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## **NBMDA's Quarterly Sales Trends Research Show Increased Growth Confidence in 2015**

CHICAGO – The Q1 2015 NBMDA Quarterly Sales Trends Report, a robust benchmarking and forecasting tool, surveyed both distributor and manufacturer members of the North American Building Material Distribution Association (NBMDA) to provide data and insights into near term and regional demand trends, sales forecasts and other issues and challenges facing distributors in the industry.

Overall, NBMDA members saw strong sales growth in late 2014 with both distributors and manufacturers posting 7 percent growth in Q4. December was the strongest month of Q4 for NBMDA members, and respondents are gaining increased confidence in 2015 with more than 80 percent of members more positive about growth prospects versus the same time last year.

Distributor-specific insights from the report showed that initial 2015 growth forecasts are up 9 percent, which is 3 points higher than forecasts put in place 90-120 days ago. Over the last 30 days, more than 20 percent of distributors have increased Q1 2015 sales growth targets slightly. The increase was driven by improving economic outlooks, higher customer confidence, and favorable weather comparisons versus the prior year.

Manufacturers increased 2015 sales growth forecasts 3 points over the last 90-120 days and now expecting 2015 to be up 11 percent. Input costs have moved modestly lower since early Q4 and NBMDA manufacturers anticipate 7 percent profit growth in 2015 versus 5 percent in 2014.

"We are excited about how the report has been tailored not only to the distributor and manufacturer but now allows members to look at data specific to their primary product category," said NBMDA Executive Vice President Kevin Gammonley. "This enhancement will allow NBMDA distributors and manufacturers to utilize the sales trends and forecasts to even better prepare for 2015."

Learn more about NBMDA partnerships and member resources at [www.nbmda.org](http://www.nbmda.org).

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### **About NBMDA**

NBMDA is a trade association representing the leading wholesale distributors of wood panels, surfacing materials, cabinet hardware, finishes and related products. Membership is comprised of distributors and manufacturers that serve the independent kitchen and bath dealer, as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. For more information, visit [www.nbmda.org](http://www.nbmda.org).