

North America Roofing Market By Product Type (Asphalt Shingles, Metal Roofs, Plastics, Concrete Tiles, Clay Tiles, Others), By Application (Residential, Commercial, Industrial), By End-Use (New Construction, Re-roofing), By Country, Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

The North America Roofing Market was valued at USD 26.43 Billion in 2024 and is expected to reach USD 33.05 Billion by 2030 with a CAGR of 3.80% during the forecast period. The North America Roofing Market refers to the industry involved in the production, distribution, and installation of roofing materials and systems used in residential, commercial, and industrial buildings. It encompasses various roofing materials such as asphalt shingles, metal roofing, wood shakes, slate, clay tiles, and synthetic options, each offering distinct advantages like durability, aesthetic appeal, and energy efficiency. The market is primarily driven by a steady demand in construction and renovation activities, particularly in the residential and commercial sectors. As the region experiences rapid urbanization and an expanding housing sector, roofing systems are essential for providing shelter, improving building aesthetics, and enhancing energy efficiency.

Growing environmental concerns and the need for energy-efficient solutions are fueling the adoption of cool roofs and green roofing systems, which further accelerates the market's growth. The rise in extreme weather conditions due to climate change also drives demand for durable and weather-resistant roofing materials, contributing to increased market consumption. The rise of sustainable building practices and regulatory mandates encouraging energy-efficient roofing is spurring technological innovation, leading to the development of advanced roofing materials such as solar-integrated

roofing solutions and eco-friendly products. The market is also benefiting from the increasing trend of roof replacements or re-roofing activities as buildings age and require upgrades or repairs, especially in areas with harsh climates.

The expansion of the commercial real estate sector, the construction of infrastructure projects, and the ongoing demand for residential housing contribute significantly to the market's overall growth. With these factors, the North America Roofing Market is expected to witness consistent growth in the coming years, driven by technological advancements, a strong construction pipeline, and the growing emphasis on energy-efficient and climate-resilient roofing solutions.

Key Market Drivers

Growth in Residential Construction and Renovation Activities

The North America Roofing Market is significantly driven by the ongoing growth in residential construction and renovation activities. As the demand for new homes continues to rise, coupled with a robust housing market, the need for quality roofing materials and services becomes increasingly important. This growth is particularly evident in suburban and urban areas, where homebuilders and contractors are focusing on enhancing residential infrastructure. Renovation projects also contribute substantially to this demand, as aging homes require roof repairs or complete replacements. As a result, homeowners are increasingly opting for durable, energy-efficient, and aesthetically appealing roofing systems to improve the longevity and value of their properties. The ongoing trend of remodeling and home upgrades has created a continuous demand for advanced roofing materials. With population growth, especially in regions such as Texas, Florida, and California, the residential sector is expected to remain a significant driver in the roofing market for the foreseeable future. In 2023, approximately 1.5 million new residential units were constructed in North America, leading to a 5% increase in roofing material demand for new construction.

Key Market Challenges

Volatility of Raw Material Prices

One of the significant challenges facing the North America Roofing Market is the volatility of raw material prices. Roofing materials, such as asphalt, metal, slate, and synthetic products, rely heavily on raw materials like petroleum, aluminum, and steel, all of which are subject to global market fluctuations. The pricing instability of these raw

materials can disrupt manufacturing schedules, increase production costs, and ultimately impact the pricing of finished roofing products. For instance, asphalt prices can fluctuate significantly due to changes in crude oil prices, while metal roofing materials are sensitive to shifts in the global steel market. This volatility not only creates uncertainty for roofing manufacturers but also affects distributors, contractors, and ultimately, the consumers. As roofing companies often work on tight margins, sudden price hikes in raw materials can force them to raise prices, which could lead to reduced demand or loss of business to competitors.

Ongoing supply chain disruptions, such as those caused by geopolitical tensions or natural disasters, exacerbate these price fluctuations. Roofing companies must then factor in additional costs for transportation, storage, and procurement, further increasing the financial burden. The volatility of raw material prices requires manufacturers to find ways to hedge against such risks, either through long-term contracts or by diversifying their supply chains, but these strategies often come with their own set of challenges and expenses.

Key Market Trends

Increased Adoption of Sustainable and Eco-Friendly Roofing Solutions

Sustainability has become a major trend in the North America Roofing Market, driven by growing consumer demand for eco-friendly building materials and increasing regulatory pressure to reduce carbon footprints. Roofing solutions that incorporate sustainable practices, such as cool roofing, green roofs, and solar-integrated roofing, are gaining widespread adoption across residential, commercial, and industrial sectors. Cool roofing systems, which reflect sunlight and reduce heat absorption, are particularly popular in urban areas to combat the urban heat island effect and enhance energy efficiency.

The growing awareness of environmental issues, including climate change, has prompted homeowners and businesses to seek roofing materials that are recyclable, energy-efficient, and made from sustainable resources. Solar roofing is also gaining traction, with advancements in photovoltaic technology allowing roofing systems to generate energy while serving their primary function. As a result, roofing companies are increasingly focusing on offering products that meet stringent environmental standards and sustainability certifications, such as Leadership in Energy and Environmental Design (LEED) and Energy Star. Governments and local authorities are also introducing incentives and rebates for installing energy-efficient roofs, further accelerating the adoption of green roofing solutions. This shift towards sustainability not only reduces

energy consumption but also enhances the overall value of buildings, making eco-friendly roofing solutions a key trend in the market.

Key Market Players

Standard Building Solutions Inc.

Owens Corning

TAMKO Building Products LLC

IKO Industries Ltd.

Atlas Roofing Corporation

Beacon Roofing Supply, Inc.

Sika AG

BASF SE

Report Scope:

In this report, the North America Roofing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

North America Roofing Market, By Product Type:

Asphalt Shingles

Metal Roofs

Plastics

Concrete Tiles

Clay Tiles

Others

North America Roofing Market, By Application:

Residential

Commercial

Industrial

North America Roofing Market, By End-Use:

New Construction

Re-roofing

North America Roofing Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Roofing Market.

Available Customizations:

North America Roofing Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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