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Hearth Industry Backgrounder and Statistics

- The Hearth, Patio & Barbecue Association (HPBA) is the North American trade association for the hearth industry and has 2,500 company members.
- The hearth industry began in earnest during the energy crisis of the 1970s when oil prices forced people to look for alternative ways, such as wood stoves, to heat their homes.
- The HPBA is comprised of manufacturers, retailers, distributors, manufacturers' representatives, service firms and a variety of associates.
- More than 250 manufacturers produce hearth appliances and accessories.
- There are more than 4,600 retailers throughout North America that sell hearth products.¹
- There are many types of hearth appliances available to consumers through the hearth industry, including fireplaces, freestanding stoves, masonry heaters and fireplace inserts.
- Hearth appliances can be operated with a number of fuel choices, including firewood, wood pellets, natural gas, propane, oil, electricity, coal and corn.
- Residential wood burning stoves and fireplace inserts must now be certified by the United States Environmental Protection Agency (EPA-certified) to produce as much as 90% less wood smoke emissions than uncertified wood burning appliances.
- Many hearth retailers sell much more than hearth products: 58 percent sell barbecue products; 21 percent sell patio furniture and 20 percent sell all three.¹
- The changing landscape of the hearth retailer market led HPBA to merge with the Barbecue Industry Association in 2002. HPBA was formerly known as the Hearth Products Association.

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¹ Hearth & Home Magazine, July 2001

Hearth Statistics

- In 2000, 60 percent of new homes were built with at least one fireplace compared to 36 percent in 1971.²
- The number of single-family homes built with natural gas grew substantially between 1982 and 2000. In 1982, 40 percent of homes were built with natural gas compared to 70 percent in 2000.³
- In 1995, the family room was the preferred location for a fireplace among new homeowners, followed by the living room, dining room and the master bedroom.⁴
- On average, adding a fireplace to a home can contribute as much as 10.8 percent to the price of the home.⁵
- In 2,000, the estimated number of homes in the U.S. with a fireplace was 54,842,400. According to the federal government, approximately 32,400,000 of these homes (59%) have a useable fireplace.⁶
- Wood burning fireplaces are found in 31 percent of 8,162,000 households in Canada while gas fireplaces are found in 12 percent.⁷

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² National Association of Home Builders (NAHB), from the U.S. Bureau of the Census

³ NAHB, from the U.S. Bureau of the Census

⁴ NAHB, *What Today's Home Buyers Want*

⁵ U.S. Bureau of the Census, 1991 American Housing Survey; NAHB Hedonic Regression Model

⁶ HPBA estimated with data from NAHB, U.S. Bureau of the Census and the 1999 American Housing Survey

⁷ 1997 Survey of Household Energy Use – Summary Report, Office of Energy Efficiency, National Resources Canada