



# ASC Growth Program – “Grow the Vertical” ‘Voice of the Customer’ Research

Focused on:

**North American  
Building and Construction**

*Adhesive and sealant market opportunities in roofing, vertical wall, interior finishes, and below grade waterproofing .*



THE **ADHESIVE AND SEALANT** COUNCIL  
SECURING THE FUTURE®



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# Introduction

## BACKGROUND

For 2019 and beyond, ASC selected the Building and Construction (B&C) Market segment to further its strategic initiative of influencing and engaging members of the construction industry to stimulate growth for its members. ASC selected the Building and Construction Market for several reasons.

- Firstly, B&C activity within the core set of residential and nonresidential building types in the United States is expected to realize a CAGR of 2.8% and a value of US\$ 832 billion by 2023
  - Total activity (including manufacturing and infrastructure) will see annual growth of 2.7% to a value of US\$ 1,802 billion during the same period
- Secondly, buildings in the US account for 40% of energy consumption in the US. Furthermore, the Department of Energy (DOE) is targeting the reduction of building energy usage by 25-35% by 2035
- Together, this confluence of trends indicates great opportunities exist for adhesives and sealants to replace mechanical solutions in the B&C space and also contribute to energy savings and provide a long product service life

## OBJECTIVES

The overarching objective of this qualitative and quantitative study is for DuckerFrontier to define for the ASC and its members the top two sub-segments of the four areas within the B&C space studied that offers the best market growth and end-user exposure opportunities for adhesives and sealants:

- Vertical walls
- Roofing
- Below grade waterproofing
- Interior finishing

DuckerFrontier will also define specific application trends and performance dynamics to assess the potential for adhesives and sealant growth and development.