



Freedonia Focus Reports
US Collection

Housing: United States

November 2019



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About This Report

Scope

This report forecasts to 2023 US housing starts and the housing stock in units, and average floor space per new and existing units in square feet. Each measure is segmented by housing type in terms of:

- single-unit conventional
- multiple-unit conventional
- manufactured

In addition, housing starts and the housing stock, as well as existing home sales, are segmented by region as follows:

- South
- Midwest
- West
- Northeast

Furthermore, spending on residential building construction in nominal US dollars is forecast to 2023 and is segmented by type as follows:

- single-unit
- multiple-unit
- improvements

To illustrate historical trends, housing starts, the housing stock, existing home sales, average floor space, residential building construction expenditures, the median price of new single-unit conventional homes, interest rates, and the various segments are provided in annual series from 2008 to 2018.

The definition of housing starts differs by type of building. A housing start for a conventional building is counted on the date foundation work begins. For manufactured housing, the date of placement represents a housing start. Modular and pre-cut varieties are not considered manufactured homes; they are conventional homes. As defined by the US Census Bureau, expenditures represent architectural and engineering costs; labor, material, and overhead costs; interest and taxes paid during construction; and contractors' profits. Improvements include additions, alterations, and major replacements (e.g., heating systems) to existing structures, but exclude maintenance and repairs.

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: United States (FF60024) represents the synthesis and analysis of data from various 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 14 | NAICS & SIC Codes Related to Housing

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
236115	New Single-Family Housing Construction (except For-Sale Builders)	1521	General Contractors – Single-Family Houses
236116	New Multifamily Housing Construction (except For-Sale Builders)	1522	General Contractors – Residential Buildings, Other Than Single-Family
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

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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

Freedonia Industry Studies

Global Housing

Residential Roofing

Windows & Doors

Freedonia Focus Reports

Architectural Services: United States

Ceilings: United States

Commercial Building Construction: United States

Construction: United States

Contract Cleaning Services: United States

Furniture: United States

Global Housing

Hardware: United States

Household Cooking Appliances: United States

Household Furniture: United States

Household Refrigerators & Freezers: United States

Housing: Canada

Insulated Wire & Cable: United States

Precast Architectural Building Components: United States

Precast Structural Building Components: United States

Residential Insulation: United States

Window Coverings: United States

Freedonia Custom Research

Trade Publications

Building Design & Construction

BuildingGreen

BuildingOnline

Multi-Housing News

Professional Builder

Agencies & Associations

Bureau of Labor Statistics

Joint Center for Housing Studies of Harvard University

Manufactured Housing Institute

National Association of Home Builders

About This Report

National Association of Realtors

United States Census Bureau

United States Department of Housing and Urban Development

United States Environmental Protection Agency

United States Green Building Council