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U.S. Residential Swimming Pool Market Report YE2020

- **New pool construction posted exceptional results with sales up almost 24%; aboveground pool sales were also very robust with increases of about 20%**
- **Remodeling and renovation of existing pools continued to outpace the value of the new construction segment with steady progress**
- **The value of aftermarket pool equipment, chemicals, and service all advanced as pool utilization and remodeling both experienced growth**

There's more where this came from

Obviously, not everything we know about the pool industry is in this report. As comprehensive as the following pages are, there is a lot more to the story including -

- Channel dynamics
- International markets
- Permits tracking
- Geographic analyses
- Builder, retailer, service firm profiles
- Product category reviews
- Pool owner/prospective owner surveys
- Spas
- Commercial pools

More data, custom studies - we are the source for pool industry intelligence.

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About Pkdata

Pkdata is a market research and consulting firm that has tracked the swimming pool and hot tub segments since 1992. In that time, we have published nearly 500 studies analyzing all aspects of the industry, including new pool and spa sales, the pool products aftermarket, channel dynamics, consumer preferences, international markets, and much more.

Our clients comprise all the industry's major players, including pool products manufacturers, chemical manufacturers, distributors, retailers, and builders. We are also research counsel to the Pool & Hot Tub Alliance, an industry trade organization.

Pkdata's industry reports have become the standard planning tools for both industry stakeholders and outside firms interested in the pool and hot tub segments. Moreover, Pkdata frequently works with the leading private equity firms in mergers and acquisition consultants.

If you have questions concerning the pool/spa industry, we will welcome your call.

For more information, please visit our website www.pkdata.com or contact us at info@pkdata.com.

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The logo for Pkdata, featuring the word "Pkdata" in a stylized, blue, italicized font.

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