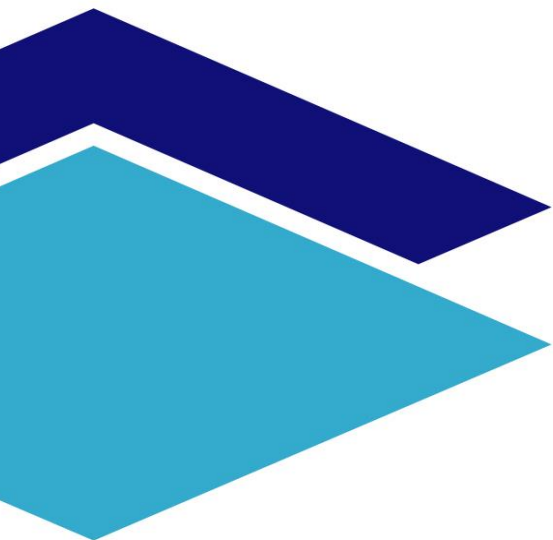


**Proposal On:**

**The Market for Wall Claddings**

**Great Britain 2017**

**A Multi-Client Report**



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## Introduction

Construction Markets has been researching and reporting on the wall claddings market for over 30 years. The reports, based on hundreds of in-depth interviews with a wide range of key specifiers, users, manufacturers and suppliers of wall cladding products and extensive desk research have gained a reputation for unparalleled detail and accuracy. 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 wall cladding products.

The market has seen significant changes in that time and the developments to the content of the report have reflected this. These changes have included separate segmentation of the private low rise and high-rise flats markets from the total private housing market as a result of the growth of these types of buildings since 2000. More recently the growth of privately funded education and health schemes has led us to break out these sub sectors in detail.

The presentation and layout of the report have also 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 wall claddings by types of claddings
- The Market for wall claddings by building sectors
- Forecast to 2021

**Note: We will also publish reports covering the following markets in 2017:**

- ***The Market for Rainscreen Claddings***
- ***The Market for Bricks***
- ***The Market for Roof Claddings***
- ***The Market for Roof Tiles***
- ***The Market for Flat Roofs***
- ***The Market for Building Insulation***

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

**Tel: + 44 1590 678 822**

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## Report Contents

The following data will be provided on the market for wall claddings in Great Britain in 2016 and 2017:

### 1 - Market Size

The estimated market for wall claddings in Great Britain in 2016 and 2017 will be provided in terms of installed area (in m<sup>2</sup>).

### 2 - Segmentation by Types of Products

The total market for wall cladding in 2016 and 2017 will be segmented by the following types of wall claddings:

- Brick
- Cast stone + natural stone
- Render to masonry
- Curtain walling
- Rainscreens
- Profiled metal:
  - Profiled steel
  - Profiled aluminium
- ETICS Systems
- Timber + weatherboarding
- Specialist flat sheet
- Others

### 3 - Segmentation by Building Sectors and Types of Work

The market for wall claddings by types of products in 2016 and 2017 will be further subdivided within each of the following building sector, sub sectors and types of work:

#### Private Housing:

The private housing market will be subdivided as follows:

- New buildings:
  - Houses
  - Low rise flats
  - High rise flats
- RMI:
  - Extensions
  - Refurbishment

### **Public Housing:**

The public housing market will be subdivided as follows:

- New buildings:
  - Houses
  - Flats
- RMI (extensions and refurbishment)

### **Non-Domestic Buildings:**

The non-domestic buildings market will be further subdivided as follows:

- 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:**

The industrial buildings market will be further subdivided as follows:

- New buildings
- Extensions
- Refurbishment

***Please see the example tables provided in the accompanying spreadsheet for the full scope of the data coverage.***

## 4 - Forecast to 2021

A forecast of the likely development of the market will be made for the period up to 2021 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
- The projected changes in product usage for all of the main types of products (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
- Sheeting contractors
- 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 450 interviews have been conducted with these types of respondents during the whole of 2017.

***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 40 years ago.
- Data collected from the Internet.

## Fees & Timings

### Fee Structure

The fee for the study on The Market for Wall Claddings will be:

- £3,650 +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 2018.*

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 - July 2018
- Final Report and Dataset - July 2018



## 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 Wall Claddings Report 2017** 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:

\_\_\_\_\_

## Appendix 1: Example Tables

### Private Housing:

Sub Sector / Type of Work		Installed Area of Wall Cladding (000 m <sup>2</sup> )												
		Brick	Cast Stone + Natural Stone	Render to Masonry	Curtain Walling	Rainscreens	Profiled Metal			ETICS Systems	Specialist Flat Sheet	Timber + Weatherbo arding	Others	Total
							Profiled Steel	Profiled Aluminium	Total					
New Buildings	Houses													
	Flats	Low Rise Flats												
		High Rise Flats												
		Total Flats												
	Total New													
RMI	Extensions													
	Refurbishment													
	Total RMI													
Total														

**Public Housing:**

Sub Sector / Type of Work		Installed Area of Wall Cladding (000 m <sup>2</sup> )												
		Brick	Cast Stone + Natural Stone	Render to Masonry	Curtain Walling	Rainscreens	Profiled Metal			ETICS Systems	Specialist Flat Sheet	Timber + Weatherbo arding	Others	Total
							Profiled Steel	Profiled Aluminium	Total					
New Buildings	Houses													
	Flats													
	Total New													
RMI														
Total														

**Non-Domestic Buildings:**

Sub Sector / Type of Work		Installed Area of Wall Cladding (000 m <sup>2</sup> )													
		Brick	Cast Stone + Natural Stone	Render to Masonry	Curtain Walling	Rainscreens	Profiled Metal			ETICS Systems	Specialist Flat Sheet	Timber + Weatherbo arding	Others	Total	
							Profiled Steel	Profiled Aluminium	Total						
New Buildings	Private Commercial	Offices													
		Retail													
		Leisure													
		Private Education													
		Private Health													
		Other Private													
		<b>Total</b>													
	Public Non Domestic	Public Education													
		Public Health													
		Other Public													
		<b>Total</b>													
	<b>Total New</b>														
	<b>RMI</b>														
	<b>Total</b>														

**Industrial Buildings:**

Type of Work	Installed Area of Wall Cladding (000 m <sup>2</sup> )												
	Brick	Cast Stone + Natural Stone	Render to Masonry	Curtain Walling	Rainscreens	Profiled Metal			ETICS Systems	Specialist Flat Sheet	Timber + Weatherboarding	Others	Total
						Profiled Steel	Profiled Aluminium	Total					
New Buildings													
Extensions													
Refurbishment													
<b>Total</b>													