

FOR IMMEDIATE RELEASE AUGUST 2011

## Five Key Opportunities in the Commercial Construction Sector – UK, 2011-2015 Analysis

### New AMA report Reviews Opportunities in the Commercial Construction Sector

"After the problems experienced by the construction industry over the last couple of years, the prospects for 2011 and beyond remain mixed. However, not all is 'doom and gloom' and this report highlights several key areas offering more optimistic prospects.

**Budget hotels** are a good example of a market sector offering good growth opportunities, with the number of rooms set to increase by over 30% over the next decade. While Travelodge and Premier Inns are market leaders, other groups such as Accor and new entrant Motel One are also expanding their UK portfolios. "

A brief summary of the report is included on the following page.

Priced at £665, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at [sales@amaresearch.com.uk](mailto:sales@amaresearch.com.uk).

#### **Editors Note:**

Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

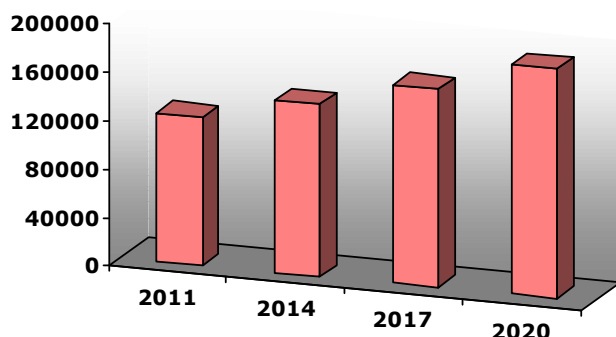
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

Please include our web address and telephone number on any review printed; it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

AMA Research Ltd  
Montpellier House  
Montpellier Drive  
Cheltenham  
Gloucestershire GL50 1TY  
Tel: +44 (0)1242 235724  
Fax: +44 (0)1242 262948  
E-mail: [andrewhartley@amaresearch.co.uk](mailto:andrewhartley@amaresearch.co.uk)  
Website: [www.amaresearch.co.uk](http://www.amaresearch.co.uk)

## Five Key Opportunities in the Commercial Construction Sector - UK 2011-2015

Forecast Growth of UK Budget Hotel Sector:  
2011-2020 by No. Rooms



AMA Research has recently published the 1<sup>st</sup> Edition of its review of major opportunities in key markets.

The report considers the short to medium term prospects of private sector construction through five key areas – **Grocery Retail & Supermarkets; Private Care Homes; Budget Hotels; Student Accommodation; and Industrial & Retail Warehousing.**

These are all sectors where long-term spending and expansion programmes are still expected - and where good

opportunities still exist for contractors and material suppliers.

The report analyses these key sectors focusing on: the size, structure and value of each sector; forecasts for construction activity and output to 2015; key private clients and their spending programmes and forward development pipelines and sector construction capability – which contractors are winning work in these sectors.

**Budget hotels** are a good example of a market sector offering good growth opportunities, with the number of rooms set to increase by over 30% over the next decade. While Travelodge and Premier Inns are market leaders, other groups such as Accor and new entrant Motel One are also expanding their UK portfolios.

Despite the downturn, **grocery retail** continues to expand with the major retailers investing in new store opening programmes and upgrading of existing facilities. While Tesco is leading the way with 100+ store opening per annum up to 2015, other chains are also looking at a mix of store types to expand their UK operations.

Recent adverse publicity in the **Care Homes** market does not detract from the expansion in the sector required to meet the demands of an ageing population, and other major groups have plans in place to build new homes – with Barchester having one of the largest development programmes in the sector.

**Student accommodation** requirements reflect growing student numbers. The sector remains under-supplied and the report identifies the major players and locations offering construction opportunities over the next 5 years. Over 20,000 bedroom places in purpose-built accommodation are in the development pipeline over the next 2-3 years.

As a result, after the problems experienced by the construction industry over the last couple of years, the prospects for 2011 and beyond remain mixed. Forthcoming cuts in public spending will almost certainly impact on the industry as a whole, with public sector construction output expected to fall by 25% between 2011 and 2015. However, not all is 'doom and gloom' and this report highlights some key growth areas going forward.

A key hope for construction in 2011 and beyond is that an increase in certain areas of private sector work may help to partially compensate for the decline in publicly funded projects. Many of the markets in which construction companies have been competing for work are changing and the key issue for contractors and material suppliers during the next 2-3 years is to take advantage of opportunities in those sectors still offering a decent return.

AMA Research's report "**Five Key Opportunities in the Commercial Construction Sector – UK 2011 – 2015 Analysis**" is available in hard copy or electronic format for £665 and can be ordered online at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 01242 235724.