





Markets for Treated Wood

Ben Romanchych

Business Intelligence Overview

Building Materials & Clean Tech

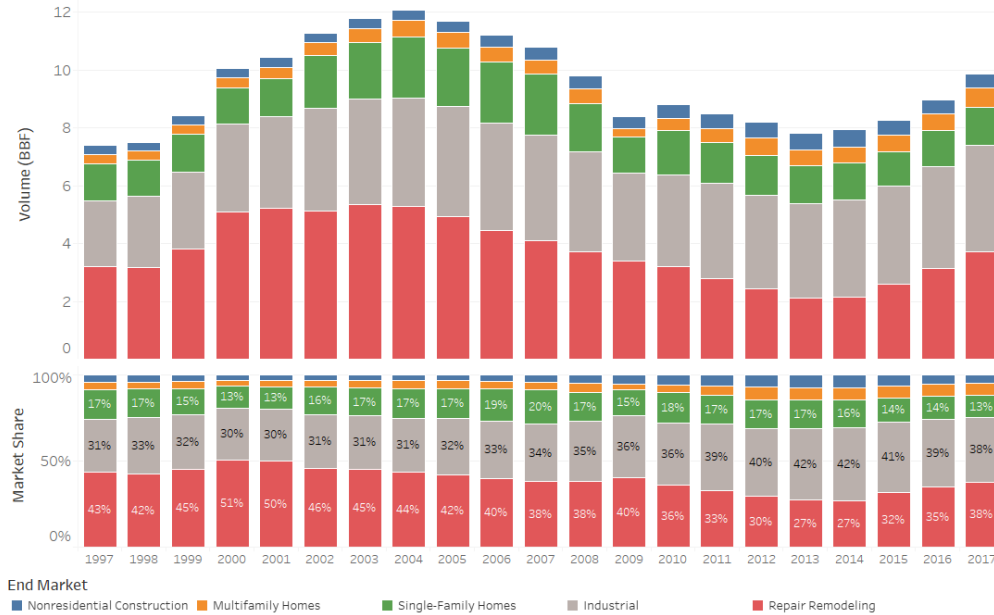
Wood Demand	Trade	Product	Industry
			
Quantifying and Modelling	International Trade Flow Analysis	New Product System Identification & Initiation	Primary & SME Business Support

*Staff of 10 with offices in Vancouver, Montreal,
and Quebec City*

*Strategic Planning, Financial Modelling,
Technoeconomic Analysis*

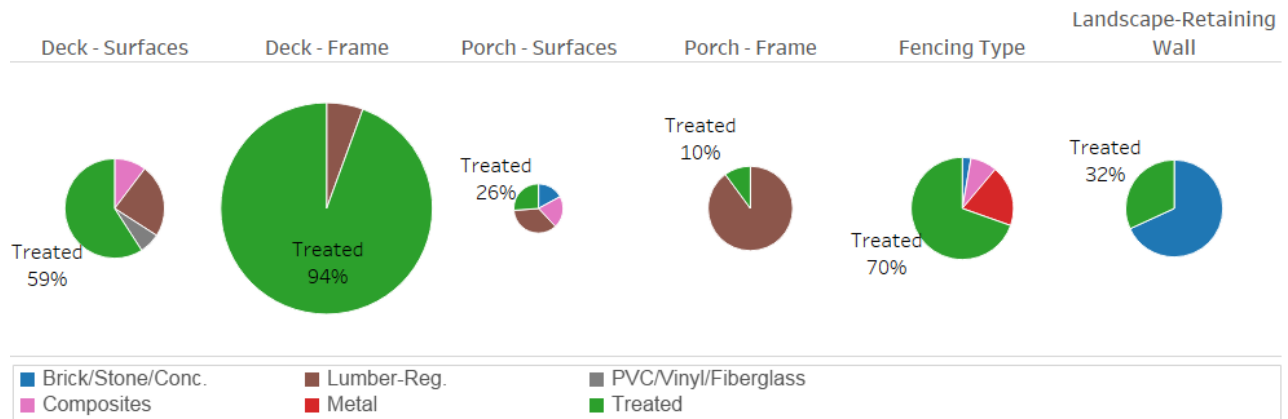
- Overview
- Key Lumber Markets
 - CANADA
- Deep Dive into Decks
 - 2016 Deck Market Update
- Key Takeaways

Canadian Softwood Consumption

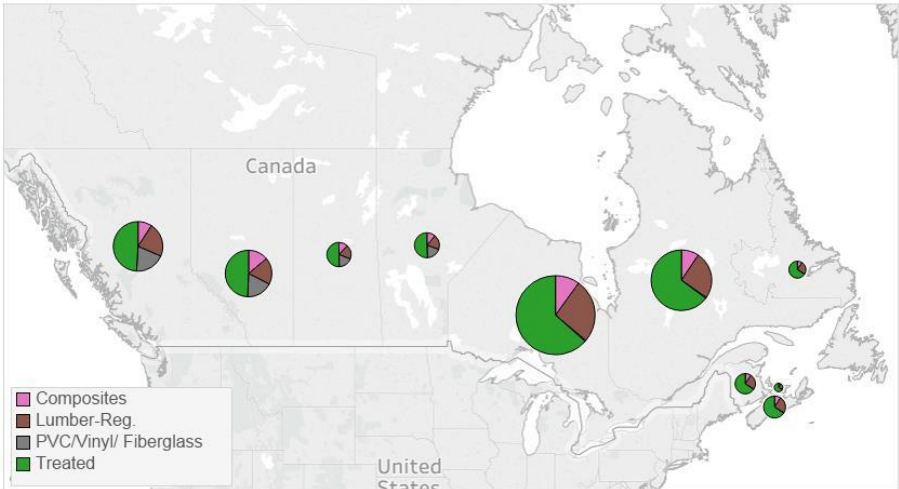


Dive into Decking

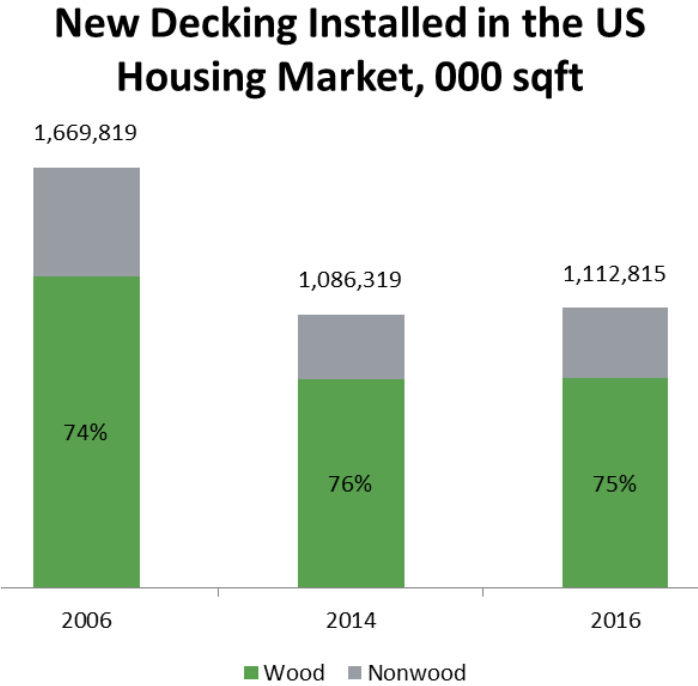
US Treated Wood Used in Residential



- Canadian Deck Surfaces

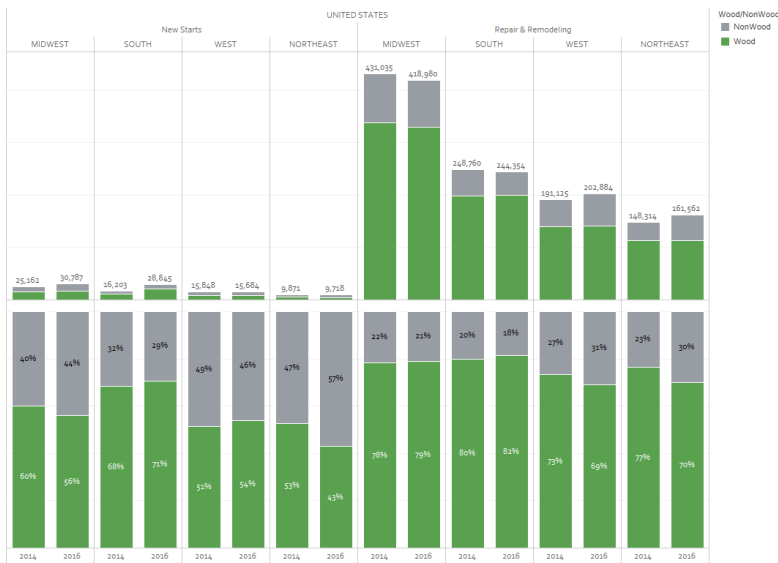


- Wood Share of US Decking



Compared to previous surveys done by NAHB, the market share for wood decking has maintained a 75% share in the housing market.

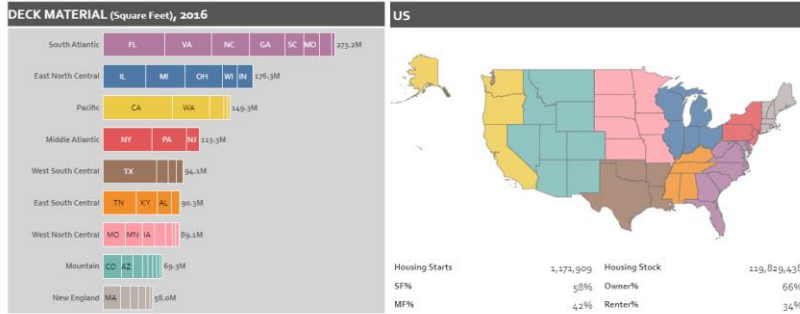
2016 Overview - Regional Analysis
 New Decking Installed in the US Housing Market, 000 sqft



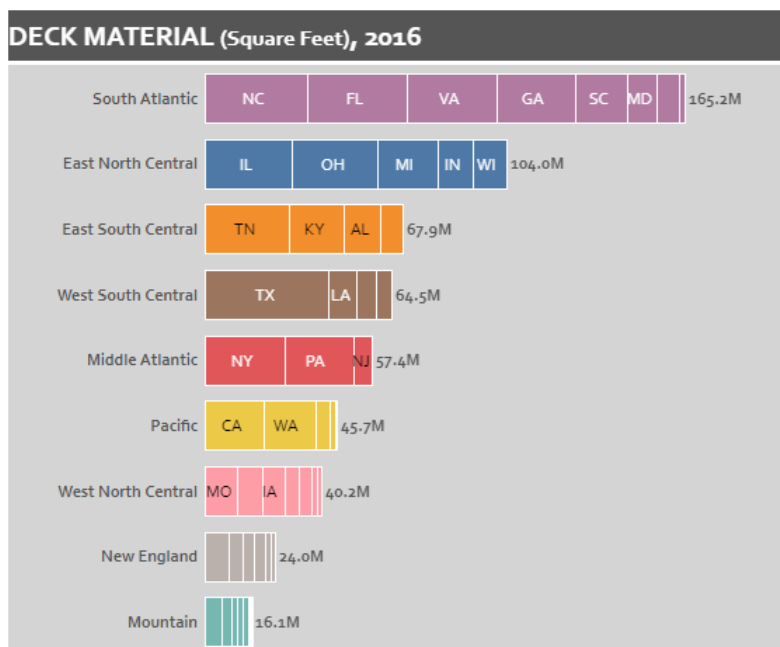
2016 Overview - United States

2016 Review - Outdoor Structures
 DECK MATERIAL - Square Feet

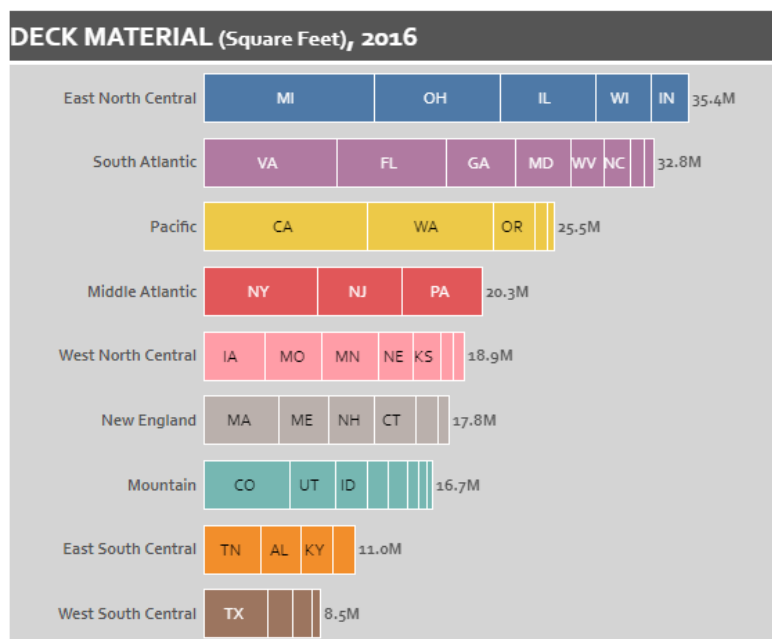
Material	Grand Total	New Starts		Repair & Remodeling	
		SF	MF	Owner	Renter
Treated lumber & treated wood	1,111.8M	87.7M	17.4M	539.4M	68.4M
Cedar	11%	8%	4%	12%	17%
Redwood	7%	6%	2%	7%	10%
Other untreated lumber / wood	3%	6%	2%	2%	3%
Wood/Plastic composite	12%	34%	40%	15%	18%
Other	6%			7%	3%
Other Plastic (PVC, fiberglass, vinyl)	2%	6%	5%	2%	3%



- 2016 Treated Wood Decks



- 2016 Composite Decks



- Key Takeaways
- In 2016, 1.1 billion sqft of decking was installed:
 - 92% of the volume was in Repair & Remodelling
- Wood has maintained a 75% share in deck surfaces

- Wood/plastic composite (WPC) had a **17% share**
- Treated wood (lumber) was the **preferred** material across the country.
- **WPC had higher shares in New Starts**, compared to the R&R market.