



2026

MARKETING

PLAYBOOK

BOOK

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SECTION ONE

WHAT BPM LEADERS NEED TO KNOW IN 2026

Successful Playbook for Marketers in the Building & Construction Industry

In 2026, the best marketing leaders will be brand builders, not promoters. Much like the building industry itself, they have a mindset to ready the brand for long-term resilience and performance, not just short-term campaign management.

These marketing leaders understand that effective marketing is sharper, not louder. They are pragmatic optimists who are passionate about the brand but demand proof. They are obsessed with credibility, trust, technical accuracy, and authenticity.

These leaders are comfortable with complexity and finding ways to make it clear and compelling. While gut instinct and experience are still strong attributes of a marketing leader, today's impactful marketers rely on data and insights and not fluff or superficial messaging. They also take leadership of the entire marketing process, including integration with sales and the product team.

Successful marketing leaders in 2026 are strategic, informed, credibility-driven collaborators who build trust and make it easier for the product to sell and the brand to win.

Here's what they're focusing on.



01 Connect Marketing Performance Metrics Directly to Sales Goals and Activity

For too long, marketing has run on a separate track than sales in terms of KPIs and outcomes. Traditionally, marketing is tasked with increasing brand awareness, goaling themselves against a set of vanity metrics around campaigns, and mining MQLs and SQLs to turn over to the sales team.

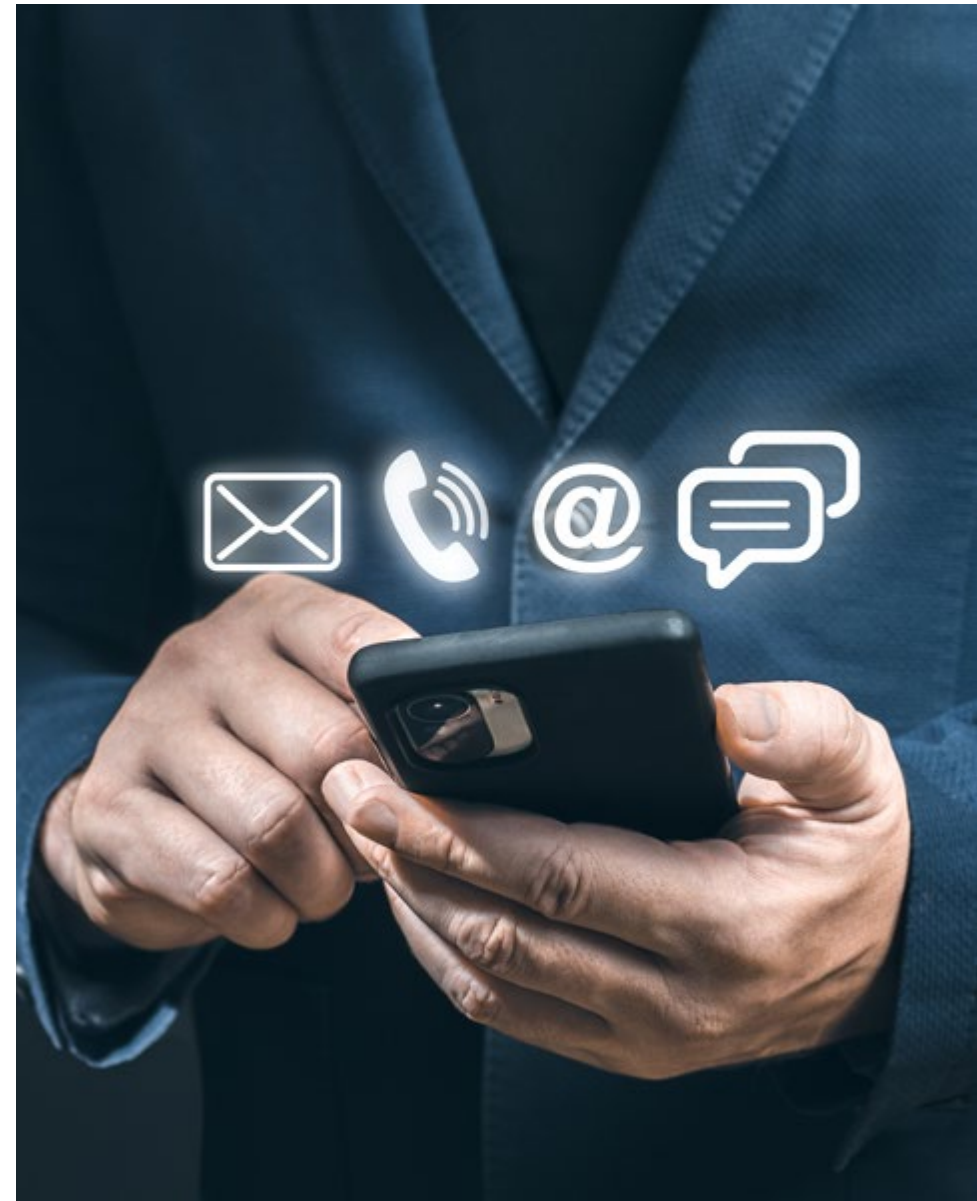
Make 2026 the year where marketing maintains a voice over the leads and sees them through. Create accountability for the marketing dollars spent attracting those leads and work with sales leadership to prioritize, track, nurture, and evaluate their results. Create outcome-based KPIs around project opportunities, specs written, projects won, and pipeline velocity.

Not only will this create a better understanding for the level of impact marketing is having on overall sales outcomes, but this more accountable tracking will result in deeper insights about the type of lead profile best matched for your brand.

02 Own and Communicate the Customer Insights

Maintain regular communication with your brand's customers, not to sell them, but to maintain a pulse on their attitudes, pain points, satisfaction, and expectations. Host discussions that can help marketing translate needs, not just for marketing, but also for product teams, sales efforts, and the C-suite.

Utilize a combination of quick email surveys, phone calls, and customer council or focus group opportunities. These will help you go beyond marketing dashboards for true customer insight. Marry customer intelligence with macro market data on current trends and the competitive environment.



03 Build a Role-Based Message Hierarchy

In the building materials market, there are often multiple stakeholders who influence the purchase. An architect provides a specification, but the general contractor is driven by other factors and could change the spec if it's not easy for the contractor to install. Similarly, a building owner might change a spec to find cost savings, and a distributor is motivated to sell the brand with the highest margin opportunity. Each stakeholder carries a unique value proposition.

A strong message hierarchy balances these specific value propositions with a common brand promise that applies to each in a relevant manner. Be sure to build and maintain specific audience personas for each of your stakeholders to understand their demographics, psychographics, values, pain points, needs, and motivators. Create brand messaging that specifically speaks to each audience, while maintaining a common brand theme.





CUSTOMER VALUE PROPOSITION

04 Build a Demand Generation Ecosystem, Not Just Brand Awareness

Own the strategy for “pull-through demand” with architects, contractors, builders, and engineers. This can be done by creating and communicating specific value propositions and messaging to drive specifier preference rather than simply awareness. The goal is to get asked for by name, especially at the distributor level. In order to accomplish this, you need to give each target a specific reason to do so.

05 Make Your Website a Best-in-Class Digital Learning Experience, Not Simply a Brochure

Digital is no longer just marketing – it's infrastructure. And your website is the hub that powers the brand's entire digital marketing ecosystem. When your marketing efforts drive a prospect to your website, it needs to deliver on a rich learning experience, one that is fast, clear, and built to help people do their jobs.

A strong building materials brand website offers:

- Clean navigation to start the visitor immediately on the right path.
- Easy-to-find BIM, specs, warranty, and installation details.
- Documented performance data for the product.
- Short videos that answer common questions and bring the experience to life.
- Tools like configurators, calculators, and product selectors.
- Case studies with filtering by segment or application.
- A clear, consistent, and current illustration of each product in the portfolio that demonstrates key performance advantages and reasons to buy.
- Content designed to be surfaced by AI search, not just Google.
- A compelling, clear message for “why we do this” and “why we are better.”





06 Find Opportunities to Make Your Sustainability Message a Practical Reason to Buy

Sustainability remains a hot topic, but it sells best when a brand demonstrates its practical benefits with stronger performance, resiliency, code compliance, or ROI. Base the selling on facts, not virtue, as architects and engineers seek a specification that reduces risk; and a homeowner is looking for increased durability and/or lifecycle cost savings.

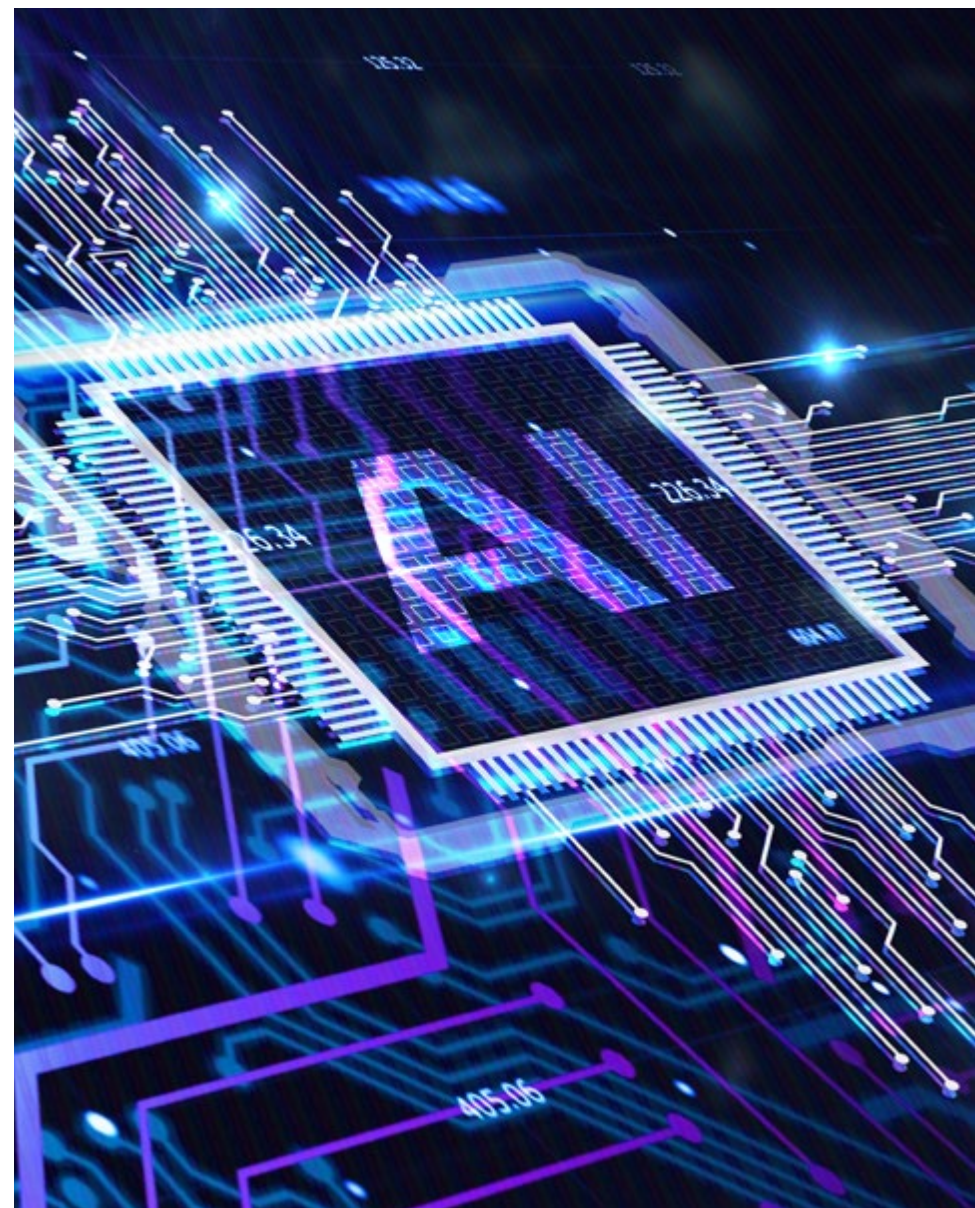
**REMEMBER, THE GOAL IS ADOPTION.
GIVE THEM A REASON TO BUY.**

07 Deploy AI as a Sharp Intelligence Tool Rather than an Easy Button

Content is being published in high quantities, but not always high quality. AI is a wonderful tool for quickly accessing information and providing source content. But don't rely on it as a plug-and-play solution for thought leadership. Rather, use it as a starting point to craft a more compelling, customized, and validated story.

AI works great as a quick intelligence tool for competitive monitoring, laying out an overall market playing field, and generating initial thought starters. But over-automation of this type of information – even for thought leadership – just isn't good enough. It becomes noticeable and threatens brand integrity. And, above all, AI-generated content needs validation.

When using AI as a proper marketing tool, content creation and marketing intelligence gets faster and more complete, but only when accompanied by human expertise and storytelling.





08 Clarify and Focus on the “Why” Your Brand and Products Exist

Align the brand, product, and performance messaging across the product portfolio and throughout the organization. Many brands carry multiple SKUs with little clarity, yet many claims. Focus more on why these products exist, versus what they do. The same principle applies to brand messaging. Too often, brands focus on “what we do” and “how we do it,” rather than clearly articulating “why it matters” to the people specifying, selling, or using the product.

Tackle and simplify the “why we do it” as part of your brand’s essence, and you’ll find the foundation of a meaningful message platform that will drive stronger demand.

09 Unify the Marketing Effort Internally

In 2026, the best building and construction marketers are unifiers with their sales and product teams. Marketing should take the lead in analyzing and understanding not just customer insights, but broader market opportunities as well. Laying the groundwork in identifying market segment opportunities – geographically, by application (education, data centers, healthcare), or by product need – creates deeper credibility in the eyes of sales, product management, and the C-suite. It also results in a more strategic, informed approach.



Ways for the marketing team to take more of a leadership role include:

- Uncover and monitor market segment opportunities – there are several accessible resources to track the macro market trends like US Census data, AIA Consensus Forecast, and FMI Corp.
- Bring the sales and product teams together to review findings on both market segment opportunities and customer insights.
- Collaborate with sales and product teams to define a collective definition of success.
- Jointly plan on segment priorities and campaign launches.
- Workshop the selling process with the sales team to uncover insights for better sales enablement.
- Build out the innovation process with the product team to uncover new product ideas based on need and potential.
- Create regular feedback loops with sales, product, and C-suite on product, market, and messaging strategy and outcomes.

**IN 2026, MARKETING
WILL WIN WHEN SALES
AND PRODUCT TEAMS
DEFEND IT IN THE ROOM.**



10 Make the Brand Noticeably Better Each Year

Set goals for 2026 that demonstrate how you, as a marketing leader, will make the brand better. Vanity KPIs are fine, and they certainly can lend directional evidence. However, it is crucial to aim higher and focus on creating real momentum for growth and transformation, positioning your brand for the next 10 years. In other words, create your legacy, not just another annual marketing campaign.

**CREATE YOUR LEGACY,
NOT JUST ANOTHER
ANNUAL MARKETING
CAMPAIGN.**

SECTION TWO

**2026-2027 COMMERCIAL
CONSTRUCTION MARKET
FORECAST**

Learn the Growth Opportunities by Commercial Segment

There are several sources providing forecasting data on the state of the commercial building and construction industry. One of the best known is the American Institute of Architects (AIA), who publishes a consensus construction forecast twice a year. Learn more about their outlook on the industry along with insights from some of the other leading construction industry prognosticators, some of whom are part of the AIA's aggregate data.



SEGMENT	2026 FORECAST (JAN 2026)	2027 FORECAST (JAN 2026)
NONRESIDENTIAL	+1.0	+2.2
COMMERCIAL TOTAL	+3.0	+3.5
OFFICE	+6.0	+3.9
DATA CENTERS	+26.3	+16.5
RETAIL & OTHER COMMERCIAL	+0.2	+2.8
HOTEL	+3.2	+5.3
WAREHOUSE	-2.2	+2.8
MANUFACTURING	-3.9	-0.9
INSTITUTIONAL TOTAL	+2.7	+2.8
HEALTH	+4.6	+4.0
EDUCATION	+1.5	+1.1
AMUSEMENT & RECREATION	+1.3	+1.6

Consensus Construction Forecast, American Institute of Architects (AIA), January 2026.



Amusement & Recreation

TRENDING

Indoor water parks are growing in popularity, according to Bloolooop. They require less space than the outdoor versions (making them popular in urban and suburban settings; attract visitors year-round; and are often connected with resort-style hotels.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **+3.9%** **\$44B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	+1.3%	-1.0%	\$43B
2027	+1.6%	+1.0%	\$43B
2028		+3.0%	\$44B
2029		+5.0%	\$47B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26.



Hotels & Lodging

TRENDING

FMI Corp sees renovation projects and overall property improvements as the source of activity for 2026. "Owners still need to keep properties competitive, but scopes are becoming more practical, with focus on guestrooms, lobbies, and building systems that protect rates and reduce operating friction."

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **-1.1%** **\$24B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	+3.2%	-2.0%	\$24B
2027	+5.3%	+6.0%	\$25B
2028		+13.0%	\$28B
2029		+15.0%	\$33B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26.



Healthcare

TRENDING

Healthcare facility construction and renovation budgets continue to remain tight and often need to be justified with expected outcomes. Evidence-Based Design (EBD) is a data-driven method that links physical design with healthcare improvements like reducing patient stress through natural light and views, or lowering patient fall rates by optimizing room layouts.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **-0.5%** **\$69B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	+4.6%	+3.0%	\$72B
2027	+4.0%	+4.0%	\$75B
2028		+4.0%	\$78B
2029		+3.0%	\$80B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26.



Education

TRENDING

K-12 schools, with a continued focus on safety, are seeing the rise of Crime Prevention Through Environmental Design (CPTED), which emphasizes smarter building design layouts. Elements include natural surveillance with clear sightlines versus more cameras; better use of walkways, lighting, and fences to guide visitors toward the main entrance; and territorial reinforcement with well-defined property boundaries.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **-1.5%** **\$141B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	+1.5%	0.0%	\$138B
2027	+1.1%	+2.0%	\$142B
2028		+4.0%	\$148B
2029		+6.0%	\$156B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26.



Office

TRENDING

IOC Construction, a commercial construction services firm, sees 2026 Commercial Design Trends centered on more neutral colors and clean lines; durable, cleanable surface materials for high-traffic areas; adaptable lighting that contributes to energy savings during off-peak times; intuitive visual signage with less words to guide visitors through buildings; hospitality-inspired lobbies in commercial buildings; stronger use of biophilic elements; and small-luxury upgrades for high-touch areas like backlit vanity mirrors in restrooms.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) -0.9% \$106B

	AIA Consensus Forecast	FMI Corp Outlook	
2026	+6.0%	+7.0%	\$113B
2027	+3.9%	+10.0%	\$124B
2028		+11.0%	\$137B
2029		+8.0%	\$148B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26.



Data Centers

TRENDING

According to Accenture's Data Center 10 Key Trends for 2026, while hyperscalers dominate the headlines, edge data centers – small facilities built near cities, industrial areas, and transportation corridors – are a key growth segment. Accenture predicts global growth in edge centers from \$15.4B in 2024 to \$39.8B by 2030, with North America realizing 32% annual growth. This will require a reliance on prefabricated elements and modular design to meet delivery expectations, solve for a lack of skilled labor, and to build in congested areas.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **+18.5%** **\$43B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	+26.3%	+23.0%	\$52B
2027	+16.5%	+21.0%	\$63B
2028		+13.0%	\$71B
2029		+11.0%	\$79B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26. Data Center and Warehouse construction based on U.S. Census Private Construction Spending.



Manufacturing

TRENDING

Deloitte's 2026 Manufacturing Industry Outlook states that as of July 2025, companies have announced more than \$500B in private sector commitments for U.S. chipmaking, which would triple domestic capacity by 2032 and create more than 500,000 jobs.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **-9.6%** **\$214B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	-3.9%	-3.0%	\$215B
2027	-0.9%	+4.0%	\$224B
2028		+7.0%	\$240B
2029		+9.0%	\$262B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26.



Warehouses

TRENDING

Power availability is an increasingly critical factor in selecting a warehouse. Prologis, a leading logistics firm, points out in their 2026 Supply Chain Trends the need for power-ready logistics facilities capable of supporting automation and manufacturing demands. They estimate that fully automated facilities use 3-5x more power.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **-6.0%** **\$55.2B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	-2.2%	-5.0%	\$53B
2027	+2.8%	+9.0%	\$57B
2028		+12.0%	\$64B
2029		+13.0%	\$73B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26. Data Center and Warehouse construction based on U.S. Census Private Construction Spending.



Retail/Other Commercial

TRENDING

According to FMI Corp, there were more store closings than openings with Joann Fabrics, Forever 21, At Home, and Rite Aid declaring bankruptcy. While retailers continue to invest in technology and ecommerce, in-store sales still account for 85% of retail activity. Expect retail construction activity around remodels, re-tenants, and mixed-use additions.

Recent Annual US Census Construction Spend: (October '25 vs. October '24) **-2.3%** **\$122B**

	AIA Consensus Forecast	FMI Corp Outlook	
2026	+0.2%	-4.0%	\$116B
2027	+2.8%	+3.0%	\$119B
2028		+7.0%	\$127B
2029		+9.0%	\$139B

Source: FMI Corp Q1 2026 North American Engineering and Construction Outlook; AIA Consensus Forecast, January 2026; U.S. Census Monthly Construction spending – October 2025 Total Construction Seasonally Adjusted, 1/21/26.

SECTION THREE

**2026 BLD OMNIBUS
STUDY HOME DESIGN
FEATURES**

Provided by Researchscape



Omnibus Study Methodology

SUMMARY

BLD Marketing commissioned an omnibus 5-question survey with market research firm, Researchscape.

National Survey

- 2024: 1,081 consumer respondents
- 2025: 1,108 consumer respondents
- 2026 Survey: 1,174 consumer respondents

Online survey fielded with consumers from

- 2024: 2/23-2/25/24
- 2025: 2/14-2/18/25
- 2026: 1/23-1/26/26

Home Design Features Surveyed

- Exterior Cladding
- Window Frame Colors
- Front Door Colors
- Backyard Upgrade Priorities
- Interior Upgrade Priorities

Respondent Detail

AGE RANGE	2026	2025	2024	MARITAL STATUS	2026	2025	2024	GENDER	2026	2025	2024	GEOGRAPHY	2026	2025	2024
18-34	29%	29%	31%	SINGLE	24%	25%	27%	FEMALE	51%	51%	52%	SOUTH-ATLANTIC	20%	20%	20%
35-44	17%	17%	18%	ENGAGED	1%	2%	1%	MALE	49%	49%	48%	PACIFIC	16%	16%	15%
45-54	15%	15%	17%	LIVING W/ PARTNER	6%	5%	7%	OTHER	0%	0%	0%	EAST NORTH CENTRAL	14%	14%	14%
55-64	16%	16%	18%	MARRIED	52%	51%	47%					MID-ATLANTIC	13%	13%	13%
65+	23%	23%	16%	DIVORCED	11%	11%	13%					WEST SOUTH CENTRAL	12%	12%	12%
				WIDOWED	6%	6%	5%					MOUNTAIN	8%	8%	7%
												WEST NORTH CENTRAL	6%	6%	6%
												EAST SOUTH CENTRAL	6%	6%	6%
												NEW ENGLAND	5%	5%	5%

EDUCATION	2026	2025	2024	ETHNICITY	2026	2025	2024	HOUSEHOLD INCOME	2026	2025	2024
SOME HIGH SCHOOL	11%	10%	13%	WHITE	61%	62%	65%	< \$25K	16%	16%	21%
HIGH SCHOOL GRAD	27%	27%	28%	HISPANIC	18%	17%	16%	\$25K-\$49,999K	18%	18%	19%
SOME COLLEGE	29%	30%	31%	AFRICAN AMERICAN	12%	12%	12%	\$50K-\$74,999K	18%	20%	19%
BACHELOR'S DEGREE	21%	21%	18%	ASIAN	6%	6%	4%	\$75K-\$99,999K	11%	10%	11%
MASTER'S DEGREE	10%	6%	7%	OTHER	3%	3%	2%	\$100K-\$149,999K	21%	21%	18%
DOCTORATE/PROFESSIONAL DEGREE	2%	6%	3%	NATIVE AMERICAN	-	1%	1%	\$150K-\$199,999K	7%	7%	8%
								\$200K+	9%	8%	4%

Researchscape 2026 Omnibus Study,1,174 respondents,1/23/26-1/26/26 1,108 respondents, 2/14/25-2/18/25, & 1,088 respondents, February 1/23/24-1/25/24.

Exterior Cladding Materials

If you were building a new home or changing the exterior of your existing home, what would your first choice of materials be?

FIRST CHOICE OF MATERIALS	2026	2025	2024	TREND '24-'26
BRICK	47%	45%	51%	-4
VINYL SIDING	19%	21%	22%	-3
ENGINEERED WOOD	12%	17%	13%	-1
COMPOSITE SIDING*	11%	-	-	+11*
FIBER CEMENT CLADDING	8%	11%	11%	-3
OTHER	3%	6%	3%	0

*Composite Siding was an added category in 2026.

2026 TOP 2 CHOICES IN EXTERIOR CLADDING MATERIALS BY GENERATION

Baby Boomers	Gen X	Millennials	Gen Z
Brick 49%	Brick 51%	Brick 43%	Brick 42%
Vinyl Siding 23%	Vinyl Siding 23%	Vinyl Siding 18%	Engineered Wood 22%

2026 TOP 2 CHOICES IN EXTERIOR CLADDING MATERIALS BY REGION

Midwest	Northeast	South	West
Brick 43%	Brick 44%	Brick 56%	Brick 37%
Vinyl Siding 29%	Vinyl Siding 27%	Vinyl Siding 16%	Composite Siding 18%



Exterior Cladding Materials by Generation

MATERIALS BY GENERATION	BABY BOOMER				GEN X			
	2026	2025	2024	TREND '24-'26	2026	2025	2024	TREND '24-'26
BRICK	49%	48%	51%	-2	51%	45%	55%	-4
VINYL SIDING	23%	23%	25%	-2	23%	27%	22%	+1
ENGINEERED WOOD	7%	13%	11%	-4	5%	12%	15%	-10
COMPOSITE SIDING*	8%	-	-	+8	12%	-	-	+12
FIBER CEMENT CLADDING	7%	8%	7%	0	8%	11%	7%	+1
OTHER	3%	8%	5%	-2	1%	5%	1%	0

MATERIALS BY GENERATION	MILLENNIALS				GEN Z			
	2026	2025	2024	TREND '24-'26	2026	2025	2024	TREND '24-'26
BRICK	43%	44%	48%	-5	42%	44%	50%	-8
VINYL SIDING	18%	20%	28%	-10	12%	12%	16%	-4
ENGINEERED WOOD	16%	19%	11%	+5	22%	27%	19%	+3
COMPOSITE SIDING*	14%	-	-	+14	10%	-	-	+10
FIBER CEMENT CLADDING	8%	10%	9%	-1	12%	13%	13%	-1
OTHER	1%	7%	3%	-2	2%	4%	2%	0

*Composite Siding was an added category in 2026.

Exterior Cladding Materials by Region

MATERIALS BY REGION	MIDWEST				NORTHEAST			
	2026	2025	2024	TREND '24-'26	2026	2025	2024	TREND '24-'26
BRICK	43%	45%	51%	-8	44%	38%	44%	0
VINYL SIDING	29%	30%	31%	-2	27%	33%	31%	-4
ENGINEERED WOOD	9%	13%	10%	-1	13%	18%	14%	-1
COMPOSITE SIDING*	11%	-	-	+11	11%	-	-	+11
FIBER CEMENT CLADDING	7%	7%	7%	0	4%	7%	8%	-4
OTHER	1%	5%	2%	-1	1%	4%	1%	0

MATERIALS BY REGION	SOUTH				WEST			
	2026	2025	2024	TREND '24-'26	2026	2025	2024	TREND '24-'26
BRICK	56%	57%	61%	-5	37%	32%	37%	0
VINYL SIDING	16%	16%	17%	-1	10%	14%	20%	-10
ENGINEERED WOOD	11%	14%	11%	0	14%	25%	22%	-8
COMPOSITE SIDING*	7%	-	-	+7	18%	-	-	+18
FIBER CEMENT CLADDING	7%	7%	8%	-1	16%	21%	14%	+2
OTHER	3%	6%	3%	0	5%	8%	7%	-2

*Composite Siding was an added category in 2026.

Window Frame Colors

If you were building a new home or replacing the windows on your existing home, what would your first choice of color for the window frames be?

FIRST COLOR CHOICE	2026	2025	2024	TREND '24-'26
WHITE	45%	45%	46%	-1
BLACK	16%	14%	17%	-1
BLUE	6%	5%	5%	+1
BROWN	5%	6%	6%	-1
GREEN	3%	2%	2%	+1
TAN	3%	1%	1%	+2
GRAY	3%	4%	5%	-2
RED	2%	2%	2%	0
BEIGE	2%	3%	2%	0
WOOD	1%	2%	2%	-1

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

2026 TOP 2 CHOICES IN WINDOW COLOR BY GENERATION

Baby Boomers	Gen X	Millennials	Gen Z
White 56%	White 52%	White 43%	White 45%
Black 9%	Black 17%	Black 18%	Black 24%

2026 TOP 2 CHOICES IN WINDOW COLOR BY REGION

Midwest	Northeast	South	West
White 47%	White 49%	White 44%	White 60%
Black 17%	Black 13%	Black 19%	Black 13%



Window Frame Colors by Generation

BABY BOOMER TOP 5			
RANK	2026	2025	2024
#1	White 56%	White 52%	White 55%
#2	Black 9%	Black 11%	Black 11%
#3	Brown 6%	Brown 7%	Brown 5%
#4	Blue 5%	Beige 5%	Blue 5%
#5	Gray 4%	Gray 3%	Gray 3%

GEN X TOP 5			
RANK	2026	2025	2024
#1	White 52%	White 48%	White 47%
#2	Black 17%	Black 11%	Black 12%
#3	Brown 7%	Brown 6%	Brown 8%
#4	Gray 5%	Blue 5%	Blue 6%
#5	Blue, Tan 4%	Gray 4%	Gray 6%

MILLENNIALS TOP 5			
RANK	2026	2025	2024
#1	White 43%	White 40%	White 39%
#2	Black 18%	Black 17%	Black 18%
#3	Blue 10%	Blue 6%	Gray 7%
#4	Brown 8%	Gray 4%	Blue 7%
#5	Gray 8%	Brown, Red 4%	Brown 7%

GEN Z TOP 5			
RANK	2026	2025	2024
#1	White 45%	White 34%	White 36%
#2	Black 24%	Black 19%	Black 27%
#3	Blue 9%	Brown 10%	Gray 5%
#4	Gray 4%	Blue 8%	Blue 4%
#5	Brown 4%	Wood 4%	Brown 4%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Window Frame Colors by Region

MIDWEST TOP 5			
RANK	2026	2025	2024
#1	White 47%	White 51%	White 45%
#2	Black 17%	Black 13%	Black 20%
#3	Brown 8%	Brown 5%	Brown 7%
#4	Tan 7%	Blue 5%	Blue 5%
#5	Blue 6%	Gray 3%	Gray 3%

NORTHEAST TOP 5			
RANK	2026	2025	2024
#1	White 49%	White 46%	White 47%
#2	Black 13%	Black 17%	Black 15%
#3	Blue 9%	Red 5%	Blue 6%
#4	Brown 7%	Blue 4%	Gray 6%
#5	Wood 3%	Brown 4%	Brown 5%

SOUTH TOP 5			
RANK	2026	2025	2024
#1	White 44%	White 44%	White 44%
#2	Black 19%	Black 14%	Black 17%
#3	Blue 8%	Brown 6%	Brown 7%
#4	Gray 7%	Blue 6%	Blue 5%
#5	Brown 6%	Green 3%	Gray 5%

WEST TOP 5			
RANK	2026	2025	2024
#1	White 60%	White 41%	White 49%
#2	Black 13%	Black 13%	Black 9%
#3	Gray 7%	Brown 7%	Gray 9%
#4	Brown 6%	Gray 6%	Blue 6%
#5	Blue 4%	Blue 4%	Brown 5%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Front Door Colors

If you were building a new home or changing the front door on your existing home, what would your first choice of color for the front door be?

FIRST COLOR CHOICE	2026	2025	2024	TREND '24-'26
WHITE	19%	18%	21%	-2
BLACK	15%	14%	14%	+1
BROWN	12%	12%	13%	-1
RED	12%	9%	13%	-1
BLUE	9%	11%	8%	+1
WOOD	5%	9%	2%	+3
GREEN	4%	4%	5%	-1
GRAY	4%	3%	4%	0
TAN	2%	1%	0%	+2
PURPLE	2%	0%	1%	+1
DARK BROWN	1%	2%	2%	-1

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

2026 TOP 2 CHOICES IN DOOR COLOR BY GENERATION

Baby Boomers	Gen X	Millennials	Gen Z
White 20%	Black 22%	Black 18%	White 24%
Red 17%	White 21%	Brown 16%	Black 22%

2026 TOP 2 CHOICES IN DOOR COLOR BY REGION

Midwest	Northeast	South	West
White 22%	White 19%	Black 20%	Black 19%
Brown 15%	Black 15%	White 19%	Brown 18%



Front Door Colors by Generation

BABY BOOMER TOP 5			
RANK	2026	2025	2024
#1	White 20%	White 16%	White 22%
#2	Red 17%	Black, Brown, Wood 12%	Blue 13%
#3	Blue 12%	Blue 10%	Brown 11%
#4	Black 11%	Red 7%	Black 10%
#5	Brown 11%	Green 6%	Red 10%

GEN X TOP 5			
RANK	2026	2025	2024
#1	Black 22%	Brown 16%	White 18%
#2	White 21%	White, Black 13%	Brown 16%
#3	Brown 16%	Blue 13%	Red 14%
#4	Red 14%	Wood 10%	Black 10%
#5	Wood 9%	Red 9%	Blue 9%

MILLENNIALS TOP 5			
RANK	2026	2025	2024
#1	Black 18%	White 19%	White 19%
#2	Brown 16%	Black 18%	Black 16%
#3	Blue 12%	Red 12%	Red 15%
#4	White 11%	Brown 10%	Brown 10%
#5	Wood 11%	Wood, Blue 8%	Blue 9%

GEN Z TOP 5			
RANK	2026	2025	2024
#1	White 24%	White 25%	Black 22%
#2	Black 22%	Blue 14%	White 19%
#3	Brown 11%	Brown 13%	Brown 12%
#4	Red 10%	Black 12%	Red 10%
#5	Blue, Gray 9%	Red 10%	Gray 6%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Front Door Colors by Region

MIDWEST TOP 5			
RANK	2026	2025	2024
#1	White 22%	White 18%	White 22%
#2	Brown 15%	Brown 14%	Black 16%
#3	Black, Red 14%	Blue 12%	Brown 11%
#4	Blue 11%	Red 9%	Red 10%
#5	Wood 7%	Black 9%	Blue 8%

NORTHEAST TOP 5			
RANK	2026	2025	2024
#1	White 19%	White 19%	White 21%
#2	Black 15%	Black 18%	Black 15%
#3	Red 14%	Blue 12%	Red 15%
#4	Blue 10%	Red 10%	Brown 12%
#5	Brown, Wood 9%	Brown 7%	Blue 9%

SOUTH TOP 5			
RANK	2026	2025	2024
#1	Black 20%	White 17%	White 18%
#2	White 19%	Black 13%	Black 17%
#3	Brown 11%	Red 13%	Red 13%
#4	Blue, Red 11%	Blue 12%	Blue 13%
#5	Gray 7%	Wood 12%	Brown 11%

WEST TOP 5			
RANK	2026	2025	2024
#1	Black 19%	White 19%	White 18%
#2	Brown 18%	Brown 13%	Brown 14%
#3	White 16%	Wood 13%	Red 13%
#4	Red 14%	Black 12%	Black 11%
#5	Wood 12%	Red 9%	Blue 8%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Backyard Upgrade Priorities

If you were building a new home or upgrading your existing home, what would your priorities for the backyard be?

RANK	BACKYARD #1 PRIORITY	2026	2025	2024	TREND '24-'26
#1	FENCE	16%	14%	16%	0
#2	LANDSCAPING	15%	15%	15%	0
#3	DECK 6% PRESSURE-TREATED 8% COMPOSITE IN '26	14%	15%	11%	+3
#4	LAWN	13%	12%	13%	0
#5	PATIO	10%	10%	10%	0
#6	SWIMMING POOL	8%	8%	12%	-4
#7	LIGHTING	7%	7%	6%	+1
#8	SHED	5%	5%	4%	+1
#9	FIRE PIT	4%	5%	5%	-1
#10	OUTDOOR KITCHEN	4%	4%	3%	+1
#11	HOT TUB	3%	3%	3%	0

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

2026 TOP 3 CHOICES IN BACKYARD UPGRADE PRIORITIES BY GENERATION

Baby Boomers

Deck 22%
Lawn 18%
Landscaping 16%

Gen X

Fence 17%
Landscaping 17%
Deck 13%

Millennials

Fence 21%
Landscaping 14%
Swimming Pool 10%

Gen Z

Lawn 19%
Fence 12%
Landscaping 11%

2026 TOP 3 CHOICES IN BACKYARD UPGRADE PRIORITIES BY REGION

Midwest

Deck 20%
Fence 15%
Lawn 14%

Northeast

Deck 18%
Landscaping 13%
Fence 13%

South

Deck 20%
Fence 15%
Lawn 14%

West

Deck 18%
Landscaping 13%
Fence 13%



Backyard Upgrade Priorities by Generation

BABY BOOMER TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Deck 22% 9% pre-treated 13% composite	#1 TIE	Landscaping 19%	#1	Deck 19% 10% pre-treated 9% composite
#2	Lawn 18%	#1 TIE	Deck 19% 9% pre-treated 10% composite	#2	Landscaping 17%
#3	Landscaping 16%	#3	Fence 16%	#3	Fence 16%
#4	Patio 13%	#4	Lawn 10%	#4	Lawn 14%
#5	Fence 12%	#5	Patio 10%	#5	Patio 10%

GEN X TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1 TIE	Fence 17%	#1	Fence 18%	#1	Fence 16%
#1 TIE	Landscaping 17%	#2	Deck 16% 8% pre-treated 8% composite	#2	Landscaping 13%
#3	Deck 13% 5% pre-treated 8% composite	#3	Landscaping 13%	#3 TIE	Lawn 12%
#4	Swimming Pool 9%	#4	Patio 12%	#3 TIE	Swimming Pool 12%
#5 TIE	Lawn 9%	#5	Lawn 11%	#5	Deck 11% 4% pre-treated 7% composite
#5 TIE	Patio 9%				

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Backyard Upgrade Priorities by Generation

MILLENNIALS TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Fence 21%	#1 TIE	Landscaping 15%	#1	Fence 17%
#2	Landscaping 14%	#1 TIE	Lawn 15%	#2	Lawn 12%
#3	Swimming Pool 10%	#3	Fence 14%	#3	Deck 11% 5% pre-treated 6% composite
#4	Patio 10%	#4	Deck 12% 7% pre-treated 5% composite	#4	Landscaping 10%
#5	Lawn 9%	#5	Swimming Pool 10%	#5	Patio 10%

GEN Z TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Lawn 19%	#1	Lawn 14%	#1	Fence 18%
#2	Fence 12%	#2	Deck 12% 7% pre-treated 5% composite	#2	Lawn 16%
#3 TIE	Landscaping 11%	#3	Patio 12%	#3	Landscaping 14%
#3 TIE	Lighting 11%	#4	Landscaping 10%	#4	Swimming Pool 13%
#5 TIE	Patio 9%	#5	Swimming Pool 9%	#5	Patio 8%
#5 TIE	Swimming Pool 9%				

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Backyard Upgrade Priorities by Region

MIDWEST TOP 5					
RANK	2026		RANK	2025	
					2024
#1	Deck 20%	10% pre-treated 10% composite	#1	Deck 19%	7% pre-treated 12% composite
			#1 TIE	Fence 16%	
#2	Fence 15%		#2	Landscaping 15%	#1 TIE
				Lawn 16%	
#3	Lawn 14%		#3	Fence 14%	#3
				Deck 16%	7% pre-treated 9% composite
#4	Landscaping 14%		#4	Patio 12%	#4
				Landscaping 14%	
#5	Patio 11%		#5	Lawn 11%	#5
				Patio 10%	

NORTHEAST TOP 5					
RANK	2026		RANK	2025	
					2024
#1	Deck 18%	6% pre-treated 12% composite	#1	Deck 23%	11% pre-treated 12% composite
			#1	Landscaping 17%	
#2 TIE	Landscaping 13%		#2	Landscaping 14%	#2
				Fence 17%	
#2 TIE	Fence 13%		#3	Lawn 11%	#3
				Deck 13%	7% pre-treated 6% composite
#4	Lawn 11%		#4	Fence 10%	#4
				Swimming Pool 11%	
#5	Patio 10%		#5 TIE	Patio 8%	#5
				Lawn 11%	
			#5 TIE	Swimming Pool 8%	

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Backyard Upgrade Priorities by Region

SOUTH TOP 5					
RANK	2026		RANK	2025	RANK 2024
#1	Deck 20%	10% pre-treated 10% composite	#1	Fence 18%	#1 Fence 18%
#2	Fence 15%		#2	Lawn 13%	#2 Lawn 14%
#3	Lawn 14%		#3	Deck 12%	7% pre-treated 5% composite
#4	Landscaping 14%		#4	Landscaping 12%	#4 Deck 12% 6% pre-treated 6% composite
#5	Patio 11%		#5	Patio 11%	#5 Landscaping 10%
WEST TOP 5					
RANK	2026		RANK	2025	RANK 2024
#1	Deck 18%	6% pre-treated 12% composite	#1	Landscaping 20%	#1 Fence 16%
#2 TIE	Landscaping 13%		#2	Fence 14%	#2 Landscaping 16%
#2 TIE	Fence 13%		#3	Lawn 13%	#3 TIE Lawn 12%
#4	Lawn 11%		#4 TIE	Deck 8%	5% pre-treated 3% composite
#5	Patio 10%		#4 TIE	Swimming Pool 8%	#3 TIE Patio 12%
					#3 TIE Swimming Pool 12%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Interior Upgrade Priorities

If you were building a new home or upgrading your existing home, what would your number one priority feature for the interior of the house be?

RANK	INTERIOR #1 PRIORITY	2026	2025	2024	TREND '24-'26
#1	MODERN KITCHEN	16%	18%	17%	-1
#2	ENERGY EFFICIENCY	14%	15%	16%	-2
#3	HARDWOOD FLOORS	10%	10%	10%	0
#4	OPEN FLOOR PLAN	12%	10%	11%	+1
#5	LUXURY BATHROOMS	9%	7%	7%	+2
#6	HOME OFFICE/DEN	8%	6%	6%	+2
#7	WALK-IN CLOSETS	5%	4%	6%	-1
#8	EXTRA BEDROOM(S)	6%	6%	6%	0
#9	TILE FLOORS	4%	6%	5%	-1
#10	LAUNDRY ROOM	4%	5%	4%	0
#11	SMART-HOME TECHNOLOGY	4%	5%	6%	-2
#12	MEDIA/ENTERTAINMENT ROOM	4%	3%	4%	0
#13	LUXURY VINYL PLANK FLOORS	3%	3%	3%	0

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

2026 TOP 3 CHOICES IN INTERIOR UPGRADE PRIORITIES BY GENERATION

Baby Boomers

Modern Kitchen 20%
Energy Efficiency 17%
Open Floor Plan 16%

Gen X

Modern Kitchen 19%
Open Floor Plan 15%
Energy Efficiency 13%

Millennials

Modern Kitchen 14%
Extra Bedroom 13%
Energy Efficiency 11%

Gen Z

Den/Home Office 16%
Energy Efficiency 16%
Hardwood Floors 11%

2026 TOP 3 CHOICES IN INTERIOR UPGRADE PRIORITIES BY REGION

Midwest

Modern Kitchen 15%
Open Floor Plan 15%
Energy Efficiency 13%

Northeast

Modern Kitchen 19%
Open Floor Plan 17%
Luxury Bathrooms 13%

South

Energy Efficiency 19%
Modern Kitchen 15%
Hardwood Floors 9%

West

Modern Kitchen 15%
Open Floor Plan 14%
Den/Home Office 12%



Interior Upgrade Priorities by Generation

BABY BOOMER TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Modern Kitchen 20%	#1	Energy Efficiency 23%	#1	Modern Kitchen 21%
#2	Energy Efficiency 17%	#2	Modern Kitchen 21%	#2	Energy Efficiency 18%
#3	Open Floor Plan 16%	#3	Hardwood Floors 11%	#3	Hardwood Floors 12%
#4	Hardwood Floors 12%	#4	Open Floor Plan 10%	#4	Open Floor Plan 10%
#5	Luxury Bathrooms 11%	#5	Luxury Bathrooms 8%	#5	Luxury Bathrooms 8%

GEN X TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Modern Kitchen 19%	#1	Modern Kitchen 20%	#1	Energy Efficiency 16%
#2	Open Floor Plan 15%	#2	Energy Efficiency 15%	#2	Modern Kitchen 16%
#3	Energy Efficiency 13%	#3	Open Floor Plan 13%	#3	Open Floor Plan 12%
#4	Walk-in Closets 8%	#4	Hardwood Floors 10%	#4	Hardwood Floors 10%
#5	Hardwood Floors 8%	#5	Luxury Bathrooms 9%	#5	Smart-Home Technology 7%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Interior Upgrade Priorities by Generation

MILLENNIALS TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Modern Kitchen 14%	#1	Modern Kitchen 19%	#1	Modern Kitchen 18%
#2	Extra Bedroom 13%	#2	Energy Efficiency 13%	#2	Energy Efficiency 13%
#3	Energy Efficiency 11%	#3	Open Floor Plan 10%	#3	Hardwood Floors 11%
#4	Luxury Bathroom 11%	#4	Extra Bedroom(s) 8%	#4	Open Floor Plan 10%
#5	Hardwood Floors 9%	#5	Hardwood Floors 8%	#5	Extra Bedroom(s) 7%

GEN Z TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Den/Home Office 16%	#1	Den/Home Office 17%	#1	Modern Kitchen 14%
#2	Energy Efficiency 16%	#2	Hardwood Floors 10%	#2	Open Floor Plan 11%
#3	Hardwood Floors 11%	#3	Extra Bedroom(s) 10%	#3 TIE	Energy Efficiency 9%
#4	Tile Floors 8%	#4	Media/Entertainment Room 9%	#3 TIE	Hardwood Floors 9%
#5 TIE	Media/Entertainment Room 8%	#5	Laundry Room 8%	#5 TIE	Laundry Room 8%
#5 TIE	Modern Kitchen 8%			#5 TIE	Den/Home Office – 8%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Interior Upgrade Priorities by Region

MIDWEST TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Modern Kitchen 15%	#1	Modern Kitchen 19%	#1	Modern Kitchen 18%
#2	Open Floor Plan 15%	#2	Energy Efficiency 16%	#2	Open Floor Plan 13%
#3	Energy Efficiency 13%	#3	Open Floor Plan 12%	#3 TIE	Energy Efficiency 13%
#4	Hardwood Floors 11%	#4	Den/Home Office 8%	#3 TIE	Hardwood Floors 13%
#5	Luxury Bathrooms 9%	#5	Hardwood Floors 7%	#5	Extra Bedroom(s) 8%

NORTHEAST TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Modern Kitchen 19%	#1	Modern Kitchen – 16%	#1	Energy Efficiency 19%
#2	Open Floor Plan 17%	#2	Energy Efficiency – 12%	#2	Modern Kitchen 17%
#3	Luxury Bathrooms 13%	#3	Luxury Bathrooms – 9%	#3	Walk-In Closets 11%
#4	Energy Efficiency 11%	#4	Smart-Home Technology 8%	#4	Hardwood Floors 10%
#5	Hardwood Floors 9%	#5 TIE	Den/Home Office 8%	#5	Open Floor Plan 9%
		#5 TIE	Hardwood Floors 8%		
		#5 TIE	Walk-In Closets 8%		

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

Interior Upgrade Priorities by Region

SOUTH TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Energy Efficiency 19%	#1	Modern Kitchen 17%	#1	Modern Kitchen 19%
#2	Modern Kitchen 15%	#2	Energy Efficiency 14%	#2	Energy Efficiency 13%
#3	Hardwood Floors 9%	#3	Hardwood Floors 11%	#3	Open Floor Plan 10%
#4	Extra Bedroom 8%	#4	Open Floor Plan 8%	#4	Hardwood Floors 10%
#5	Open Floor Plan 8%	#5	Luxury Bathrooms 8%	#5	Walk-In Closets 7%

WEST TOP 5					
RANK	2026	RANK	2025	RANK	2024
#1	Modern Kitchen 15%	#1	Energy Efficiency 21%	#1	Energy Efficiency 18%
#2	Open Floor Plan 14%	#2	Modern Kitchen 19%	#2	Modern Kitchen 16%
#3	Den/Home Office 12%	#3	Open Floor Plan 11%	#3	Hardwood Floors 11%
#4	Luxury Bathrooms 12%	#4	Hardwood Floors 10%	#4	Open Floor Plan 10%
#5	Hardwood Floors 11%	#5 TIE	Smart-Home Technology 9%	#5	Den/Home Office 9%

NOTE: For data showing the same percentage, actual counts rank the choices. If counts are equal, data ranking indicates a tie.

2026 MARKETING PLAYBOOK

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