



# GROWTHBUILDER®

Trends and Forecasting for Building Materials

## WHAT'S INCLUDED

Designed to complement our core DemandBuilder® data product, GrowthBuilder® forecasts the market for major residential building products in the United States with a three-year outlook for each product category 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 specifically:

- Distributors and dealers
- Builders and contractors
- Homeowners

Over 1000 interviews with influential audiences provide up-to-date insight into product usage and preference trends to reveal the likely impact on product demand over the next three-year period.

## Target Growth Opportunities

### GROWTHBUILDER® BENEFITS



### Identify best growth opportunities by product, market and geography

Macro and micro growth drivers in each served market

### Align internal projections with independent market view

Product usage and preference trends supported through voice of customer

### Ensure proper coverage to serve projected demand

Allocate sales resources with targeted market coverage