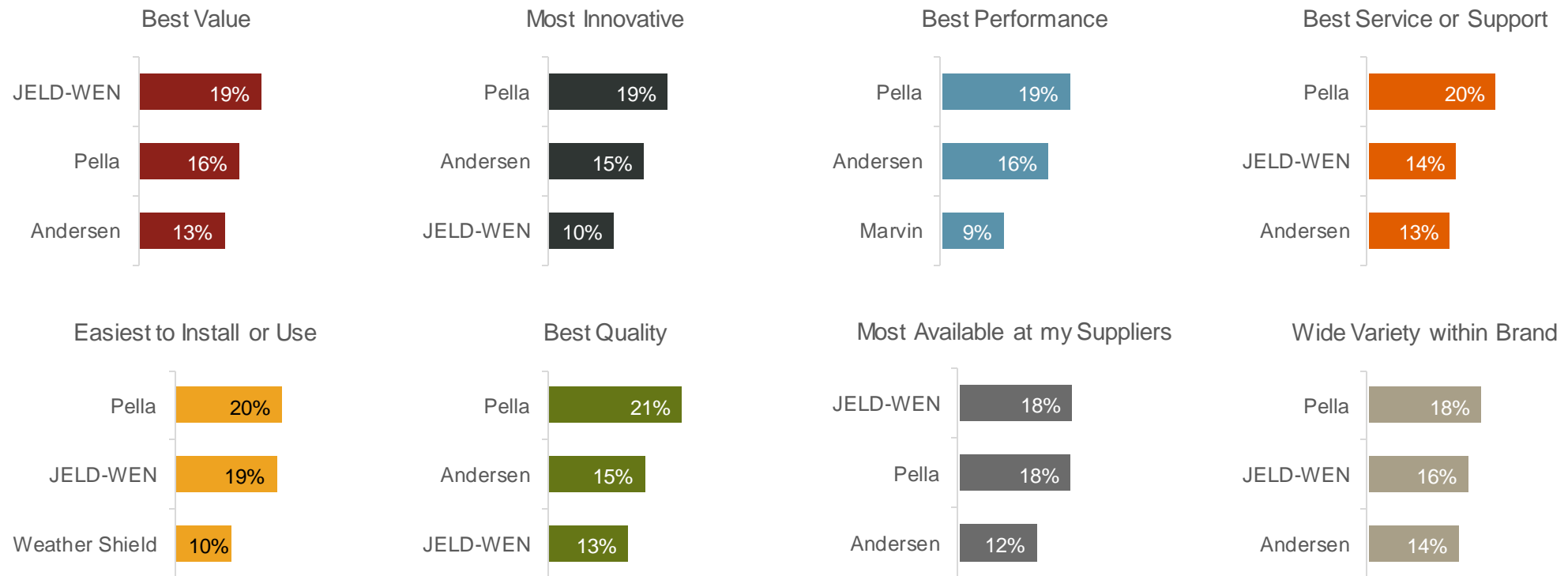
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Define brand share to determine acquisition opportunity  
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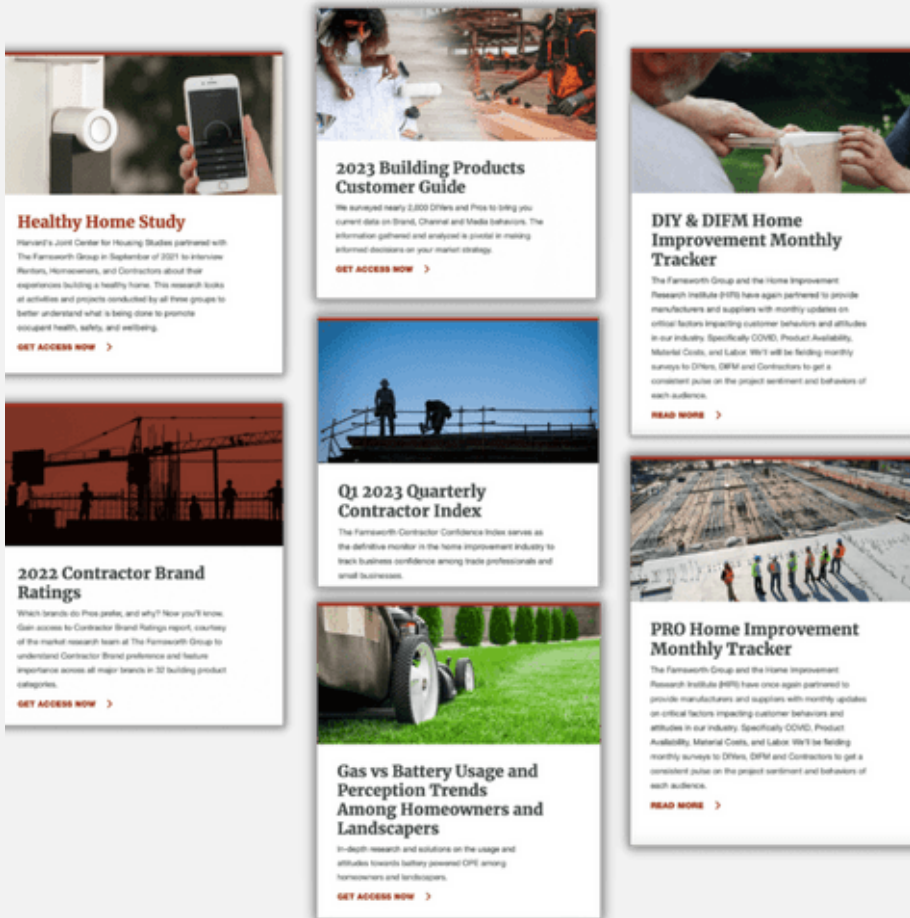
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