

Timber Glazing Products Surge in New Housing

Key Points from the 2006 edition of the report on the Market for Windows, Doors and Conservatories in New Housing

Timber glazing products in New Housing shot up by 28% in installed value terms in 2006, while PVC-U could only manage 3%. “Part of this was due to higher price rises but there were some substantial volume increases as well” says Palmer.

The **total market**, which covers mainland Britain, went up by 10% in 2006 to £443 million. This was the first time in three years that there was growth in the installed value market. Much of this was due to price increases, partly as a result of a switch to more expensive products or materials. But there was an increase in housing starts as well. The 2% increase in starts to 216,300 brought the number in mainland Britain to the highest level since 1988. But glazing markets are well below their record level because of the high (and still growing) percentage of flats which of course have far fewer glazing products than houses.

The **window market** in new build in 2006 grew for the first time in nine years by 2% in terms of numbers of frames. But softwood windows grew by 15% and hardwood by 20%. Aluminium windows also put in an above market performance for the second year running, by growing by 10%, which reflects the still continuing increase in city centre apartment blocks where commercial style products are used.

This was all at the expense of PVC-U which declined in this market for the first time ever, by 2½%. But it remains the market leader with 76% share.

Full factory finishing is an important reason for the growth in timber windows. This reached 67% in 2006, up from 50% in 2005.

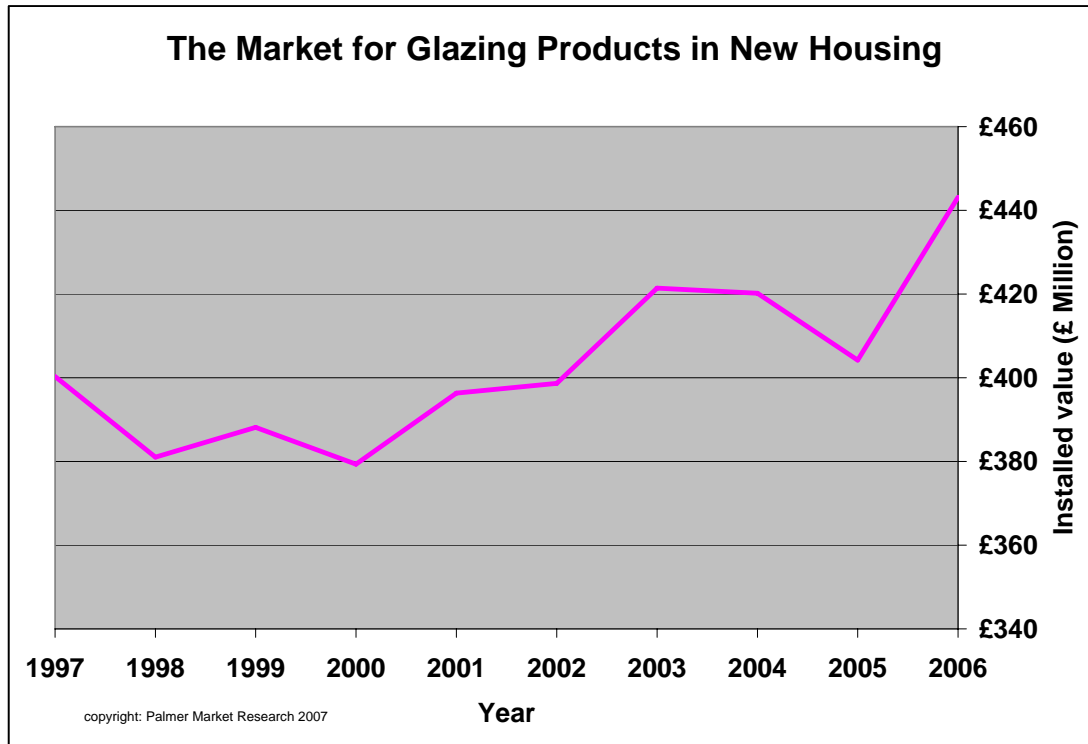
In the **entrance door market**, steel faced products continue to dominate but share slipped from 61 to 56%, a volume reduction of 11%. Climbing into second place in 2006 were composite doors which recorded a dramatic 36% increase. Overall the market moved up 1½%.

The **patio door market** was virtually unchanged in 2006, but this masks a 9½% increase in hinged doors and a 30% decline in sliding doors. PVC-U also dominates this market with 77% share.

News from Palmer Market Research

As a percentage of private sector completions the **conservatory market** in new build grew from 1.4 to 2.3%, but at 3,900 units this is only a tiny fraction of the market in home improvements.

Timber is forecast to continue to gain ground at the expense of PVC-U in the window market over the forecast period which covers the years 2007 to 2011. The forecasts also take into account, the housing market, housebuilding, and trends in property types.



Products covered by the report are

- Windows
- Conservatories
- Entrance Doors
- Sliding Patio Doors
- Hinged French Doors

News from Palmer Market Research

Report Format

- **Palmer's latest reports** are designed for easy analysis with:
 - Executive summary
 - Charts adjacent to the commentary text to which they refer for easy assimilation
 - Tables grouped at the end of each report section

In all there are:

- 168 pages
- 12 sections
- 107 tables of numeric and statistical data,
- 62 charts in the text illustrating the trends and comparisons.

Contents of this 2007 edition of the Market for Windows, Doors and Conservatories in New Housing

Executive Summary

1. Housebuilding Market
2. Window Market Overview
3. PVC-U Window Market
4. Wood Window Market
5. Aluminium Window market
6. Window Styles, Glazing Details and Roof Windows
7. Window Market Forecast
8. Entrance Door Market
9. Patio Door Market
10. Conservatory Market
11. Regional Markets
12. Economic Background

News from Palmer Market Research

What makes this report different?

Palmer Market Research have been operating in the Building Industry and related markets for 30 years, every report produced comprises:-

- Extensive historical information assuring consistency of interpretation
- Comprehensive market sampling to ensure the statistical validity
- Detailed personal interviews (here 377) to gather sufficient data and checking its correct application
- 'Desk research' to confirm that the interview results are compatible with other published data from official sources
- Personal involvement by Robert Palmer in analysing and publishing the report
- Discussions with clients to confirm, and modify where necessary, the way the information is presented for practical commercial use.
- On line telephone support for 12 months related to interpretation of the data.
- Free CD of the report charts in full colour

How do I get hold of it?

Price £3,300 + VAT for either hard copy or pdf format direct from:

Palmer Market Research
31 Victoria Road
Surbiton
Surrey KT6 4JT

tel: 020 8390 8131
fax: 020 8390 9833

e-mail: info@palmermarketresearch.co.uk

Or, download an order form from our website www.palmermarketresearch.co.uk