

2016-2026

10 Years in Review

RoofersCoffeeShop®



Introduction

RoofersCoffeeShop® is committed to discovering and reporting on industry trends that are shaping the roofing industry through our annual Trends Report. Over the last 10 years, the Trends Report, sponsored by QXO since 2022, has provided key insights into what contractors are seeing and experiencing in the field as they continue to roof buildings and keep people safe and dry. This is what we found over the last decade.



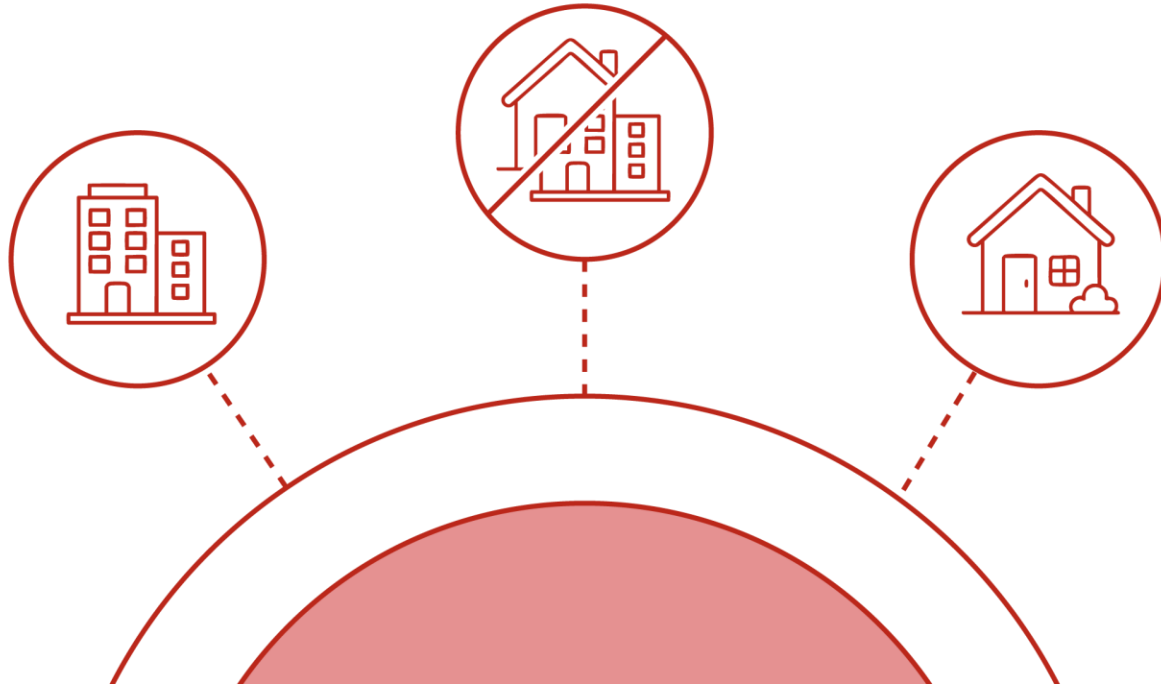
1620
TOTAL
RESPONSES

SURVEYS
ACROSS 10 YEARS:

07

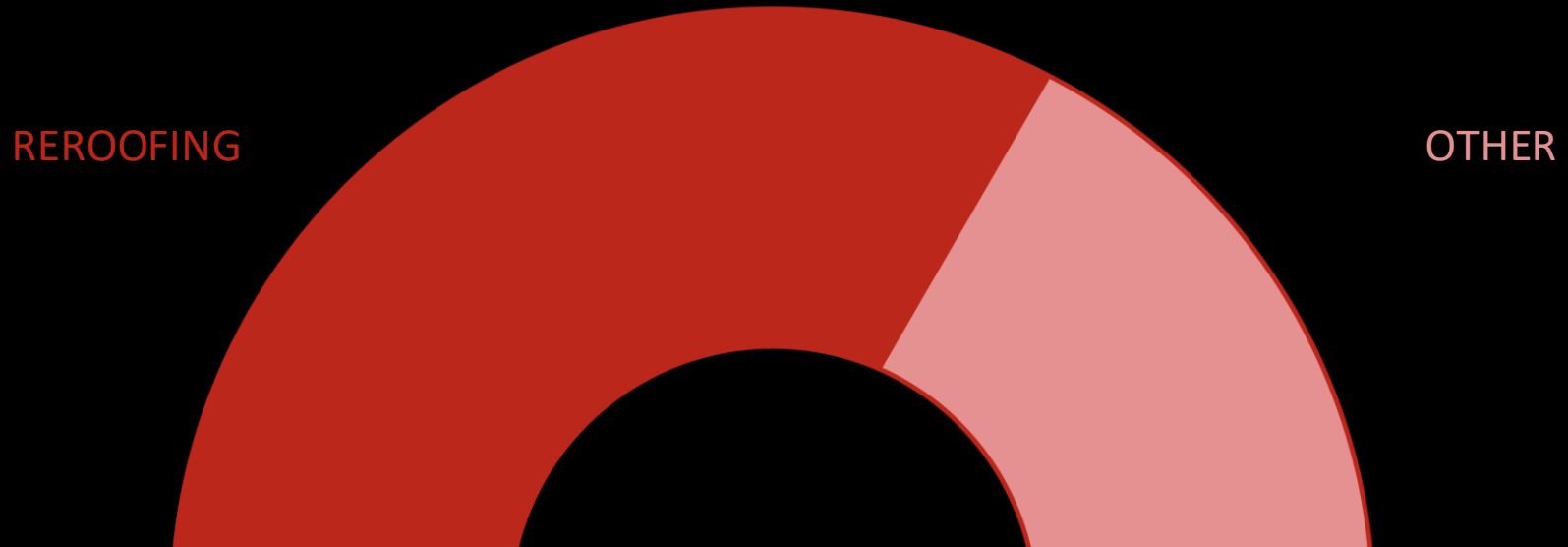
MARKETS SERVED

Throughout the years, there was a consistently even audience split between commercial, residential and both.



TYPES OF SERVICE

Since 2016, reroofing has been the top service reported.



PROJECT INSTALLATION

There has been notable growth in several material options contractors install over the years.

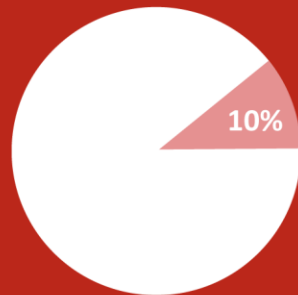


GROWTH OF LIQUID-APPLIED ROOFING

There was a key shift in 2022/23 regarding how many contractors are installing liquid-applied roofing (LAR), which is a testament to the growth of this market.

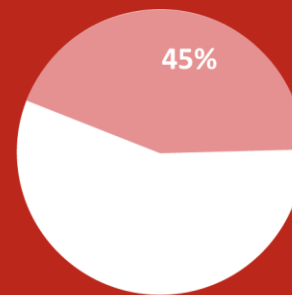
2019

81% of respondents
noted they install
LAR 0-10% of the time



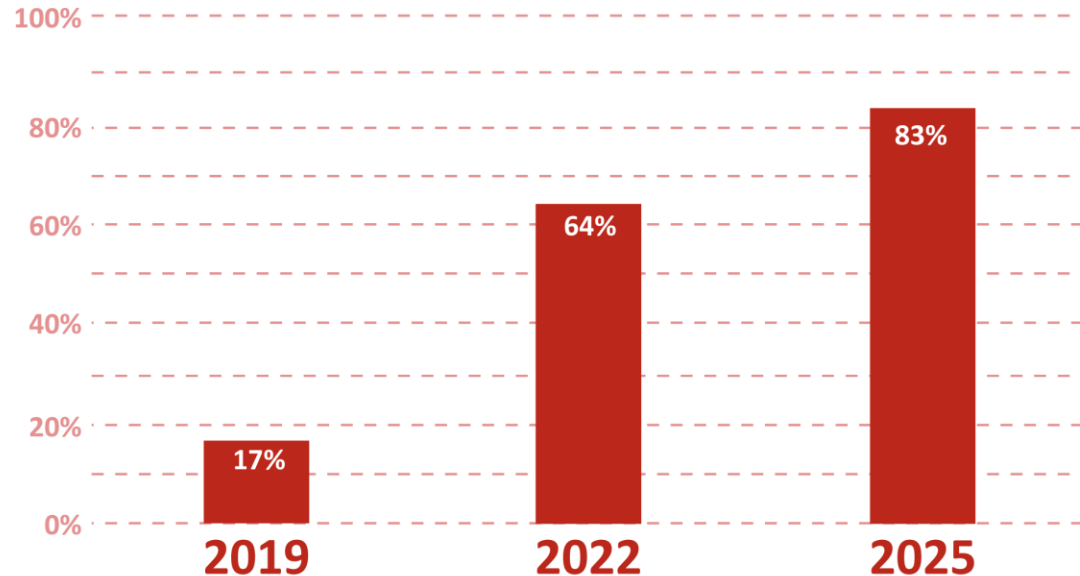
2025

45% of respondents
noted they install LAR



GROWTH OF METAL ROOFING

Throughout the years there has been a dramatic increase in the number of contractors installing metal, which coincides with the overall growth of the market share.



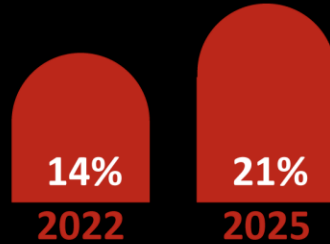
OPERATIONS

The most significant shift throughout the last decade in terms of operations was how contractors are purchasing from distributors.



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PURCHASING

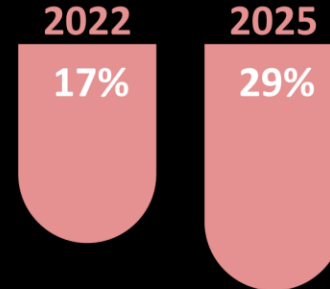


PERCENTAGE OF PEOPLE BUYING FROM DISTRIBUTORS

Shows a strong increase in digital purchasing.

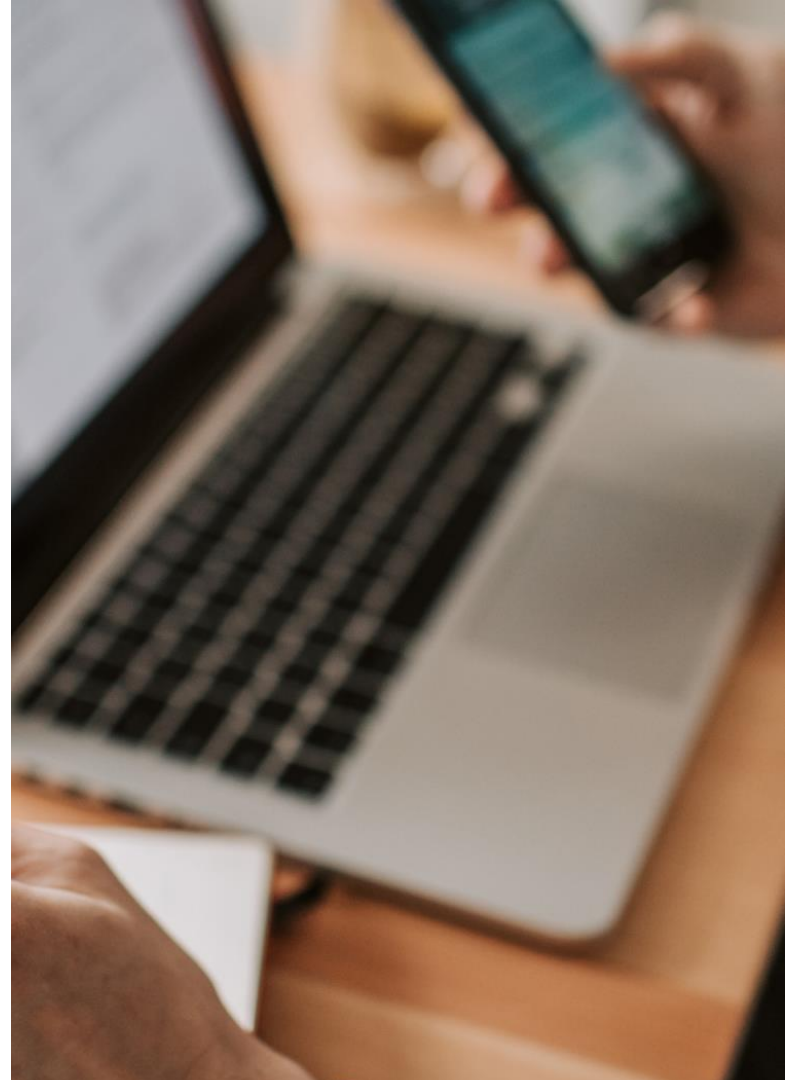
PERCENTAGE OF SALES ATTRIBUTED TO FIELD SALES REPS

Shows drop in phone order popularity with new options.

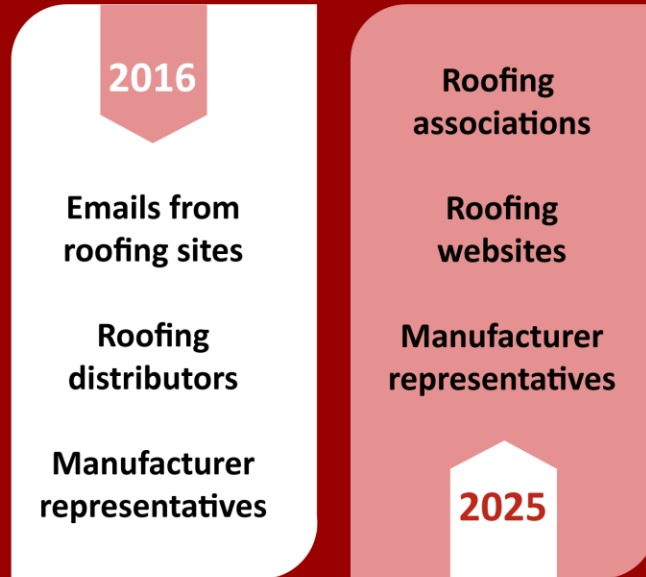


ENGAGEMENT

The ways in which contractors engage with information, social media and trade associations has shifted significantly in the last 10 years.



INFORMATION SOURCES

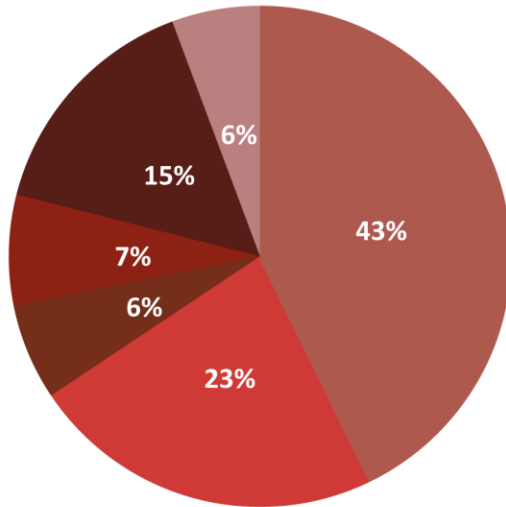


Manufacturer representatives remain a crucial source of information.

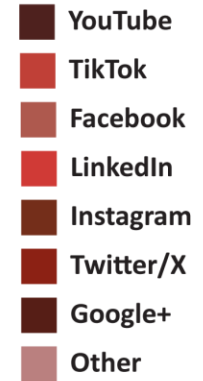
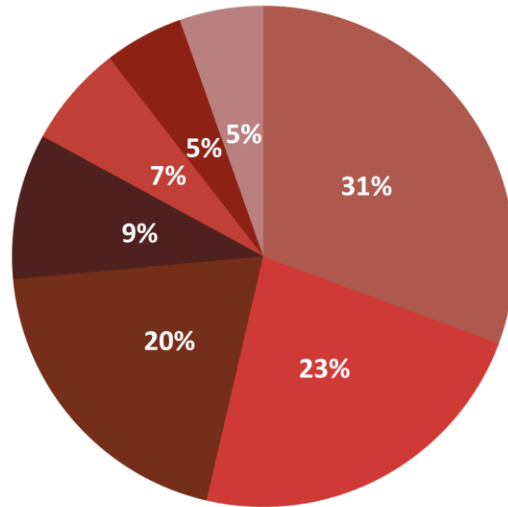
Additionally, social media has more than doubled its popularity as an information source. In 2016, just 22% of contractors used it to find information, and as of 2025, 50% used it as an information source.

PRIMARY SOCIAL MEDIA USAGE

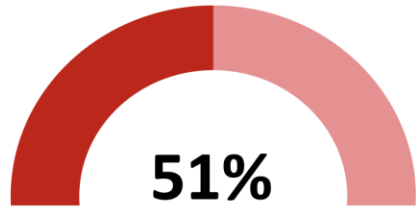
2016



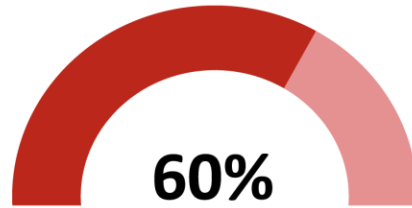
2025



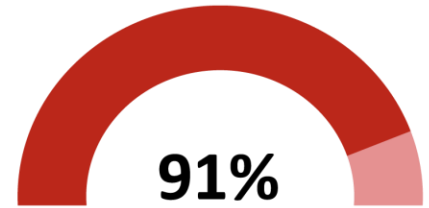
PERCENTAGE OF RESPONDENTS IN TRADE ASSOCIATIONS



2016



2019



2025

OPERATION CONCERNS

Year over year, concerns regarding labor, products and production have remained fairly consistent. Sales and overall business concerns have fluctuated.



TOP LABOR CONCERNS

- RECRUITMENT

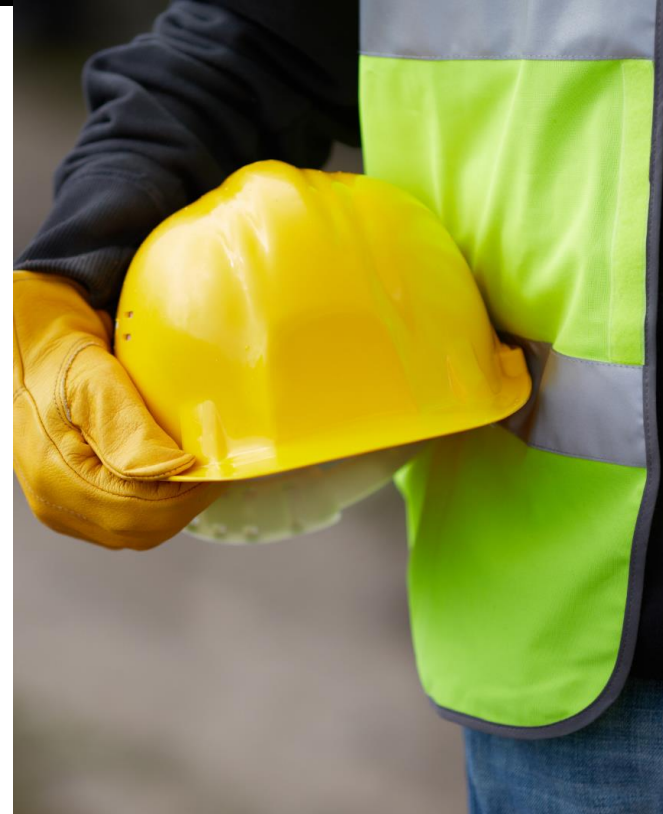
While recruitment and retention was the top-rated concern every year, it has been decreasing since 2019 where it spiked to 61%. In 2025, 46% of respondents indicated it was an issue when compared to other labor-based concerns such as hiring, training and employees/HR.

- LABOR

88% listed labor as a top concern in 2017 when it was first asked.

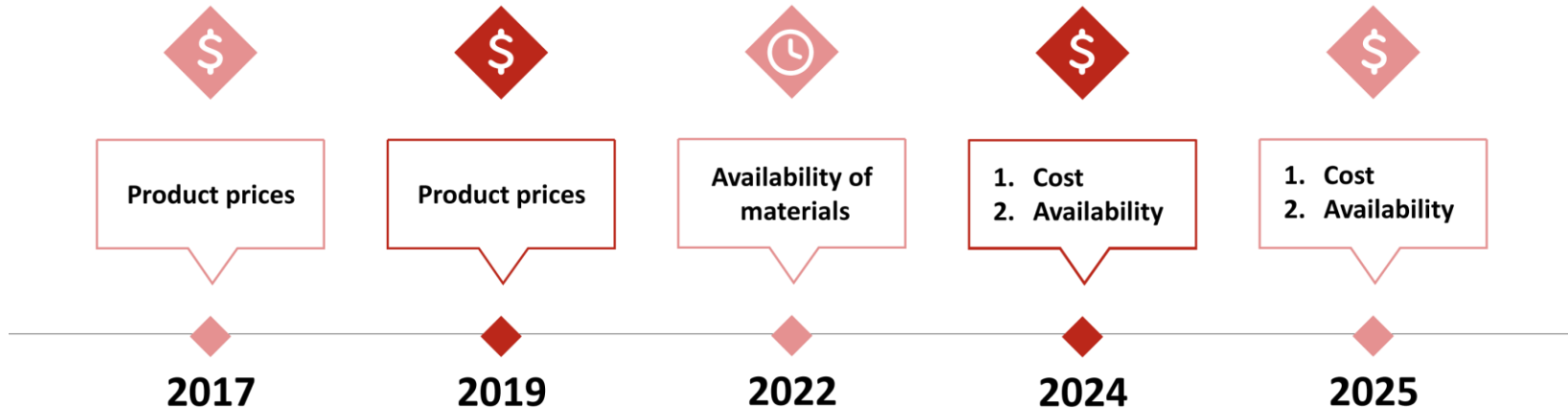
- HIRING

Hiring and training was the second most common issue regarding labor year over year.



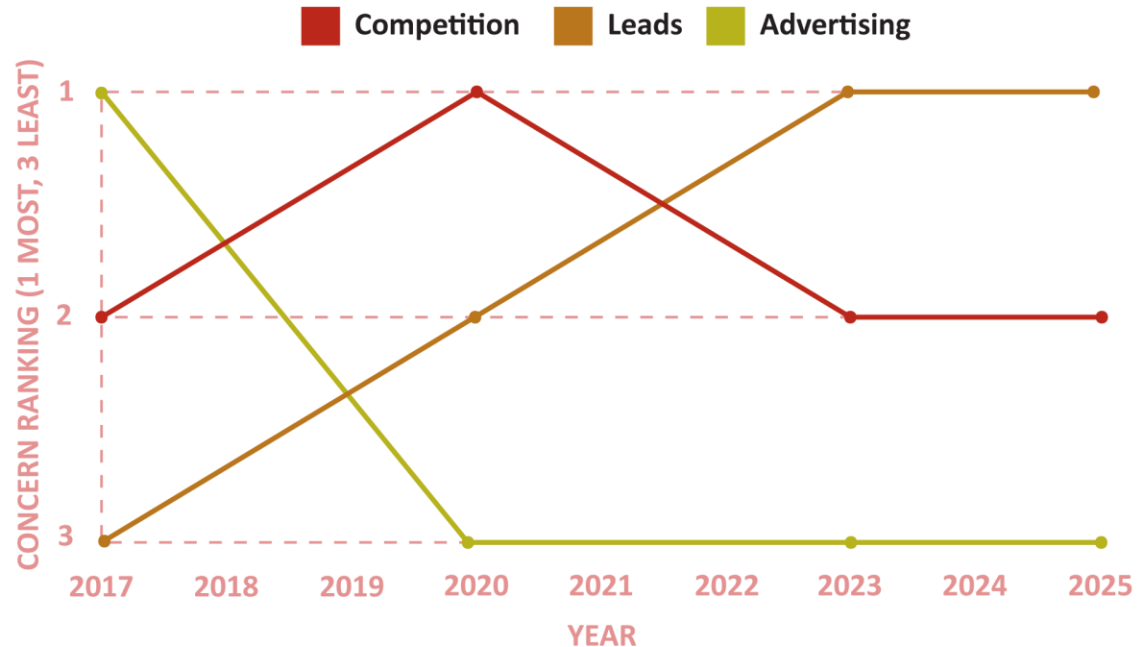
TOP PRODUCT CONCERNS

Since the question started being asked in 2017, product prices/cost availability of products has been a consistent issue. The shift in product concern that occurred in 2022 may be attributed to the repercussions of COVID production shortages.



TOP SALES CONCERNS

Over the years, contractors indicated what their top sales concerns were. Three have consistently stood out since 2016: competition, leads and advertising.



TOP PRODUCTION CONCERNS

2017

Timeline

Weather

Timeline

Weather

**Estimating &
Scheduling**

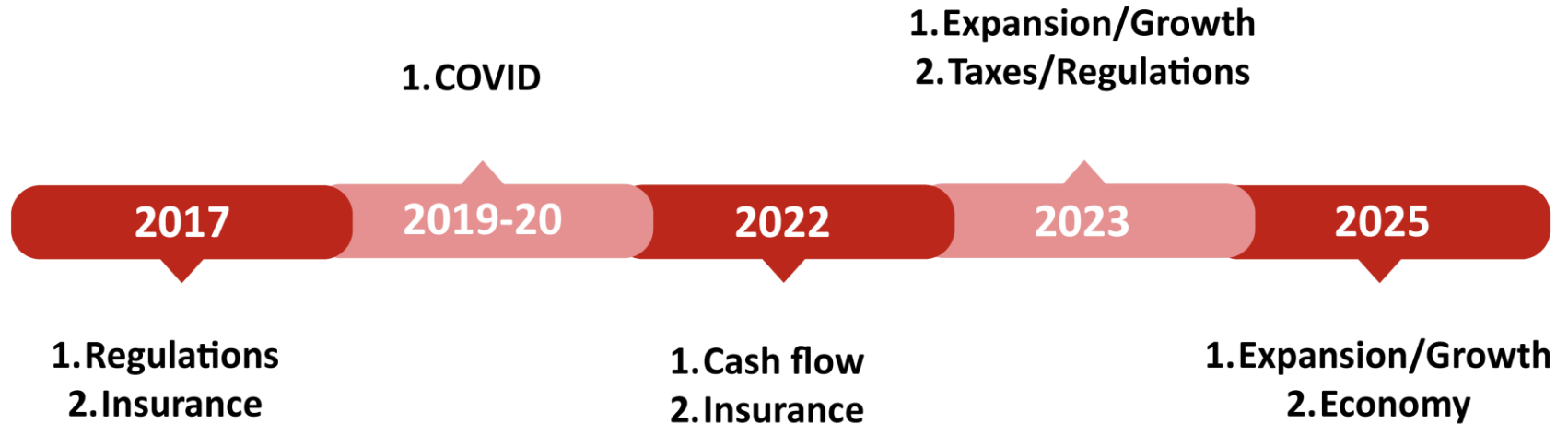
2022

2024

Weather

Estimating

TOP BUSINESS CONCERNS



LABOR

A consistent challenge for the last decade, and beyond, has been labor in the industry. Respondents indicated where they experience a shortage, as well as what recruiting and retention methods work.

LABOR SHORTAGES

While the percentages have fluctuated over the last several years, the labor shortage continues to remain a significant issue with nearly 80% of respondents indicating a shortage in various fields throughout the industry.

2019
68%



2022
79%



2024
75%

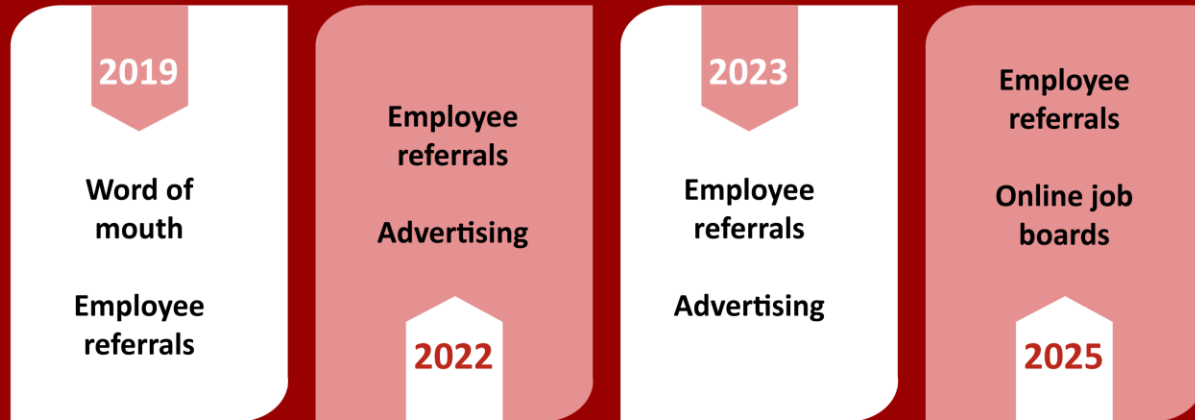


2025
79%



RECRUITING

Many contractors have reported several successful recruiting methods to continue bringing people into the industry. The most consistent method since RCS started asking the question in 2019 has been "employee referrals."



RETENTION METHODS

Data showed consistent increases in the importance of offering training in multiple languages as well as safety as effective retention methods.

Offering enough work has remained the top method for employee retention starting in 2022.



A photograph of a person painting a white roof. The person is using a long-handled roller with a grey nap and an orange handle. The roof is white and shows some texture. In the background, there are trees and a cloudy sky. A red diagonal shape is on the right side of the image, containing text.

GREATEST NEEDS

Respondents indicated their top
needs as training, technology
and
marketing throughout
the years.

TRAINING

- New hire training

This has been the top need for contractors over the years aside from 2024 where "Installation" and "New Products" were the top needs.

- Technology on the roof

As technology use increases in the industry, so does the need for technology training.



TECHNOLOGY

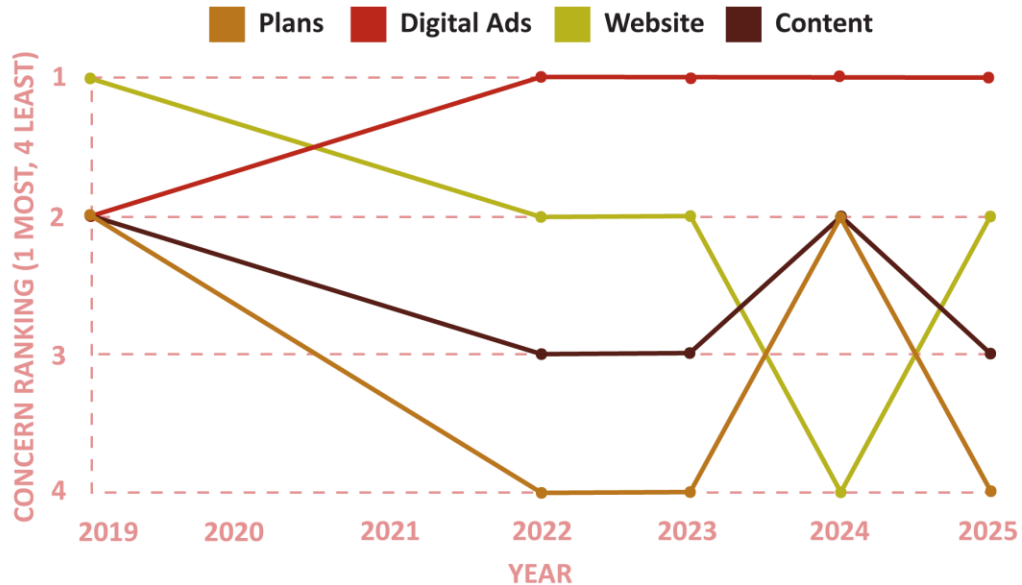
Project management has consistently been the top need for contractors, with estimating typically being the second biggest need.

Over the years, respondents have also indicated that CRM, drones and robotics on the roof are technology needs.

As an industry that is slow to adopt technology, it is not surprising to see a consistent need for various forms of technology.

MARKETING CONCERNS

Digital advertising remains a consistent marketing concern for contractors. Website and content (blogs, articles, press releases), in addition to marketing plans have been indicated as greatest needs for several years.





THANK YOU

Download all of our Trends Reports
from 2016-2026.

Contact us for more information

Heidi@TheCoffeeShops.online
RoofersCoffeeShop.com

