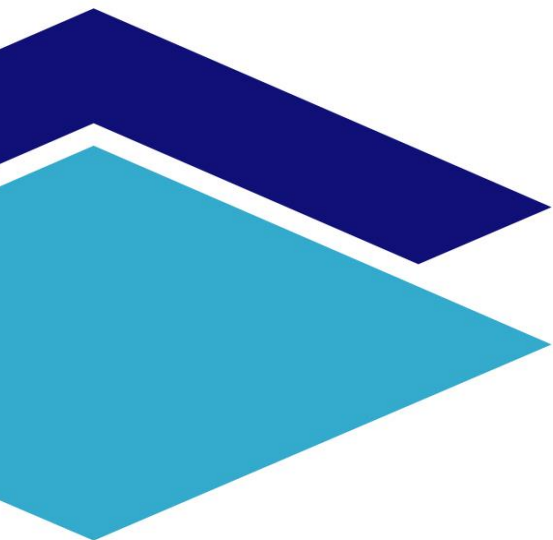


**Proposal On:**

**The Market for Bricks**

**Great Britain 2016**

**A Multi-Client Report**



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## Introduction

Construction Markets has been researching and reporting on the market for bricks and other wall claddings for over 30 years. The Market for Bricks provides a highly detailed and informative analysis of the total brick market. This detailed market assessment is based on hundreds of in-depth interviews with a key range of specifiers, end users, installers, manufacturers, stockists and suppliers of bricks and alternative products along with an extensive desk research programme. The report is an essential tool for anyone wishing to identify market dynamics, shares and trends or indeed anyone just wanting reliable and detailed intelligence on the market for bricks.

The presentation and layout of the report has developed over the years with Construction Markets utilising the latest computer hardware and software. All reports are supplied electronically in PDF format with all of the tables also supplied in an Excel workbook. In recent years, the presentation of the report has been further enhanced, with the report containing the following sections:

- Market summary
- The Market for bricks by building sectors
- The market for bricks by end uses
- Bricks vs. alternative types of wall claddings
- Brick intensity (number of bricks per £millions of output)
- Forecast to 2020

***Note: We will also publish reports covering the following markets in 2016:***

- ***The Market for Wall Claddings***
- ***The Market for Rainscreen Claddings***
- ***The Market for Roof Claddings***
- ***The Market for Roof Tiles***
- ***The Market for Flat Roofs***
- ***The Market for Building Insulation***
- ***The Housing Market by Types of Construction***

***Separate proposals are available covering these reports; please contact us for more information:***

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## Report Contents

The following data will be provided on the market for bricks in Great Britain in 2015 and 2016:

### 1 - Market Size

The estimated market for bricks in Great Britain in 2015 and 2016 will be provided in the following terms:

- External wall claddings:
  - Installed area (in m<sup>2</sup>)
  - Number of bricks (including a factor for wastage)
- Other applications:
  - Number of bricks

### 2 - Segmentation by Applications / End Uses

The total market for bricks in 2015 and 2016 will be segmented by the following applications / end uses:

- External wall claddings
- Landscaping (includes boundary walls, small / decorative retaining walls, paving and other external landscaping uses)
- Backup wall to façade systems (includes the backup walls behind rainscreens, ETICS systems, specialist flat sheet etc.)
- Internal uses (includes inner leaf, partitioning, party walls etc.)
- Footings & foundations
- DIC / manholes
- Others

### 3 - Segmentation by Building Sectors

The market for bricks by applications / end uses in 2015 and 2016 will be further subdivided within each of the following building sectors:

- Private housing
- Public housing
- Non-domestic buildings
- Industrial buildings
- Civil engineering / infrastructure
- Farms / agriculture
- Others (car parks, stadia etc.)

The following example table shows the depth of information that will be provided:

**Example Table**

**The Market for Bricks**  
**By Building Sectors**  
**By Applications / End Uses**  
**Great Britain 2016**

Building Sector	Millions of Bricks							
	External Wall Cladding	Landscaping	Backup Walls	Internal Uses	Footing & Foundations	DIC / Manholes	Others	Total
Private Housing								
Public Housing								
Non Domestic Buildings								
Industrial Buildings								
Civil Engineering / Infrastructure								
Farms / Agriculture								
Others								
Total								

## 4 – External Wall Cladding Market

The single largest outlet for bricks is in the external wall cladding market and this market will be estimated in terms of installed area (in m<sup>2</sup>) and number of bricks. These estimates will be segmented by the following building sectors, sub sectors and types of work:

### Private Housing:

- New buildings:
  - Houses
  - Low rise flats
  - High rise flats
  - RMI (extensions & refurbishment)

### Public Housing:

- New buildings:
  - Houses
  - Low rise flats
  - High rise flats
- RMI (extensions and refurbishment)

### Non-Domestic Buildings:

- New:
  - private commercial buildings:
    - Offices
    - Retail / shops
    - Leisure / entertainment
    - Private education
    - Private health
    - Other private
  - New public non-domestic buildings:
    - Public education
    - Public health
    - Other public
- RMI (extensions and refurbishment)

### Industrial Buildings:

- New buildings
- RMI (extensions and refurbishment)

The following example tables show the type of detail that will be provided:

**Example Table      The Market for External Wall Claddings**  
**Private Housing**  
**By Sub Sectors and Types of Work**  
**Great Britain 2016**

Sub Sector / Type of Work		Installed Cladding Area (000 m <sup>2</sup> )			Number of Bricks Per m <sup>2</sup>	Total Number of Bricks
		Bricks	Alternatives	Total		
New	Houses					
	Low Rise Flats					
	High Rise Flats					
	Total					
RMI						
Total						

**Example Table      The Market for External Wall Claddings**  
**Public Housing**  
**By Sub Sectors and Types of Work**  
**Great Britain 2016**

Sub Sector / Type of Work		Installed Cladding Area (000 m <sup>2</sup> )			Number of Bricks Per m <sup>2</sup>	Total Number of Bricks
		Bricks	Alternatives	Total		
New	Houses					
	Low Rise Flats					
	High Rise Flats					
	Total					
RMI						
Total						

**Example Table**      **The Market for External Wall Claddings**  
**Non-Domestic Buildings**  
**By Sub Sectors and Types of Work**  
**Great Britain 2016**

Sub Sector / Type of Work			Installed Cladding Area (000 m²)			Number of Bricks Per m²	Total Number of Bricks
			Bricks	Alternatives	Total		
New	Private Commercial	Offices					
		Retail					
		Leisure					
		Private Education					
		Private Health					
		Other Private					
		Total					
	Public Non Domestic	Public Education					
		Public Health					
		Other Public					
		Total					
	Total						
RMI							
Total							

**Example Table**      **The Market for External Wall Claddings**  
**Industrial Buildings**  
**By Types of Work**  
**Great Britain 2016**

Sub Sector / Type of Work	Installed Cladding Area (000 m <sup>2</sup> )			Number of Bricks Per m <sup>2</sup>	Total Number of Bricks
	Bricks	Alternatives	Total		
New					
RMI					
Total					



**Example Table**      **The Total Market for External Wall Claddings**  
**By Main Building Sectors**  
**By Types of Work**  
**Great Britain 2016**

Building Sector / Type of Work		Installed Cladding Area (000 m <sup>2</sup> )			Number of Bricks Per m <sup>2</sup>	Total Number of Bricks
		Bricks	Alternatives	Total		
Private Housing	New					
	RMI					
	Total					
Public Housing	New					
	RMI					
	Total					
Non Domestic Buildings	New					
	RMI					
	Total					
Industrial Buildings	New					
	RMI					
	Total					
Total Market	New					
	RMI					
	Total					

## 5 – Brick Intensity

The level of brick intensity will be established and this is a measure of the number of bricks per £ millions of construction output. The data will be provided for each year from 2000 to 2016 in order to show the trends in the marketplace.

## 6 - Forecast to 2020

A forecast of the likely development of the market for bricks will be made for the period up to 2020 and this will cover the following:

- The likely changes in building sector activity levels by the main sectors:
  - Private residential
  - Public residential
  - Private commercial buildings
  - Public non-domestic buildings
  - Industrial buildings
  - Other buildings
- The projected changes in product usage for all of the main types of applications / end uses (as listed above under item 2)

The forecast will be based on the following:

- The unique Construction Markets computer based forecasting model
- A full and detailed analysis of all relevant macroeconomic and other available data and statistics
- Information from the comprehensive field research programme

## Research Programme

The data in the report will be collected from the following research programme:

### 1 - Field Research

Telephone interviews have been conducted with the following types of respondents:

- Private house builders
- Developers of high rise private residential apartment blocks
- Specifiers designing public residential buildings
- Local Authorities
- Housing Associations / RSL's (Registered Social Landlords)
- Specifiers designing non-domestic buildings
- Bricklayers
- Other specialist sub-contractors
- Segments of the distribution network
- Manufacturers supplying into the market
- Others as identified as being relevant sources of information

Over 540 interviews have been conducted with these types of respondents during the whole of 2016.

***Please note that all Construction Markets information is based on original field research and our unique research models. This ensures unparalleled detail and accuracy.***

### 2 – Desk Research:

A major programme of desk research has also been conducted consisting of the following:

- Collection and analysis of all published and other obtainable statistics from both public and private sources
- Information from the unique database held by Construction Markets which has been updated annually since the consultancy was started over 40 years ago
- Data collected from the Internet

## Fees & Timings

### Fee Structure

The fee for the study on The Market for Bricks will be:

- £3,850 +VAT per subscriber

This fee will be invoiced in the following stages

- 60% upon delivery of the draft report and dataset
- 40% on delivery of the final report and dataset

*Note: The fee will be invoiced in full if the order is received once the draft data has been published in early 2017.*

The draft and final reports and datasets will be supplied in electronic format as follows:

- Draft dataset - MS Excel workbook
- Final Report - PDF format
- Final Dataset - MS Excel workbook

### Timing

The delivery dates for roof claddings report are as follows:

- Draft Dataset - March 2017
- Final Report and Dataset - End May 2017

## Terms and Conditions

The following terms of business apply to engagements accepted by Construction Markets Ltd. All work carried out is subject to these terms except to the extent that changes are expressly agreed in writing.

- Our terms of payment are strictly 30 days from the invoice date.
- The Copyright and intellectual property for any and all information supplied by Construction Markets in any format (contained in a draft report, final report, notes, ad hoc basis or otherwise) is retained by Construction Markets, although the fees you pay us allow you to use those materials for the purposes for which they were created under this engagement.
- Any and all information supplied by Construction Markets in any format (contained in a draft report, final report, notes, ad hoc basis or otherwise) must not be copied, distributed or in any way disclosed outside of the client company (or its group) without the prior written consent of Construction Markets. We recognise that there may be circumstances where you wish to disclose copies of a report we produce for you to other third parties. We may provide consent to such disclosure on condition that the third parties in question sign a hold harmless letter, a reliance letter or an engagement letter in each case in a form acceptable to us. Neither we nor our employees, consultants, agents or directors assume any duty of care to such third parties and we disclaim all responsibility for any consequence whatsoever should any such third party rely upon any report, letter, information or advice without our first having given our written consent that such third party may do so. Our only responsibility in relation to our reports and advice in connection with this engagement is that which is owed to you in the context of this engagement as at the date on which our report or other advice is given to you.
- Where we receive confidential information, we shall take such steps as we in good faith think fit to preserve confidential information from unauthorised disclosure or other misuse both during and after termination of this engagement. If, we nevertheless disclose without authorisation or otherwise misuse your confidential information, thereby causing you loss, we shall be liable to you. Save where there is specific agreement to the contrary, our client relationship with you shall not be treated as confidential information and we may disclose this fact to clients, prospective clients, or other third parties.
- We will provide you with data and services described in this engagement letter and the accompanying document describing the research scope in a timely manner. In the unlikely event that delays occur then these will be promptly advised by email.
- All reasonable endeavours will be made to ensure the accuracy of all data that is supplied and this will be based on the agreed scope and no warranty or representation is made by us as to the completeness of the data or reports or the accuracy of the information we have relied on.
- You agree that any commercial decisions that you make are not within the scope of our duty of care and in taking such decisions you must take into account the restrictions on the scope of our work and other factors, commercial and otherwise, of which you and your other advisers are, or should be, aware from sources other than our work.
- The aggregate of our liability for all Relevant Losses to the Recipient Parties shall be limited in total to ten times our paid fees for this engagement.
- You acknowledge that our employees, consultants, agents or directors do not assume any duty of care to you in a personal capacity. You shall not bring any claim in respect of any Relevant Losses against any of our employees, consultants, agents or directors personally.
- We will not be liable to you for any claim in relation to our reports and advice to the extent that you have a right of recovery from any other person.
- We will not be liable to you for any claim in relation to our reports and advice to the extent that you were aware of the fact, matter, event or circumstances giving rise to the claim prior to the date of the relevant report or advice.

## Order Form

To:

Construction Markets  
PO Box 359  
Lymington SO41 8XD

Email: [dominic@construction-markets.co.uk](mailto:dominic@construction-markets.co.uk)

I would like to subscribe to **The Market for Bricks Report 2016** as described in the proposal and hereby agree to the terms of conditions contained therein.

My details are as follows:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_

Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please invoice me for the relevant stage payment(s) as applicable.

Signed:

\_\_\_\_\_