



Fig. 5.3. Marketing structure of radiant barriers.

per 1,000 sq. ft. In the second year, sales rose to 15-20 million sq. ft., while the price remained the same. Presently, there are about 25 firms selling an estimated one million sq. ft. of radiant barriers per week at an average price of \$65 per 1000 sq. ft. (Akers, 1988). Assuming the potential market is 22 million homes and the average floor area is 1,700 sq. ft. (U. S. Bureau of the Census, Statistical Abstract of the U.S., 1988, Table 1211) the market penetration of radiant barriers is about 0.1%. The trends in market penetration are shown in Fig. 5.3. The average price is not very representative because some sellers charge almost 10 times more than others (The Oak Ridger, 1988). This huge