

# Principia DemandBuilder® Residential Lumber

Change the way your company views the residential lumber market with interactive, online dashboards

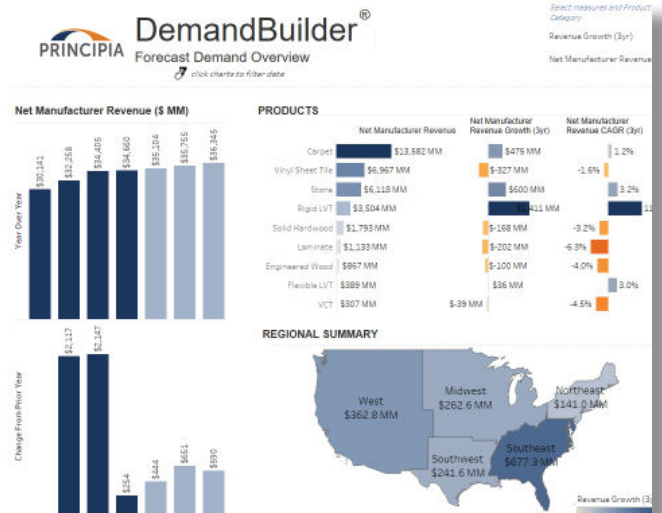
## DemandBuilder®

Customize how you view and analyze market size and share for residential lumber products.

DemandBuilder® Residential Lumber is segmented by:

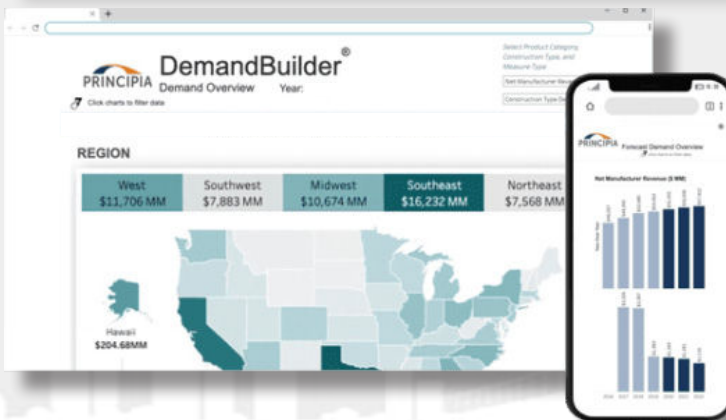
- Unit volume and revenue (net manufacturer and channel)
- Material
- Application — roof, wall, floor
- Market — new construction, repair and remodel
- Unit type — single family and multifamily
- Distribution — channel outlets
- Geography — national, regional, divisional, and state level

DemandBuilder® forecasts the market for the residential lumber market with a three-year outlook to support targeted sales and marketing planning. Forecast demand for the product category is reinforced by voice of customer insights from key participants across the value chain.



## Residential Lumber Materials Covered

- Sheathing  
MDF, HDF, Particle Board, Plywood, OSB, Other
- Structural Lumber  
Dimensional Lumber, Engineered Wood (I-Joists, LSL, LVL) — further segmented by site built vs. pre-assembled



## Benefits of DemandBuilder®

Users are able to:

- Segment product demand to better understand markets
- Identify revenue targets to pursue by product, market, and geography
- Build internal targets with an independent market view
- Align sales resources with territory opportunities



Contact Principia For More Information

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