

# Powerful findings

**Insight Data, the industry's trusted provider of market intelligence, has published the findings of its latest market research report which gives a comprehensive overview of the window, door and glazing industry. Alex Tremlett, operations manager at Insight Data, writes**

The new edition of our *State of the Industry* report gives a top-down view of the fenestration industry and the companies within it.

The report highlights continued consolidation as the number of fabricators and installers decline and looks at how both Covid-19 and Brexit have taken their toll.

The previous Insight Data report was published in 2017, and over the last five years the market has changed dramatically.

No one could have ever predicted the coronavirus pandemic and the wider impact it would have following the first national lockdown in March 2020 – just eight weeks after the UK left the European Union.

It has been an unprecedented few years and has led to many ups and downs for businesses in the UK.



## Quality industry insight

To create the report our team has conducted extensive research including telephone interviews with 14,000 fabricators, installers and suppliers of windows, doors, conservatories and sealed units. It collected, updated and verified every one of our databases.

To make sure we provide the most transparent view of the industry, our researchers also cross-referenced the market intelligence they've gathered with financial information from a credit reference agency.

## State of the industry

Understanding the current state of the industry is the best way for any business to assess the competition and successfully plan-ahead. Our most recent research shows a decline in the number of window, door, IGU and conservatory companies across the UK.

That data from December 2021 shows that there are fewer firms in comparison to 2017, a decline of 7.6%



**Alex Tremlett**

equivalent to almost 2,000 companies being removed from the market.

As companies come under greater financial pressure, we could continue to see an increase in merger and acquisition activity and a rise in business closures – further reducing the overall number of companies in the industry.

## The future landscape

The report also includes several future predictions for the industry.

Although the sector continues to evolve at a rapid rate, the boom appears to be over as the market stabilises. The spectre of recession is on the radar, with 30-year high inflation levels and economic uncertainty. Yet, the unemployment rate is below pre-pandemic levels, job vacancies are at a record high and wages are rising rapidly. Combine this with current low interest rates and a strong housing market, the indicators are positive for the home improvement sector.

Our view is that the market will return to pre-2020 levels this year and will remain stable particularly for products such as aluminium bi-folds and sliders, flush sash windows, vertical sliders, composite doors and conservatory upgrades.

We are seeing local builders winning more significant work in home renovation and extensions which presents a good opportunity for window suppliers to target these companies. □

The new *State of the Industry* report is available to download free from the Insight Data website. To receive your copy sign up at:  
[www.insightdata.co.uk/reports](http://www.insightdata.co.uk/reports)