



The 2018 Industry Pulse from Window & Door

Help wanted.

That's the phrase Window & Door used to sum up the state of the industry in 2017 – and it's an indication that growth is on the rise.

The publication released its annual Industry Pulse report in early January, and as we've noticed for ourselves at Deceuninck, the previous year marked a shift into the clear after years of transitioning from the recovery process of the Great Recession.

While the labor issue undoubtedly continues to be the top concern, the conversation has changed its tone from stymied and frustrated to solutions-oriented and creative.

And, as evidenced by the statistics, the industry continues to evolve, innovate and grow despite the challenges.

The report also noted that sales are widely up, companies are seeking to hire and there are more products available to the market than ever before. We've seen this growth first-hand at Deceuninck.

But if that isn't enough to make you optimistic about the direction our industry is headed in 2018, here are a few factoids from the report that stand out:

- **Vinyl Windows** were the most in-demand product in 2017, and are the **No. 1 anticipated category** launching in 2018.
- **73 percent** of surveyed manufacturers reported they will add production capacity in 2018.
- By segment, **91 percent** of manufacturers plan to hire; a slightly lower **84 percent** of both suppliers and dealers also indicated they would add staff.
- **59 percent** of manufacturers intend to launch new products in 2018.

I highly recommend you read the entire report, which also expands on the surge of hurricane-related products moving forward, and sales trends we can expect.

[To read the full 2018 Industry Pulse report, click here.](#)



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