

## **North America Fencing Market Forecast 2024-2032**

Market Report | 2024-11-07 | 142 pages | Inkwood Research

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### **Report description:**

#### **KEY FINDINGS**

The North America fencing market is estimated to grow at a CAGR of 5.74% over the forecast period of 2024-2032. The market was valued at \$10754.09 million in 2023 and is expected to reach a revenue of \$17612.75 million by 2032.

#### **MARKET INSIGHTS**

The North America fencing market is driven by the growing demand for fencing products in various applications, including residential, commercial, and agricultural sectors. The need for safety and security solutions is a key factor propelling the adoption of a wide range of fencing solutions. There is also a growing interest in DIY kits within the market, enabling customers to install fencing equipment themselves and potentially save on costs.

Further, the increasing adoption of plastic & composite fencing reflects a trend toward eco-friendly fencing options, addressing environmental concerns while offering sustainable and visually appealing solutions. The demand for agricultural fencing remains robust, with products like electric fencing effectively used for managing livestock and securing farmland. However, the fencing industry also encounters challenges, such as fluctuating material prices, which directly affect fencing costs.

#### **REGIONAL ANALYSIS**

The North America fencing market growth assessment includes the evaluation of the United States and Canada. In these regions, metal fencing accounts for a significant share of the market due to its durability and strength. Materials such as aluminum, chain link, and wrought iron are frequently used to secure properties and define boundaries. These options are favored for their robust structure and longevity, offering effective safety and security solutions. There is an evident demand for low-maintenance fencing solutions in this segment, as metal options generally require less upkeep compared to wood or plastic fencing alternatives. Additionally, metal fencing is commonly utilized in fencing products for residential applications, supporting a variety of fencing products and services tailored to meet different customer needs.

#### **SEGMENTATION ANALYSIS**

The North America fencing market segmentation incorporates the market by material, product, installation, distribution channel, and user. The material segment is further differentiated into metal, wood, plastic & composite, and concrete. Metal fencing is essential due to its durability and versatility for both residential and commercial applications. Options like aluminum and steel are favored for their robust construction and long lifespan. Additionally, these products meet the demand for low-maintenance fencing solutions, as they typically require less frequent upkeep than wood or plastic alternatives.

The wood sub-segment is poised for significant growth, elevated by its popularity and increasing adoption in residential

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applications. Consumer preferences include hardwoods such as cedar, mahogany, and pine, which are driving the demand for wood fences. This sub-segment also provides extensive customization options alongside these popular wood varieties. Pine is commonly chosen for its affordability, durability, and ease of handling, while cedar is favored for its low maintenance and natural insect-repelling properties despite its higher cost. Cypress serves as a suitable alternative to cedar, being both insect-resistant and similarly priced, whereas redwood is appreciated for its long-lasting qualities and attractive appearance.

#### COMPETITIVE INSIGHTS

Some of the eminent companies operating in the North America fencing market include CertainTeed Corporation, Ameristar Fence Products Incorporated, Betafence NV (Pr[s]sidiad), etc.

CertainTeed Corporation, a subsidiary of Saint-Gobain SA, produces a diverse array of building materials. Its product range includes exterior and interior construction solutions such as vinyl and fiber cement siding, roofing, insulation, gypsum, trim, fencing, decking, railing, and ceiling products. The company also focuses on solutions for acoustics, thermal insulation, and moisture control. CertainTeed offers a software tool called ColorView, allowing customers to visualize and customize home exteriors with its extensive product and color library. Catering to both residential and commercial markets, the company is headquartered in Malvern, Pennsylvania, United States.

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