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Window & Door Market Survey Insights



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Sept 23-25, 2026

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Laurie Cowin
Editor, Window + Door Magazine
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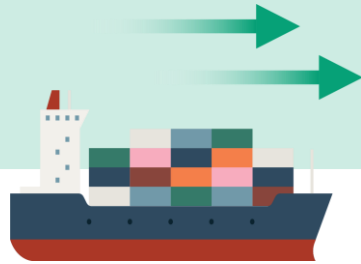


Outline

- Macroeconomic outlook
- New construction landscape
- Repair and remodeling drivers
- Window and Door Market Index (WDMI) — 1Q26 results
- Opportunities and strategies
- Key takeaways

The Macro Environment: Headwinds Dominate in 2026

Tailwinds



- Home equity near all-time highs
- The labor market remains resilient
- 24M+ single-family homes in prime remodeling years (20-39 years old)
- Median household income growth increases
- Move-up and luxury product segments showing stronger demand

Headwinds

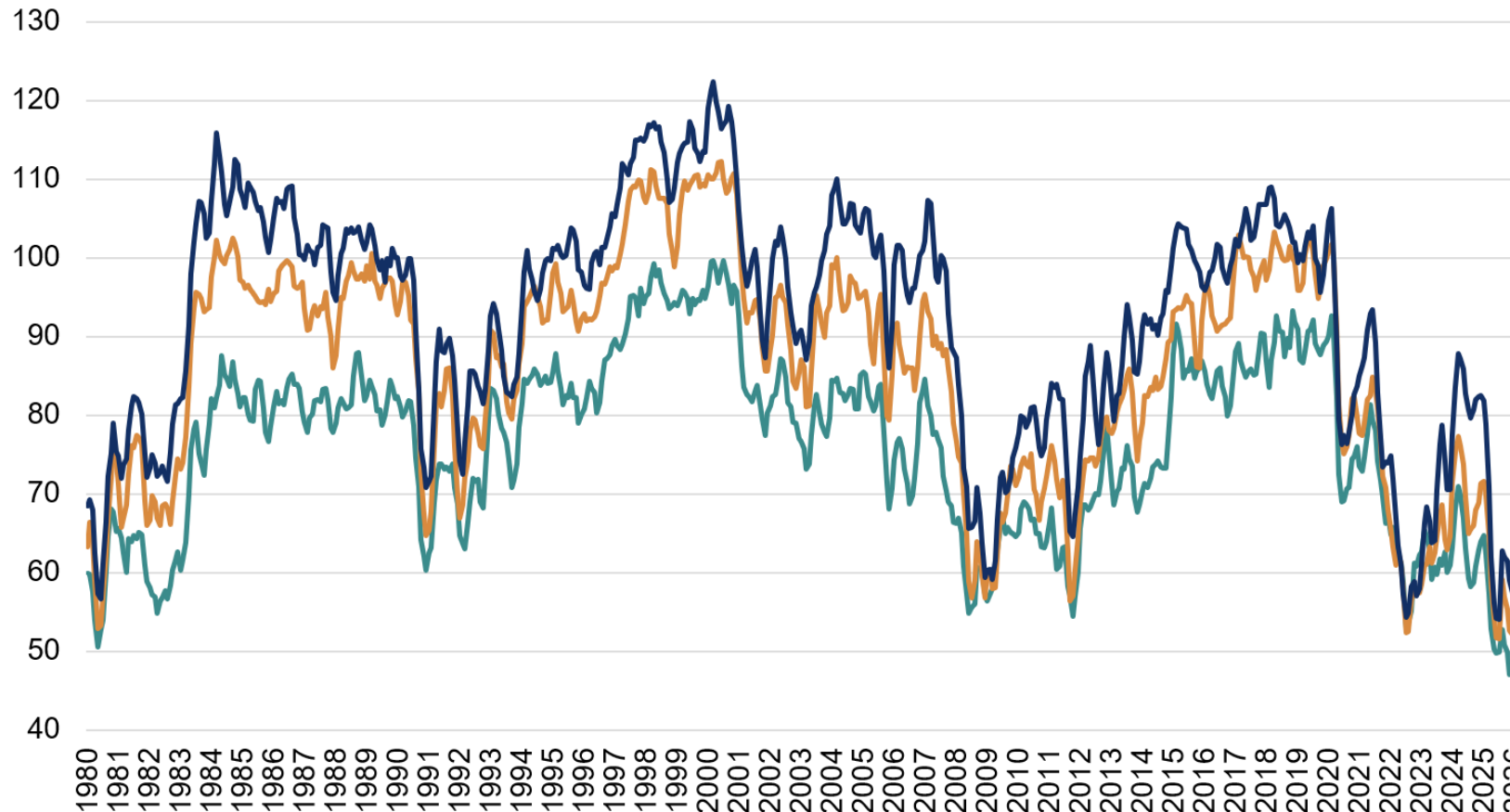


- Consumer sentiment at 40-year lows
- Mortgage interest rates persistently above 6%
- Tariffs and political uncertainty suppressing builder and buyer confidence
- Material costs are increasing; freight costs are increasing due to the Iran conflict

Negative consumer sentiment is hindering new construction and R&R

U. Michigan Consumer Sentiment Index

By income terciles — Bottom — Middle — Top



Index of Consumer Sentiment

49.8

in April 2026 (-6.6% MOM, -4.6% YOY)

The sentiment of high-income households remains subdued, negatively impacting remodeling.

Note: Three-month trailing average.

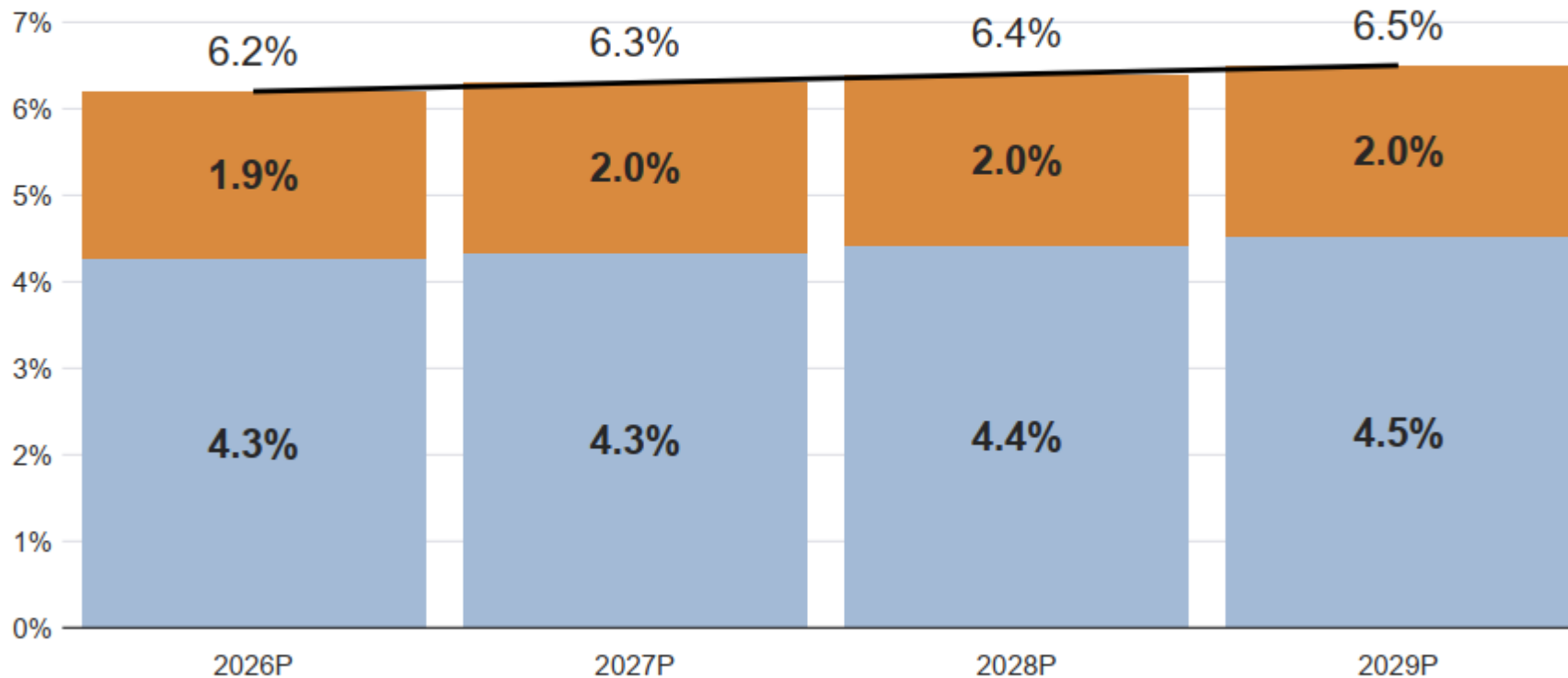
Sources: University of Michigan; John Burns Research and Consulting, LLC (Data: Apr-26, Pub: May-26)

We expect mortgage rates to remain above 6%

Annual Average 30-Year Fixed Conforming Mortgage Rate Forecast

12-month average

- 30-year fixed-rate conforming mortgage spread
- Bond market 10-year Treasury expectations (Bloomberg: FWCM)
- JBREC 30-year fixed-rate conforming mortgage forecast



6.48%
30-YR FIXED
(6/8/26)

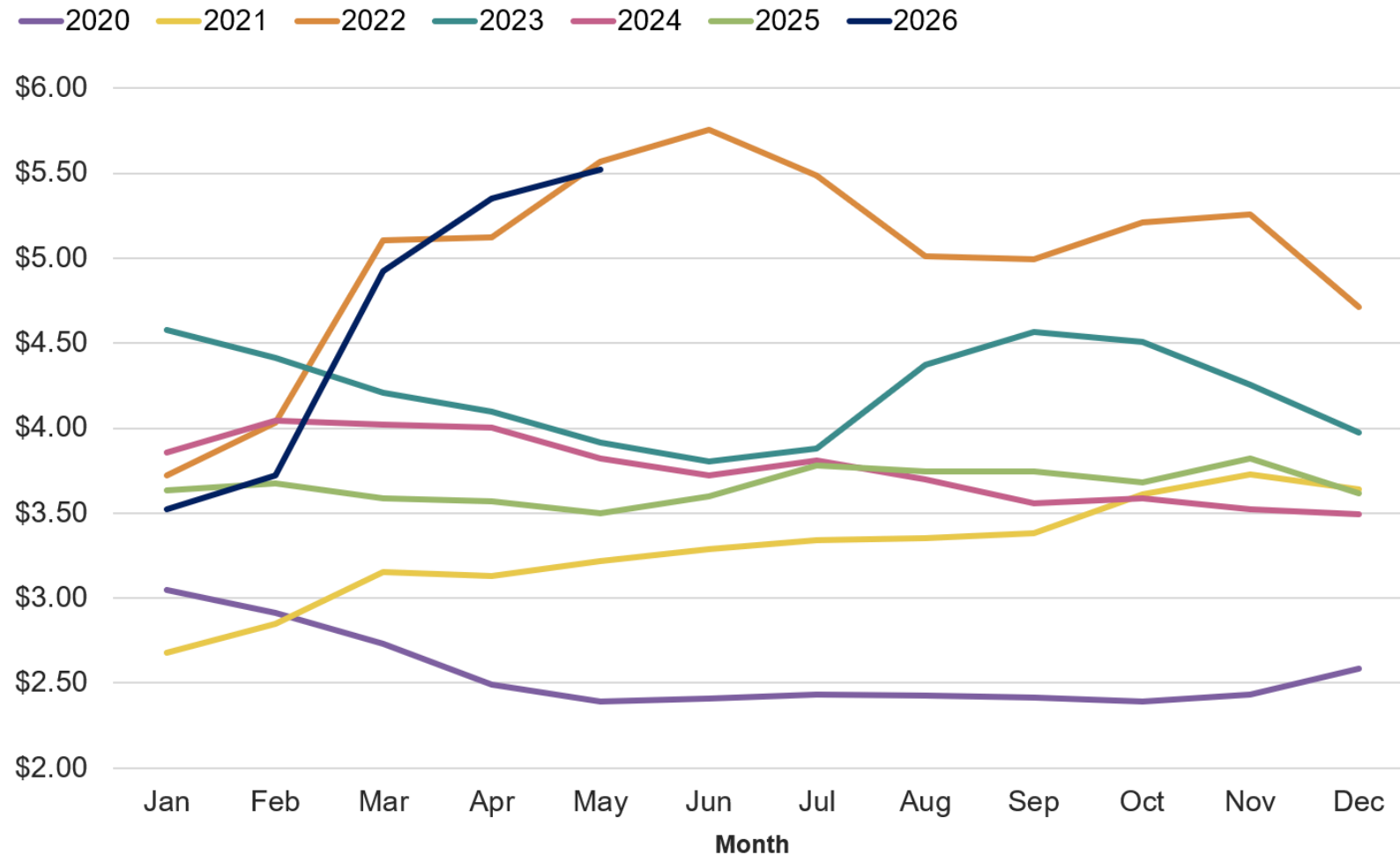
6.78%
30-YR FIXED
(Year ago)

Note: Currently, the spread for mortgage rates over the 10-year Treasury is higher than normal (typically 190bps). The elevated spread is due to uncertainty around interest rates and less demand for mortgage-backed securities since the Fed stopped purchasing MBS in 2022. We expect the spread to normalize in the coming years as interest rates stabilize.

Sources: Bloomberg; John Burns Research and Consulting, LLC (Data: May-26; Pub: May-26)

High diesel costs are passed on to end users, adding to the total cost.

Weekly US No 2 Diesel Retail Prices (Dollars per Gallon)



Diesel fuel costs have spiked since the Iran conflict. This will affect the building products industry in several ways:

- Higher fuel costs are passed on to end users
- Trucking companies prioritize more profitable loads
- Independent haulers may refuse loads if trips aren't economically viable



Fuel surcharges everywhere! \$3-\$4 per thousand board feet of lumber. Flat rates \$30-\$50 per load on most other. Almost every vendor has hit us."

- LBM Dealer in the Southeast, 4/20/2026

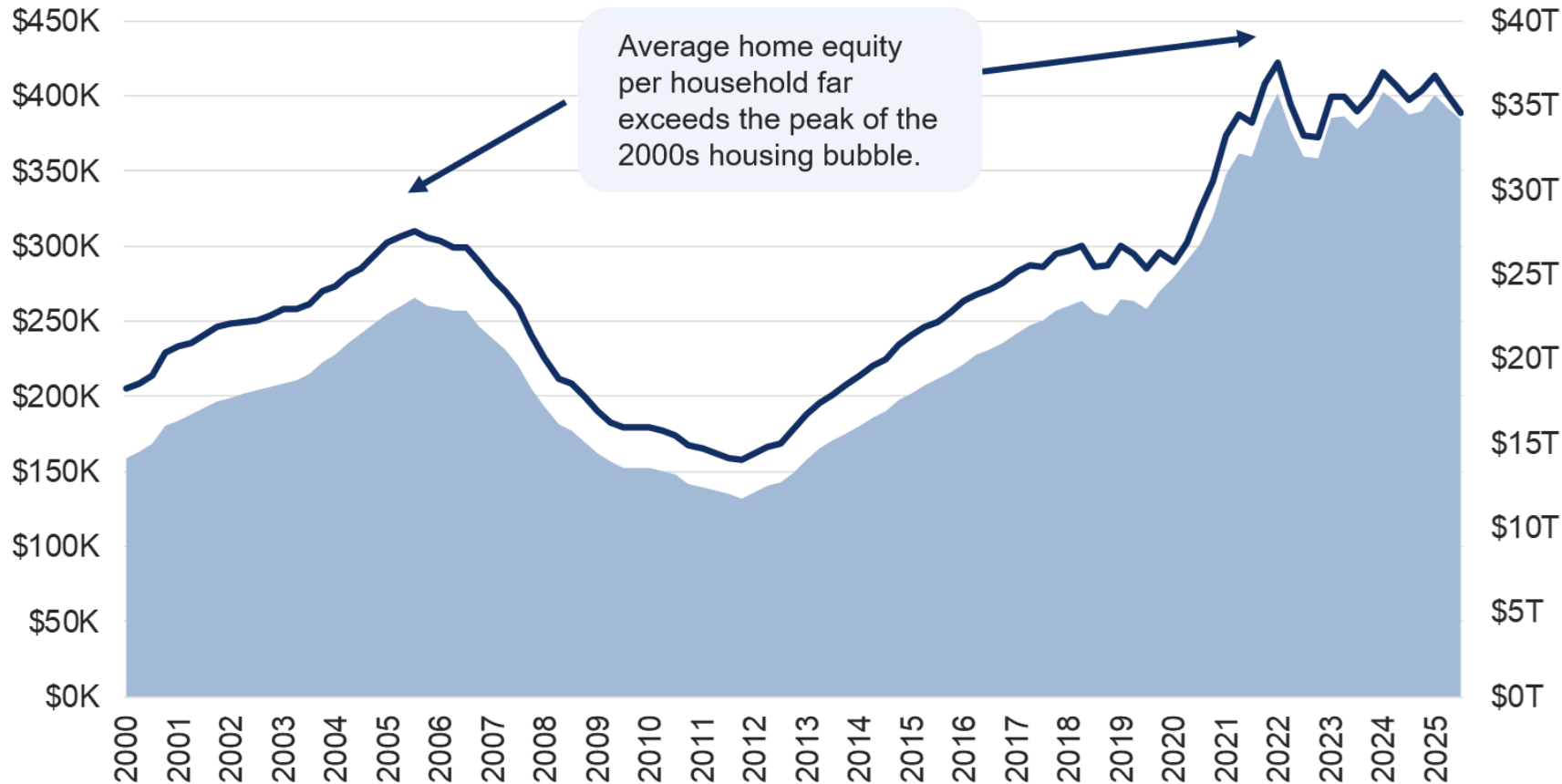
Source: John Burns Research and Consulting, LLC; Energy Information Administration (Data: May-26, Pub: Jun-26)

Home equity levels are near all-time highs both in total and per household.

US Household Real Equity in Real Estate

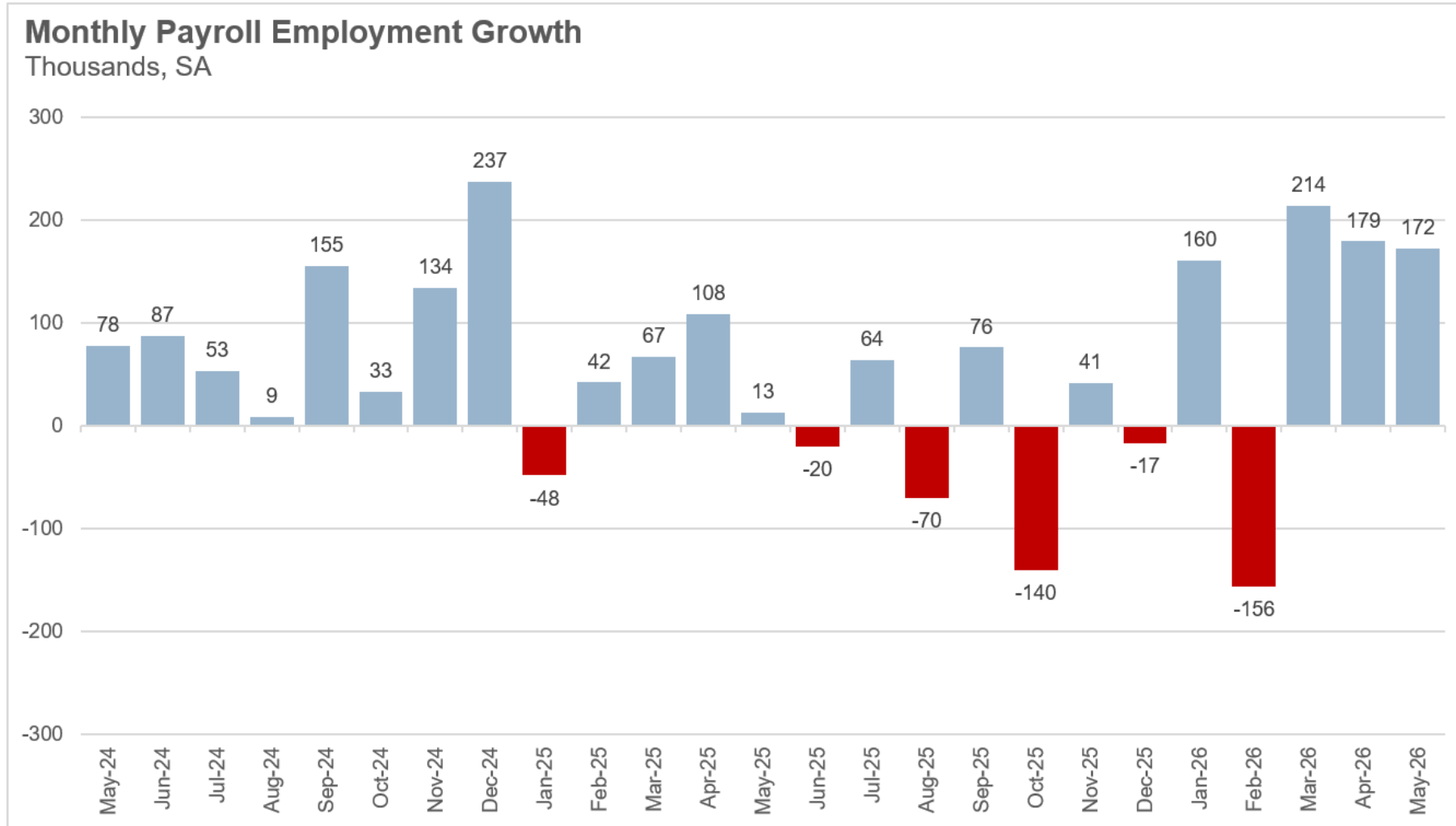
■ Real owner equity in trillions of \$ (right axis)

— Real homeowners' equity per homeowner in thousands of \$ (left axis)



Sources: Board of Governors of the Federal Reserve System (US); John Burns Real Estate Consulting, LLC (Data: 4Q25, Pub: May-26)

Job growth year-to-date is defying expectations

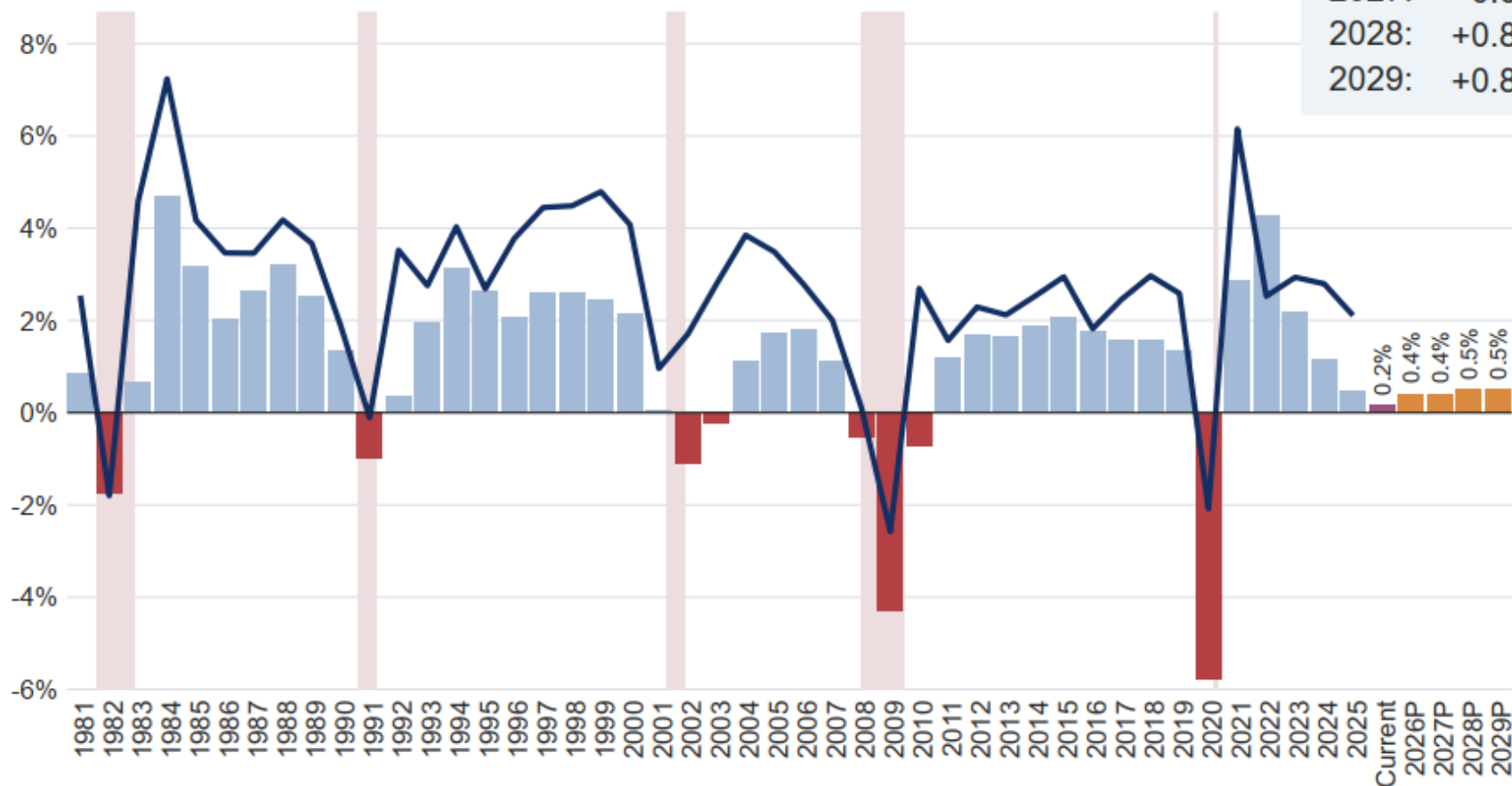


Source: Bureau of Labor Statistics (Data: May-26, Pub: Jun-26)

Despite recent strength, we expect softer employment growth this year.

National Employment Annual Growth Rates

■ Employment (NSA) — Real GDP % growth



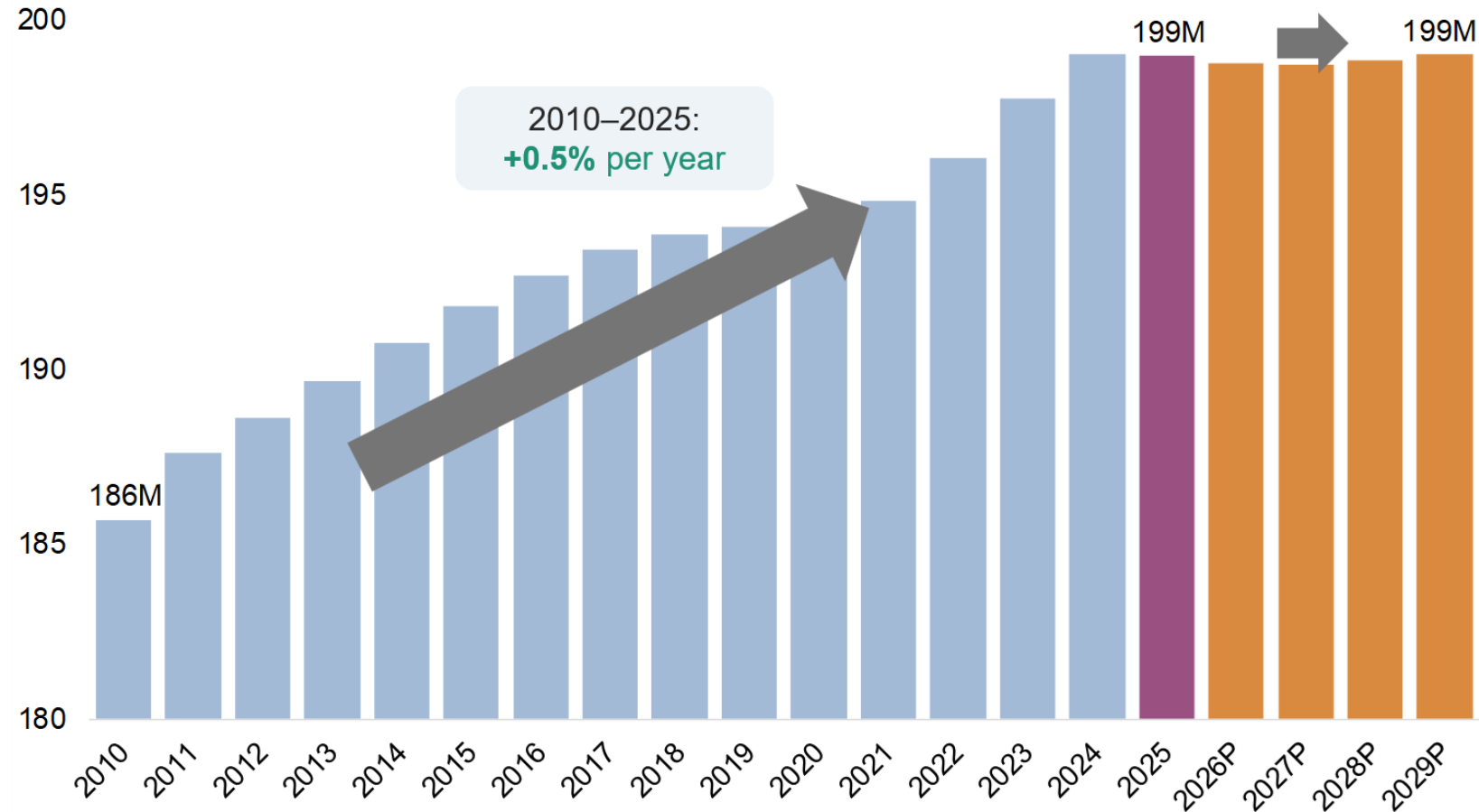
Current = Current month (seasonally adjusted annual rate).

Sources: BLS with JBREC projections (Data: Apr-26; Pub: May-26)

Why? Because US working-age population growth is expected to slow -99% vs. the 2010-2025 pace.

US Working-Age Population (Ages 20–64)

Millions of people

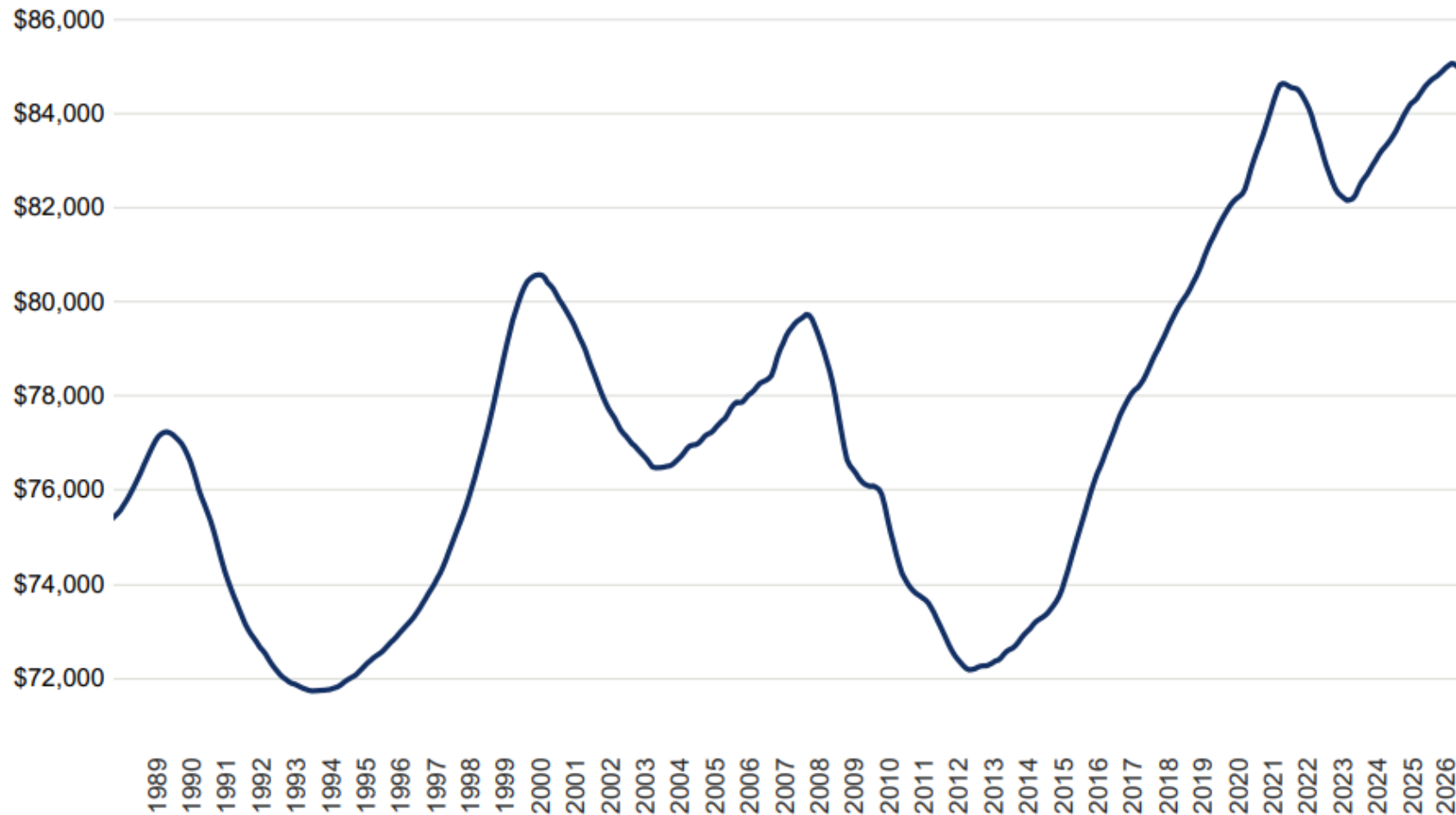


Sources: John Burns Research and Consulting, LLC (Pub: Jun-26)

Inflation-adjusted household incomes are near all-time highs.

Real Median Household Income

— Real Median Household Income YOY % = +0.6%



Note: Median income is inflation-adjusted to 2023 dollars (2023-chained).

Sources: John Burns Research and Consulting, LLC; Census Bureau; Moody's Analytics (Data: Apr-26, Pub: May-26)

Despite broader affordability pressures, demand for high-end custom residential design remains strong.

“Strong demand from people able to spend \$1,500,000 or more on construction.”

- *Manager/supervisor in New Jersey*

“In the areas we work, demand is strong and seems very economy inelastic. The upper-mid and high-income earners are going strong.”

- *Manager/supervisor in the Midwest*

“Upper-end custom homes are in strong demand. Entry-level, primary finance continues to struggle.”

- *Head of architecture/design in Wisconsin*

“Uncertainty for budget-conscious clients, but greater demand from high-net-worth individuals.”

- *Architect in Ohio*

“In the Dallas market, demand is strong for the highest end of custom residential.” - *Architect in Texas*

“High-end markets (\$500K+ projects) are strong; there is plenty of money to spend.”

- *Head of architecture/design in the Northeast*

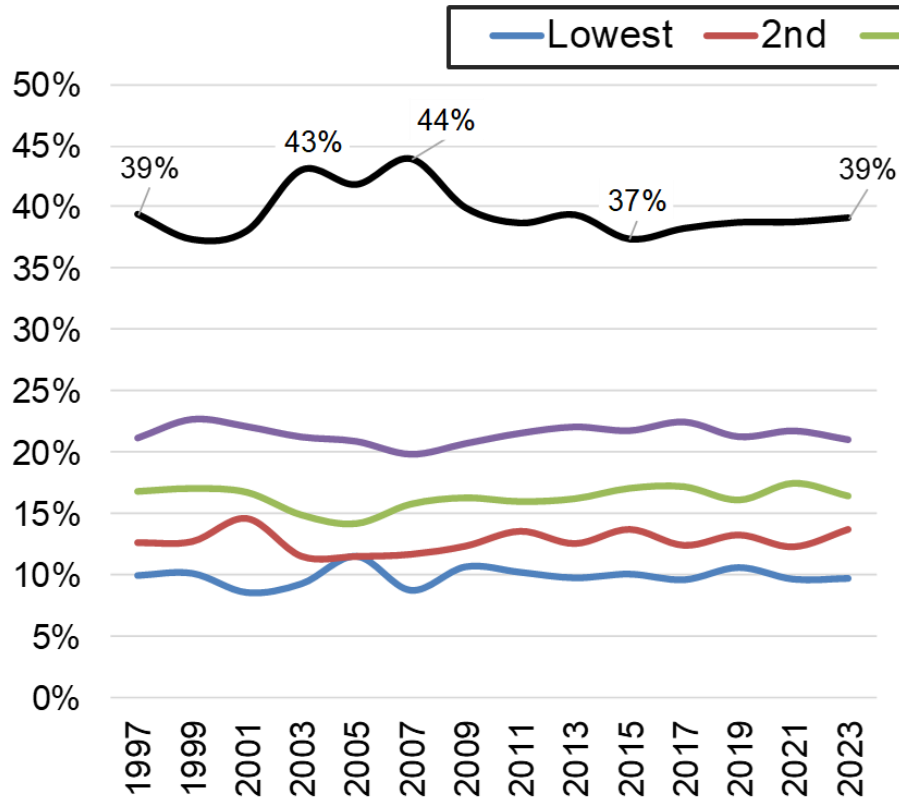
“Market conditions for custom residential design remain relatively stable, with modest growth driven by higher-end clients, even as the broader housing market faces affordability challenges.”

- *Manager/supervisor in Texas*

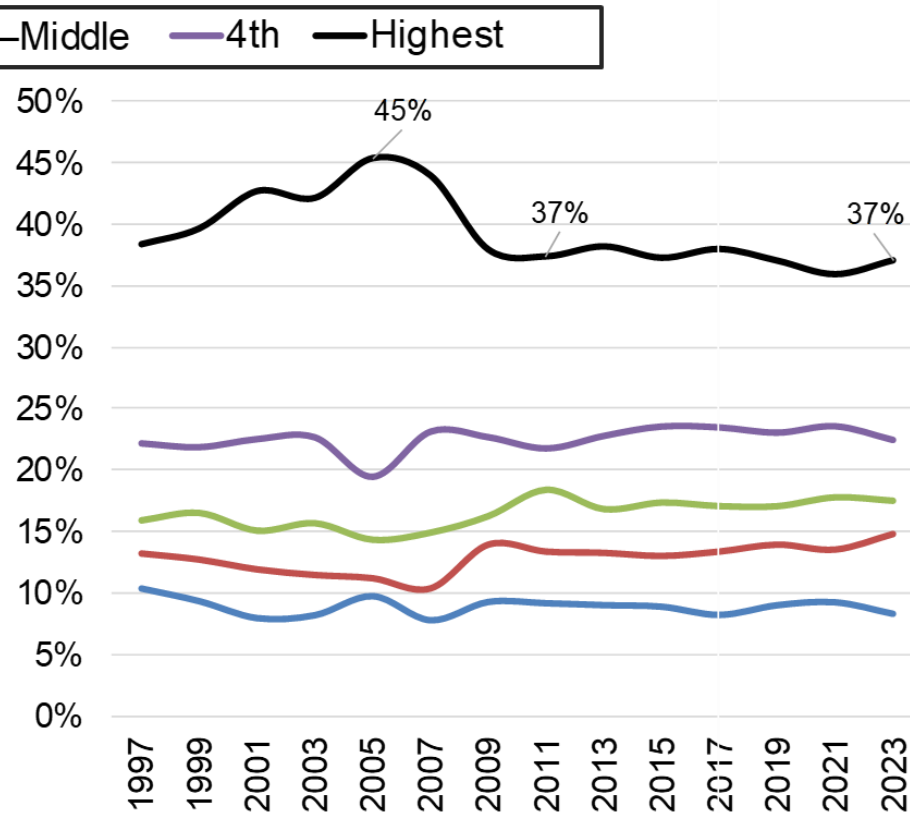


While the K-shaped economy may be true for other sectors, high-income consumers have always driven an outsized share of remodeling.

**Share of Remodeling Expenditures (%)
By Income Quintile**



**Share of Remodeling Expenditures (%)
By Home Value Quintile**



Sources: John Burns Research and Consulting, LLC; US. Census Bureau, American Housing Survey (Data: 2023, Pub: May-26)

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- **Repair and remodeling drivers**
- **Window and Door Market Index (WDMI) — 1Q26 results**
- **Opportunities and strategies**
- **Key takeaways**

There are 475K unsold single-family homes in various stages of construction.

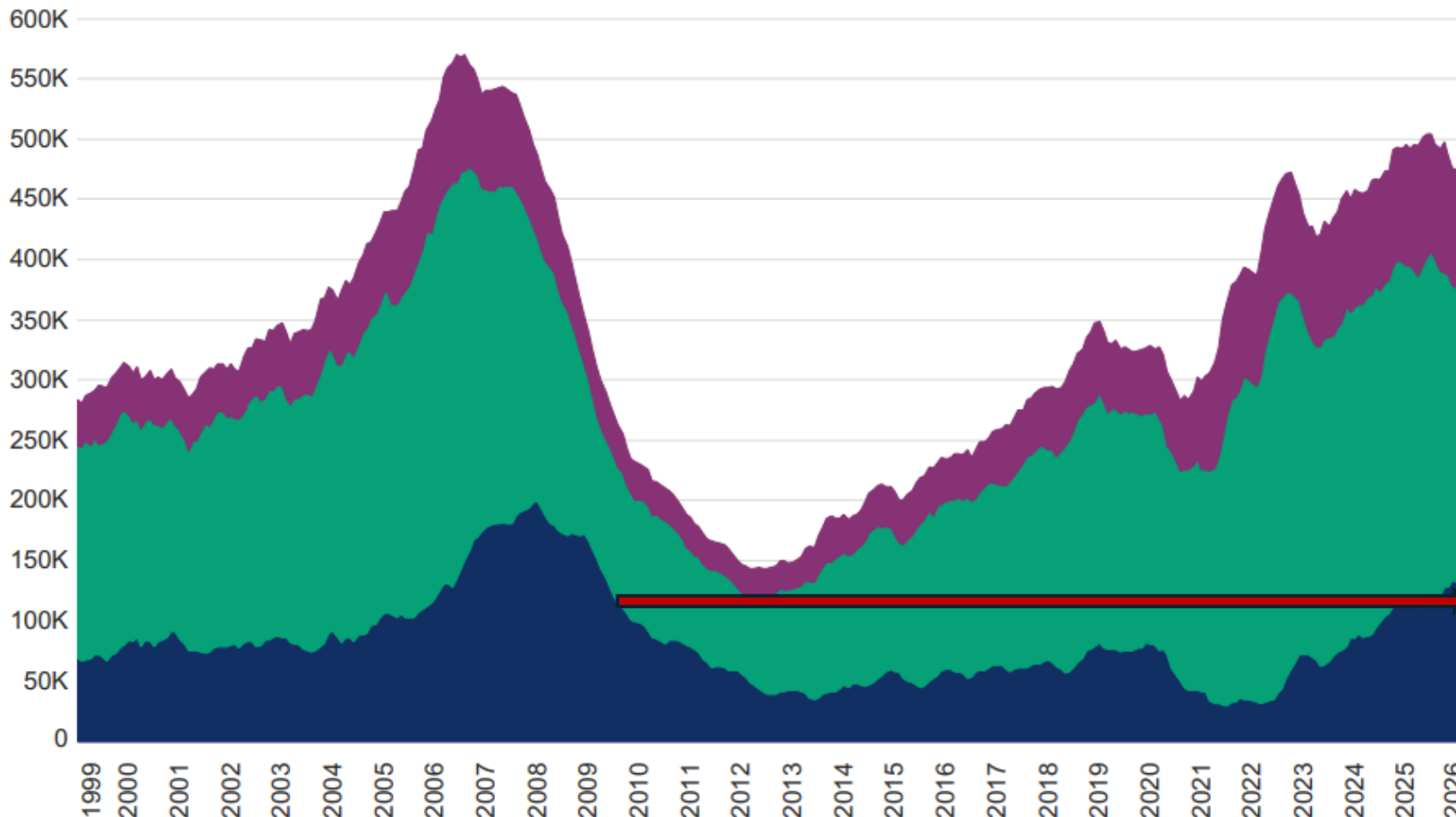
Unsold Single-Family Inventory

Not seasonally adjusted

Completed = 119,000
25% of total inventory

Under construction = 243,000
51% of total inventory

Not started = 113,000
24% of total inventory



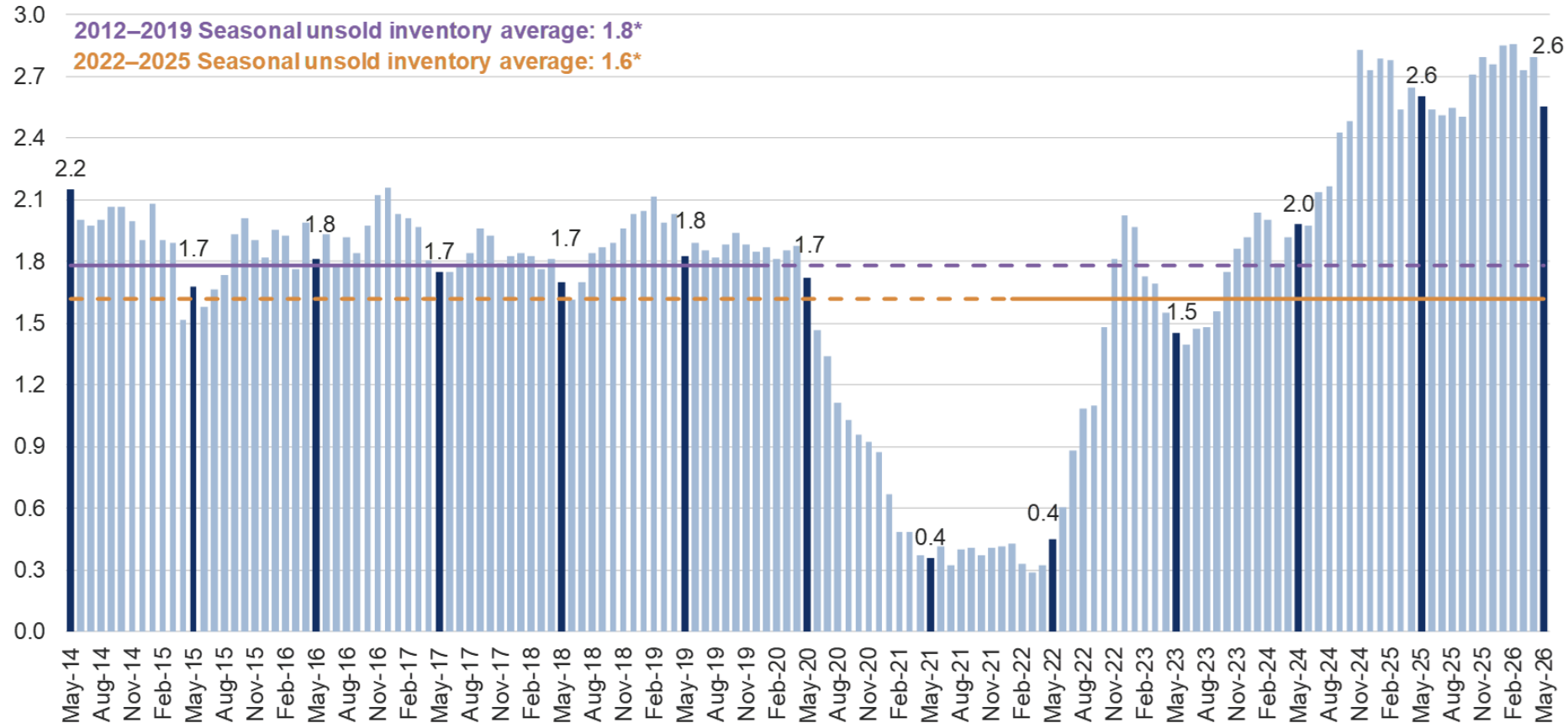
The gap between unsold single-family homes under construction and completed homes remains large. Completed homes represent 25% of total inventory.

Source: Census Bureau (Data: Mar-26, Pub: May-26)

Unsold finished inventory is coming down slightly...

National | Number of Unsold, Finished New Homes per Community

Weighted averages



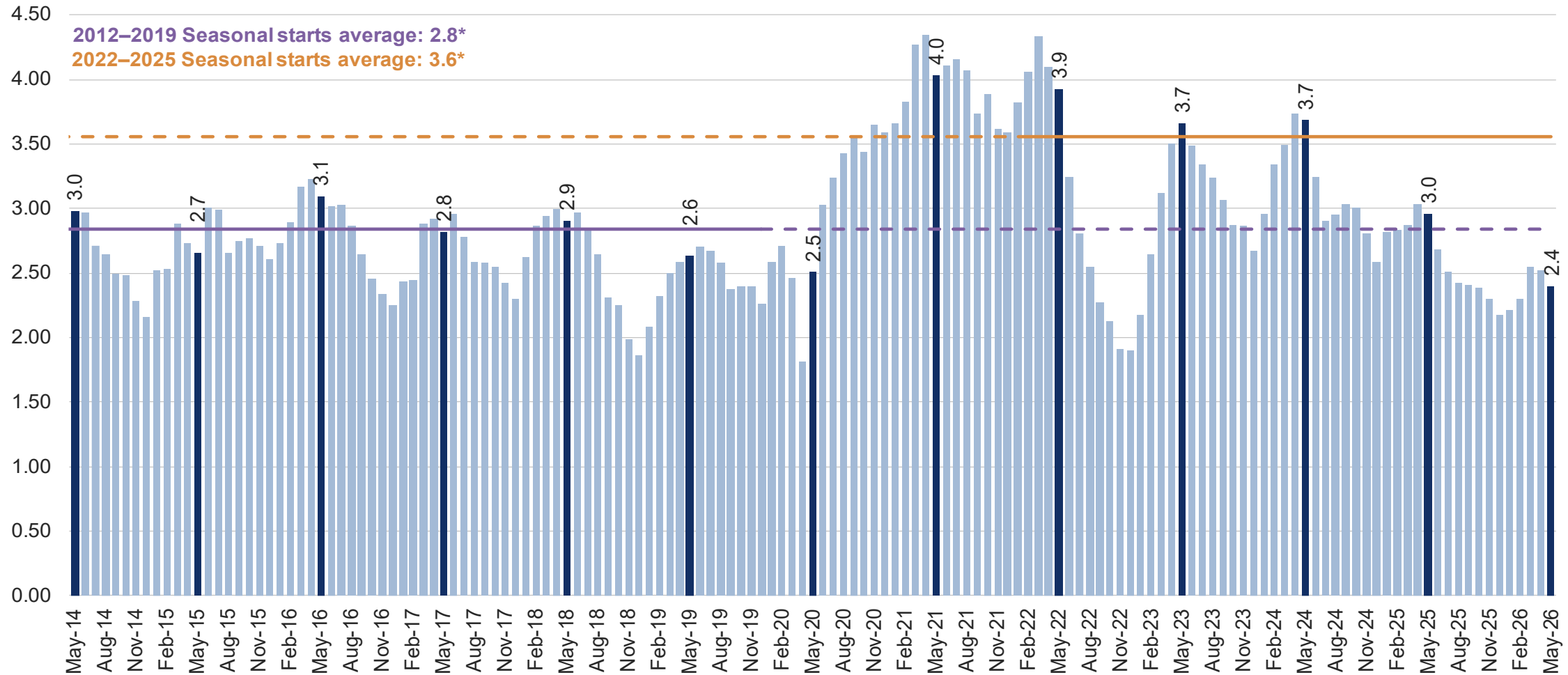
*Seasonal unsold inventory average reflects the average for the month of May.

Note: Inventory levels can be influenced by builder strategies, type of community (such as active adult), and seasonality that varies significantly by market.

Source: John Burns Research and Consulting, LLC, independent survey of ~14% of all US new home sales, NSA (Data: May-26, Pub: Jun-26)

...as starts fell to the lowest May reading since 2011...

National | Single-Family New Home Starts per Community

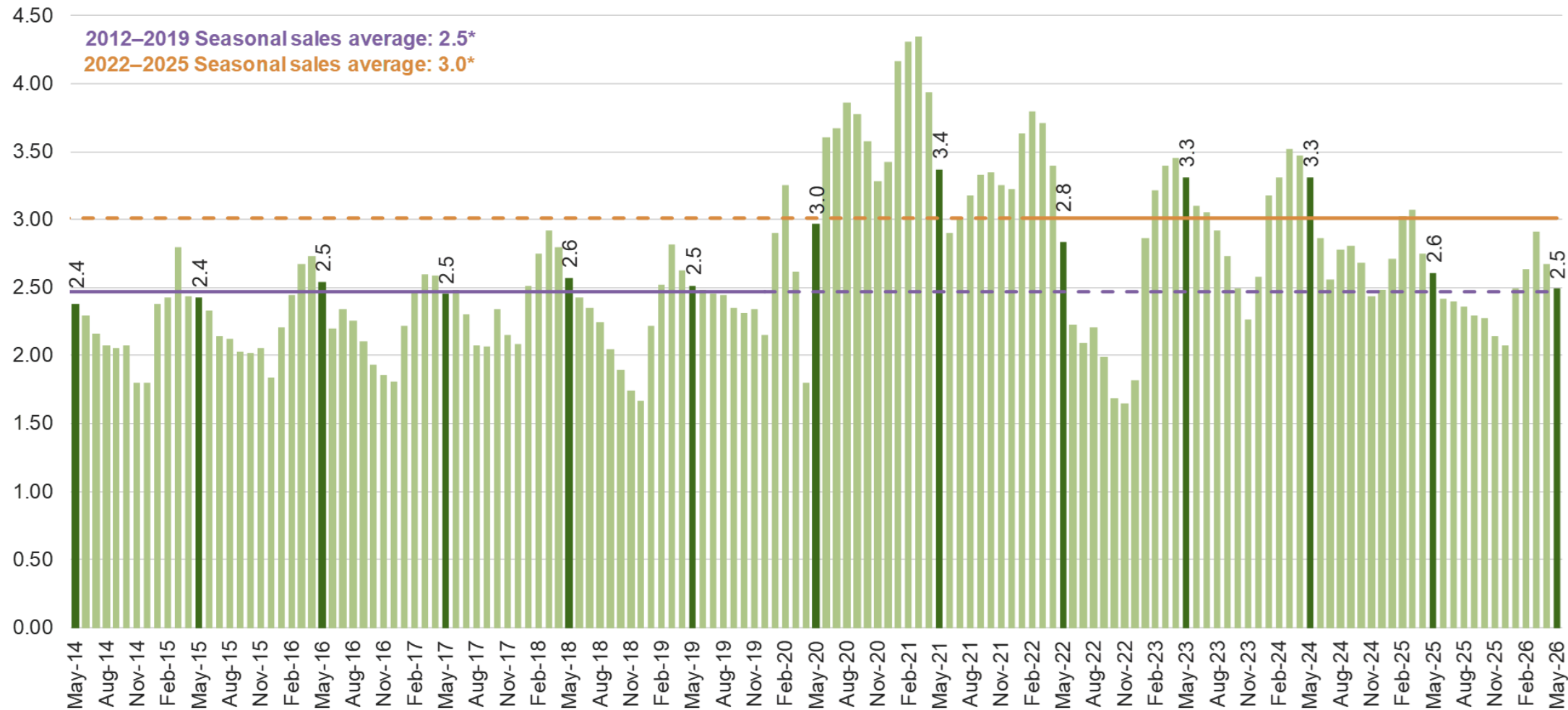


*Seasonal starts average reflects the average for the month of May.

Source: John Burns Research and Consulting, LLC, independent survey of ~14% of all US new home sales, NSA (Data: May-26, Pub: Jun-26)

...and new home sales are slightly outpacing starts.

National | Average New Home Sales per Community, Net of Cancelations



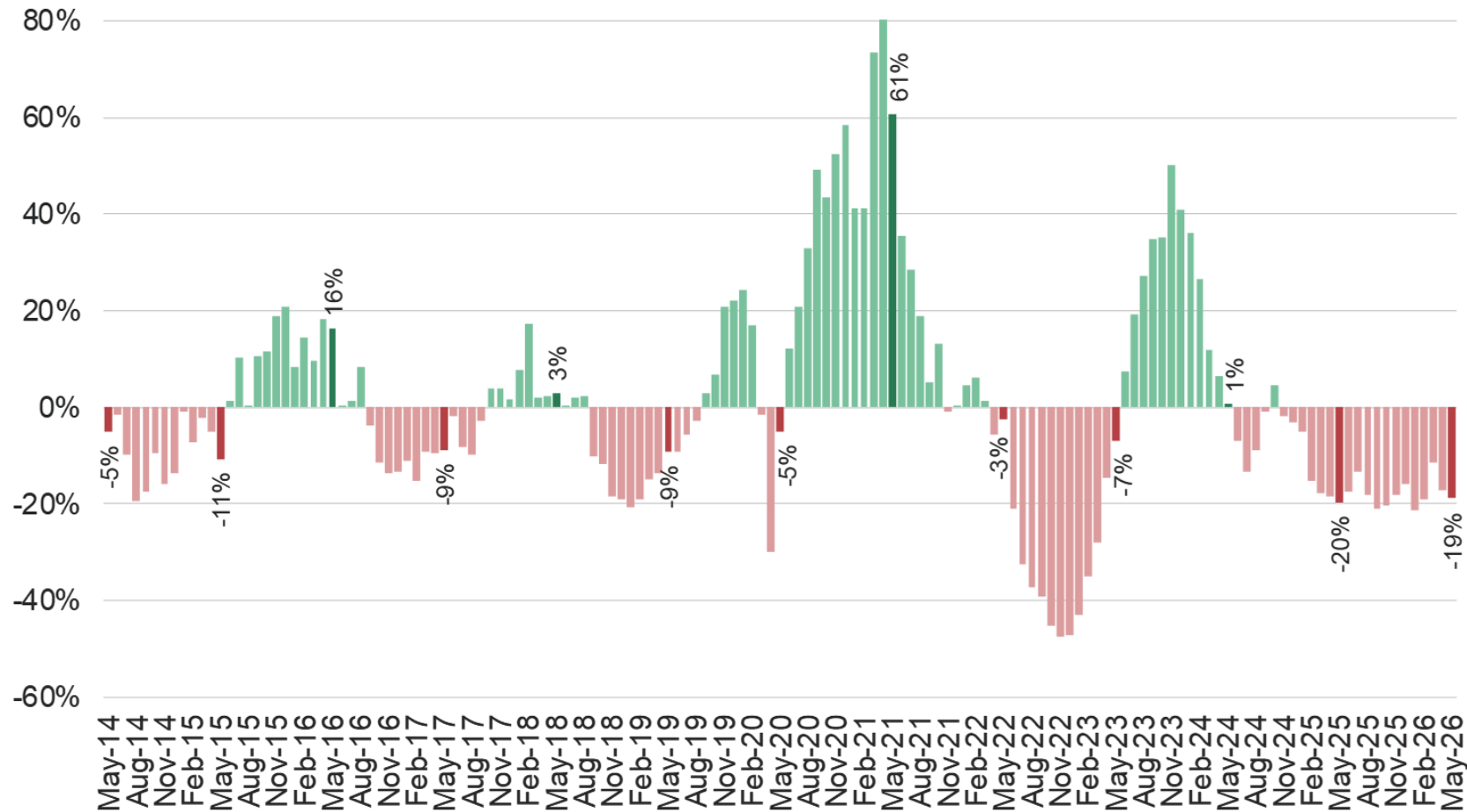
*Seasonal starts average reflects the average for the month of May.

Source: John Burns Research and Consulting, LLC, independent survey of ~14% of all US new home sales, NSA (Data: May-26, Pub: Jun-26)

Single-family starts have fallen per community every month since mid-2024

National | Single-Family Housing Starts per Community YOY % Change

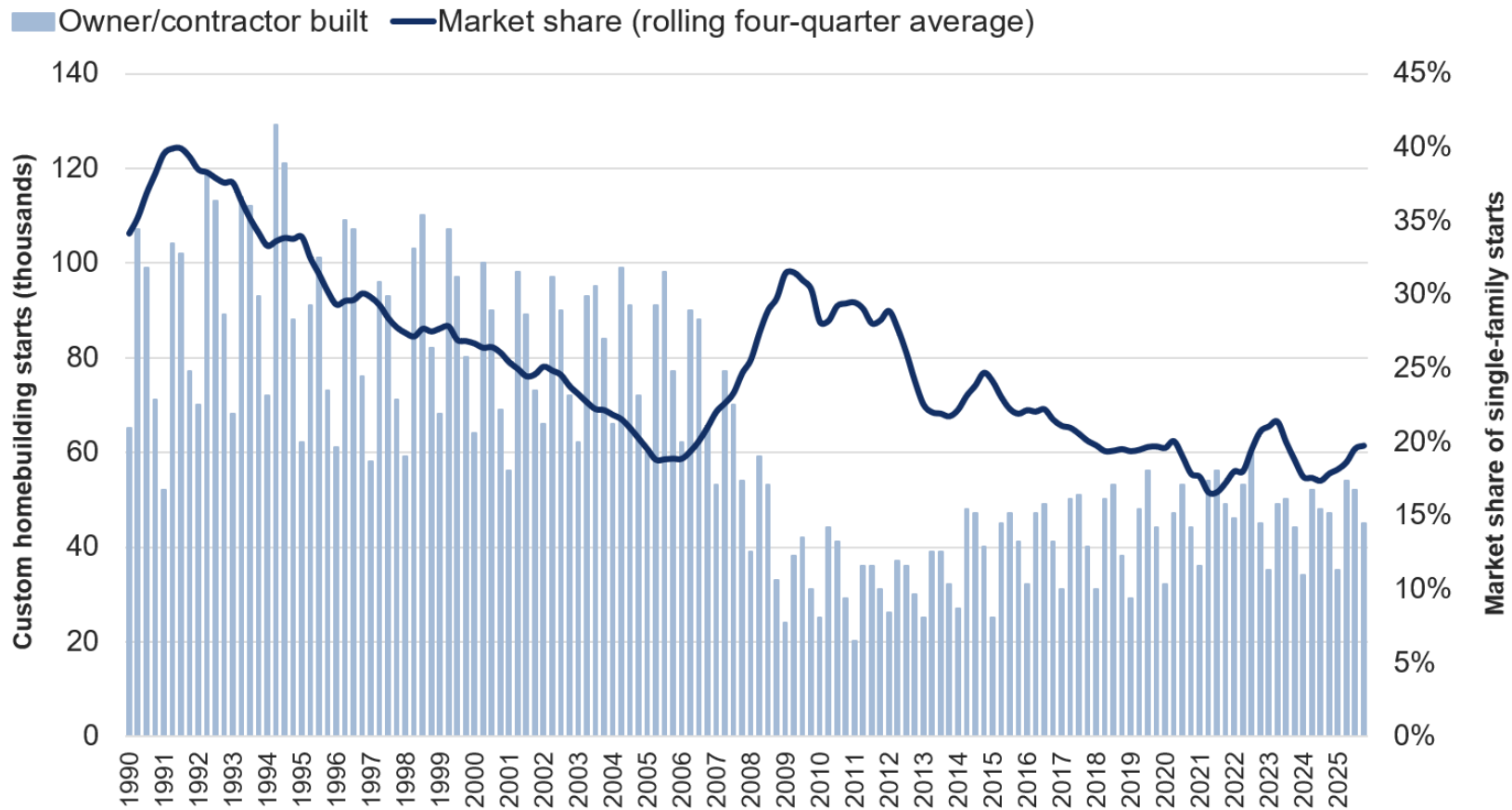
Weighted averages



Source: John Burns Research and Consulting, LLC, independent survey of ~14% of all US new home sales, NSA (Data: May-26, Pub: Jun-26)

While production homes have been weak, custom homebuilding has remained stronger.

Custom Homebuilding Starts and Market Share of Single-Family Starts

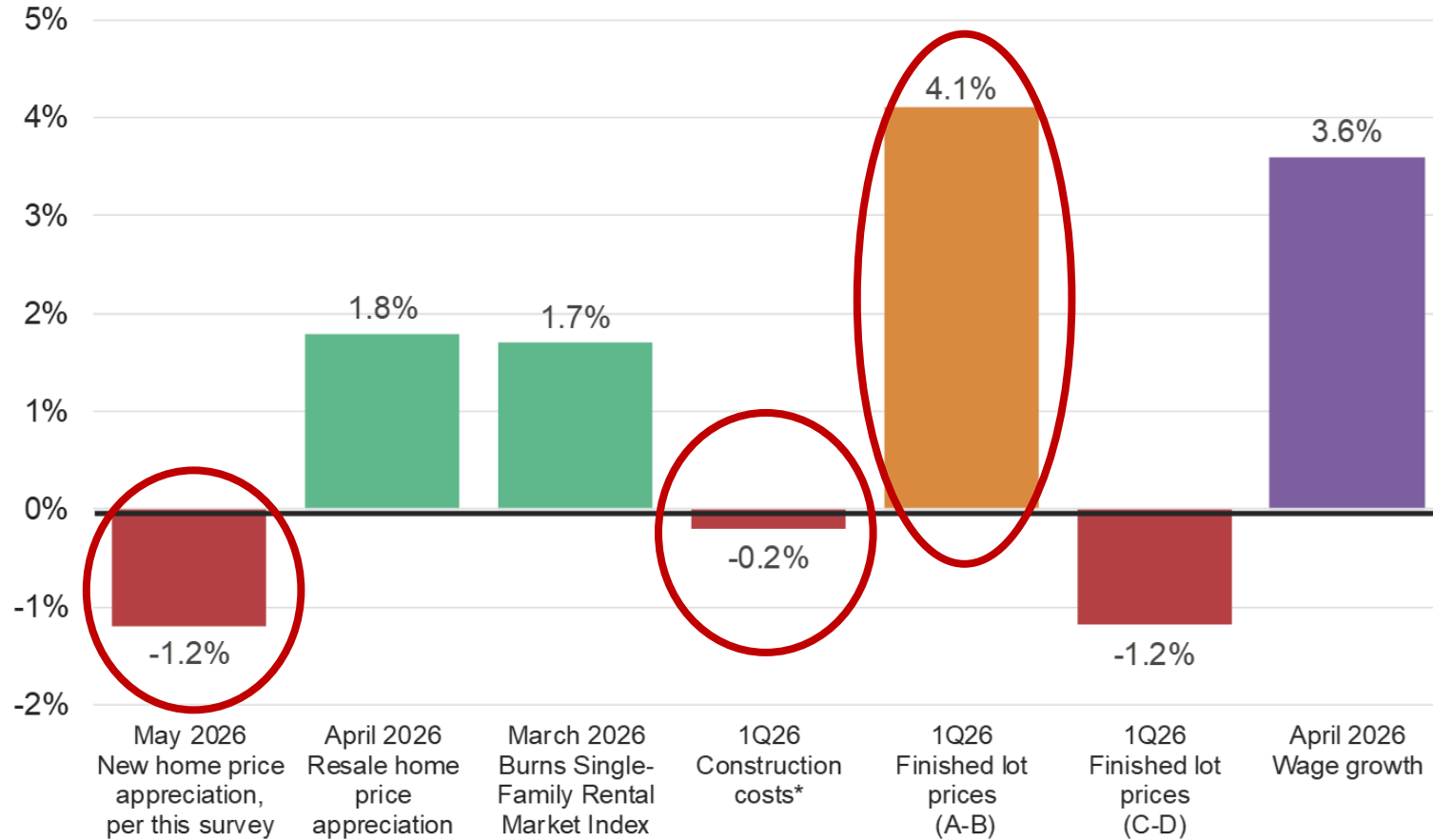


Note: Fourth-quarter data is preliminary.

Sources: U.S. Census Bureau; John Burns Research and Consulting, LLC (Data: 4Q25, Pub: May-26)

New home prices continue to fall faster than construction and land costs, putting pressure on builder margins.

National | YOY % Change in Key Housing and Economic Metrics



*Construction costs include labor and materials but exclude the lot.

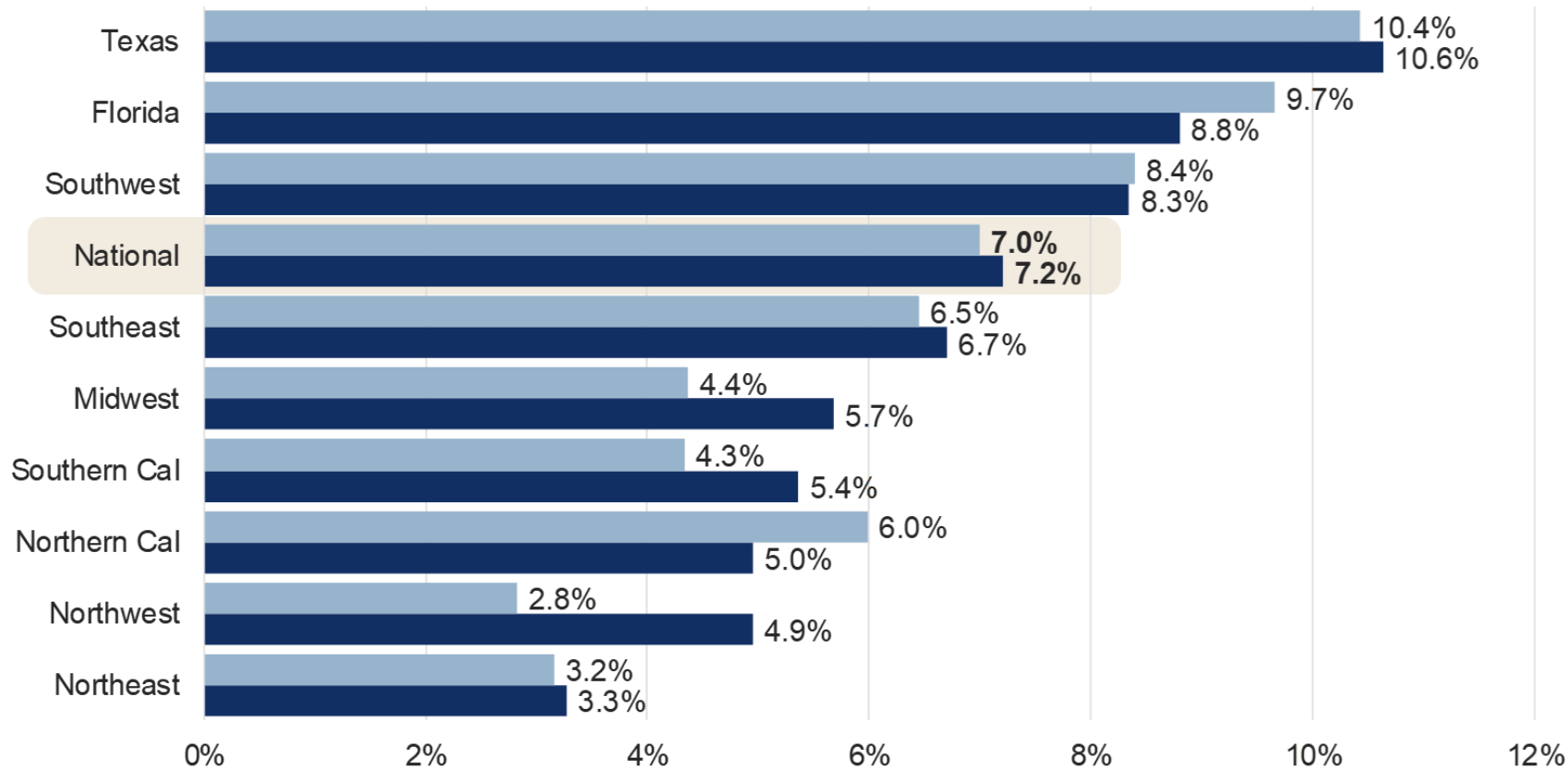
Source: Census Bureau; Moody's Analytics; Single-family rent is our Burns Single-Family Rent Index™, a measure of new lease effective rent, weighted average roll-up of 20 markets; Burns Home Value Index™ (BHVI); Finished lot prices are from our Residential Land Survey; John Burns Research and Consulting, LLC, independent surveys, NSA (Data: Mar-26/Apr-26/May-26, Pub: Jun-26)

Nationally, incentives average 7.2% of the sales price, up from 7% last quarter.

Regional | Builders' Total Incentive Contributed as a Percentage of Sales Price over the Last 3 Months

Weighted averages

■ Feb-26 ■ May-26



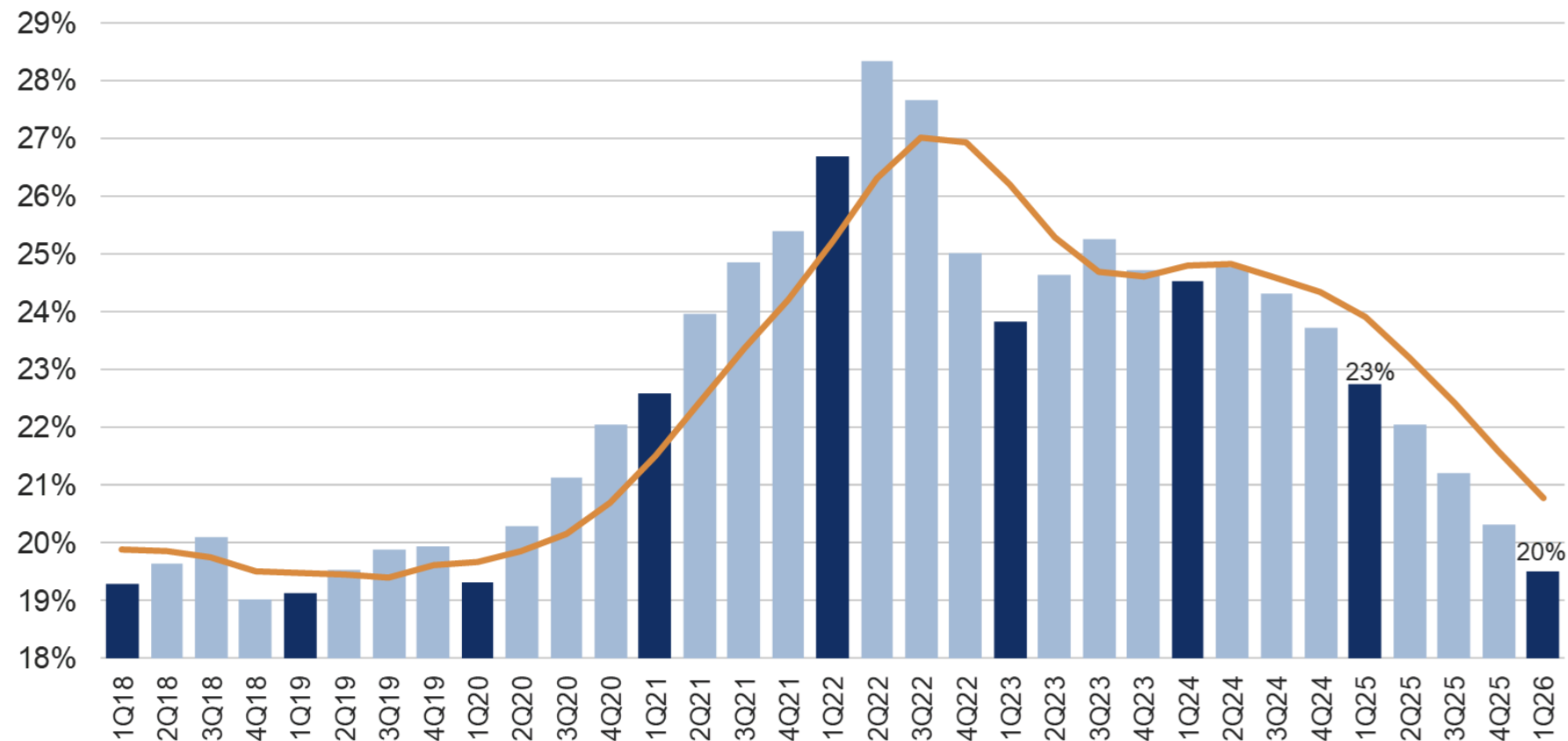
Source: John Burns Research and Consulting, LLC, independent survey of ~14% of all US new home sales, NSA (Data: May-26, Pub: Jun-26)

Large builders' gross margins are back to 2020 levels, compressed due to ongoing use of incentives and elevated land costs.

Large Public Homebuilders' Average Gross Margins

DHI, KBH, LEN, MTH, NVR, PHM, TMHC, TOL

■ Gross margin — Gross margin (trailing 12 months)



Builders tracked: DHI, KBH, LEN, MTH, NVR, PHM, TMHC, TOL

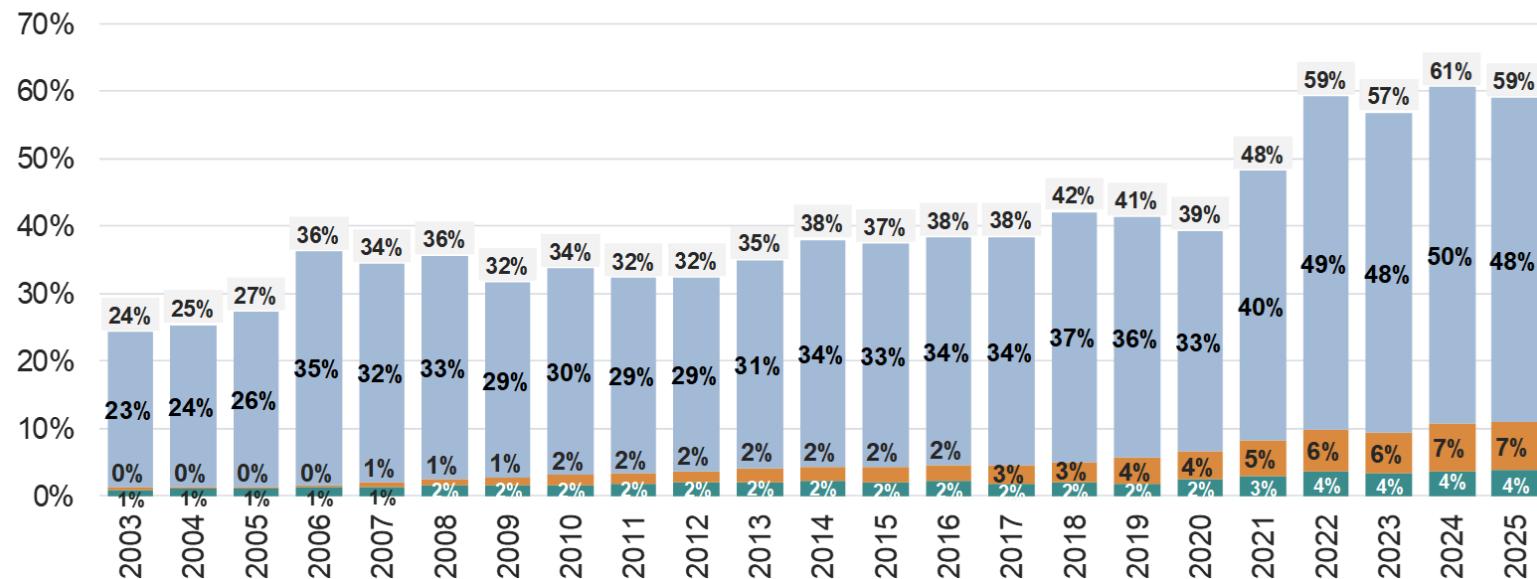
Sources: Bloomberg; public homebuilder public filings; John Burns Research and Consulting, LLC (Data: Builders' most recent quarter, Pub: Jun-26)

Why does this matter? In 2025, public homebuilders delivered 48% of all new homes in the US.

Big Builder Market Share as of 2025

Public and private builders (subsidiaries of large public companies + large private builders with publicly traded bonds + well-capitalized private builders); home closings as a % of annual new homes purchased

- Private builders with public debt (5 companies) ■ Publicly traded subsidiaries (8 companies)
- Public builders (19 companies)



Notes: 1. Annual new homes purchased is the number of new homes that went under contract for sale for the 1st time during the period noted, per US Census Bureau.

2. Builder data excludes closings from unconsolidated joint ventures. 3. Actual values may vary due to rounding.

Note: This chart includes 32 parent builders who are actively building today. Historical public builder metrics include builders who were public at the time and are no longer public builders today.

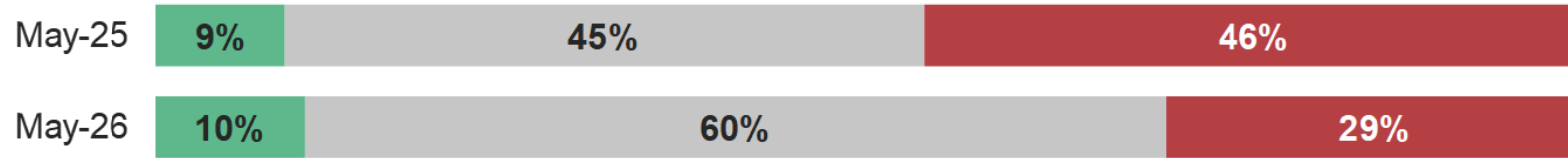
Annual market share is determined by dividing total new home closings for public builders, private builders with public debt, and builders that are subsidiaries of large public companies by US Census new homes purchased.

Sources: John Burns Research and Consulting, LLC; US Census Bureau; Bloomberg; public homebuilder public filings and external news sources (Data: 2025, Pub: Jun-26)

Builders report traffic ratings stagnating, while pricing expectations are slightly better than one year ago.

Direction of New Home Prices (Net of Incentives) MOM

■ Increased ■ Flat ■ Decreased



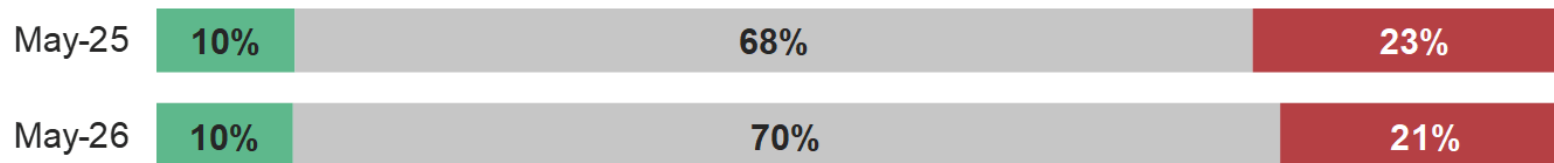
Traffic of Prospective Buyers in New Homes

■ High ■ Average ■ Low



Expected Sales of New Single-Family Homes: Next 6 Months

■ Good ■ Fair ■ Poor



Source: John Burns Research and Consulting, LLC, independent survey of ~14% of all US new home sales, NSA (Data: May-26, Pub: Jun-26)

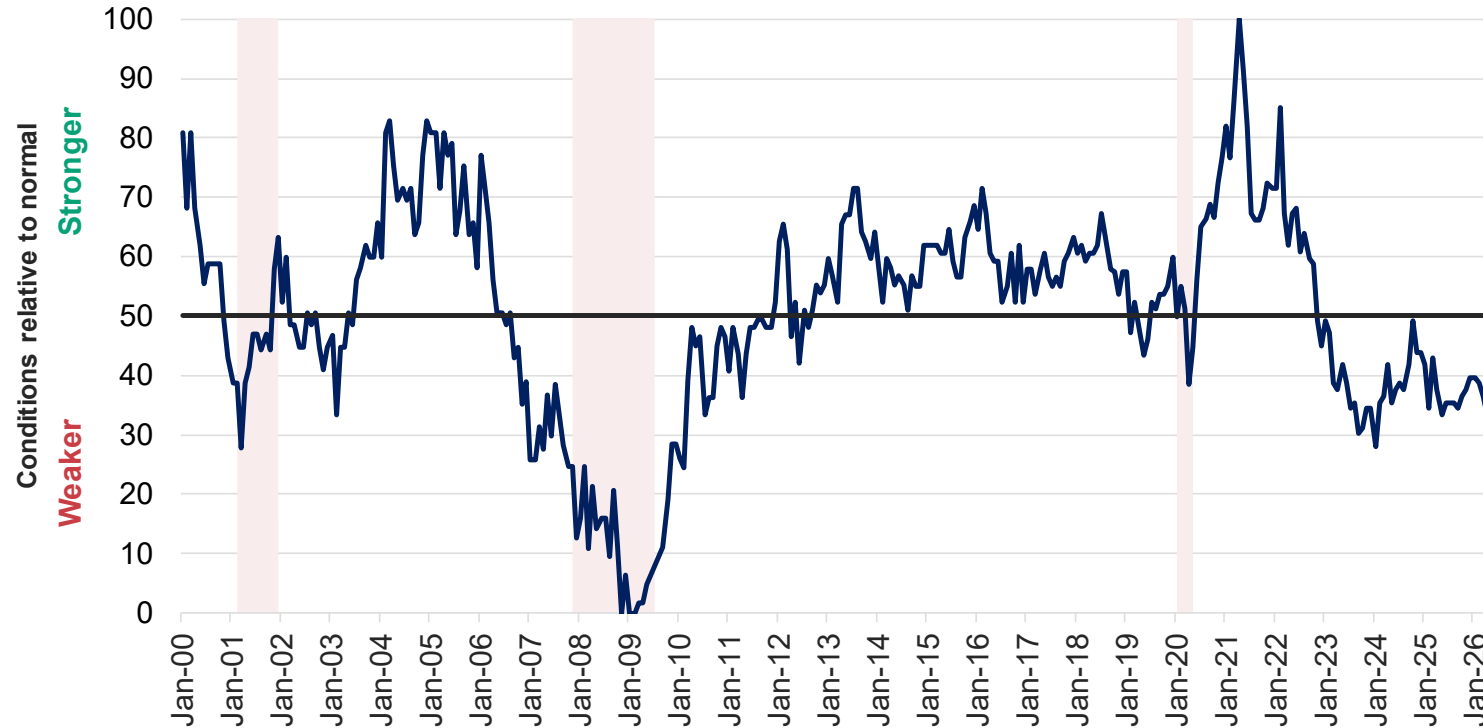
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Our proprietary Remodeling Index captures inflection points from 18 data points and is updated weekly.

JBREC Repair and Remodeling Index

Ranges from 0–100, where 50 = neutral/average historical conditions; pink shading indicates recession periods



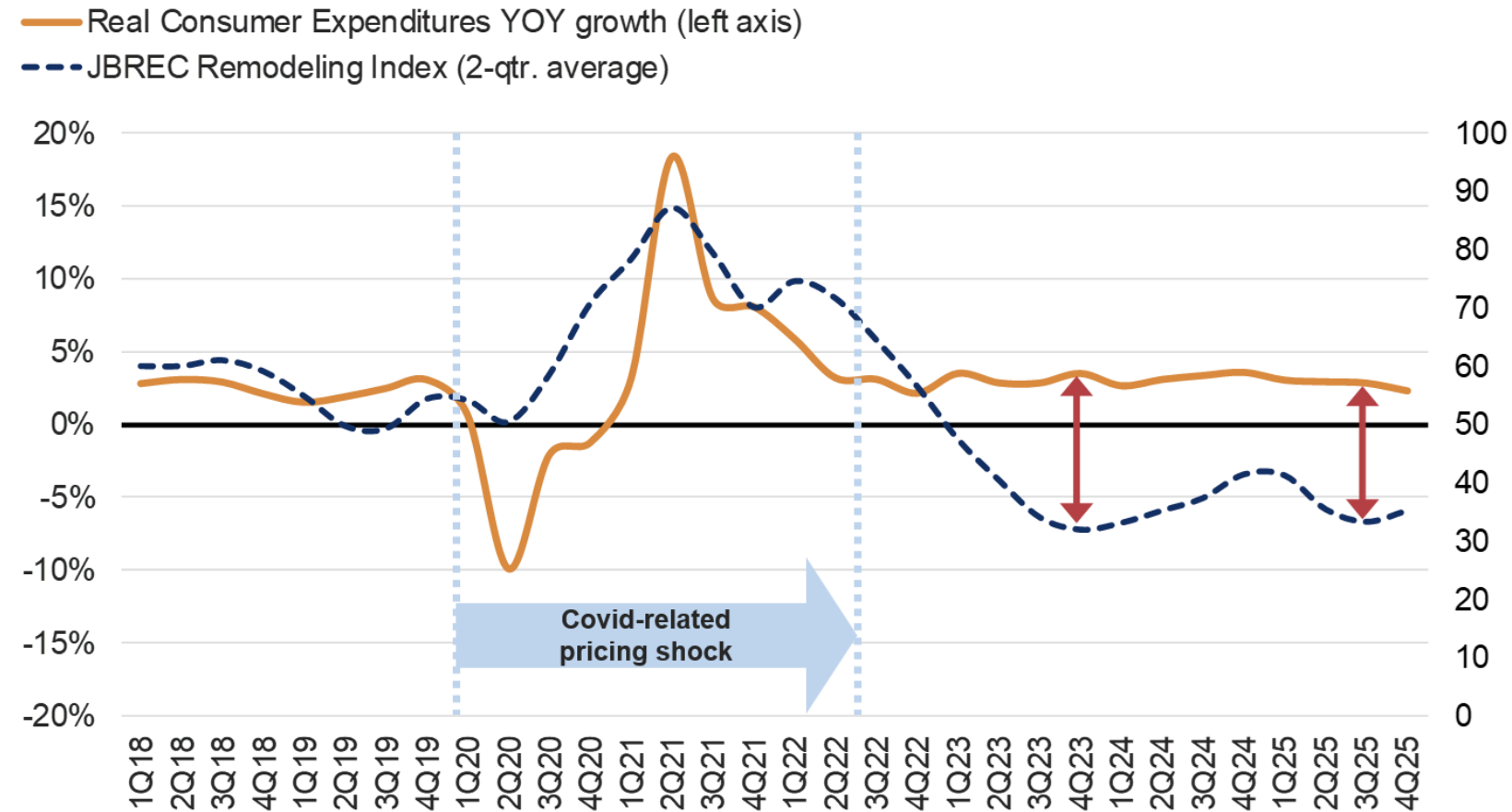
Note: This index incorporates 18 separate indicators of remodeling, including the US Remodeler Index (USRI), the Kitchen and Bath Market Index (KBMI), the Burns Building Products Dealer Survey, U.S. Census retail sales data for building products and paint stores, Verisk remodeling permit to existing residential structures, U.S. Census value put-in-place data for improvements, Harvard’s LIRA, NAHB’s RMI, Houzz’s Renovation Barometer - Recent Business Activity, U. Michigan household durables purchasing sentiment, industry shipment data (KCMA), Fix-and-Flip sales activity, and BLS hours worked for residential remodelers and roofing contractors.

Source: John Burns Research and Consulting, LLC (Data: Apr-26, Pub: Jun-26)

Remodeling tracked relatively closely with overall consumer expenditure trends until 2023, when remodeling began to underperform.

Comparing Remodeling Expenditures to General Consumer Expenditures

YOY % growth



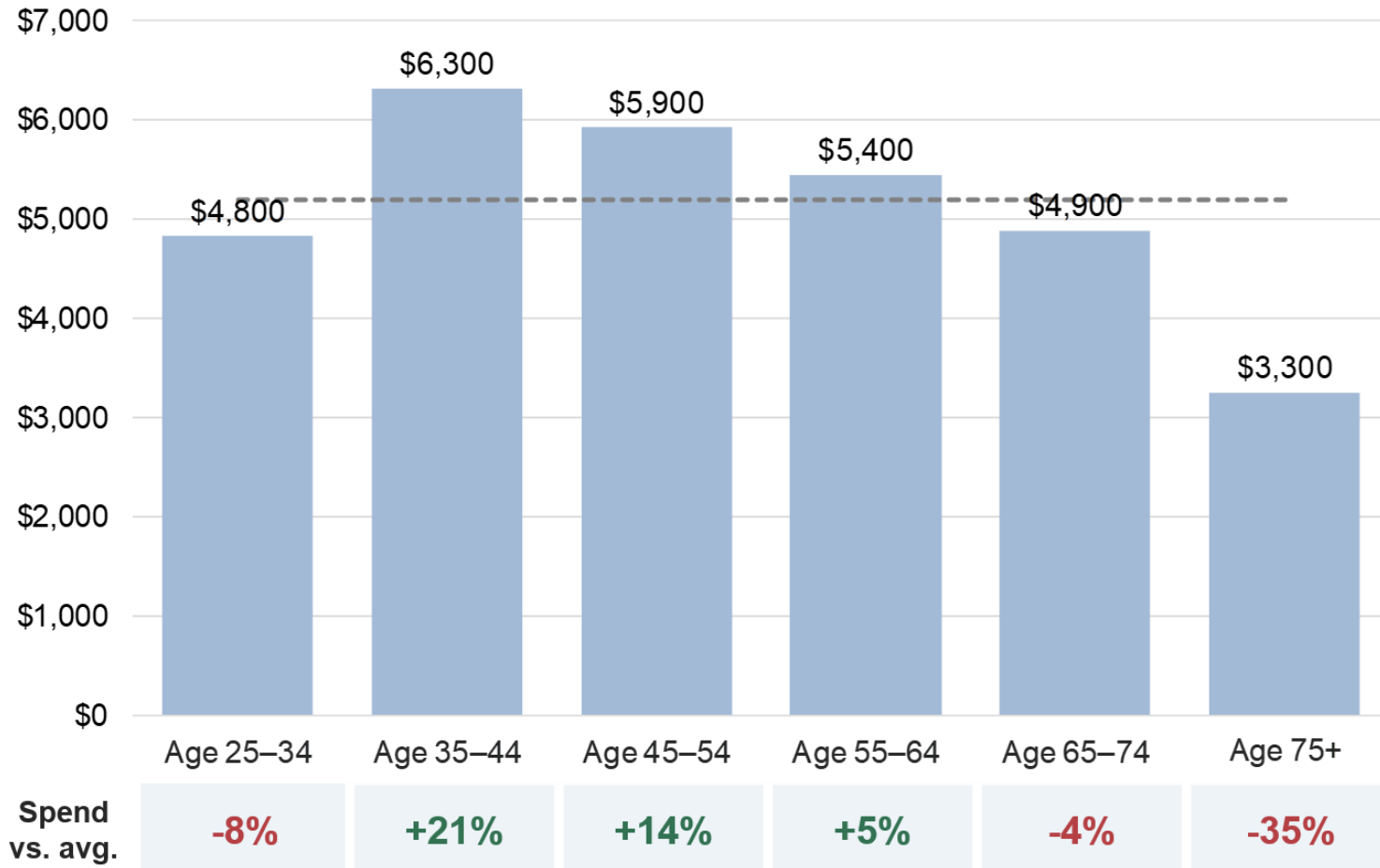
Remodeling expenditures have been weaker than overall consumer expenditures owing to several factors, including:

- Overall weakness in housing, including home prices, new construction, and existing home sales.
- Outsized growth in building products pricing vs. other consumer products, and the delayed reaction of consumers to this shock due to remodeling being a sporadic activity.
- Consumer uncertainty has weighed more heavily on bigger-ticket housing-related spending.

Source: John Burns Research and Consulting, LLC; Bureau of Economic Analysis Personal Consumption Expenditures (Data: 4Q25, Pub: May-26)

Remodeling spending varies widely by age cohort. Homeowners aged 35-44 are in their prime remodeling spending years.

Average Spend per Homeowner (2025)

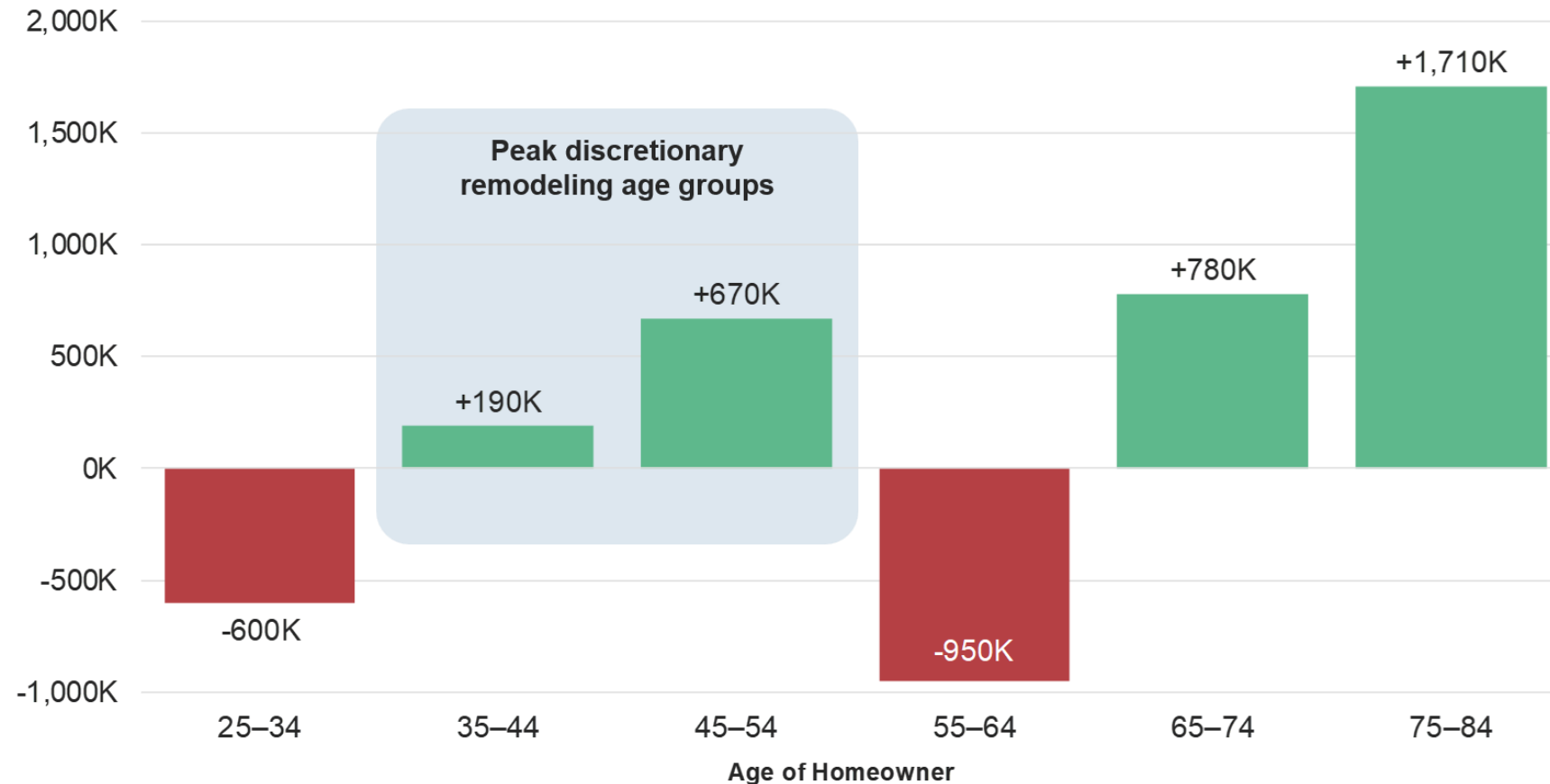


Source: John Burns Research and Consulting, LLC (Data: 1Q26, Pub: May-26)

We forecast the number of homeowner households in ‘peak remodeling years’ will grow slowly through 2028.

2026–2029 Homeowner Household Growth by Age Group

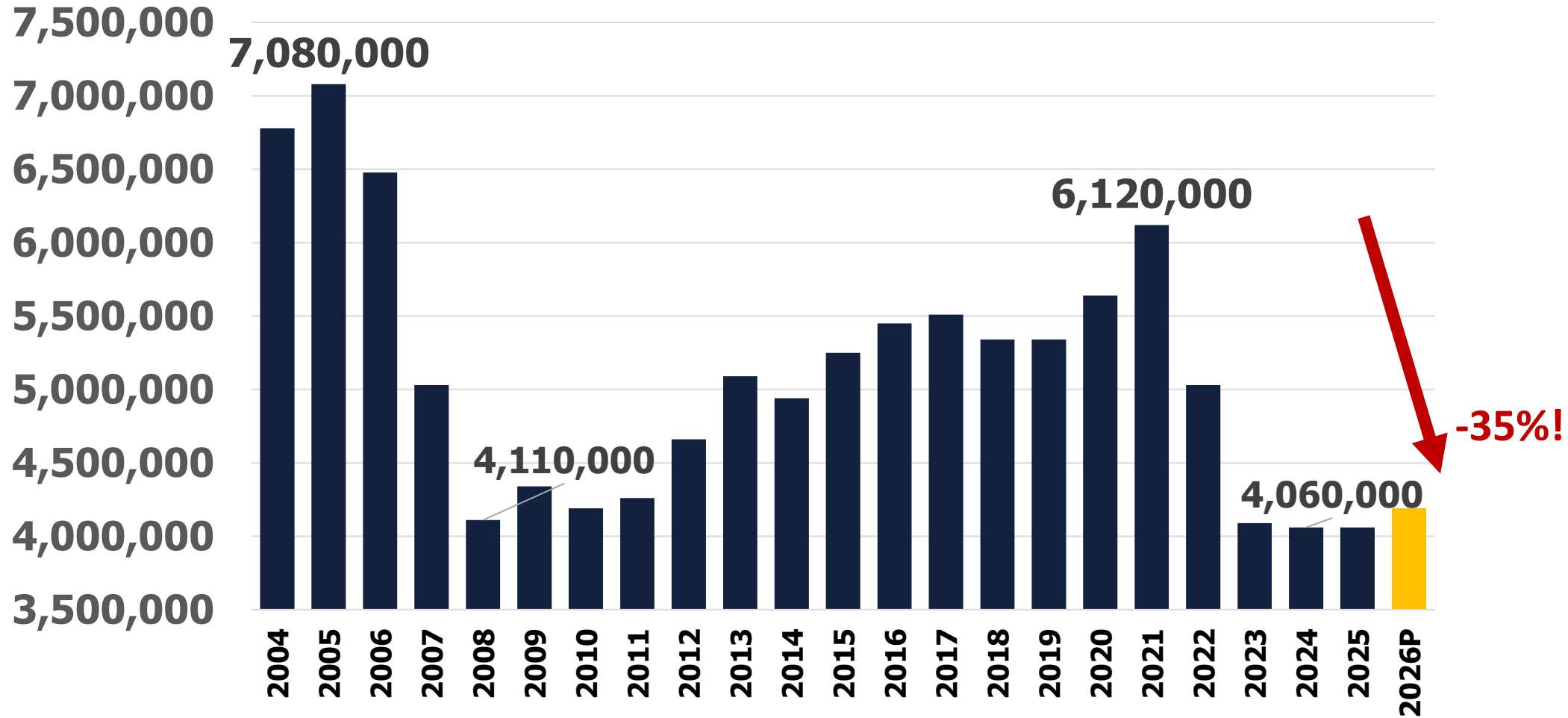
Households, thousands



Sources: U.S. Census Bureau; John Burns Research and Consulting, LLC (Data: 2024, Pub: May-26)

Homebuying activity is the lowest in decades.

National Resale Home Sales



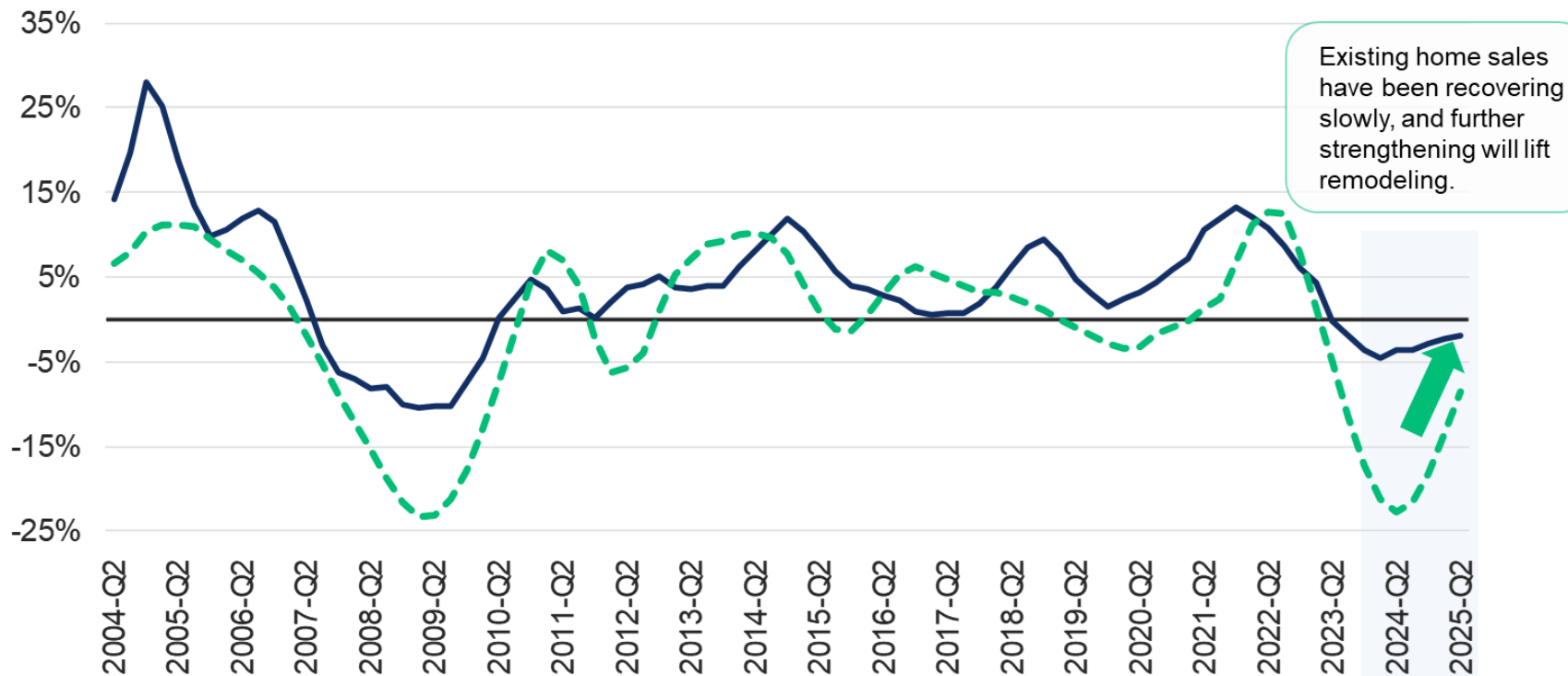
Source: John Burns Research and Consulting US Housing Analysis and Forecast, National Association of Realtors

Existing home sales drive homeowner remodeling at a 2-quarter lead. When existing home sales pick up, remodeling will soon follow.

Relationship of Existing Home Sales to Home Improvements

YOY change, 4-quarter moving average (%)

— Homeowner R&R - - - Existing home sales (2-quarter lead)



Existing home sales have been recovering slowly, and further strengthening will lift remodeling.



Homeowners who recently purchased their homes (past ~6 months) are more likely to pursue expensive remodeling projects.

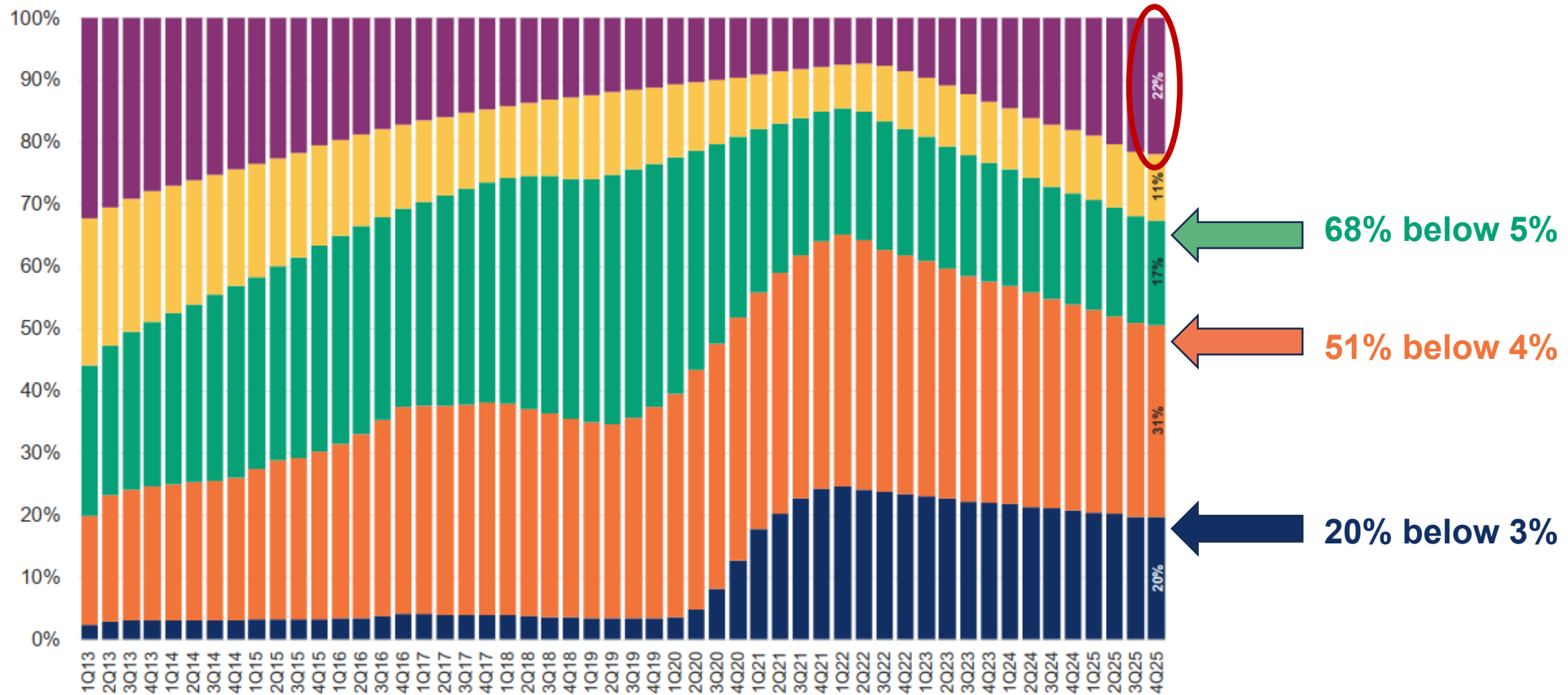
Note: Correlation coefficient denotes the strength of a relationship between two variables, ranging from -1 (strong negative) to +1 (strong positive) linear (1:1) relationship. Historical correlation was calculated based on 4Q-moving average data from 2001 to 2023 as American Housing Survey home improvement estimates are not available past 2023. The chart displays post-2023 data and estimates to enhance understanding of recent trends.

Sources: John Burns Research and Consulting, LLC (Data: Pub: Feb-26)

Homeowners continue to be “locked in” to low mortgage rates.

Share of Mortgage Loans Outstanding by Mortgage Rate

■ ≤3% ■ 3.01%–4% ■ 4.01%–5% ■ 5.01%–6% ■ ≥6%



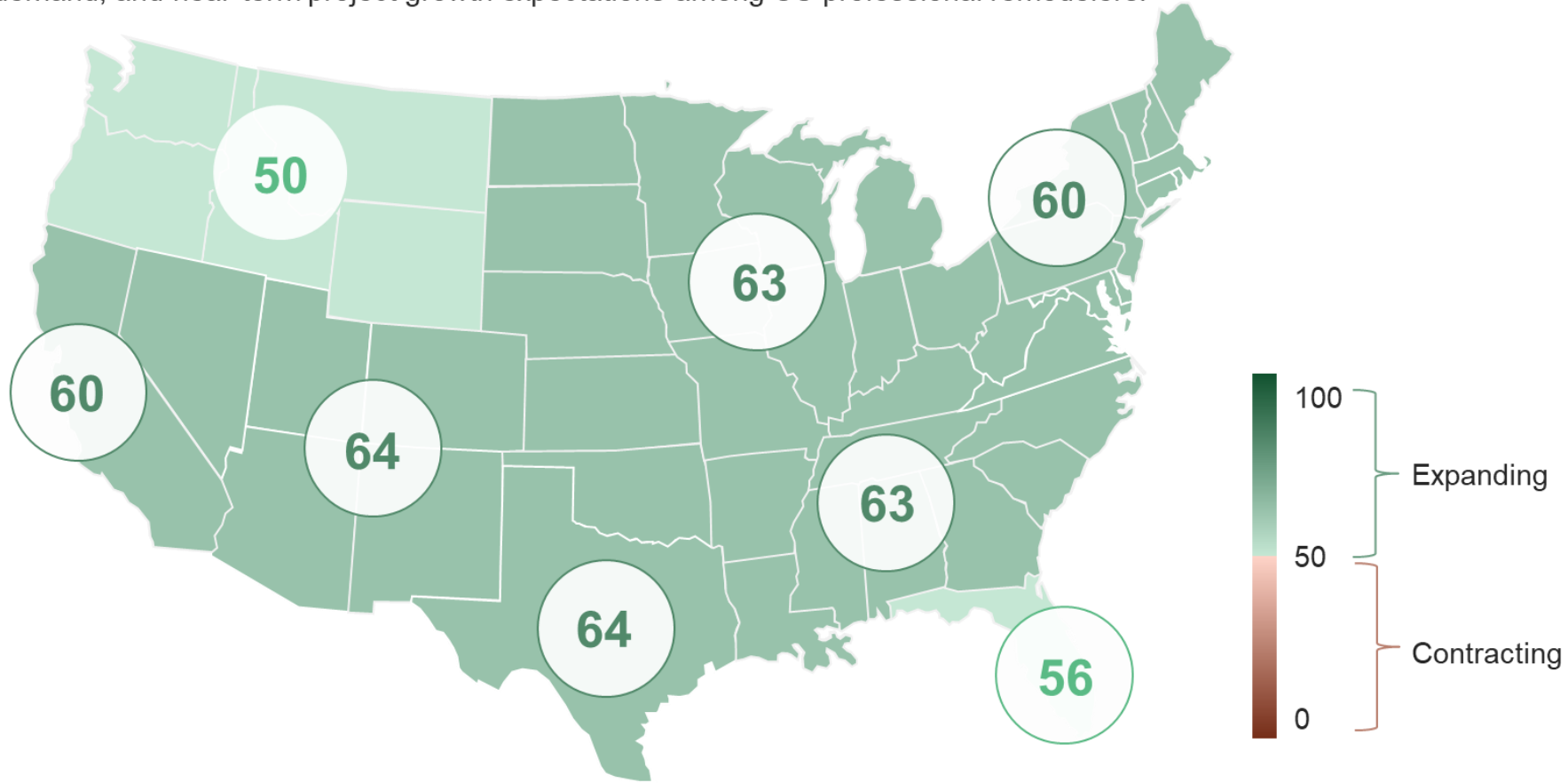
Source: FHFA; National Mortgage Database (NMD); John Burns Research and Consulting, LLC (Data: 4Q25, updated quarterly)

Pub: Apr-26

Our 1Q26 Remodeling Index showed expansion in every region.

US Remodeler Index by Region (1Q26)

The USRI is a composite diffusion index that measures current project growth, consumer demand, and near-term project growth expectations among US professional remodelers.

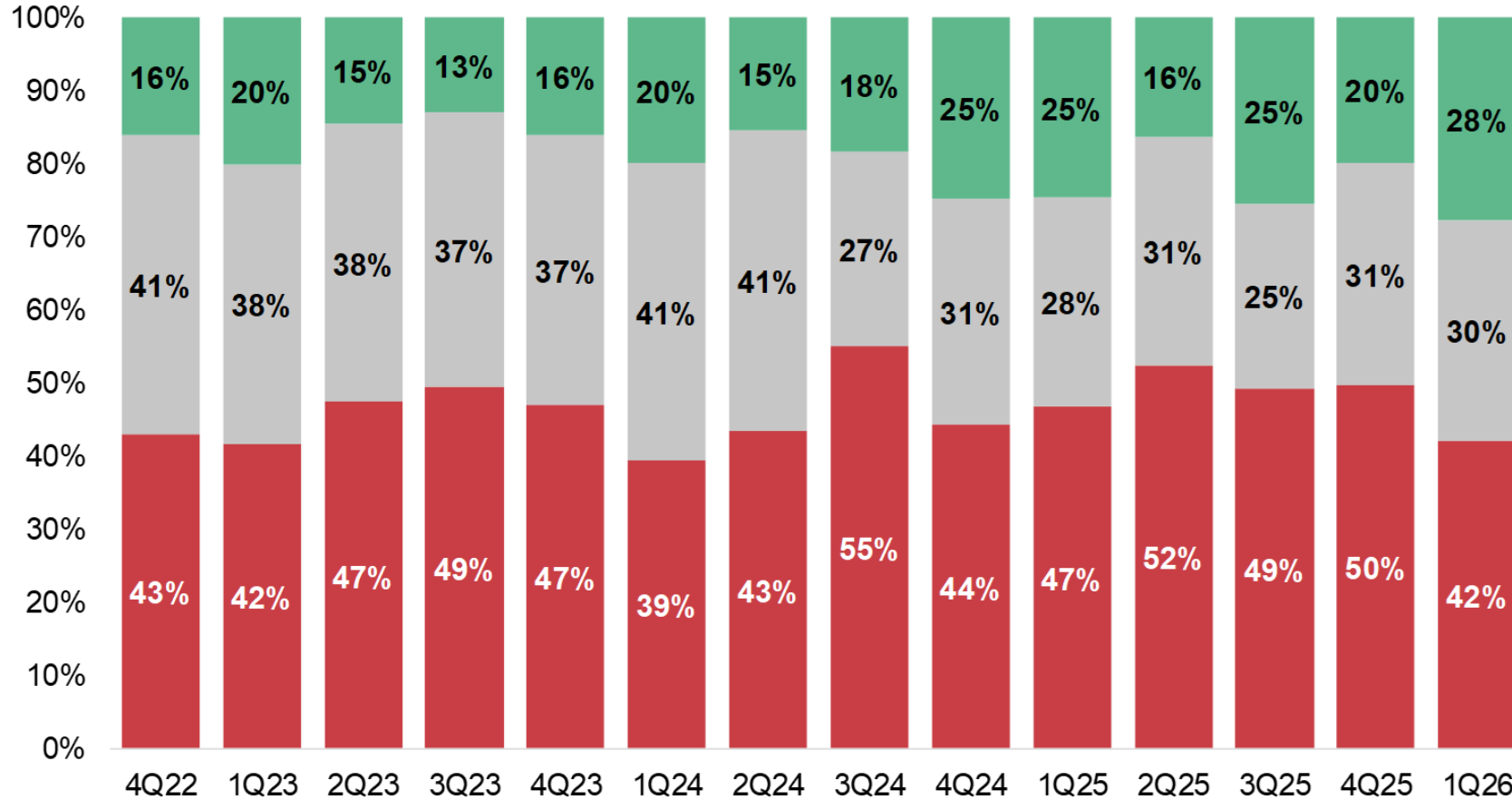


Sources: Qualified Remodeler; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Apr-26)

Project inquiries edged modestly higher ahead of spring 2026.

New Professional Remodeling Project Inquiries Compared to the Seasonal Norm

■ More project inquiries than normal
 ■ Normal amount of project inquiries
 ■ Fewer project inquiries than normal

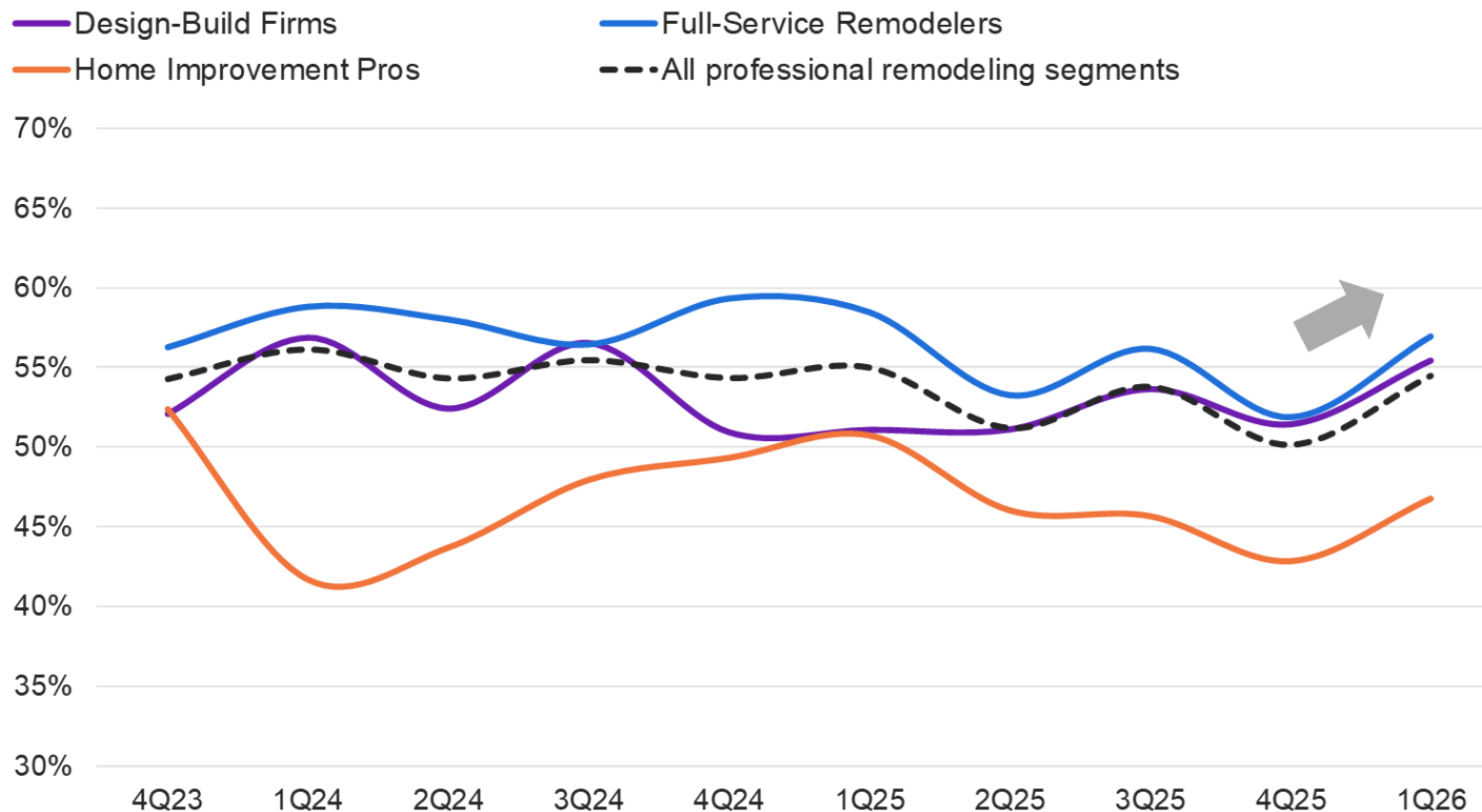


Note: Percentages may not total 100% due to rounding.

Sources: Qualified Remodeler; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Apr-26)

Proposal win rates ticked up in 1Q26, a sign of slightly less hesitancy by homeowners to start remodeling projects.

Professional Remodeler-Reported Proposal Win Rates: Share of Project Proposals Accepted by Customers



Sources: Qualified Remodeler; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Apr-26)

“Fewer leads but better quality. Homeowners still want to do the job—there are just fewer of them.”
- Design-build firm in Illinois



Full-service remodelers

Offer a broad range of repair, remodeling, and home improvement services, including kitchen and bath remodeling/trades



Design-build firms

Offer design and construction remodeling services, primarily whole-home remodels and additions



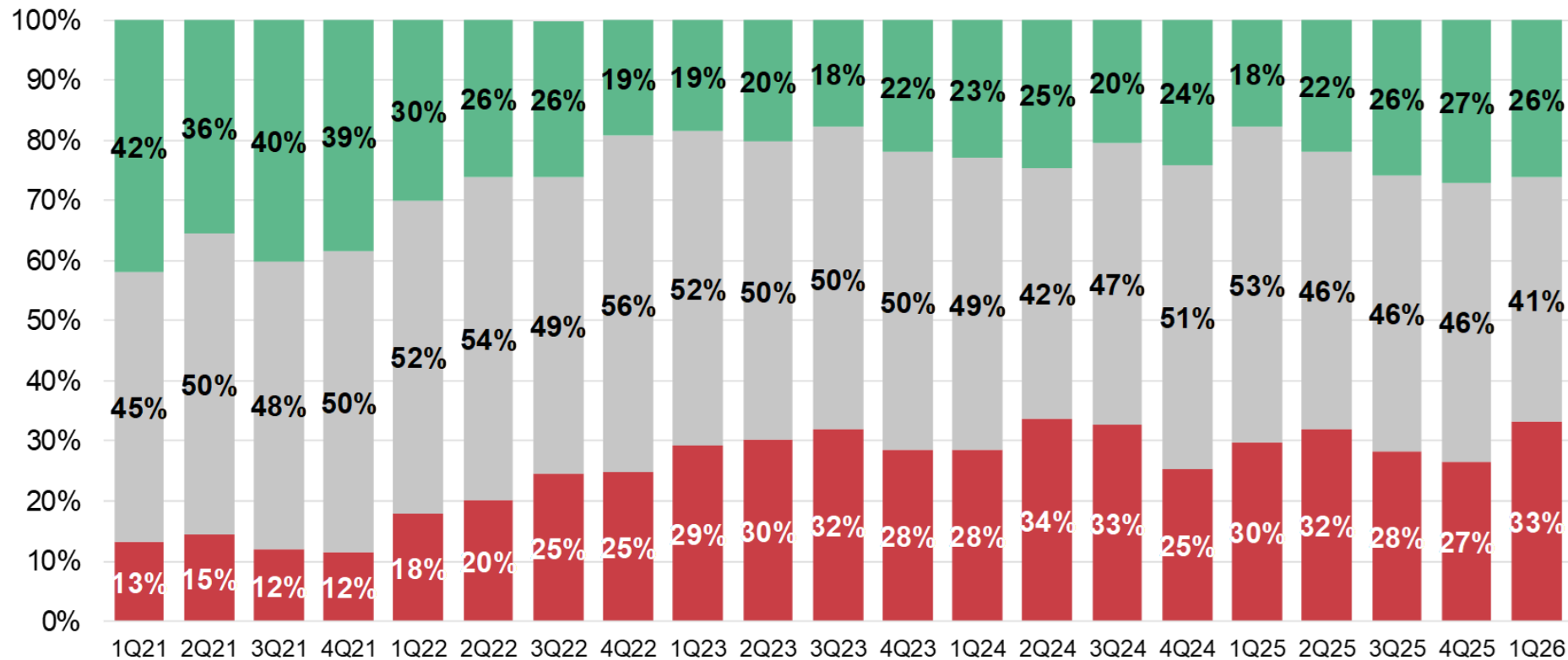
Home improvement pros

Include specialty contractors who market windows, roofing, siding, decking, bath replacements, etc.

A higher percentage of consumers are shifting to lower-grade products.

Professional Remodelers Who Report Shifting Demand for Product Grades / Price Points

- Customers shifting to higher-grade, higher-priced products
- No noticeable shift in product grades / price points
- Customers shifting to lower-grade, lower-priced products



“Higher-end clients still tend to navigate to the better quality and larger-sized jobs. The mid-range have been far more price-conscious, choosing to do fewer areas and select more budget-friendly products.”

- Home improvement pro in Arizona

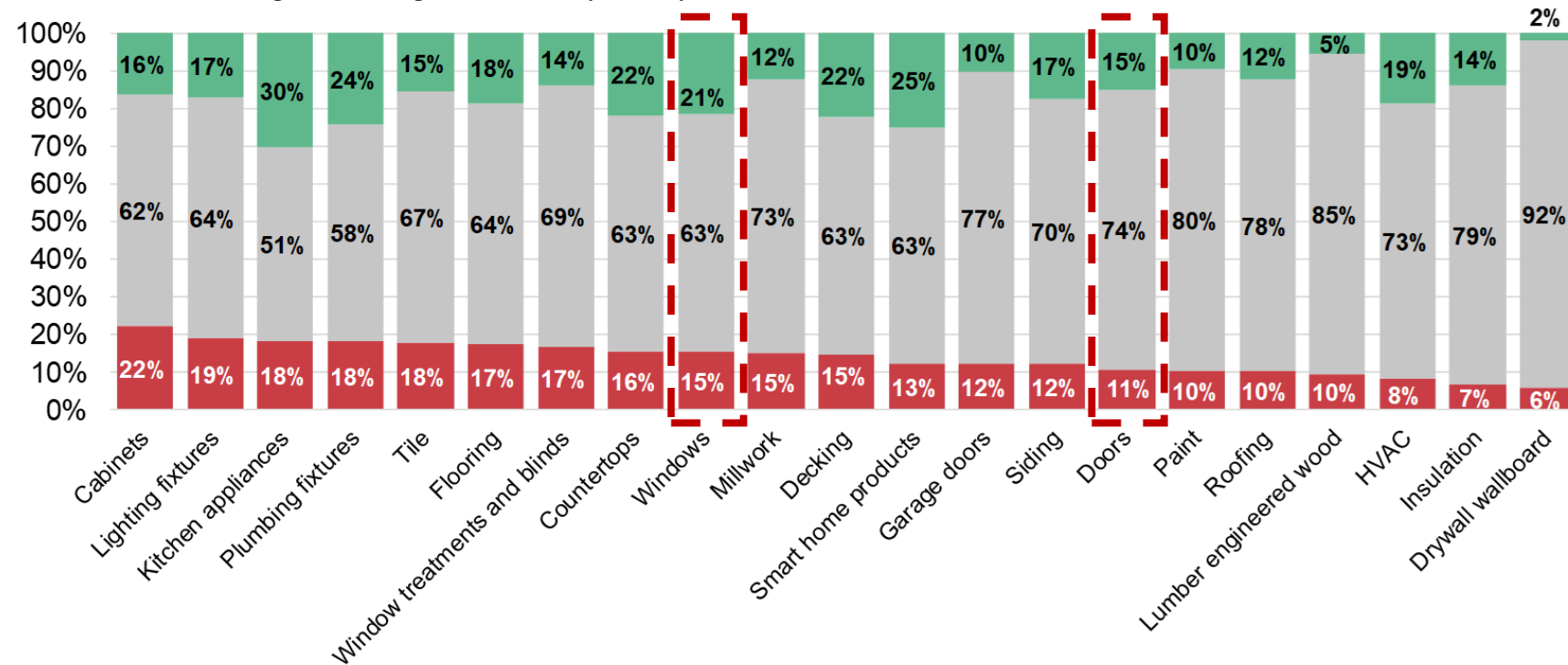
Note: Percentages may not total 100% due to rounding.

Sources: Qualified Remodeler; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Apr-26)

Product trade-ups and trade-downs vary by category. A higher percentage of homeowners trade up for windows and doors.

Professional Remodelers Reported Shifts in Customer Demand across Price Points by Product Category (1Q26)

- Customers shifting to higher-grade, higher-priced products
- No noticeable shift in product grades/price points
- Customers shifting to lower-grade, lower-priced products



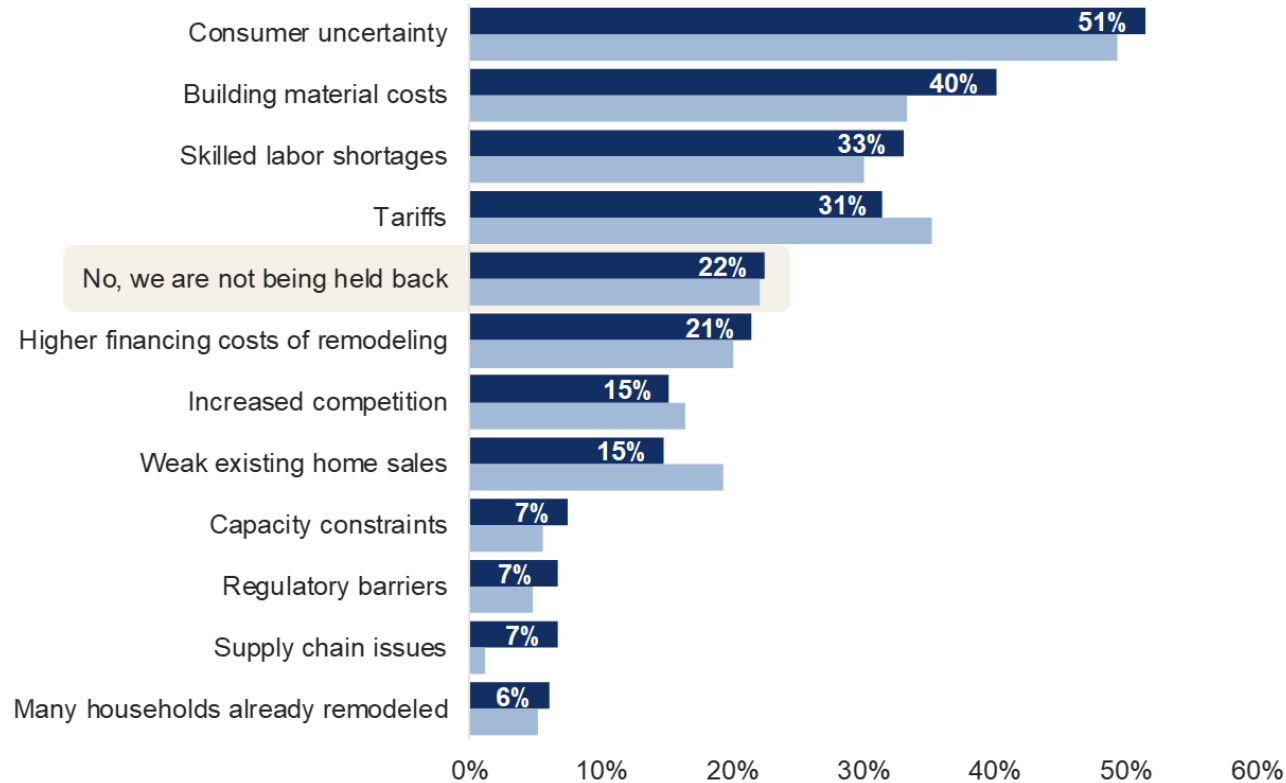
Note: Percentages may not total 100% due to rounding.

Sources: Qualified Remodeler; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Apr-26)

Consumer uncertainty intensified as professional remodelers' main bottleneck to growth.

Thinking about the next 6 months, are any of the following factors holding your company back from achieving stronger growth?

% of professional remodelers responding ■ 1Q26 ■ 4Q25



Customers are still doing work, just more modest remodels. They are also taking much longer to get through the sales cycle, citing economic concerns as the reason for delay."

- Full-service remodeler in Southwest US

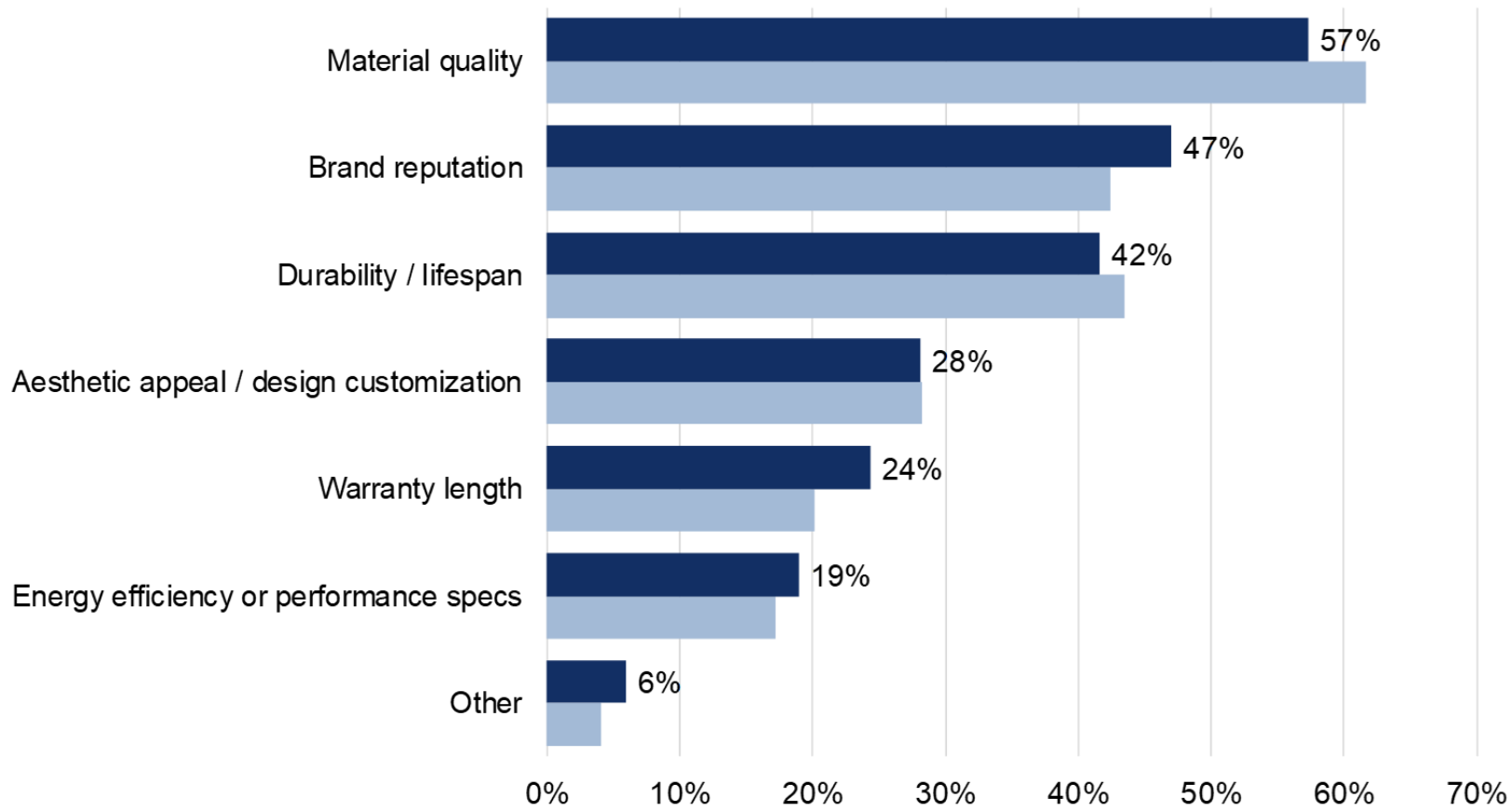
Note: Percentages will not total 100% because respondents selected all that apply.

Sources: Qualified Remodeler; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Apr-26)

Remodeling customers save on costs by selecting lower-quality materials with shorter lifespans and lower-end brands.

Product Attributes Remodelers Report Customers Sacrifice Most to Save Money

■ 1Q26 ■ 4Q25



Customers expect adequate warranty periods and energy efficiency at lower price points.

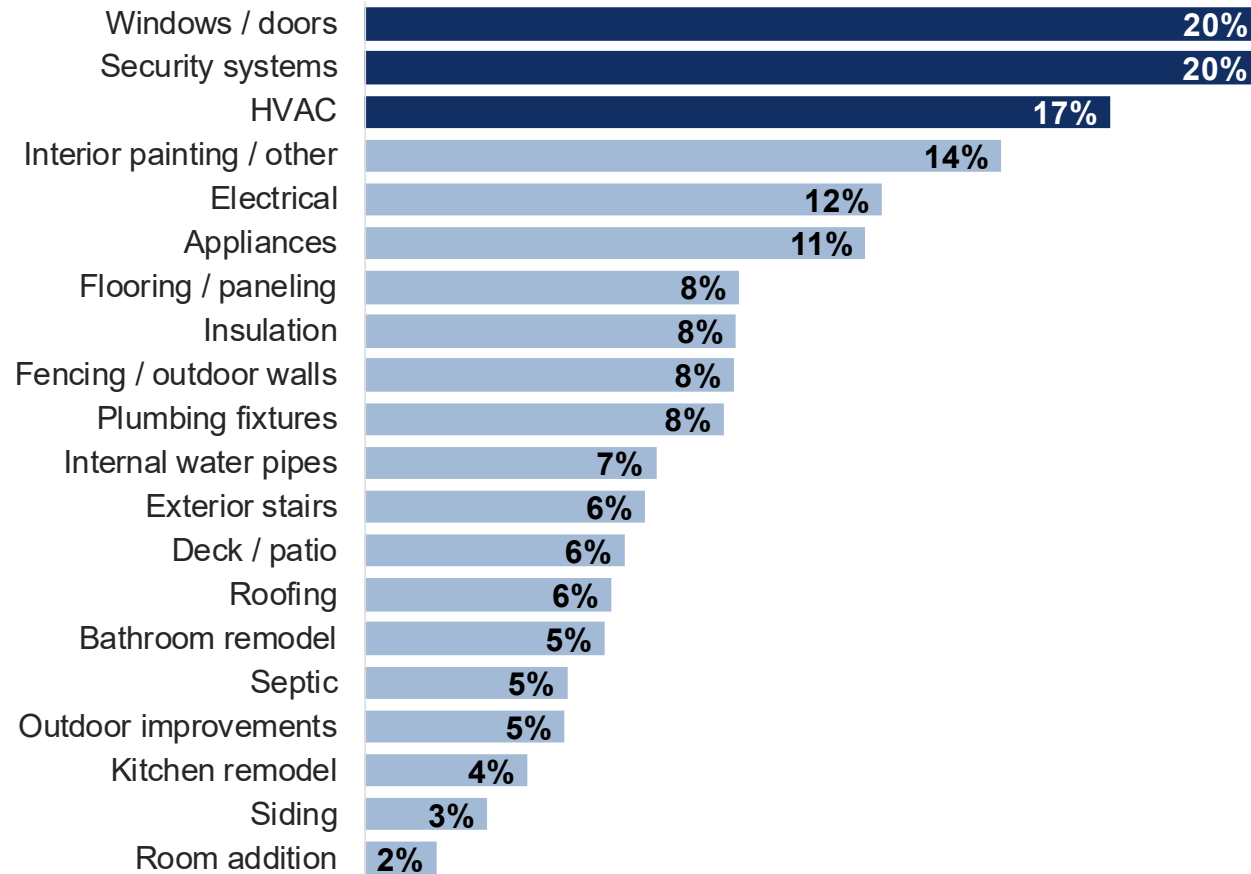
Manufacturers differentiate top-tier products on material quality, brand, and durability/lifespan.

Sources: Qualified Remodeler; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Apr-26)

Window and door projects lead all categories in contractor-arranged financing.

Credit Card and Contractor-Arranged Financing for Owner-Occupied Remodeling

Share of aggregate spending in 2022–2023 (%)



Sources: John Burns Research and Consulting, LLC; U.S. Census Bureau, American Housing Survey (Data: 2022–2023, Pub: May-26)

Outline

- **Macroeconomic outlook**
- **New construction landscape**
- **Repair and remodeling drivers**
- **Window and Door Market Index (WDMI) — 1Q26 results**
- **Opportunities and strategies**
- **Key takeaways**

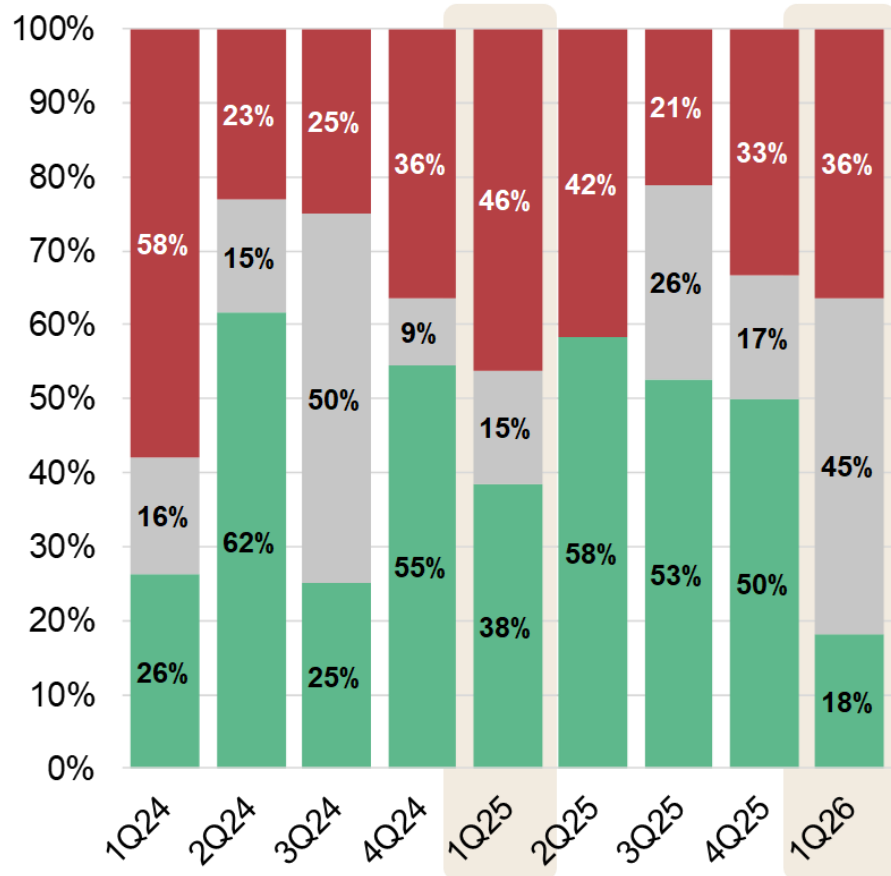
Survey background

- Exclusive partnership between Window + Door Magazine and John Burns Research and Consulting
- Quarterly survey of residential manufacturers, glass shops, glazers, and installers
- Measurements of volumes, revenue, lead times and backlogs, supply chains, and guidance
- Quantitative data and qualitative commentary to understand the overall sentiment of the industry

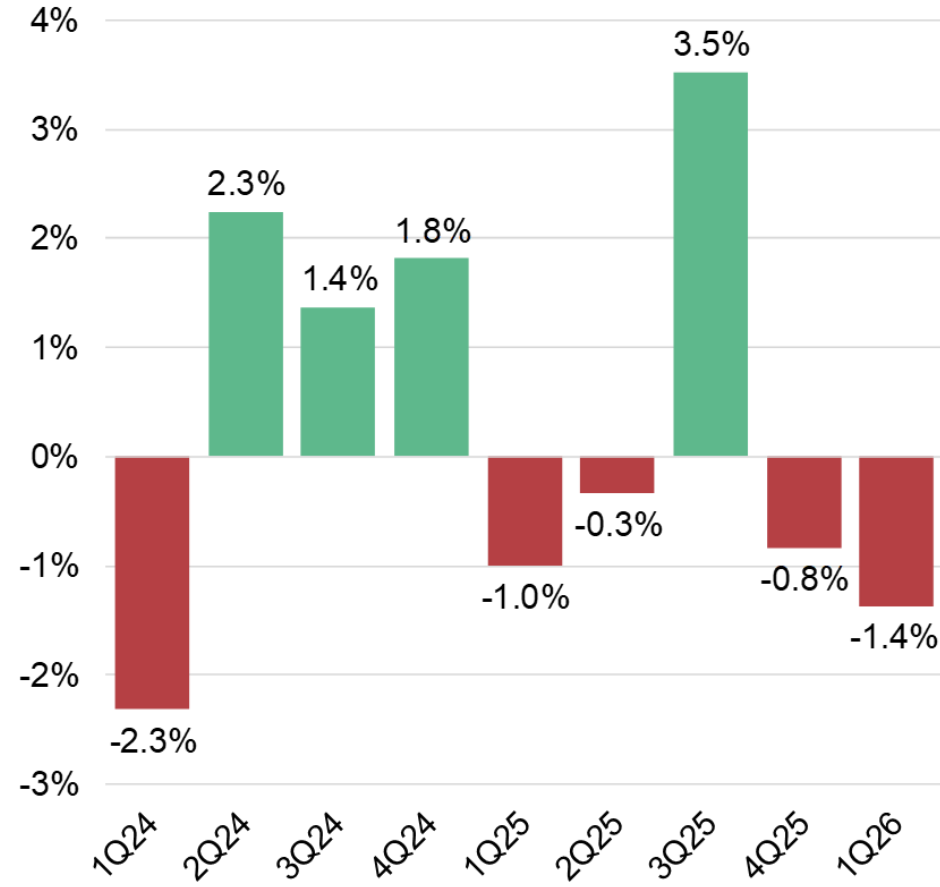
Companies reported a continuation of volume declines to start the year.

Residential Window and Door Company Shipments/Installations YOY Volume Change

■ Growing ■ Flat ■ Declining



Residential Window and Door Company Shipments/Installations YOY Average Volume Change

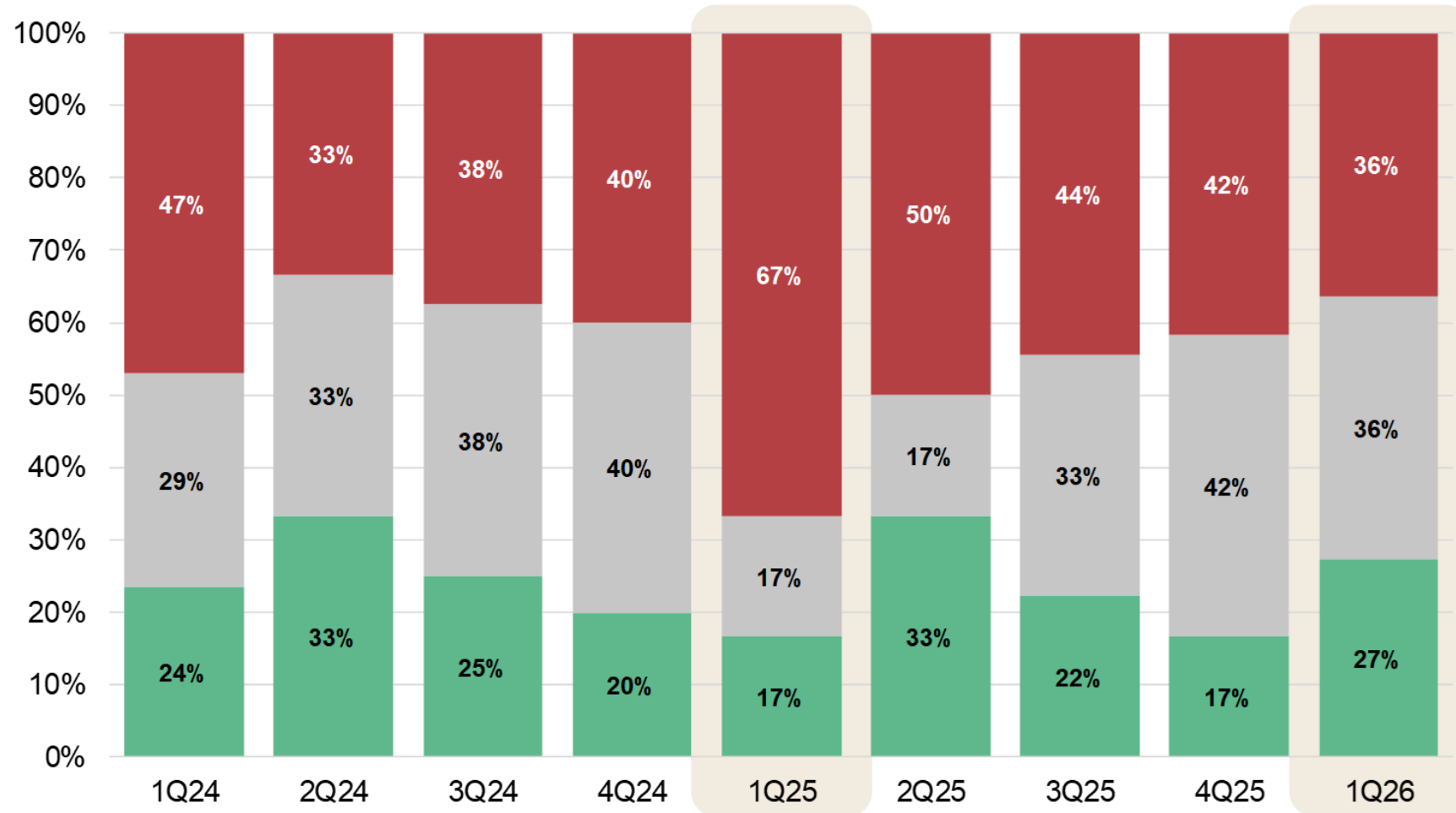


Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Jun-26)

Companies noted slightly higher backlogs in 1Q26.

Residential Window and Door Company YOY Change in Project/Job Backlog

■ Increased ■ Stayed the same ■ Decreased

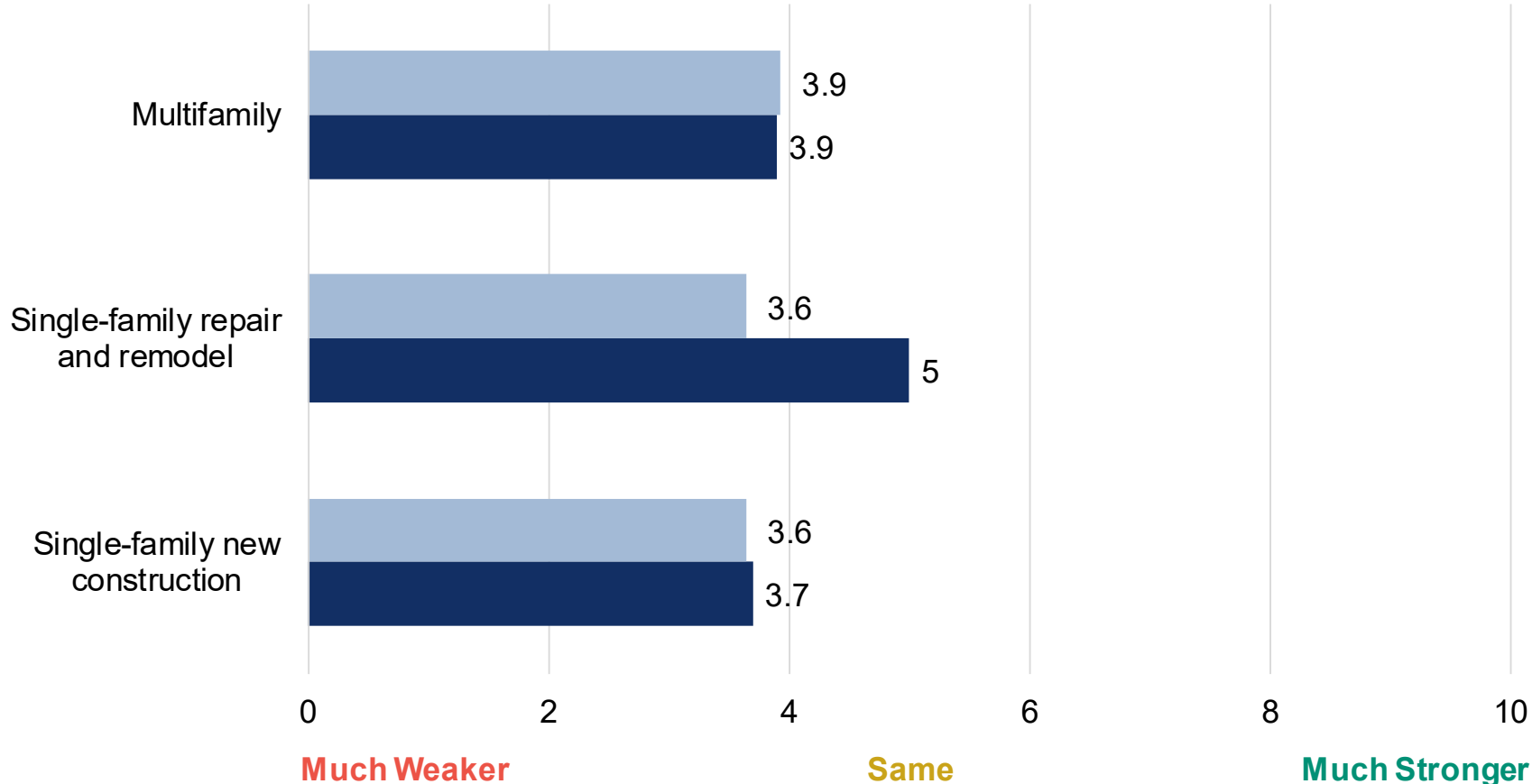


Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Jun-26)

Companies reported slightly higher YOY demand for single-family R&R compared to multifamily and single-family new construction.

Residential Window and Door Company Current YOY Demand Compared to the Average 3-Year Demand

■ 1Q25 ■ 1Q26

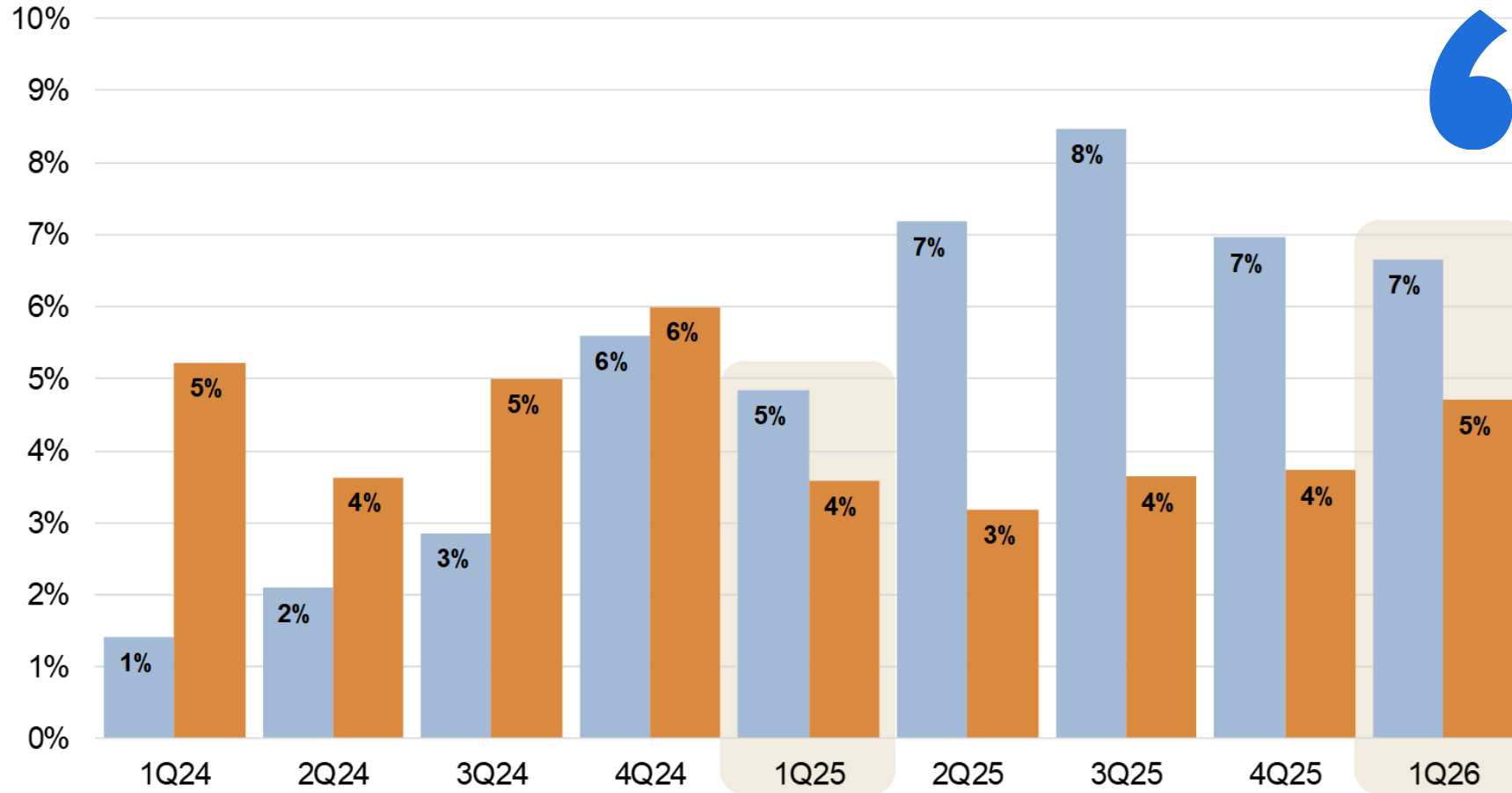


Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Jun-26)

Companies report persistently higher costs for materials and labor.

Residential Window and Door Company YTD Change in Average Materials/Supplies and Direct Labor Costs Compared to Last Year

■ Average YOY materials costs ■ Average YOY direct labor costs



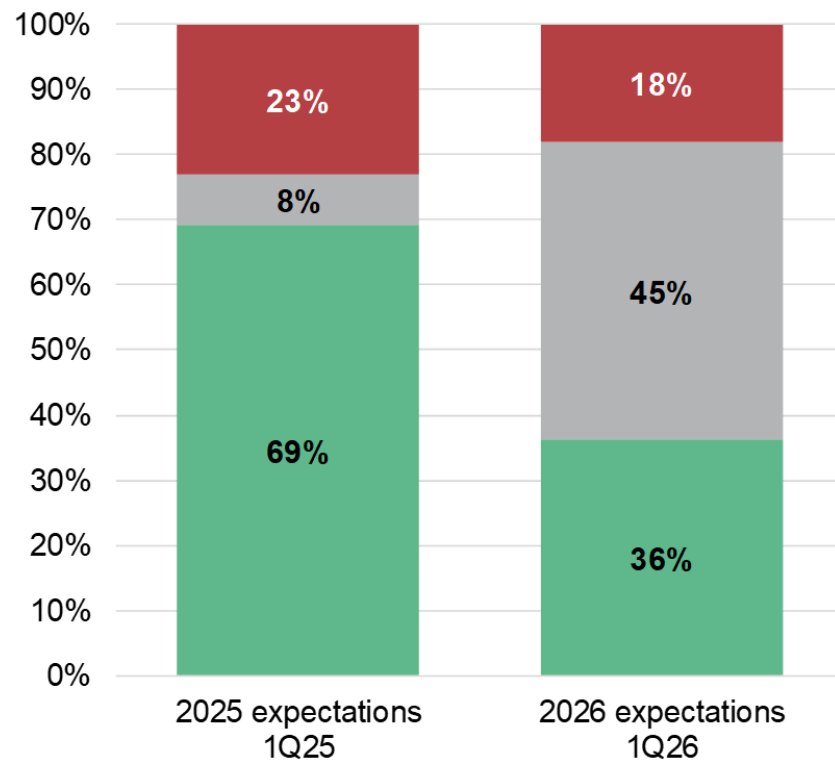
Cost increases and interest rates are hurting the business. Tariffs and political instability are the main drivers.

Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Jun-26)

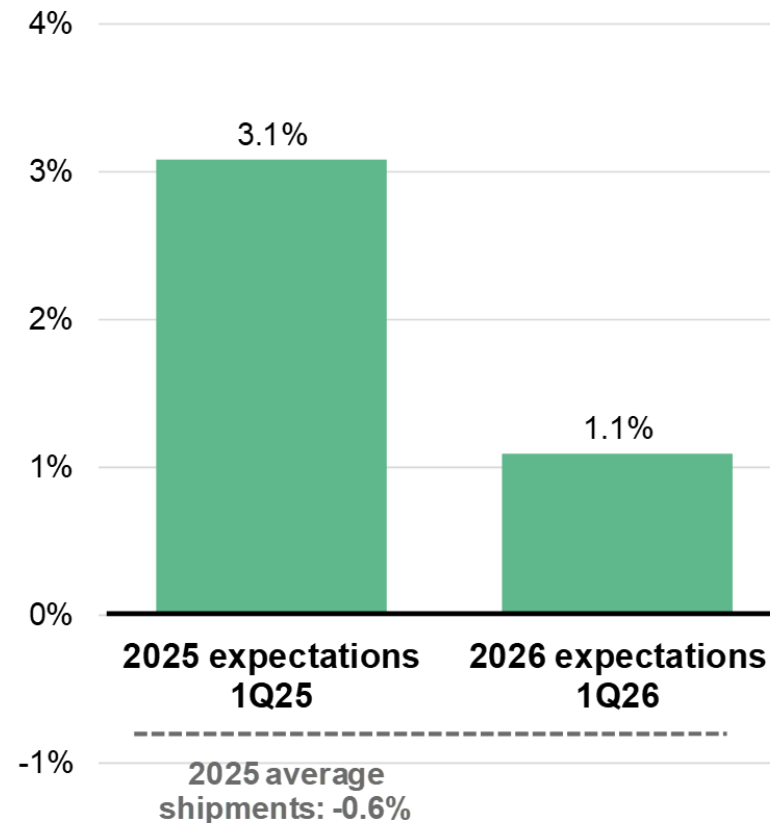
Companies' full-year 2026 shipment expectations remain extremely muted, after a disappointing 2025.

Residential Window and Door Company Full-Year Shipment Expectations

Higher About the same Lower



Residential Window and Door Company Full-Year Shipment Expectations



Note: Percentages may not total 100% due to rounding.

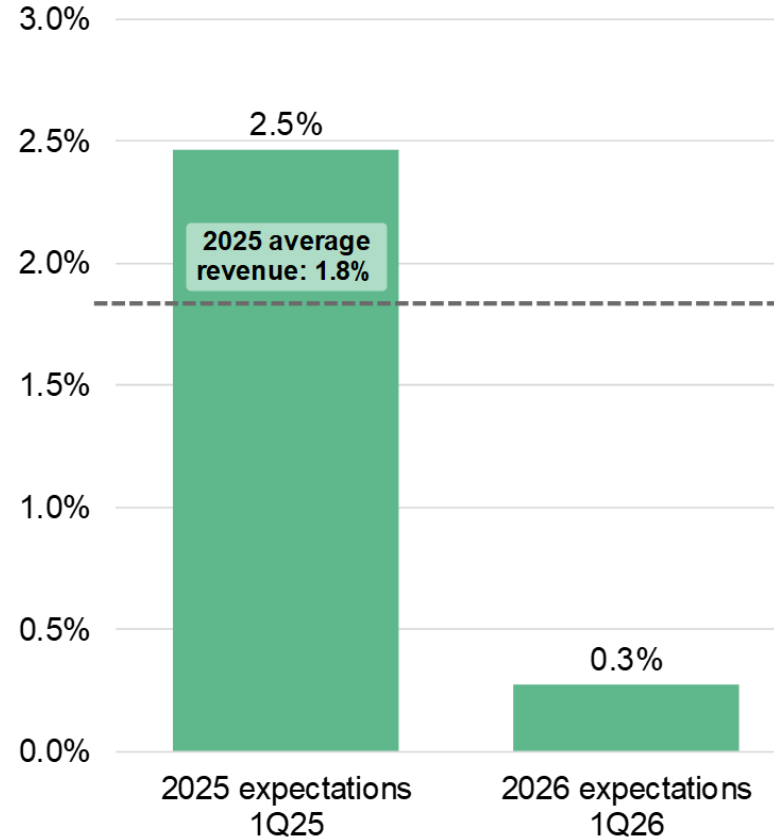
Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q25/1Q26, Pub: Jun-26)

Despite slightly higher shipment expectations, revenue is expected to remain relatively flat.

Residential Window and Door Company Full-Year Revenue Expectations



Residential Window and Door Company Average Full-Year Revenue Expectations

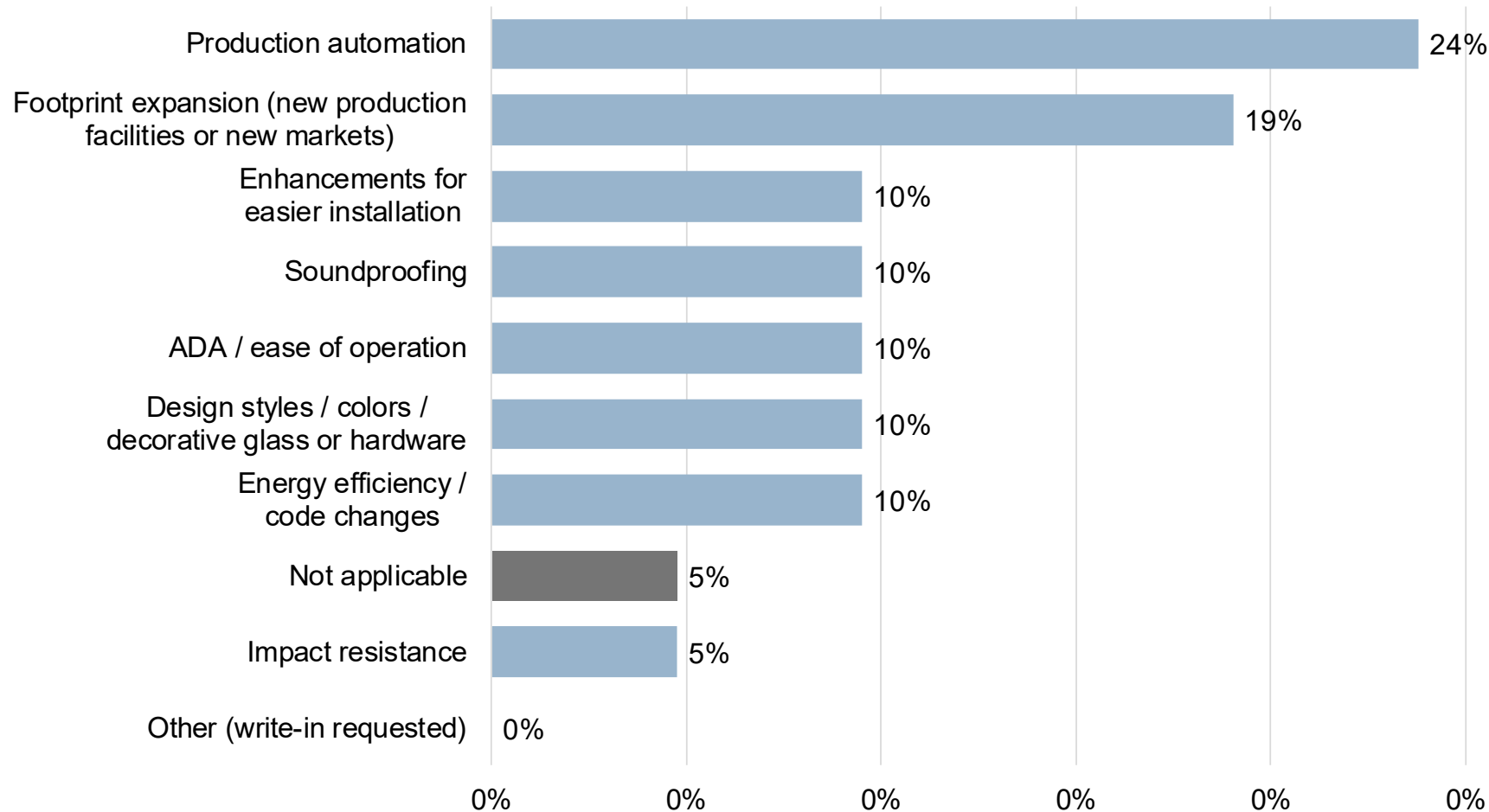


Note: Percentages may not total 100% due to rounding.

Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q25/1Q26, Pub: Jun-26)

Companies' primary focus area is on automation to address production efficiency.

Residential Window and Door Company Expected Focus Areas for the Next 12 Months

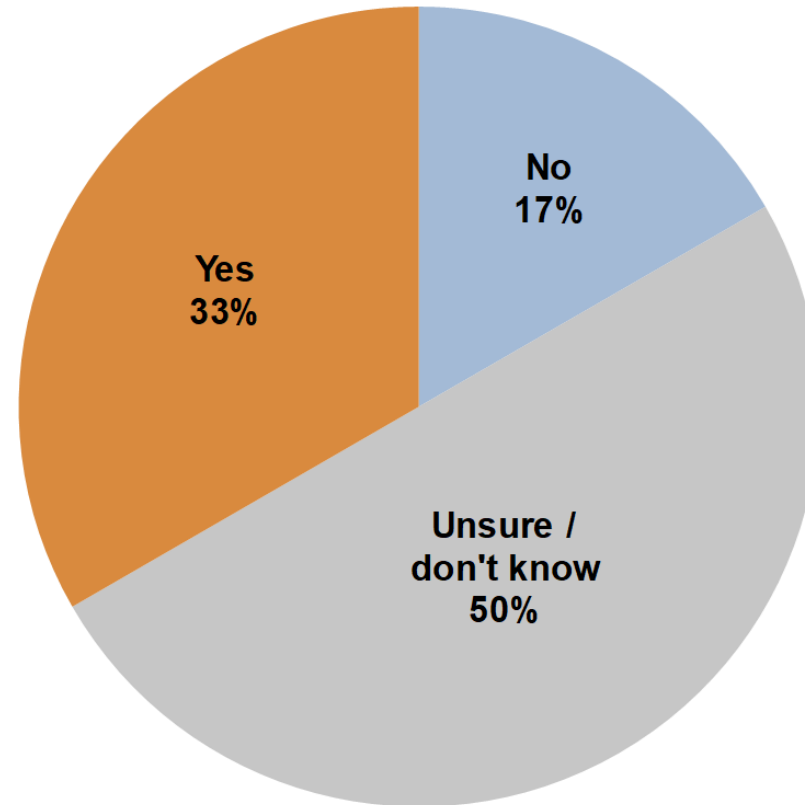
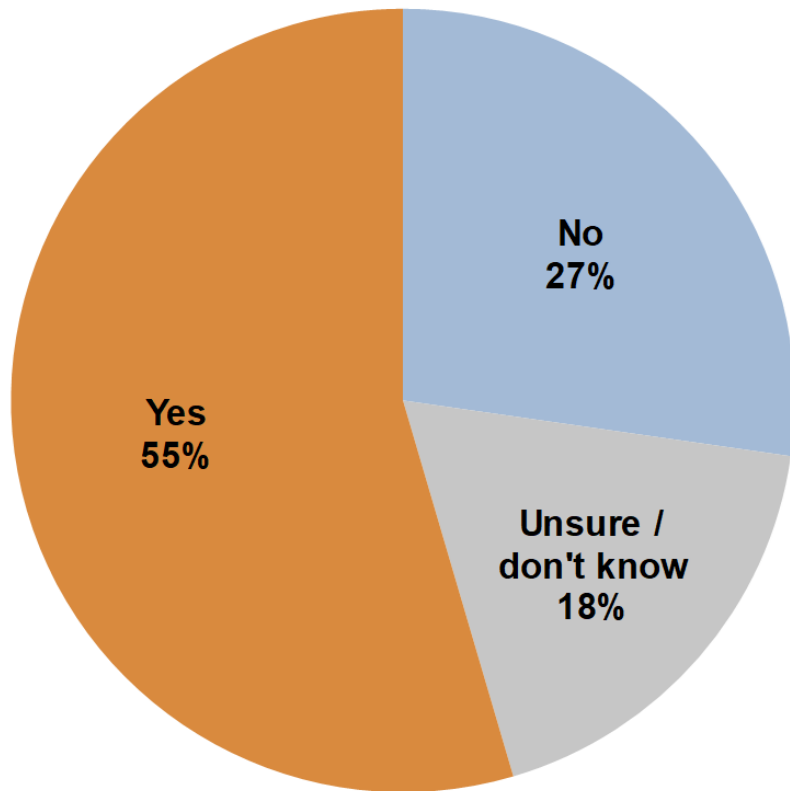


Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Jun-26)

55% of respondents reported paid tariffs for their products, yet only 33% report plans to request refunds.

Did your company pay tariffs under IEEPA for any products/materials in 2025 or early 2026?

If yes, will your company be applying for tariff refunds?

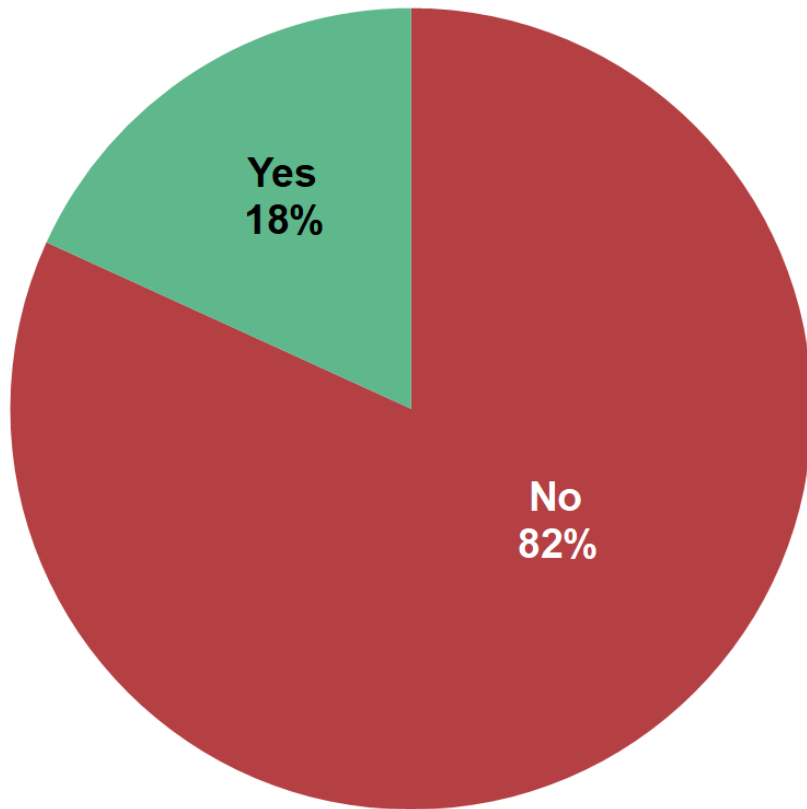


Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Jun-26)

Despite rising costs, 82% of respondents are not planning on reducing or streamlining product offerings.

We asked residential window and door survey participants:

Has your company reduced or streamlined product offerings or SKUs to simplify operations?



Sources: *Window + Door* magazine; John Burns Research and Consulting, LLC (Data: 1Q26, Pub: Jun-26)

What Window and Door Industry Leaders Are Saying

On market conditions:

- **"Tariffs and political uncertainty are killing demand.** Consumer and developer confidence are extremely low. Projects are not penciling, and everyone seems to be waiting for a more predictable, stable business environment."
- **"New construction is WAY** down and people that are staying in their homes are spending money on them — especially with low mortgage rates from 2021."

On competitive strategy:

- **"The market is relatively flat.** We must listen and take care of our customers extremely well to win."
- **"We are working to increase our partnerships and grow our dealer base** serving this segment."

On costs and pricing:

- **"Despite rising costs, we are finding ways to pass costs on to customers,** as homeowners are so desperate to replace problem products in their houses."
- **"We're seeing weaker demand, and tariff and material input issues are driving up costs."**

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Where to Focus: Six Opportunities for Fenestration Companies in 2026-2027

1. Prioritize R&R over new construction

- Shift sales focus toward replacement windows and doors. Homeowners trapped by the mortgage lock-in effect are investing in their existing homes, albeit at lower levels than normal.

2. Target luxury and move-up segments

- Premium product lines show better backlog trends. These buyers are less rate-sensitive and still actively investing.

3. Expand contractor financing programs

- Windows and doors have the highest share (20%) of contractor-arranged financing of any category. Financing programs convert leads to sales in a cost-sensitive environment.

4. Invest in production automation

- 25% of companies are already moving this direction to control labor costs. Efficiency gains now pay dividends in the recovery.

5. Capture market share aggressively

- 57% of companies view current conditions as an opportunity to grow their market position. Invest in sales and marketing resources now.

6. Position for the 2027 new construction recovery

- All building products end markets return to growth in 2027. Strengthen builder relationships and get products specified now while competition is lighter.

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Key Takeaways for the Fenestration Industry

1. The market is soft but not collapsing

- WDMI at 48.4 — just below neutral. Revenue up slightly (+0.3%) despite volume declines (-1.4%). A challenged but functional market.

2. R&R is the bright spot; new construction is the challenge

- Single-family R&R demand at 5.4/10 and slightly improving year-over-year. New construction demand at 3.9/10 and below its 3-year average.

3. Spring 2026 should bring sequential improvement

- 91% of companies expect higher 2Q26 shipments. Seasonality and replacement demand should provide a boost.

4. Cost pressures require proactive responses

- Materials +7%, labor +5%. Limited pricing power exists in R&R, but companies cannot fully recover all costs in this demand environment. Automation investments are focus areas.

5. 2027 is the recovery year — position now

- All building products end markets return to growth in 2027. Companies investing in market share capture, production efficiency, and builder and contractor relationships today will win the recovery.

Thirsty
THURSDAY

QUENCH YOUR THIRST FOR
RESIDENTIAL TRENDS

Window & Door Market Survey Insights

**Scan the QR code to receive a
copy of the presentation slides:**



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