



Building Materials in New Dwellings

BIS Oxford Economics is a leading provider of builder materials insights, having analysed the Australian market for over 40 years; our research reports meet the market information needs of a sector that lacks quality market data.

Propelled by low interest rates, foreign investment, solid economic growth and coming from a period of prolonged underbuilding, national dwelling construction reached an all-time record of 233,598 in 2015/16.

While this represents the peak of the cycle, national dwelling commencements in 2017/18 are expected to remain above the magical 200,000 mark at 218,700.

With residential construction at record highs, BIS Oxford Economics is committed to delivering extensive analysis of building materials being installed into new dwellings, leading drivers for material selection and the identification of key decision makers.

Our understanding of the market and our continued dedication to ensuring our research is relevant and dynamic helps our clients' position themselves to advantage.

Key benefits & features

■ Independent research

BIS Oxford Economics is an independent firm with no financial interest in any of the industry sectors we research and analyse.

■ Consistent and comparable research methodology

Our consistent line of questioning across key building materials allows time-series analysis.

■ Residential builder feedback

We gain feedback from residential builders across Australia, covering small, medium and large scale operations.

■ National Dwellings Database

Our NDD incorporates a wide range of metrics and related new residential construction data; this data is utilised extensively through the reports.

■ Unique insights

We incorporate a detailed analysis of key materials and the drivers for material selection.



■ Excel data

We provide all table data in excel files to allow ease of use by clients.

■ National coverage

We provide national coverage across Sydney, Melbourne, Brisbane, Adelaide, Perth.

■ Dwelling types

Results are disaggregated into detached, semi-detached and multi-units.



Private/customised questions

For clients requiring more tailored analysis, there is an opportunity to ask private questions. This allows for significant cost savings through economies of scale from a survey of this size. It is available at a fraction of the cost of a stand-alone project.

This opportunity is embraced by many clients as a tool to track progress on selected marketing campaigns and/or track metrics over time.



Scope of the report

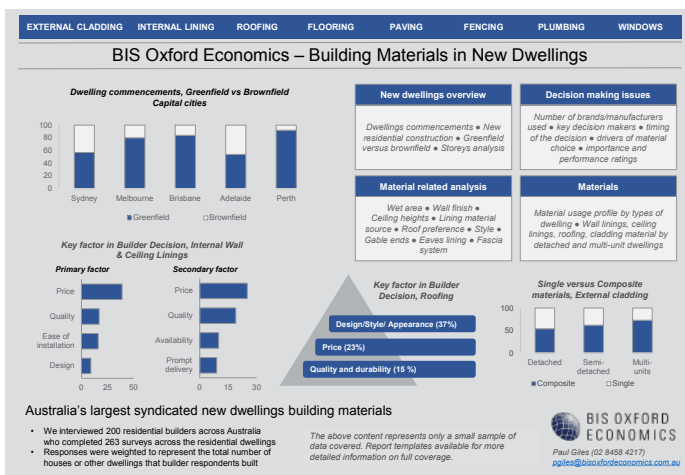
- Market size (in m²) by state
- Analysis of each market by material type/segment
- Identification of key decision makers
- Reasons for materials choice
- Industry importance & performance ratings
- Each report also contains additional segment specific analysis



Market coverage

Building materials covered:

- External wall cladding
- Internal wall & ceiling lining
- Roofing
- Flooring
- Fencing
- Windows
- Paving
- Benchtops & cupboard doors



Contact us

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