

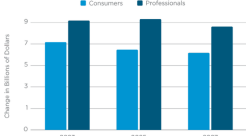
2023-2027 Window Market Watch: Trends in Residential Window Purchases

In 2022, the United States consumer and professional window markets grew 25.9% and 27.1% respectively. Here's what you need to know about current window market trends.

Scale of the Window Industry

Due to increased new construction and remodeling activity in recent years, the home improvement window market has experienced rapid growth in 2022 with the consumer market reaching \$7.0 billion and the professional market reaching \$8.26 billion.

This momentum is expected to continue in both markets through 2023 but start to dip after that. The consumer market will dip before the professional market.



Consumer Habits

When it comes to drivers of window purchases, a HIRI survey of top-project priorities among homeowners shows that most products for window projects are purchased for a planned project.

Top Reasons For Window Replacement

- 1 Maintain or repair their home
- 2 Desire to save energy/utility costs

Window Replacement Sales Cycle



Window Projects: Room Remodel, Maintenance/Repair, Replacement, Home Addition, Home Construction

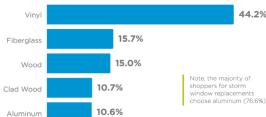
Who Projects Were Completed By: 63% of consumers said they hired contractors to complete their window project.

Window Types

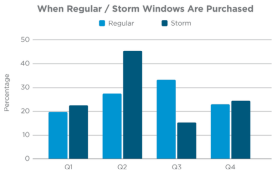
Wood windows are replaced most often, followed by aluminum.

Vinyl has long been the dominant replacement material chosen for regular windows, but recent years have seen an increase in competition from fiberglass.

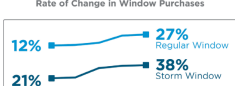
Most Popular Window Replacement Materials



When Regular / Storm Windows Are Purchased



Rate of Change in Window Purchases



Window Purchase Drivers

A majority take durability into consideration when selecting window products and materials, making it the leading factor.



HIRI expects the demand for energy-efficient windows to increase in coming years.

Top Window Suppliers



Purchases dating back to 2014 indicate a decrease in popularity of department stores and an increase in shopping at hardware and specialty stores.

Home centers are by far the most-used supplier.

Online shopping for windows has decreased since 2020, but purchases through this channel remain considerably higher than in 2018.

In-store purchases make up most overall transactions.



About HIRI

As the only nonprofit organization dedicated to home improvement research, HIRI empowers our members with exclusive, ongoing home improvement data and information for making better business decisions. Members are the leading manufacturers, retailers and allied organizations in the home improvement industry.