

“For many building materials, the demand generated by the home improvements market, is more significant than demand from new dwelling construction”.



The Home Improvements Market in Australia 2010



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The home improvements market has been a growing and important sector of the building industry over the past 20 years. In recent years, the size of this market was estimated to be in excess of \$30 billion annually with the volume and value of many building materials used in home improvements outweighing their use in new dwelling construction.

Background

This 2010 study of the home improvements market continues BIS Shrapnel's ongoing research into this sector of the building industry.

It builds on the data and insights gained through our previous studies, *Building Materials & Fittings in Australia* (1992, 1995/96, 1998/99, 2001/02 and 2004/05) and *The Home Improvements Market in Australia* (1994, 1997, 2000, 2003 and 2006)

Where do you go for market insights?

The Australian Bureau of Statistics does not collect data on projects valued less than \$10,000. Currently, the ABS only publishes data for work:

- valued over \$10,000, and/or
- requiring Council approval.

The ABS statistics therefore miss those projects where home owners don't require Council approval, or fail to seek it, or which cost less than \$10,000. These include many kitchen and bathroom renovations, recladding, fencing, and internal relining projects.

Content of the report

■ Executive summary

Every report includes a clear, concise executive summary - efficient reading for time-pressed senior management.

■ Type of projects

Segmentation of the market by type of home improvement project undertaken in 2010 on number of jobs and a value basis.

■ Coverage

Data is presented by State. City and country regions were examined separately for each of the Eastern States.

■ Materials usage

Quantification of building materials and fittings usage in the major building applications for each type of home improvement project undertaken during 2010.

■ Time series

Comparison of the current 2010 levels of activity for each type of home improvement project with our earlier data from 2001/02, 2003, 2004/05 and 2006 both in terms of number and value of jobs, and patterns of materials usage.

Who did the work

Examination of the usage of tradesman/contractors versus D.I.Y. activity for each type of project undertaken.

Methodology

The study was conducted via an on-line survey of 10,000 householders to establish the incidence of various home improvement projects. Respondents who have undertaken each project are then asked specific questions on building materials usage and other relevant data about each project.

Respondents who have undertaken a home addition also completed an extensive on-line survey.

Timing

Fieldwork has been completed, with reports to be published on an on-going basis between March and June 2011.

Order form

The Home Improvements Market in Australia 2010



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