

Principia DemandBuilder® Residential Flooring

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

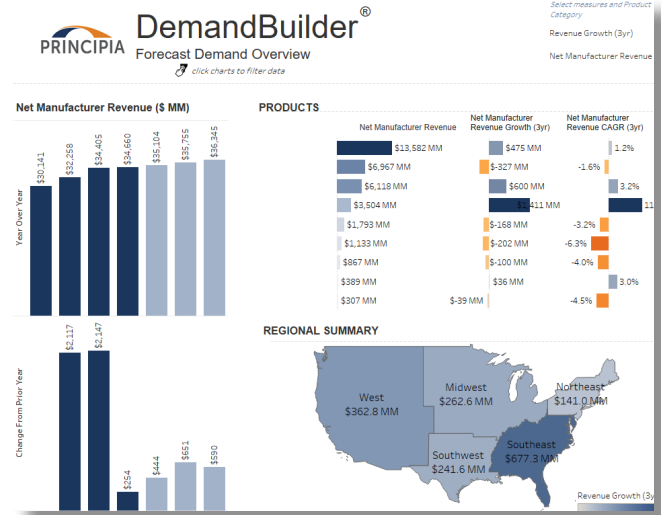
DemandBuilder®

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

DemandBuilder® Residential Flooring is segmented by:

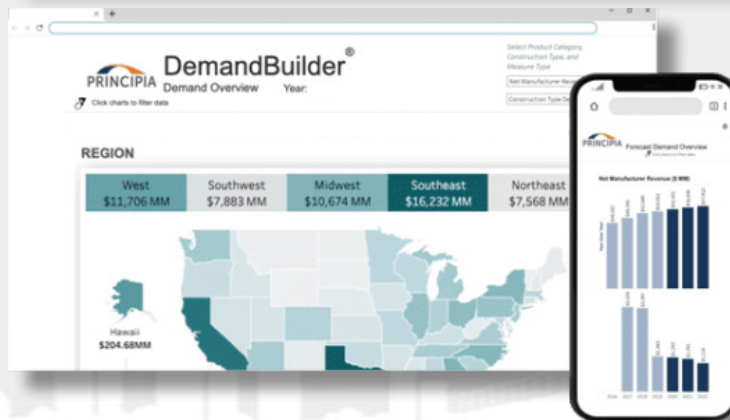
- Unit volume and revenue (net manufacturer and channel)
- Material
- Market — new construction, repair and remodel
- Unit type — single family and multifamily
- Distribution — channel outlets
- Gross margin — channel outlets
- Geography — national, regional, divisional, and state level

DemandBuilder® forecasts the market for the residential flooring 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



Residential Flooring Materials Covered

- Carpet
- Woods
Hardwood, Engineered Wood, Laminate
- Naturals
Tile, Stone
- Vinyl
Rigid Luxury Vinyl Tile and Plank (LVT/LVP), Flexible LVT, Vinyl Composite Tile, Vinyl Sheet



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