Market For Factory-Built Homes

Description: This study by Packaged Facts covers the 4 major segments for factory-built homes: HUD-Code homes (still often referred to as mobile homes although more often called manufactured homes); modular homes (shipped in 3-dimensional sections); panelized homes (walls, floors, and roof shipped to site for construction); and production-built homes (built on the site by large-volume home builders who use factory-built components). For each type, market size and growth data are given as well as factors expected to impact future growth, production projections to 1999, profiles of leading marketers, advertising and promotion, dealer relations and responsibilities, and home buyer profiles for HUD-Code homes.

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