

Principia DemandBuilder® Residential Wallboard

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

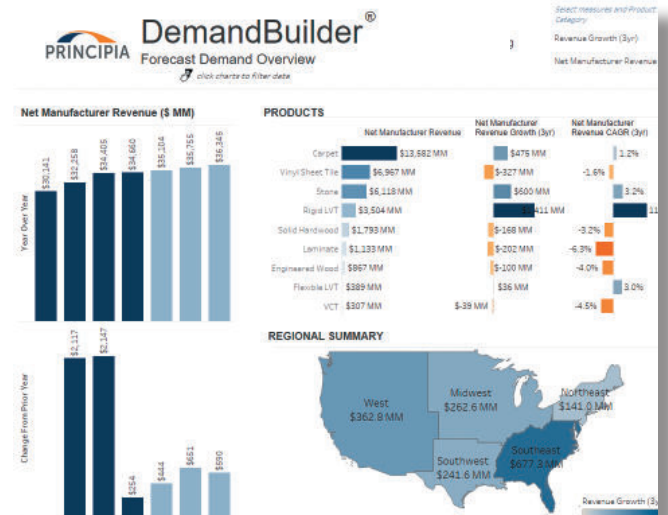
DemandBuilder®

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

DemandBuilder® Residential Wallboard is segmented by:

- Unit volume and revenue (net manufacturer and channel)
- Material
- Application — wall and ceiling
- 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 wallboard 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 Wallboard Materials Covered

- Acoustical
- Fire-rated (both Types C and X)
- Glass mat
- Moisture and mold-resistant
- Standard (or regular)
- Other



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

P: (610) 363-7815 | info@principiaconsulting.com | principiaconsulting.com