



Freedonia Focus Reports
Global Collection

Housing: Canada

February 2022



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About This Report

Scope

This report forecasts to 2025 the housing market in terms of the housing stock and new housing in units in Canada. The housing stock and new housing units are segmented by type in terms of:

- single-family
- multifamily (e.g., apartments/flats, condominiums, and townhouses)

This report also forecasts to 2025 the following data, all presented in square meters:

- existing residential floor space
- new residential floor space
- average size of existing housing units
- average size of new housing units

To illustrate historical trends, the housing stock and new housing units are provided in annual series from 2010 to 2020; the amount of existing and new residential floor space, the average size of existing and new housing units, and the various segments are reported at five-year intervals for 2010, 2015, and 2020.

Housing data in this report encompass private (owner-occupied and rental), public/social housing (owner-occupied and rental), and informal housing.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Housing: Canada (FA60024) is based on *Global Housing*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group

- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 7 | NAICS & SIC Codes Related to Housing

NAICS/SCIAN 2017 North American Industry Classification System		SIC Standard Industrial Classification	
236115	New Single-Family Housing Construction (except For-Sale Builders)	1521	Single-family Housing Construction
236116	New Multifamily Housing Construction (except For-Sale Builders)	1522	Residential Construction, NEC
236117	New Housing For-Sale Builders	1531	Operative Builders
236118	Residential Remodelers	2451	Mobile Homes
321991	Manufactured Home (Mobile Home) Manufacturing		

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Global Housing

Freedonia Industry Studies

Behind the Wall Plumbing

Building Envelope in North America

Cabinets

Ceilings

Countertops

Decorative Tile

Fencing

General Purpose Lighting Fixtures

Global Acoustic Insulation

Global Asphalt (Bitumen)

Global Cement

Global Construction Aggregates

Global Construction Chemicals

Global Construction Machinery

Global Countertops

Global Decorative Laminates

Global Drywall & Building Plaster

Global Engineered Stone Countertops

Global Fiber Cement

Global Flat Glass

Global Flooring

Global Foamed Plastic Insulation

Global Insulation

Global Major Household Appliances

Global Plastic Pipe

Global Plumbing Products

Global Pools & Spas

Global Prefabricated Housing

Global Roofing

Global Siding (Cladding)

Global Windows & Doors

Green (Vegetative) Roofing

Gutters & Downspouts

Home Improvement Consumer Insights 2020

Insulation

Liquid-Applied Roof Coatings

Low-Slope Roofing

Moulding & Trim

Pipe Products & Markets

Plumbing Fixtures & Fittings

Precast Concrete Products

Prefabricated Housing

Roofing

Roofing Accessories

Siding

Solar Roofing

Windows & Doors

Wood & Competitive Decking

Wood-Plastic Composite & Plastic Lumber

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Commercial Building Construction: United States

Construction Machinery: Canada

Housing: China

Housing: United States

Plumbing Fixtures & Fittings: Canada

Prefabricated Housing: Europe

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BBC

Bloomberg News

Business Insider

Construction Dive

Construction Global

The Economist

Financial Times

Forbes

Global Construction Review

The Guardian

Journal of Economic Perspectives

The New York Times

Reuters

Sustainability Matters

The Washington Post

World Construction Network

The World Property Journal

Agencies & Associations

American Economic Association

Bank for International Settlements

Banque Nationale du Canada

Blue Chip Economic Indicators

Canadian Construction Association

Canadian Home Builders' Association

The Conference Board

Congressional Budget Office

Counselors of Real Estate

Dodge Data & Analytics

Habitat for Humanity International

Harvard Joint Center for Housing Studies

Inter-American Development Bank (IDB)

International Housing Association

International Monetary Fund (IMF)

International Society of City and Regional Planners (ISOCARP)

Mortgage Bankers Association

National Association for Business Economics

Organisation for Economic Co-operation and Development (OECD)

Oxford Economics

PNC Financial Services Group

Portland Cement Association

Statistics Canada

Toronto-Dominion Bank

United Nations

Wells Fargo

World Bank