



Market Assessment of Building Products Distribution in North America – Consulting Firm

Provided in-depth market analysis, competitor evaluations, and regulatory insights, to empower the client to make informed strategic decisions. This involved identifying product development needs, expanding market presence, and adjusting business strategies based on industry trends. Additionally, we offered strategic insights into the impact of regulations on the building products sector, analyzed growth segments, and provided thorough competitor analysis.



Thanks to STATXO's for a comprehensive analysis, we gained invaluable insights into building products market dynamics, regulatory changes, and competitor activities, empowering us to make informed strategic decisions with confidence and drive business growth for our clients."

- SVP, North America Construction Practice

Q CASE FOR CHANGE

- A leading US-based consulting firm specializing in the niche domain of building and construction materials, sought support for building and construction materials lines of business encompassing continuous research and modeling to publish market intelligence reports
- The client faced challenges from the huge and diverse North American market, shaped by various factors such as growing urban populations fueling demand for new housing and commercial spaces in coming years



🔍 SHARED VISION

- To conduct a comprehensive **analysis of the market, industry competitiveness, and regulatory landscape**. Our goals included estimating the current and future market size of the key products, evaluating competitors' market positioning & sales channels, and assessing the driving factors (*government policies, economic growth, technological advancements, etc.*) impacting the supply and demand across select US and Canadian markets
- **Key Focus Product Categories:** Barriers & Wraps, Decking & Railing, Dimensional Lumber, Doors & Windows, Drywall & Ceilings, Insulation, Masonry Products, Roofing, Sheathing, and Siding & Trim
- **Distribution Channel Entities in Focus:** Master Distributor, Specialty 1-Step, Big Box, Lumberyard, Masonry Yard, and Direct from Manufacturer

📊 FEASIBLE PLAN

- Deployed a team of four (4) FTEs, consisting of subject-matter experts with robust business acumen, to deliver continuous research and analytics support
- Engaged in **market sizing and assessment, offering an in-depth product overview, evaluating market positioning, and conducting a thorough assessment of distribution channels for various building products and materials**. Utilized quantitative modeling techniques to present a holistic view of the industry
- Used Tableau to generate interactive analyses and charts, enhancing the visual representation of complex data



✅ CAPABILITY TO DELIVER

- To facilitate a better position for the client with a deep understanding of the market, competitors, and regulatory landscape to make informed strategic decisions
- Identified **product development needs, market expansion, or adjusting business strategies** based on the observed trends and activities within the industry
- Offered strategic insights into regulatory impacts on the building products sector, including growth segment analysis, IECC 2021 changes assessment, and examination of building code shifts' influence on consumption patterns, especially in high-rise buildings
- Expanded the **insights on thorough competitor analysis**, including market share reviews for leading manufacturers, insights into new technologies, and monitoring consolidation and M&A activities within the industry