Home Improvement Market

Description: This report assesses 16 different markets associated with home improvement, including saw cut lumber and structural materials, gypsum wallboard, insulation, roofing, siding, paint and wallpaper, adhesives and sealants, floor coverings, ceilings, paneling and moldings, windows and doors, storage units, plumbing fixtures and supplies, electrical products, tools, and hardware. Looks at sales to contractors, do-it-yourselfers (DIYers), and buy-it-yourselfers. Provides share data and sales by distribution channel, as well as demographic data and a discussion of consumer attitudes. Covers the most new important trends in the market, including advances in window and door design to make them more energy-efficient, the increased attention paid to women DIYers, and the rising use of recycled products. Profiles companies, including Andersen Windows, Black and Decker, Cooper Industries, Emerson Electric, Owens-Corning, Sherwin-Williams, Stanley Works, and Sterling Plumbing.

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