

# United States Roofing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The United States Roofing Market size is estimated at USD 23.35 billion in 2024, and is expected to reach USD 33.45 billion by 2029, growing at a CAGR of 6.17% during the forecast period (2024-2029).

The US roofing industry is one of the fastest-growing industries in the world. Urbanization, construction, environmental issues, and technological innovation have all contributed to the growth of the roofing industry. The roofing market offers a wide variety of roofing materials and technologies for residential, commercial, and industrial buildings worldwide. The roofing contracting industry in the United States ranks as the 17th largest construction industry in terms of market size and the 213rd largest in the United States in 2022.

The median roofing contractor salary in North Dakota is USD 55,877, while the median roofing wage in Texas is just over USD 27,000. The roofing contractor industry employs 212,000 workers in the United States from 2018 to 2023 and is expected to grow to 220,989 workers in the next five years. As of 2023, the roofing contractor business in the United States totaled 79,139, a slight decrease from 2022. The state with the most roofing contractor businesses is California, with 9,303, followed by Texas, with 6,561, and Florida, with 6,398.

The US roofing market is expected to continue to grow as more companies enter the market and as technology continues to improve the quality of audio. The roofing market has been growing steadily over the years due to its growing applications in a variety of industries. Automotive and construction industries have played a major role in the growth of the roofing market.

## United States Roofing Market Trends

### Single-Ply Roofing Products are Expected to Gain Market Share

The US roofing single-ply membrane market is expected to grow for both plastic and rubber roofing products by 2027, mainly due to the decrease in bituminous membrane market share. The advantages of single-ply over bituminous in terms of performance will be the main drivers of this market growth. The demand for plastic single-ply membranes is expected to be driven by the increasing use of self-adhesive single-ply membranes due to ease of installation, an important factor for time-strapped contractors who often work with inexperienced crews, the ability of plastic roofing membranes to be used for cool roofing purposes, and manufacturer's efforts to provide products with thicker sheets that offer improved impact and tear resistance.

According to a survey in the United States, the most popular commercial installation system in the survey was single-ply, which was used by 81% of respondents. It also generated 36% of revenue for commercial roofers. Single-ply sales were driven by 41% of contractors who installed TPO systems. EPDM followed with 30%, PVC with 17%, and KEE with 10%. On average, 48% of low slope asphalt sales were made of modified bitumen - SBS, followed by modified bitumen - APP with 27% and built-up roofing with 25%. Low-slope asphalt was used by 71% of respondents, accounting for about 10% of revenue. Contractors using single-ply roofs also indicated that they expected commercial sales to grow in 2024.

### Increasing Sales of Roofing in the Commercial Sector is Expected to Drive the Market in the Future

Roofing sales increased in the commercial space again in 2023 as the economy gained traction. About three-quarters (74%) of respondents in a survey said sales increased or remained stable in 2023, while 26% said they expected sales to increase significantly compared to 2022. Another 74% said annual sales volume would increase next year, while 85% said sales would improve over the next 3 years. Another 10% said sales volume would decrease, with 4% expecting a significant drop and 7% expecting further declines in 2024 and beyond.

According to a survey, 53% expect revenues to increase slightly in 2024, and even

more (68%) expect a slight increase through 2026. Geographic headquarters had little impact on the regional breakdown, and more than half (54%) of all contractors across the Northeast, Midwest, South, and West expected year-end sales growth. Around 60% of contractors across the same territory expected Y-o-Y sales growth in 2024 that would continue through 2026. 73% of contractors in the Midwest and West expected sales volume growth through 2026.

## United States Roofing Industry Overview

The US roofing industry is one of the largest and most competitive in the world. Many companies have a significant presence in the US roofing market. Roofing manufacturers are implementing several measures to meet the increased demand for roofing materials, including increased manufacturing and supply chain changes. Some of the companies operating in the market are GAF Materials Corporation, CertainTeed Corporation, Owens Corning, and IKO Industries.

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## Contents

### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Technological Innovations in the Roofing Sector
- 4.3 Industry Value Chain/Supply Chain Analysis
- 4.4 Impact of Government Regulations and Initiatives taken in the Construction
- 4.5 Review and Commentary on the Extent of Government Infrastructure Development Schemes
- 4.6 Impact of the COVID-19 Pandemic on the Market

### 5 MARKET DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Increasing Disposable Income and Middle-Class Expansion
  - 5.1.2 Increased Awareness of Roofing Solutions
- 5.2 Market Restraints
  - 5.2.1 The presence of counterfeit or substandard roofing materials in the market poses a significant challenge
  - 5.2.2 The roofing industry faces a shortage of skilled labor
- 5.3 Market Opportunities
  - 5.3.1 Rapid Urbanization and Construction Boom
- 5.4 Industry Attractiveness - Porter's Five Forces Analysis
  - 5.4.1 Bargaining Power of Suppliers
  - 5.4.2 Bargaining Power of Consumers
  - 5.4.3 Threat of New Entrants
  - 5.4.4 Threat of Substitutes
  - 5.4.5 Intensity of Competitive Rivalry

## **6 MARKET SEGMENTATION**

### 6.1 By Sector

- 6.1.1 Commercial Construction
- 6.1.2 Residential Construction
- 6.1.3 Industrial Construction

### 6.2 By Material

- 6.2.1 Modified Bitumen
- 6.2.2 EPDM Rubber
- 6.2.3 Thermoplastic Polyolefin
- 6.2.4 PVC Membrane
- 6.2.5 Metals
- 6.2.6 Tiles
- 6.2.7 Others

### 6.3 By Roofing Type

- 6.3.1 Flat Roof
- 6.3.2 Slope Roof

## **7 COMPETITIVE LANDSCAPE**

### 7.1 Company Profiles

- 7.1.1 GAF Materials Corporation
- 7.1.2 CertainTeed Corporation
- 7.1.3 Owens Corning
- 7.1.4 IKO Industries
- 7.1.5 Tamko Building Products
- 7.1.6 Atlas Roofing Corporation
- 7.1.7 Beacon Building Products
- 7.1.8 IronHead Roofing
- 7.1.9 Centimark Corp.
- 7.1.10 Tecta America
- 7.1.11 Flynn Group
- 7.1.12 Baker Roofing\*

### 7.2 \*List Not Exhaustive

### 7.3 Other Companies

## **8 FUTURE OF THE MARKET**

## **9 APPENDIX**

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