Grow That Local

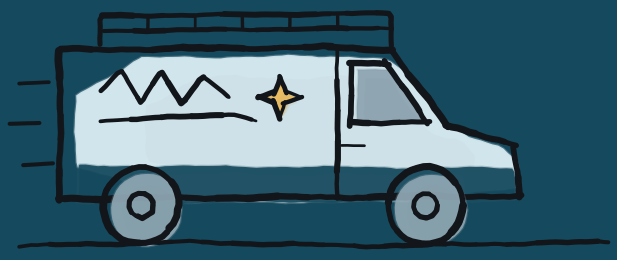
a free guide

Is roofing growing? The 2026 numbers for roofers

How many roofing companies and roofers the US has, how fast that has grown in ten years, where it grew fastest, and what more competitors mean for your marketing.

For roofing business owners planning ahead.

- 13 short sections in 6 parts
- 39 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Every roofer feels it: more trucks with ladders, more yard signs, more names in the Google map. We wanted to know if that feeling is true. So we went to the government's own counts.

We used three free public sources:

- **Census County Business Patterns** counts every roofing business location with paid employees, and how many people work there, every year. The newest year is 2023 (Census Bureau, census.gov).
- **Census Nonemployer Statistics** counts businesses with no paid employees, mostly one-person firms. The newest year is 2024 (Census Bureau, census.gov).
- **Bureau of Labor Statistics Employment Projections** says how many roofer jobs the government expects in 2035 (BLS, bls.gov).

We pulled the US, all 50 states and DC, and 10 Southeast metro areas. We also added our own Google search data to show demand.

The headline findings:

- The US had 25,519 roofing businesses with paid employees in 2023, up 26% in five years and 47% in ten. All businesses grew 6% in five years.
- Roofing grew every single year from 2013 to 2023.
- Every state with at least 100 roofing businesses grew. Arkansas grew fastest (+67%), then Alabama (+50%).
- All 10 Southeast metro areas we checked grew faster than businesses overall in the same area.
- About two in three roofing businesses with staff have fewer than 5 employees.
- The government projects roofer jobs will grow 5% from 2025 to 2035. That's a projection, not a fact.

The limits, in plain words:

- **Census counts lag.** The newest business counts are for 2023. Nothing here shows 2025 or 2026.
- **Two kinds of business.** County Business Patterns counts locations with paid employees. One-person roofers are in a separate count (section 7).
- **Roofing is counted on its own,** under industry code 238160, Roofing Contractors. The one-person count is the exception: Census lumps roofers in with framers, masons and siding crews there.
- **Small cities have small numbers.** Montgomery had 25 roofing businesses in 2023. A few new ones move the percentage a lot.
- **Projections are not facts.** We say "projected" every time.

Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

How big roofing is

1 How many roofing businesses and workers there are

The idea. In 2023, the US had 25,519 roofing business locations with paid employees. Together they had 215,242 people on the payroll in March (Census County Business Patterns 2023, census.gov). That's about 7.6 roofing businesses for every 100,000 people.

That count leaves out one-person roofers with no payroll. Section 7 covers them.

Measure	2013	2018	2023
Roofing businesses with paid employees	17,355	20,260	25,519
People on their payroll	145,487	185,224	215,242
Employees per business	8.4	9.1	8.4
People in the US per roofing business	18,211	16,132	13,198

Source: Census County Business Patterns, 2013, 2018 and 2023; population from Census population estimates.

The last row matters most for marketing. In 2018 there was one roofing business for every 16,132 people. By 2023 it was one for every 13,198. Each roofer has fewer homes to share.

Example (sample numbers). A made-up roofer in a town of 66,000 people does the sum. At the national rate, that's room for about 5 roofing businesses with staff. They count 9 in the Google map. Their town is more crowded than average, so they stop chasing the cheapest leads and work on what sets them apart.

Do it in 24 hours

- [ ] Write down your town's population.
- [ ] Divide it by 13,198. That's how many roofing businesses an average US town that size has.
- [ ] Search "roofer near me" on your phone and count the businesses you see. More than the average means a crowded market.

2 Ten years of growth, year by year

The idea. Roofing has grown every year for ten years. It grew through the pandemic, too. From 2013 to 2023, roofing businesses grew 47%. All US businesses grew 12% (Census County Business Patterns, census.gov).

Year	Roofing businesses	People on payroll
2013	17,355	145,487
2014	17,457	149,092
2015	18,193	158,245
2016	18,677	168,496
2017	19,396	173,440
2018	20,260	185,224
2019	21,197	192,877
2020	22,147	198,074
2021	23,690	201,727
2022	24,532	204,998
2023	25,519	215,242

Source: Census County Business Patterns, 2013 to 2023. Industry code 238160 means the same thing in every year shown.

The newest year still grew 4%. Of the 25 local trades we compared in our brand-wide report, only barbers, pet care and other building services (pressure washing, gutters, chimneys) grew faster than roofing from 2018 to 2023.

Example (sample numbers). A made-up roofer has run the same yard signs and the same ad for eight years. Calls have slowly dropped. The table shows why: there are about 7,000 more roofing businesses than when they started. Same ad, more competitors, fewer calls.

Do it in 24 hours

- [ ] Write down the year you started your business.
- [ ] Find that year in the table. Note how many more roofing businesses there are now.
- [ ] List what you've changed in your marketing since then. If the list is short, that's your first job.



Part 2

Where roofing is growing

3 The fastest and slowest growing states

The idea. Roofing grew in every state with at least 100 roofing businesses in 2018. That's 38 states. Even the slowest grew. The South and the Mountain West grew fastest (Census County Business Patterns, 2018 and 2023, census.gov).

	State	Change, 2018 to 2023	Roofing businesses, 2023
Fastest	Arkansas	+67%	236
	Alabama	+50%	305
	Georgia	+45%	806
	Utah	+41%	354
	North Carolina	+41%	816
Slowest	Colorado	+8%	920
	Connecticut	+8%	176
	Nebraska	+9%	267
	New York	+9%	838
	Nevada	+10%	121

Source: Census County Business Patterns, 2018 and 2023. Only states with at least 100 roofing businesses in 2018 are ranked, so a jump from 5 to 10 doesn't count as growth of 100%.

The six states around our metro areas all grew fast: Arkansas +67%, Alabama +50%, Oklahoma +34%, Kentucky +34%, Tennessee +32% and Mississippi +28%.

Example (sample numbers). A made-up roofer in Alabama sees their state at +50%. Half again as many roofing companies in five years. They decide the old plan of waiting for storm calls won't hold, and start mailing the streets around each finished roof.

Do it in 24 hours

- [ ] Find your state in the table, or in the full list in our data report.
- [ ] If your state grew more than 26% (the US rate), plan for more competition next year, not less.
- [ ] Write one thing your business does that a new roofer in town can't say yet, such as years in business or roofs done on your street.

4 How crowded your state is

The idea. Growth is one thing. Crowding is another. Some states have many roofers for their size. Others have few. We counted roofing businesses per 100,000 people, and Google searches per business, to see where demand is spread thinnest.

Most roofing businesses per 100,000 people: Colorado (15.6), Idaho (14.8), Wyoming (14.7), Montana (13.4) and Nebraska (13.4). Fewest: Nevada (3.8), Mississippi (3.9), New Jersey (4.0) and New York (4.2). The US average is 7.6 (Census County Business Patterns 2023, census.gov and Census population estimates (census.gov)).

Now demand. Across the US, people make about 1,164,932 roofing searches a month on the 27 searches we track. That's about 46 searches a month for every roofing business with staff.

State	Roofing searches a month per business
US	46
Kentucky	72
Tennessee	60
Mississippi	59
Alabama	48
Arkansas	34
Oklahoma	26

Source: GTL analysis of Google Ads search estimates, November 2022 to September 2026, divided by Census County Business Patterns 2023 roofing businesses. Searches aren't jobs, and one-person roofers also share them.

The most searches per business are in New Jersey (105), New York (75), Kentucky (72) and Indiana (67). The fewest are in Montana (14), Idaho (17) and Nebraska (17).

Example (sample numbers). A made-up roofer works both sides of the Arkansas and Tennessee line. Tennessee has about 60 searches a month per roofing business. Arkansas has about 34. They put most of their Google ad money on the Tennessee side, where each business shares more searches.

Do it in 24 hours

- [ ] Find your state in the table or the lists above.
- [ ] If your state is under 46 searches per business, expect to work harder for each call. Put more into reviews and past customers.
- [ ] If it's over 46, make sure you can answer every call. Demand is there to catch.

5 The 10 Southeast metro areas

The idea. In every metro area we checked, roofing grew faster than businesses as a whole. Montgomery and Little Rock more than doubled. Louisville grew slowest, and still grew 28%.

These are Census metro areas: the city plus the counties around it, using the same counties in both years.

Metro area	Roofing businesses, 2018 to 2023	Change	People on payroll, 2023	Per 100,000 people	All businesses, change
Montgomery	11 to 25	+127%	168	6.5	+4%
Little Rock	39 to 81	+108%	695	10.6	+5%
Lexington	17 to 34	+100%	376	6.5	+8%
Jackson, MS	27 to 45	+67%	478	7.4	+3%
Nashville	114 to 164	+44%	1,917	7.8	+15%
Huntsville	24 to 34	+42%	188	6.4	+11%
Tulsa	78 to 108	+38%	502	10.3	+4%
Memphis	49 to 66	+35%	869	4.9	+2%
Birmingham	54 to 72	+33%	709	6.1	+5%
Louisville	80 to 102	+28%	1,025	7.4	+4%

Source: Census County Business Patterns, 2018 and 2023, summed by county using the July 2023 Census metro area county lists. People on payroll is from the Census 2023 metro file. Per 100,000 people uses Census population estimates for 2023.

Small numbers swing fast. Montgomery went from 11 to 25. That's 14 new businesses, not a flood. But for a roofer there, it means more than twice the names in the map. Little Rock and Tulsa are now the most crowded for their size, at about 10 roofing businesses per 100,000 people. Memphis is the least crowded, at 4.9.

Example (sample numbers). A made-up roofer in Lexington had 16 competitors with staff in 2018 and now has 33. Their phone used to ring on word of mouth alone. They add a project page for every roof they finish, so their name shows up when neighbors search.

Do it in 24 hours

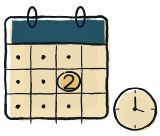
- [ ] Find your metro area in the table, or the nearest one.
- [ ] Compare its change with the "All businesses" column. Roofing grew faster everywhere.
- [ ] Look up your own county in section 12 for an exact count.

or we can do it for you

Free sample: A preview of your new site

Built for the towns you roof in, so you can see how you'd stand out before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Solo roofers and crews

6 Most roofing companies are small

The idea. Of the 25,519 roofing businesses with staff in 2023, 16,661 (65%) had fewer than 5 employees. Only 749 had 50 or more (Census County Business Patterns 2023, census.gov).

Employees	Roofing businesses, 2023	Share	Change since 2018
Fewer than 5	16,661	65%	+32%
5 to 9	3,826	15%	+19%
10 to 19	2,566	10%	+15%
20 to 49	1,715	7%	+10%
50 or more	749	3%	+13%

Source: Census County Business Patterns, 2018 and 2023. Size is by employees in March, so a crew that's bigger in summer can show up as small.

So most new competition is small: a roofer with a helper or two. The big firms grew too, more slowly. Small newcomers tend to compete on price and speed. Big firms compete on ad budgets.

Example (sample numbers). A made-up roofer with 6 employees sits in the middle. They can't outspend the 50-person firm on ads, and won't win the cheapest bid against a two-person crew. So they sell what neither can: the owner on every roof, and a written warranty.

Do it in 24 hours

- [ ] Find your row in the size table.
- [ ] Write down who you lose jobs to most: smaller crews (price) or bigger firms (ads).
- [ ] Write one line for your website that answers that competitor, and put it on your home page.

7 One-person roofers

The idea. Many roofers work alone, without payroll. Census counts them as "nonemployers". It doesn't count roofers alone here: it puts them in a group with framers, masons, concrete, siding and glass crews. That group had 317,990 nonemployer businesses in 2024, up 6% from 2022 (Census Nonemployer Statistics 2022 and 2024, census.gov). The same group had about 2.9 one-person businesses for every business with staff in 2023.

Roofers are 24% of that group's businesses with staff. If they're the same share of the one-person businesses, there were about 73,500 one-person roofing businesses in 2023 (GTL estimate). That's roughly three for every roofing business with staff.

The BLS says about 20% of roofers are self-employed (BLS Employment Projections 2025-35, bls.gov).

Example (sample numbers). A made-up roofer with a crew of eight is bidding against a one-person roofer on a repair. The solo roofer has no overhead and can go lower. Instead of cutting price, our roofer shows proof: their license number, insurance, 120 reviews and photos of the last ten jobs.

Do it in 24 hours

- [ ] Put your license number and insurance on your website and Google profile, where a homeowner can see them.
- [ ] Add your crew photo. A one-person roofer can't show a crew.
- [ ] Decide which small repairs you'll still take, and which you'll pass to a solo roofer you trust.



Part 4

The next ten years

8 What the government projects for roofers

The idea. The Bureau of Labor Statistics projects roofer jobs will grow from 166,900 in 2025 to 175,600 in 2035. That's 5%, which the BLS calls "faster than average": jobs overall are projected to grow 3.5% (BLS Employment Projections 2025-35, bls.gov). The BLS expects about 12,000 roofer job openings a year, mostly to replace people who retire or leave.

The BLS says repairs, replacements and new roofs will create the demand, and some of it may come from solar panels on roofs. The median roofer earned $55,440 in 2025 (BLS Occupational Outlook Handbook, Roofers, bls.gov).

These are projections, not facts. They count roofer jobs in any business. The Census count in section 1 is higher (215,242) because it counts everyone on a roofing company's payroll, office and sales staff included.

Example (sample numbers). A made-up roofer wants to hire two more installers next spring. The projection says there will be about 12,000 openings a year nationally, and the pool of roofers grows slowly. They start recruiting in January, with a "we're hiring" post and a page on their website.

Do it in 24 hours

- [ ] Add a "Careers" or "We're hiring" page to your website, even if you're not hiring this week.
- [ ] Write down how many installers you'll need next busy season.
- [ ] Ask your best installer which roofers they'd recommend. Good people know good people.

9 Demand: when and how much people search

The idea. More roofers only hurts if demand stands still. Across the US, people make about 1,164,932 roofing searches a month, on the 27 searches we track, like "roofer near me" and "roof repair". Searches peak in September, August and March. They're quietest in November, December and February.

We don't quote whether searches went up or down from one year to the next. Google's yearly totals fall for almost every trade, salons included. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers.

Source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Our roofer busy season calendar has your region and metro area.

Example (sample numbers). A made-up roofer in Tulsa sees roofing businesses up 38% in five years. They can't control demand, but they can be ready for it. They plan their biggest push for the six weeks before March and before September.

Do it in 24 hours

- [ ] Circle the three busiest search months on your calendar.
- [ ] Count back six weeks from the first one and write "get ready".
- [ ] Compare with last year's invoices. Your own phone is the final word for your town.



Part 5

What it means for your business

10 More roofers: what to change in your marketing

The idea. When the number of roofers grows 26% in five years and demand doesn't grow as fast, each roofer gets a smaller share. Homeowners see more names. They pick the one that looks safest and answers first. Four things matter most.

- **Be easy to check.** Homeowners worry about storm chasers. Show your local address, license number, insurance and years in business on your website and Google profile.
- **Show your roofs.** Post photos of every finished roof with the town or neighborhood in the caption. New roofers don't have this proof yet.
- **Keep reviews coming.** Ask for a review when you hand over the warranty. A steady pace beats a burst.
- **Answer first.** Text back every missed call within minutes. With more roofers in the map, the homeowner calls the next one.

Example (sample numbers). A made-up roofer in Nashville has 164 competitors with staff, up from 114. They spend one afternoon adding their license, insurance and 30 roof photos with street names to their site and Google profile. A new two-person crew can't match that wall of proof yet.

Do it in 24 hours

- [ ] Put your license number, insurance and local address on your home page.
- [ ] Upload five finished-roof photos to Google, each captioned with the neighborhood.
- [ ] Turn on missed-call text-back on your business phone.
- [ ] Text your last five customers asking for a review, if they've agreed to texts.

11 Fast-growing or crowded: two plans

The idea. Read your state and metro numbers from Part 2, then pick a plan.

If roofing grew fast where you work (like Montgomery, Little Rock or Lexington): the newcomers are small and hungry. Stand out before they catch up. Own the streets around your past jobs with yard signs and postcards. Build a project page for each neighborhood. Lock in referral partners, like insurance agents and real estate agents, before the new crews find them.

If your area is already crowded (like Little Rock and Tulsa, at about 10 roofing businesses per 100,000 people): new customers are harder to win, so keep the ones you have. Use roof age as your calendar: a roof you put on 12 years ago is due for an inspection. Text past customers after big storms. Ask every

happy customer for one neighbor's name.

Example (sample numbers). A made-up roofer in Little Rock is in both groups: roofing doubled and it's now crowded. They split their time. Two hours a week go to past customers and referrals. Two hours go to neighborhood pages and postcards around new jobs.

Do it in 24 hours

- [ ] Decide which plan fits your town, using sections 3 to 5.
- [ ] Pull a list of roofs you did 10 or more years ago.
- [ ] Call one insurance agent or real estate agent and offer free roof checks for their clients.

12 Check your own county

The idea. Our metro areas are wide. Your county may differ. The Census publishes the same count for every county, free, on data.census.gov (data.census.gov).

1. Open the County Business Patterns 2023 table on data.census.gov.
2. Under Geography, choose your county.
3. Under Industry, search "238160" (Roofing Contractors).
4. Read "Number of establishments". For an earlier year, change the table year to 2018 and repeat.

Counties with very few roofing businesses may be left out of the table to protect privacy.

Example (sample numbers). A made-up roofer covers two counties. The table shows 41 roofing businesses in the city county and 6 in the rural one next door, up from 3. They start mailing the rural county, where there's less competition for every roof.

Do it in 24 hours

- [ ] Look up your county for 2023 and 2018.
- [ ] Do the same for the next county over.
- [ ] Put more marketing into whichever has fewer roofers for its size.

or we can do it for you

Free sample: A preview of your new site

With your license, insurance and roof photos up front, ready before your next busy month. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 6

How we did it

13 What we counted, and the limits

The idea. These are the facts behind every number in this report.

- **Businesses with staff:** Census County Business Patterns, 2012 to 2023, industry code 238160 (Roofing Contractors). A "business" is one location with paid employees. People on payroll are counted in the week of March 12.
- **Same code every year:** the Census code lists for 2012, 2017 and 2022 map 238160 one to one (Census NAICS concordances, census.gov), so 2013 and 2023 compare like for like.
- **Metro areas:** the counties in each Census metro area as of July 2023, used for every year. Since 2017, the Census leaves out county counts under 3 businesses, so our metro totals can run a few below the official metro figure.
- **One-person businesses:** Census Nonemployer Statistics, 2022 to 2024. The Census changed its method in 2018 and its cutoffs in 2022, so we only compare 2022 onward. Roofers aren't counted alone there (section 7).
- **The outlook:** BLS Employment Projections 2025-35, for the occupation "Roofers".
- **Demand:** GTL analysis of Google Ads search estimates, November 2022 to October 2026. Searches, not jobs.

Limits: the Census counts lag one to two years. Small metro numbers swing a lot. Projections can be wrong.

Example (sample numbers). A made-up local reporter quotes: "Roofing businesses with paid employees in the US grew 26% from 2018 to 2023, according to Census County Business Patterns, as analyzed by Grow That Local."

Do it in 24 hours

- [ ] If you quote a figure, name the Census or BLS source and the year.
- [ ] If you're an owner, check your county (section 12). Your own count beats ours for your town.



Your first 24 hours, in one list

If you do these today, you'll know how crowded your market is and what to do about it:

- [ ] Divide your town's population by 13,198 and compare with the roofers you see in the map (section 1).
- [ ] Find your state and metro area in sections 3 to 5.
- [ ] Look up your county on data.census.gov (section 12).
- [ ] Put your license, insurance and five captioned roof photos on your site and Google profile (section 10).
- [ ] Turn on missed-call text-back (section 10).



Where to go next

For the whole job of getting more roofing calls, read The Roofer Marketing Playbook. To see when your town searches for a roofer, read When Your Town Searches for a Roofer. To see what it takes to beat the roofers around you on reviews, read How many reviews a roofer needs to win.

To see how roofing compares with 24 other local trades, read Which Local Trades Are Growing: 2026.



If you'd rather hand it off

Grow That Local does this work for roofers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where it comes from:

1. US Census Bureau, County Business Patterns, 2013 to 2023, industry 238160 Roofing Contractors, for the US, every state and the counties of 10 metro areas: census.gov (data files: census.gov). (sections 1 to 6, 10 to 13)
2. US Census Bureau, County Business Patterns, all industries, same years, for the "all businesses" comparisons. (sections 2, 5)
3. US Census Bureau, Nonemployer Statistics, 2022 to 2024, industry group 2381 (foundation, structure and building exterior contractors): census.gov (section 7)
4. US Bureau of Labor Statistics, Employment Projections 2025-35, occupational projections and worker characteristics, Roofers (47-2181): bls.gov (sections 7, 8)
5. US Bureau of Labor Statistics, Occupational Outlook Handbook, Roofers: bls.gov (section 8)
6. US Census Bureau, population estimates for 2013, 2018 and 2023 (states, counties and the US): census.gov (sections 1, 4, 5)
7. US Census Bureau, metro area county lists, July 2023: census.gov (section 5)
8. US Census Bureau, NAICS concordances 2022 to 2017 and 2017 to 2012: census.gov (section 13)
9. GTL analysis of Google Ads search estimates, November 2022 to October 2026: 28 roofing searches (27 counted after Google merged close variants), for the US and every state. (sections 4, 9)

Tools cited (not statistics), checked on 2026-11-13:

- data.census.gov, County Business Patterns 2023 table: data.census.gov (section 12)

GTL estimates

These are our own judgment, not measured facts:

1. About 73,500 one-person roofing businesses in 2023 (section 7). Reasoning: Census counts roofers in a group of 306,340 one-person businesses in 2023; roofers are 24.0% of that group's businesses with staff, and we assumed the same share holds for one-person firms.
2. More roofers means each one gets a smaller share of calls (sections 1, 10). Reasoning: roofing businesses grew 26% in five years while the US population grew 3%, so the number of people per roofing business fell from 16,132 to 13,198.
3. Small newcomers compete on price and speed, big firms on ad budgets (section 6). Reasoning: most new roofing businesses have fewer than 5 employees, so they have low overhead and little to spend on ads; firms with 50 or more can outspend them.
4. Homeowners pick the roofer that looks safest and answers first (section 10). Reasoning: with more names in the map, homeowners can't vet every one, so visible proof (license, insurance, photos, reviews) and a fast reply decide who gets the job.
5. A roof put on 10 or more years ago is a good reason to offer an inspection (section 11). Reasoning: older roofs are more likely to need repairs after storms, and an inspection offer from the roofer who put it on reaches the owner before they shop around.

6. Start hiring before the busy season (section 8). Reasoning: the number of roofers is projected to grow slowly while most openings come from people leaving, so good installers are hard to find once the rush starts.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow That Local