

U.S. Rainscreen Cladding Market Size, Share & Trends Analysis Report By Raw Material (Composite Material, Terracotta), By Application (Residential, Commercial, Office), And Segment Forecasts, 2023 - 2030

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Abstracts

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U.S. Rainscreen Cladding Market Growth & Trends

The U.S. rainscreen cladding market size is expected to reach USD 53,828.8 million by 2030, expanding at a CAGR of 6.8% during the forecast period, according to a new report by Grand View Research, Inc. This market growth can be attributed to rising residential and non-residential activities in the U.S. In addition, the rainscreen cladding improves the aesthetics of the building while protecting it from heavy rainfall and high air pressure. Mostly, these walls would fail in operation owing to factors such as material degradation, unexpected building movements, and poor workmanship.

The market for rainscreen cladding systems is characterized by the developments in technology to produce advanced products used in construction and other industrial applications. The manufacturers of rainscreen cladding are focusing on the procurement of high-quality raw materials and innovative designs & structures that are easier to assemble. Various systems are designed for the protection of building structures of different sizes and shapes. The rainscreen cladding of different types is inclusive of vented systems, drained & vented systems, and pressure-equalized systems.

Terracotta was the highest in terms of revenue as it is a natural material composed of clay particles and is processed using fire and water. Claddings made with terracotta material are used to create panel designs in combination with other materials such as



glass, stone surfaces, and paint. Terracotta claddings can provide a similar look of exposed bricks with a smooth finish. These panels can be glazed or unglazed and are available in different colors, shapes, and sizes.

The demand outlook for the U.S. is favorable with private investments in the industrial sector reaching the highest level in 2022. The industrial sector in the U.S. is likely to witness a significant expansion owing to the region's rising GDP. In addition, the manufacturing industry is also expected to benefit from new policy reforms. This is expected to boost the industrial construction in the region, thereby driving the demand for rainscreen claddings over the forecast period.

Office construction activities are expected to be driven by improved employment conditions in the country. An increase in the number of corporate relocations and rising demand for mission-critical facilities are expected to propel office construction activities over the forecast period. The office construction sector in the country is expected to witness a growth of over 8% over the projected period, which makes it the fastest-growing market for rainscreen cladding in the country.

The U.S. rainscreen cladding industry is highly competitive with the presence of a large number of players in the market. Raw material suppliers, component manufacturers, rainscreen cladding assemblers, and installers are different entities of the rainscreen cladding market. Technological developments, easy availability of materials, and hassle-free installation processes are resulting in remarkable competition among the players. The rainscreen cladding structure is an assembly of different components, wherein each component is manufactured with a separate set of raw materials, which results in the availability of substitutes that can be used in the manufacturing processes, thereby increasing market competition.

U.S. Rainscreen Cladding Market Report Highlights

High pressure laminates raw material segment is expected to dominate the industry in terms of volume with a CAGR of 6.9% from 2023 to 2030. Laminates are used to cover the exterior panels of the rainscreen cladding structure as they resist air pressure and heavy raindrops. The demand for HPL claddings is expected to boost the market growth owing to their durability, impact resistance, low maintenance, custom designs, and availability in attractive colors & textures. In addition, HPL laminates are dirt-proof and highly scratch & impact resistant

Ceramic is a natural raw material used for manufacturing rainscreen cladding



panels that are lightweight and economical. The demand for ceramic rainscreen cladding is anticipated to witness growth on account of its pollution resistance and maintenance-free properties, as well as the ability to enhance the aesthetic appeal of the building structures. The panels are manufactured using an unalterable color that is weatherproof in nature

The residential application accounted for a significant market share of 22.5% in terms of volume in 2022. Single-family constructions accounted for the highest share in the overall residential constructions and is likely to grow at a faster CAGR compared to multi-family constructions over the projected period. Rising consumer demand for individual houses and the high spending capacities of consumers are expected to be the key factors behind this trend

Multifamily construction witnessed growth on account of the increasing urban population in the country. A high number of migrants coupled with the rising need for multi-family buildings in crowded cities is expected to propel the demand for multifamily residential constructions over the projected period. Increasing building renovation activities, especially in old multi-family constructions to improve their aesthetic appeal, make them eco-friendly, and increase their lifespan, are expected to be the key factors driving the demand for rainscreen cladding in multi-family constructions over the projected period



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