



**The PVC-U Window Door &  
Conservatory  
Industry in the UK  
&  
Republic of Ireland**

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**Market & Forecasts to 2014**

**2011 Edition**

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## 2011 PVC-U Window Industry Market Report and Forecast for the UK & Republic of Ireland.

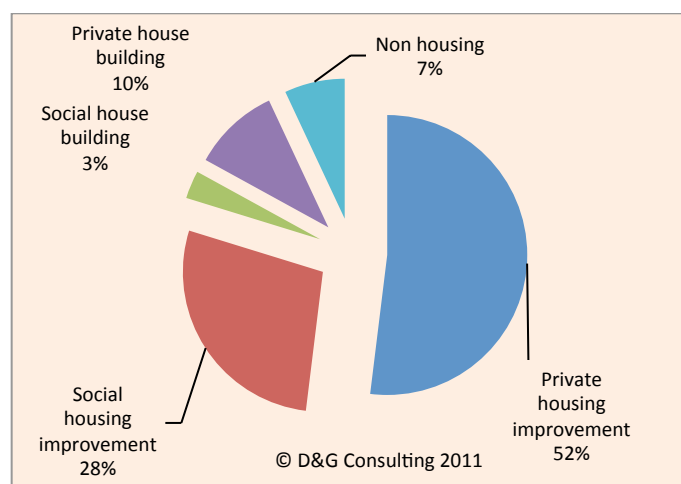
The forecast through to 2014 for the window industry is not encouraging with little growth as a result of the UK and Irish Government's austerity measures, cut backs, low growth during the first six months of 2011 and the consequent decline in consumer spending. Importantly, identified in the report are some products, sectors and markets that present opportunities for growth.

The volume of window and door units, excluding conservatories, manufactured and installed in 2010 was 7.7 million. Including, conservatories the industry installed value was £5,224million. The source of volumes is also changing making the market ever more challenging.

First time replacements of windows and conservatory volumes have declined 12% and 14% respectively over the past two years while second time replacements of windows - once seen as the future – has grown by 10% over the same period.

With the housing market, construction industry and economy now in a fragile state it's never been more important to access accurate information and especially forecasts. We are conscious that in today's business environment companies and institutions are requiring more details on markets.

For the first time the report includes our forecasts for sector values including our estimated price increases (based upon economic forecasting data. The chart below shows the breakdown by value for 2010. The report shows this same chart for 2014 demonstrating the change to sectors values over the forecast period.



The report contains the basis of all the forecasts including detailed construction and economic forecasts together with the assumptions used to develop volume and value forecasts.

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