PRESS RELEASE

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FOR IMMEDIATE RELEASE

AWCI Releases 2026 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 2026 findings provide critical market insights enabling companies in the wall and ceiling industry to think strategically about the market and their businesses.

The 2026 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:** Member sentiment has shifted toward stability, with 47% to 51% of respondents expecting conditions to remain unchanged across evaluated areas, while data centers and health care are expected to see the strongest growth and project demand in 2027.
- **Labor and Business Concerns:** Talent availability remains the leading concern for contractors, alongside workforce development and cost escalation, with field management and skilled trades cited by over 90% of respondents as pressing staffing needs.
- **Demand and Strategy:** Product demand has generally improved over the past 18 months, and contractor backlog conditions remain healthy with 77% reporting at least seven months of contracted work. Contractors are prioritizing increasing volume with existing customers and gaining market share, whereas manufacturers focus on new products and suppliers focus on geographic and segment expansion.

"This 2026 report is a vital resource for AWCI's members, offering a clear perspective on shifting economic stability and key segment opportunities in the coming year," says Lee Zaretzky, president of the Foundation and president of RONSCO, Inc. "The Foundation is proud to support this ongoing initiative, which empowers our industry to make well-informed business decisions."

"With talent availability and cost escalation remaining top-of-mind, this annual research is instrumental in helping AWCI track changes in member sentiment and anticipate industry implications," says Michael F. Stark, CAE, AWCI CEO.

This newly released report serves as an essential guide for industry stakeholders navigating shifting market dynamics, providing the actionable intelligence needed to plan effectively for the year ahead. This newly released report is now available on our website: www.awci.org/technical-resources/reports-and-trends.

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About AWCI: AWCI represents more than 2,500 member 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.