

A Completed Study of The 2025 United States Market

Builder Decision Analysis for Exterior Residential Trim

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6th Edition Prospectus Summer 2025

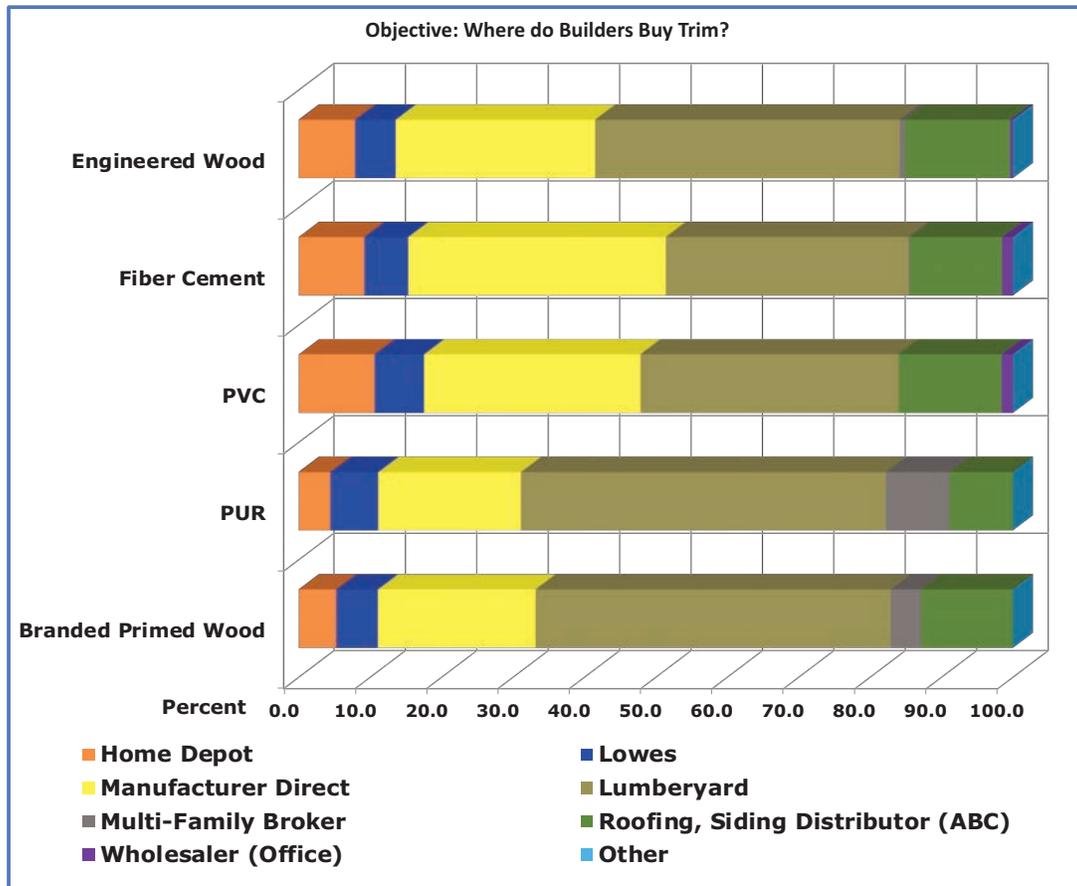


Exterior Residential Trim - Completed Study Prospectus

A Comprehensive Study of the U.S. Market for Manmade and Primed Branded Wood Trim is Now Available for Sale in its Entirety or by Chapter.

Ciprus Limited LLC is pleased to announce the completion of our fifth Edition of The Builder Decision Analysis of Exterior Residential Trim - A Multi-Sponsored Study of United States Market. The report, represents over 6 months of exhaustive research, including in excess of 480 in-depth telephone interviews with small, medium large and mega builders across the United States. The report is presented in PDF format consisting of 830 pages of detailed analysis in matrix format.

The research provides a thorough review of the decision making process for all leading types and brands of man-made and primed branded wood trim installed in starter, move-up and luxury homes.



Source: Ciprus Builder & Remodeler Interviews (Summer 2025)

Exterior Residential Trim - Completed Study Prospectus

A Comprehensive Research Plan to determine who is the ultimate decision maker in the choice of trim as well as what factors are important to builders in a statistical survey among 480 small, medium, large and mega builders in the U.S.

Regional differences are documented in Northeast, South, Midcentral and Western NAHB geographical areas. The study presents the average lineal feet and width of trim and fascia by housing type - starter, move-up and luxury by builder size and region. Key questions include where builders look for information about man-made and wood trim, what is their usage history by type and brand of trim and with what types of cladding do they install each type of trim. Regional definitions align with NAHB 4 regions and 9 regions.

5 Trim Types		4 Builder Sizes	
1. Engineered Wood	2. Fiber Cement	1. Small - 1-49 Units per Year	
3. Cellular PVC	6. Branded Primed Wood	2. Medium - 50-150 Units per Year	
5. Polyurethane		3. Large 151-199 Units per Year	
		4. Mega - 200+ Units per Year	
4 U.S. Regions (NAHB)		3 Housing Types	
1. Northeast	2. South	1. Starter ~1,500 SF	
3. MidCentral	4. West	2. Move-Up ~2,200 SF	
		3. Luxury ~3,200 SF	
24+ Brands & Types of Trim Included			
Azek® All Brands	Kleer™ See Royal	Royal All Brands	TruWood® Trim
CertainTeed All Brands	MiraTEC® Woodgrain	SilvaStar™	Inteplast Group
Chemcrest	NichiTrim™	SmartSide® LP	Terminal Forest
Dak Trim	Allura® Trim	TechTrim™	Unprimed SPF
Fypon®	Plygem®	BuildersFirst	Windsor-One
HardieTrim®	RealTrim™	TruExterior® Royal	XT Trim-Belco

Additional questions include whether trim is used as siding, for other applications such as louvers, panel surrounds or shutters. US. Geographic differences in usage are documented as well and align with definitions used by NAHB. What factors are important to builders in selecting a brand of trim, where builders buy their trim and why they prefer this source. Do builders purchase their trim as part of the siding package, roofing package or as an individual component is also included as well as what would it take for a builder to switch brands of trim as where they look for information on trim.

Exterior Residential Trim - Completed Study Prospectus

Highlights - What is contained in the 2025 6th Edition

Answers to the previous questions are contained in the completed report and provide powerful analytical tools for use in strategic, marketing and sales planning and business development.

Changes for 2025	Regions have been aligned with definitions used by The National Association of Home Builders 4 and 9 regions.
Sample Selection	Small, medium and large builders were selected on a random basis with mega builders being drawn from the Professional Builder Giants List.
Brands Combined for 2025	At the request of Charter Subscribers, brand names have been combined into one umbrella brand. VersaTEX has been combined with Azek. Boral and Kleer and Palight have been combined with Royal Building Products.
Additional Uses for Trim	Additional uses include: batten cladding, electrical box surrounds, fixture mounts, fixture mounts, louvers, panel work, quoins, sills, spirals & finials, tile vent and shutters.
Growth Rates	Anticipated growth rates are provided for each brand of trim by region.
Brand Market Size Average Lineal Feet	Also included in the research is the market size and share of each type and brand of trim. Market share is presented for manufacturers by the type of trim they produce. The share of each type of trim is also included.
Trim & Cladding & Soffit Mix	The types of cladding with which each type and brand of trim is installed is summarized by type and brand of trim by region.
Brand Specific Data	Analysis by brand is provided by trim material, by region, builder size, as well as housing type including starter, move-up, luxury.
Matrix Data	All information is provided in matrix format by the key parameters in the research, including geographic area, builder size and housing type.

Price List Effective July 21, 2025

Now Available in its Entirety or By One or More of the 6 Product Chapters all in an Indexed PDF Version.

Complete Report Includes all 6 Product Chapters

The complete report contains 830 pages of data, charts, tables, summary tables, graphs and detailed analysis of the types and brands of trim used by builder size and housing type by region. The study documents installations of trim materials by builder size, geographic region and housing type - starter, move-up and luxury.

This study is the most comprehensive analysis of its type published in one easily referenced document. The information has been developed through an extensive database of 480 detailed interviews with builders across the United States as well as a detailed analysis of the data captured from the builders interviewed.

Each subscription either the full report or individual chapters include index PDF versions on via secure download. *All subscriptions include unlimited telephone consultation.*

For more information please call John Ciprus at (860) 575-9040, or e-mail: john.ciprus@ciprus.com.

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Report and Chapter	Complete	Pricing Schedule - Individual Chapters				
Description	Report	Engineered Wood	Fiber Cement	Cellular PVC	Poly Urethane (PUR)	Branded Primed Wood
All Prices Include 3 Copies	\$20,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Total Pages	783	314	314	314	314	314
Phase 1 Report	198	197	197	197	197	197
Introduction	6	6	6	6	6	6
Executive Summary	12	12	12	12	12	12
Market Size & Share (Mfrs)	13	7	7	7	7	7
The Sample & Construction Data	109	119	119	119	119	119
Brand Recognition & Brands Used	58	53	53	53	53	53
Product Chapters	585	117	117	117	117	117
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Cladding Types Used	-	-	-	-	-	-
Growth Ranges	-	-	-	-	-	-
Decision Makers & Influencers	-	-	-	-	-	-
Where Trim is Purchased	-	-	-	-	-	-

* Orders for more than one chapter will receive a 10% discount.

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Introduction

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51.	With Which Brand of Moulding is the Trim Used? - South

52. With Which Brand of Moulding is the Trim Used? - MidCentral
53. With Which Brand of Moulding is the Trim Used? - West
54. With Which Brand of Moulding is the Trim Used? - All Regions
55. With Which Brand of Other Apps is the Trim Used? - Northeast
56. With Which Brand of Other Apps is the Trim Used? - South
57. With Which Brand of Other Apps is the Trim Used? - MidCentral
58. With Which Brand of Other Apps is the Trim Used? - West
59. With Which Brand of Other Apps is the Trim Used? - All Regions
60. Who is the Decision Maker for Using the Brand of Trim? - Starter Homes
61. Who is the Decision Maker for Using the Brand of Trim? - Move-Up Homes
62. Who is the Decision Maker for Using the Brand of Trim? - Luxury Homes
63. Who is the Decision Maker for Using the Brand of Trim? - All Homes
64. Who is the Influencer for Using the Brand of Trim? - Starter Homes
65. Who is the Influencer for Using the Brand of Trim? - Move-Up Homes
66. Who is the Influencer for Using the Brand of Trim? - Luxury Homes
67. Who is the Influencer for Using the Brand of Trim? - All Homes
68. Where Did You Look For Information About the Trim You Are Using by Brand? - Small Builders
69. Where Did You Look For Information About the Trim You Are Using by Brand? - Medium Builders
70. Where Did You Look For Information About the Trim You Are Using by Brand? - Large Builders
71. Where Did You Look For Information About the Trim You Are Using by Brand? - Mega Builders
72. Where Did You Look For Information About the Trim You Are Using by Brand? - All Builders
73. What are the Most Important Sources of Information by Brand?
74. Where do You Buy the Brands of Trim You Use? - By Brand - By Small Builders
75. Where do You Buy the Brands of Trim You Use? - By Brand - By Medium Builders
76. Where do You Buy the Brands of Trim You Use? - By Brand - By Large Builders
77. Where do You Buy the Brands of Trim You Use? - By Brand - By Mega Builders
78. Where do You Buy the Brands of Trim You Use? - By Brand - By All Builders
79. Is this the Same Source as You Buy Your Other Materials? - By Brand
80. What is Your Preferred Source? - By Brand
81. Why is This Your Preferred Source? - By Brand
82. Why is This Your Preferred Source? - By the Source
83. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Small Builders
84. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Medium Builders
85. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Large Builders
86. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - Mega Builders
87. What are the 3 Most Important Factors in Your Decision to Use the Brand of Trim? - All Builders
88. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Small Builders
89. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Medium Builders
90. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Large Builders
91. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - Mega Builders
92. What are the 3 Most Important Marketing Factors in Your Decision to Use the Brand of Trim? - All Builders
93. What leadtimes are you accustomed to when planning to purchase exterior building products? - By Brand
94. What leadtimes are you accustomed to when planning to purchase exterior building products? - By Builder Size