

Principia DemandBuilder® Residential Interior Trim

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

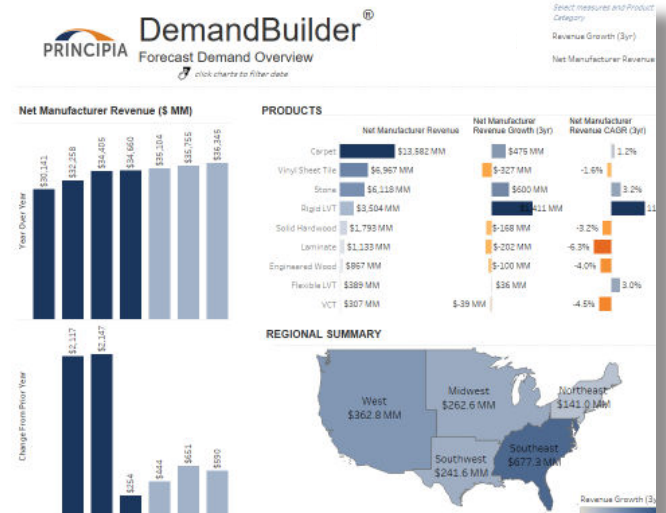
DemandBuilder®

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

DemandBuilder® Residential Interior Trim is segmented by:

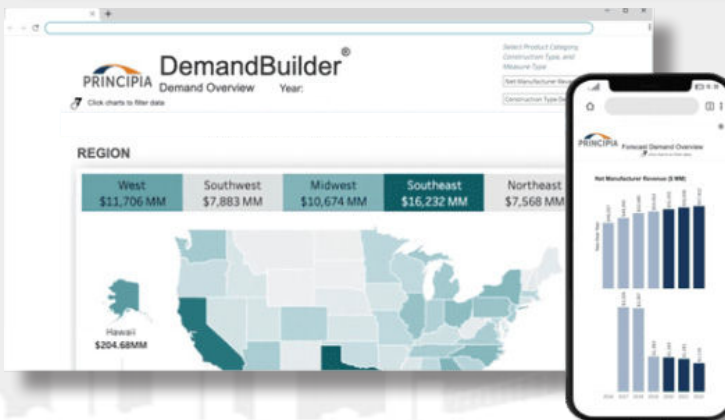
- Unit volume and revenue (net manufacturer and channel)
- Material
- Application — baseboard, chair and crown moulding, stairwork, window and door
- Market — new construction, repair and remodel
- Unit type — single family and multifamily
- Geography — national, regional, divisional, and state level

DemandBuilder® forecasts the market for the residential interior trim 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 Interior Trim Materials Covered

- Pine
- Hardwood
- Non-Wood
 - Plastic, Polystyrene Foam, Polyurethane, PVC
- Other Softwood
 - Engineered Wood, MDF, SPF



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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