PRESS RELEASE

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FOR IMMEDIATE RELEASE

AWCI Releases 2025 Wall and Ceiling Industry Trends Report

Falls Church, VA—With continued funding and support from the Foundation of the Wall and Ceiling Industry, the Association of the Wall and Ceiling Industry (AWCI) once again partnered with FMI to conduct a comprehensive survey and analysis of industry trends. The 2025 findings provide critical market insights enabling companies in the wall and ceiling industry to think strategically about the market and their businesses.

The 2025 survey measured AWCI member companies' sentiment on the performance of the economy, the construction industry, and their businesses, while also exploring strategic priorities, business operations and top concerns among contractors, manufacturers and suppliers.

Key findings include:

- **Economic Outlook and Growth Segments:** Over 70% of members anticipate the economy and construction market to remain subdued or worsen. Data centers and health care are still expected to be the top growth drivers through 2026.
- **Labor and Business Concerns:** Talent availability is the most pressing challenge for contractors, with over 90% citing shortages in skilled crafts and field management. This concern is second only to the overall economic outlook.
- **Demand and Strategy:** Demand for wall and ceiling products is generally below 2024 forecasts for manufacturers and suppliers. Contractors are prioritizing increasing market share, while suppliers and manufacturers are focused on expanding their offerings.

"This 2025 report is a critical resource for our members, providing a clear view of the economic headwind and segment opportunities in the coming year," says Pete Wilhelms, president of the Foundation and vice president of marketing and product development of Negwer Materials Inc. "The Foundation is proud to support this ongoing initiative, which enables our industry to make informed business decisions."

"With talent availability and economic uncertainty being top-of-mind, this annual research is instrumental in helping AWCI gauge changes in member sentiment and anticipate potential implications for the wall and ceiling industry," says Michael F. Stark, CAE, AWCI CEO.

This newly released report is now available on our website: www.awci.org/reports-and-trends.

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About AWCI: AWCI represents more than 2,400 companies and organizations in the acoustics systems, ceiling systems, drywall systems, exterior insulation and finishing systems, fireproofing, insulation, prefabrication/panelization and stucco industries. Founded in 1918, AWCI's mission is connecting people in the wall and ceiling industry to innovate, grow and succeed.

About the Foundation: The Foundation of the Wall and Ceiling Industry was formed in 1977 to unite and expand the educational and research activities available to contractors, manufacturers, suppliers and the public in general. It is as an IRS designated non-profit 501(c)3 corporation and The Foundation's mission is to provide resources to grow, research to inform and philanthropy to CARE, in support of the wall and ceiling industry.