



# Building Products & Construction Market

## Overview

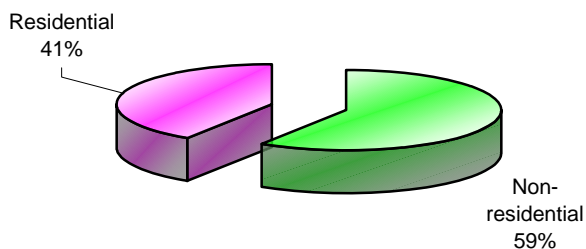
The Building and Construction Industry in Canada was estimated at US\$ 31.2 billion in 2007 with an estimated growth of 3.5%. The Construction Sector Council predicts a similar behavior for this industry in 2008, with an expected growth of 3.1%.



The United States accounts for about 61% of total imports in this sector. This participation is based on the commercial advantages that US has with Canada in terms of geographic proximity, quality similarities, trade agreements, such as NAFTA, channels of distribution and more recent US-Canada dollar parity.

## Construction Sectors

The non-residential sector has the most important influence in the construction industry, and accounts for 59% of the total market. This sector estimated to have a growth rate of 7.9% in 2007.



Source: Canadian Construction Association

The residential sector accounts for 41% of the total market. This sector had a negative growth during 2007 but it is expected to recover with a small increase of 0.3% for 2008. The housings starts for 2008 will remain above the 200,000-unit threshold.

## Areas of opportunity

- 1. Non-residential sector:** engineering and industrial construction are the main drivers in this sector.
  - Engineering Construction investment relating to the petroleum and gas industry, including energy exploration and recovery and the infrastructure needed to provide services to the people involved in the industry. The province of Alberta holds the first place in the country for these opportunities, followed by Newfoundland and Saskatchewan.
  - Commercial and institutional sectors will present steady growth rates throughout 2012. The provinces of Alberta and British Columbia lead growth in the institutional construction sector
- 2. Residential sector:** housing starts represent an area of opportunity mainly in the big urban centers of Toronto, Montreal, Vancouver, Calgary and Edmonton.

Source: Canadian Construction Association

## Other Sources

U.S. Department of Commerce: Ruth Williamson  
Canadian Construction Association

[www.cca-acc.com](http://www.cca-acc.com)

Construction Sector Council [www.csc-ca.org](http://www.csc-ca.org)

Canadian Home Builders Association

[www.chba.ca](http://www.chba.ca)

Industry Canada [www.ic.gc.ca](http://www.ic.gc.ca)

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