

Residential Windows and Doors - UK - June 2018

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“There are now strong signs that the important replacement market, initially promoted on the basis of the superior thermal properties of double glazing, has reached saturation point.”

– Terry Leggett, Senior B2B Analyst

This report looks at the following areas:

The direct sell sector is struggling to keep pace with overall repair, maintenance and improvement expenditure with second-time replacement of products sold 30 years ago (with an expected product life cycle of 20 years) proving more difficult. At the same time demand from new construction is growing.

- Has the replacement market now reached saturation point?
- How have direct sell promotion methods changed?
- Are there changes in material usage?

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Premdor Crosby

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