

Weather Resistant Barriers

Residential and Commercial 2021

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Integrated building envelope designs are playing a significant role in product choice to manage air and moisture protection while also meeting energy efficiency performance. Building codes have become more stringent placing greater demand on product performance. These changing requirements have led to product innovations which continue to promote the benefits offered by the wide range of weather resistant barriers (WRB) available. Recent advances include the following:

- Multi-functional systems: Product combinations to create multi-functional performance that address more than one application benefit such as rain screens and drainage wraps; cavity wall continuous insulation; siding underlayment; barrier wall systems; and thermal, moisture, and air barrier performance combined in a single WRB product.
- Installation methods: Fluid-applied chemistries are taking direct aim at traditional mechanically-applied products. Factory-applied vs. field-installed product features are also creating value for the installer.



Weather Resistant Barriers – Residential and Commercial 2021 is the latest syndicated research from Principia Consulting to examine in detail how the WRB market is evolving, the impact of customer expectations and preferences, and which products and suppliers are most likely to benefit from these changes over the next few years.



Contact Principia for More Information

P: 610.363.7815 | info@principiaconsulting.com | principiaconsulting.com

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Scope

Product	Roof	Wall
Roofing felt	●	
Synthetic underlayment	●	
Rubberized or polymer modified bitumen underlayment	●	
Pre-wrapped sheathing	●	●
Building paper		●
Wraps and sheets		●
Self-adhered vapor membranes		●
Fluid-applied vapor membranes		●
Drainage wraps		●
Rain screens		●

Audiences

Architects
Building envelope/ Roofing consultants
Homebuilders
Developers/ General contractors
Contractors/ Installers
Distributors/ Dealers
Product manufacturers

Audiences will be surveyed by phone and/ or web, along with in-depth interviews.

Segmentation

Construction Market

- Residential
 - Single family
 - Multifamily (low rise, high rise)
- Commercial

Construction Type

- New construction
- Repair & replacement

Distribution Channel

- Two-step
- Specialty one-step
- Lumberyard
- Big box
- Specialty retailer
- Direct to builder/ contractor

Geography:

- United States
 - National
 - Region
 - Division



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Report Scope



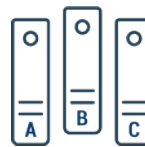
Current and Forecast Demand

- Current demand (2020 base year)
- Forecast year-over-year demand through 2025
- Industry drivers and trends
- Future outlook



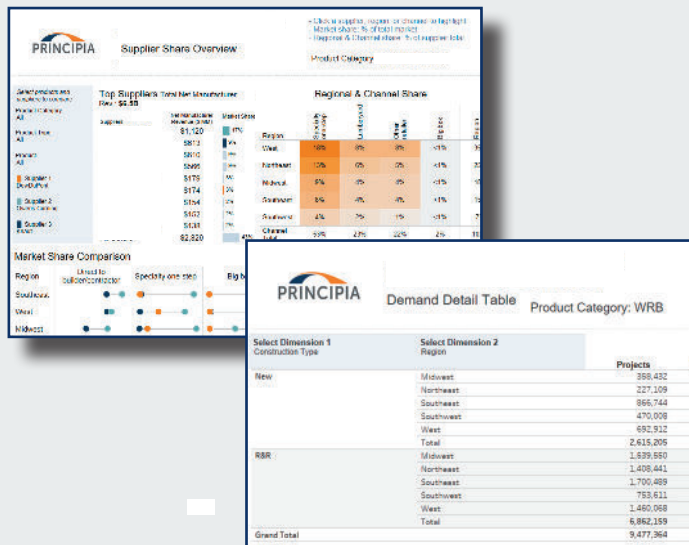
Supplier Share

- National value (reported in net manufacturer revenue) by product
- Includes top suppliers representing 75% of overall supply



Voice of Customer Insights

- Architects: Building design and code requirements
- Builders/ Developers: Air/ moisture/ energy concerns
- Installers: Product preferences related to performance, installation, cost
- Distributors/ Dealers: Buying/ sourcing preferences



Delivery Format

Results are delivered in Tableau dashboard visualizations. Dashboards are accompanied by a 20-page brief in PDF format.

Timing

Weather Resistant Barriers - Residential and Commercial 2021 is scheduled for completion in the fourth quarter of 2021. Principia will discuss interim report findings with pre-launch subscribers as an early review of the WRB market.

Contact us today at info@principiaconsulting.com for more subscription details.



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