

Residential Windows and Doors - UK - June 2019

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“2018 was a difficult year for the residential doors, windows and conservatories sector. While new build activity is boosting demand the companies serving this sector tend to be different ones from serving the replacement market where there was particular disruption with the emergence of a new competitor which specifically targeted the business of one of the three leading brands.”

– Terry Leggett, Senior Analyst

This report looks at the following areas:

- Replacement industry structure changes about to happen?
- Recycling set to grow

The residential windows, doors and conservatories market is undergoing very different influences. On the one hand there is the growth stimulus from the growing levels of houses being built, while the replacement market is undergoing much more subdued demand. These market sectors are also very different in terms of suppliers and the needs. New build estates require large volumes of product to be delivered and installed at a time, while the individual requirements of home owners for the replacement market are more varied and for much lower quantities (typically 10 windows in an average house, assuming the order is for a full house project).

The replacement industry has a few, very large national suppliers who have invested strongly in their brands, and they are accompanied by a plethora of local companies who can source the products from alternative national and international suppliers. This has the effect of increasing the competitiveness of the sector. It is a highly competitive market, which has to cope with raw material price increases as well as the rising cost of labour and major changes in sales lead generation.

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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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