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Housing: Canada

September 2018



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About This Report

Scope

This report forecasts to 2022 the Canadian housing market in terms of the housing stock and new housing in units. The housing stock and new housing units are segmented by type in terms of:

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

This report also forecasts to 2022 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, new housing units, the amount of existing and new residential floor space, and the average size of existing and new housing units are provided at five-year intervals for 2007, 2012, and 2017.

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

Key macroeconomic indicators are also provided with quantified trends. 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 including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international 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

About This Report

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 Stock

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
236115	New Single-Family Housing Construction (except Operative Builders)	1521	General Contractors – Single-Family Houses
236116	New Multifamily Housing Construction (except Operative Builders)	1522	General Contractors – Residential Buildings Other Than Single-Family
236117	New Housing Operative 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.

About This Report

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, September 2018

Freedonia Industry Studies

Fencing in the US, August 2018

Global Flat Glass Market, March 2018

Countertops Market in the US, February 2018

Siding Market in the US, January 2018

Global Plumbing Fixtures & Fittings Market, November 2017

Global Hard-Surface Flooring, September 2017

Global Construction Machinery, August 2017

Freedonia Focus Reports

Architectural Paint: Canada

Cabinets: United States

Construction: United States

Countertops: Canada

Global Carpets & Rugs

Global Windows & Doors

Insulation: United States

Nonresidential Building Construction: United States

Plumbing Fixtures & Fittings: Canada

Power Lawn & Garden Equipment: Canada

Roofing: United States

Water Filtration Equipment: Canada

Windows & Doors: Canada

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Trade Publications

Building Magazine

Canadian Journal of Green Building & Design

Home Builder Magazine

The World Property Journal

Agencies & Associations

Building Industry and Land Development Association

Canadian Home Builders' Association

Canadian Housing & Renewal Association

Canadian Manufactured Housing Institute

About This Report

Co-operative Housing Federation of Canada
International Housing Association
International Monetary Fund
Manufactured Housing Association of Atlantic Canada
Organisation for Economic Co-operation and Development
Statistics Canada
United Nations
World Bank