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Global Housing

September 2018



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Table of Contents

1. Highlights	3
2. Global Overview & Forecasts	5
Global Housing Stock	5
Global New Housing Units	7
3. Regional Segmentation & Forecasts	9
Regional Housing Stock Overview	9
Regional New Housing Units Overview	11
North America	13
Housing Stock	13
New Housing Units	14
Central & South America	16
Housing Stock	16
New Housing Units	17
Western Europe	19
Housing Stock	19
New Housing Units	20
Eastern Europe	22
Housing Stock	22
New Housing Units	23
Asia/Pacific	25
Housing Stock	25
New Housing Units	26
Africa/Mideast	28
Housing Stock	28
New Housing Units	29
4. About This Report	31
Scope	31
Sources	31
Industry Codes	32
Freedonia Methodology	32
Resources	34

List of Tables & Figures

Figure 1 Global Housing Market Outlook, 2017 – 2022	4
Figure 2 Global Housing Stock by Type, 2007 – 2022 (mil units)	5
Table 1 Global Housing Stock by Type, 2007 – 2022 (mil units)	5
Figure 3 Global Housing Stock by Type, 2007 – 2022 (%)	6
Figure 4 Global New Housing Units by Type, 2007 – 2022 (000 units)	7
Table 2 Global New Housing Units by Type, 2007 – 2022 (000 units)	7
Figure 5 Global New Housing Units by Type, 2007 – 2022 (%)	8
Figure 6 Global Housing Stock by Region, 2007 – 2022 (mil units)	9
Table 3 Global Housing Stock by Region, 2007 – 2022 (mil units)	9
Figure 7 Global Housing Stock by Region, 2007 – 2022 (%)	10
Figure 8 Global New Housing Units by Region, 2007 – 2022 (000 units)	11
Table 4 Global New Housing Units by Region, 2007 – 2022 (000 units)	11
Figure 9 Global New Housing Units by Region, 2007 – 2022 (%)	12
Figure 10 North America: Housing Stock by Type, 2007 – 2022 (mil units)	13
Table 5 North America: Housing Stock by Type, 2007 – 2022 (mil units)	13
Figure 11 North America: New Housing Units by Type, 2007 – 2022 (000 units)	14
Table 6 North America: New Housing Units by Type, 2007 – 2022 (000 units)	15
Figure 12 Central & South America: Housing Stock by Type, 2007 – 2022 (mil units)	16
Table 7 Central & South America: Housing Stock by Type, 2007 – 2022 (mil units)	16
Figure 13 Central & South America: New Housing Units by Type, 2007 – 2022 (000 units)	17
Table 8 Central & South America: New Housing Units by Type, 2007 – 2022 (000 units)	18
Figure 14 Western Europe: Housing Stock by Type, 2007 – 2022 (mil units)	19
Table 9 Western Europe: Housing Stock by Type, 2007 – 2022 (mil units)	19
Figure 15 Western Europe: New Housing Units by Type, 2007 – 2022 (000 units)	20
Table 10 Western Europe: New Housing Units by Type, 2007 – 2022 (000 units)	21
Figure 16 Eastern Europe: Housing Stock by Type, 2007 – 2022 (mil units)	22
Table 11 Eastern Europe: Housing Stock by Type, 2007 – 2022 (mil units)	22
Figure 17 Eastern Europe: New Housing Units by Type, 2007 – 2022 (000 units)	23
Table 12 Eastern Europe: New Housing Units by Type, 2007 – 2022 (000 units)	24
Figure 18 Asia/Pacific: Housing Stock by Type, 2007 – 2022 (mil units)	25
Table 13 Asia/Pacific: Housing Stock by Type, 2007 – 2022 (mil units)	25
Figure 19 Asia/Pacific: New Housing Units by Type, 2007 – 2022 (000 units)	26
Table 14 Asia/Pacific: New Housing Units by Type, 2007 – 2022 (000 units)	27
Figure 20 Africa/Mideast: Housing Stock by Type, 2007 – 2022 (mil units)	28
Table 15 Africa/Mideast: Housing Stock by Type, 2007 – 2022 (mil units)	28
Figure 21 Africa/Mideast: New Housing Units by Type, 2007 – 2022 (000 units)	29
Table 16 Africa/Mideast: New Housing Units by Type, 2007 – 2022 (000 units)	30
Table 17 NAICS & SIC Codes Related to Housing	32

About This Report

Scope

This report forecasts to 2022 the global housing market by housing stock, new housing units, and major world region in unit terms. In addition, forecasts for existing and new residential floor space in square meters are provided by major world region. Housing types include:

- single-family
- multifamily

Major world regions include:

- North America
- Central and South America
- Western Europe
- Eastern Europe
- Asia/Pacific
- Africa/Mideast

To illustrate historical trends, global housing stock and new housing units, and regional demand (including housing stock, new housing units, and existing and new residential floor space) are provided 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.

A full outline of report items by page is available in the Table of Contents.

Sources

Global Housing (FW60024) is based on [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

About This Report

- 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 17 | NAICS & SIC Codes Related to Housing

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

About This Report

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, 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

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Organisation for Economic Co-operation and Development

United Nations

United States Census Bureau

World Bank