

Proposal on:

The Housing Market

Great Britain 2025

A Multi-Client Report

June 2026

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Report Contents

1 - Market Size

The size of the market for private and public / social housing in Great Britain in 2025 will be estimated and quantified in terms of completed dwelling in the following units of measure:

- Floor area (m²)
- Number of dwellings

2 - Types of Funding and Types of dwellings

The market will be subdivided by the following types of funding and types of dwelling:

Private housing:

- Houses and bungalows:
 - Detached
 - Semi-detached
 - terraced
- Apartment buildings:
 - Low-rise (up to 11m)
 - Mid-rise (11 to 18m)
 - High-rise (18m and over)

Public / social housing:

- Houses and bungalows:
 - Detached
 - Semi-detached
 - terraced
- Apartment buildings:
 - Low-rise (up to 11m)
 - Mid-rise (11 to 18m)
 - High-rise (18m and over)

Notes:

- *Private housing includes speculative developments by developers as well as self-build projects.*
- *Public / social housing includes developments funded by Registered Social Landlords (RSL's), Housing Associations and Local Authorities.*

3 - Types of Construction:

The housing market by types of funding and types of dwellings will be further subdivided by the following types of:

- Traditional / masonry
- Timber
- Others (steel, concrete etc.)

4 - Geographical Regions

The market for housing will be segmented by the following geographical regions:

- Scotland
- North - included:
 - North West
 - North East
 - Yorkshire and The Humber
- Midlands - includes:
 - Wales
 - West Midlands
 - East Midlands
 - Eastern
- South West
- South East - includes:
 - London
 - Remainder of South East

5 - Average Floor Areas:

The average floor areas will be stated by the following types of dwellings:

Private housing:

- Houses and bungalows:
 - Detached
 - Semi-detached
 - terraced
- Apartment buildings:
 - Low-rise (up to 11m)
 - Mid-rise (11 to 18m)
 - High-rise (18m and over)

Public / social housing:

- Houses and bungalows:
 - Detached
 - Semi-detached
 - terraced
- Apartment buildings:
 - Low-rise (up to 11m)
 - Mid-rise (11 to 18m)
 - High-rise (18m and over)

6 - Trend Data

The historic trends from 2015 to 2025 will be provided and this will include the following data:

- Market size
- Types of dwellings
- Types of construction
- Average floor areas

7 - Forecast to 2029

A forecast of the housing market will be provided and this will be based on the Construction Markets forecasting model. This will cover the following:

- Market size
- Types of funding and types of dwellings
- Types of construction

Additionally the views of housebuilders will be sought covering factors such as:

- Number of dwellings
- Types of dwellings
- Types of construction
- General state of the market

Research Programme

The data required will be collected from the following research programme:

1 - Field research:

Interviews have been conducted with the following types of respondents:

- Private house builders
- Developers of high-rise residential apartment blocks
- RSL's (Registered Social Landlords) and Housing Associations
- Others as identified as being relevant sources of information

Over 180 telephone interviews have been conducted with these types of respondents during 2025.

2 - Desk Research:

A major programme of desk research will also be conducted consisting of the following:

- Collection and analysis of all published and other obtainable statistics from both public and private sources
- Information from the unique database held by Construction Markets which has been updated annually since the consultancy was started over 50 years ago
- Data collected from the Internet

Fees & Timings:

Fee Structure:

The fee for the study on The Housing Market report as described above will be:

- £1,250 + VAT per subscriber

This fee will be invoiced upon delivery of the data and report.

The final data will be supplied in electronic format as follows:

- Final Report - MS PowerPoint format including slides and accompanying commentary
- Final Dataset - MS Excel workbook

Timing:

The delivery date for report is as follows:

- Final Report and Dataset - June 2026

Terms and Conditions

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- We will provide you with data and services described in this engagement letter and the accompanying document describing the research scope in a timely manner. In the unlikely event that delays occur then these will be promptly advised by email.
- All reasonable endeavours will be made to ensure the accuracy of all data that is supplied and this will be based on the agreed scope and no warranty or representation is made by us as to the completeness of the data or reports or the accuracy of the information we have relied on.
- You agree that any commercial decisions that you make are not within the scope of our duty of care and in taking such decisions you must take into account the restrictions on the scope of our work and other factors, commercial and otherwise, of which you and your other advisers are, or should be, aware from sources other than our work.
- The aggregate of our liability for all Relevant Losses to the Recipient Parties shall be limited in total to ten times our paid fees for this engagement.
- You acknowledge that our employees, consultants, agents or directors do not assume any duty of care to you in a personal capacity. You shall not bring any claim in respect of any Relevant Losses against any of our employees, consultants, agents or directors personally.
- We will not be liable to you for any claim in relation to our reports and advice to the extent that you have a right of recovery from any other person.
- We will not be liable to you for any claim in relation to our reports and advice to the extent that you were aware of the fact, matter, event or circumstances giving rise to the claim prior to the date of the relevant report or advice.