

**NEWS RELEASE**

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**WDDA Releases Window and Door Market Research Study**

The Window & Door Dealers Alliance (WDDA) is pleased to release our Benchmarking Report. The report is based on results from WDDA's annual attitude and usage research among window and door dealers and retailers conducted by The Farnsworth Group.

The report offers a peek into the window and door industry including trends and statistics, market analysis, and financial information, including detailed data on the following topics:

- Window and door dealer growth and industry outlook,
- Strategies for creating value propositions and differentiators among competitors,
- Best-selling types and brands of windows and doors, and
- Primary customer base and market segmentation.

For the full report, including key data and actionable takeaways to move your business forward, WDDA members should contact Katie Gregg at [kgregg@glass.org](mailto:kgregg@glass.org). To join WDDA for access to the report and other benefits, visit [WDDAlliance.org](http://WDDAlliance.org).

**About WDDA**

An initiative of the National Glass Association, the Window & Door Dealers Alliance (WDDA), [www.wddalliance.org](http://www.wddalliance.org), represents the interests of retail, wholesale and installing dealers of new and replacement windows, doors, skylights and related building products. The WDDA provides services for its member companies, and keeps them informed through Window & Door magazine's family of print and electronic publications. The WDDA also co-sponsors the industry's largest annual trade show in the Americas, GlassBuild America, and hosts Window & Door Dealer Day bringing together industry professionals to help them build more profitable businesses.