



AMA Research

Part of
Barbour ABI

Building and construction market
research trusted by blue chip
companies, global consultancies,
and leading retailers



AMA Research is the leading specialist provider of market research and insight to the UK building and construction industries.

With solid industry insight you can eliminate guesswork in strategic decision-making; giving you confidence that you're steering your business in the right direction.

- **With a strong view of your organisation's position, you can spot and take advantage of new market opportunities.**
 - **A greater understanding of your supply chain - from procurement to distribution - means you can streamline operations and improve decision-making.**
 - **Reliable insight on products and services helps you build a clear picture of the products or services you should be developing and launching.**
 - **With a thorough analysis of your buyers and competitors, you can develop powerful positioning, effectively monitoring your brand and customers.**
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We provide an unrivalled depth of market information and data on construction products, sectors and services. Backed by Barbour ABI, we have access to the data and technological tools of a global research house. And we continue to grow our knowledge base, gathering intelligence in areas where data does not yet exist.

- **Industry decision makers use our reports as their primary source of market data.**
- **Clients get critical insight to successfully create, launch and sell construction products into new and existing markets.**
- **We provide bespoke research for clients that want to address specific organisational challenges.**



I've been a massive fan of AMA for years and have regularly bought their reports. I do absolutely value what they produce."

Lynne Wellington - NG Bailey

Barbour ABI

Early access to project leads
with Barbour ABI

 **Barbour**
PRODUCT SEARCH

Be found by key industry
decision makers

 **AMA** Research

Stay ahead of critical trends
with AMA Research

Product Market Reports

Industry intelligence on market size, dynamics, and key trends in the UK's construction products markets.

In-depth data and analysis that impacts all stages of the product lifecycle. Regularly refreshed for up-to-the-minute insight, our product market reports provide reliable market data that plugs directly into strategies and planning.

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**Bathrooms
and Kitchens**

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**Construction
Sectors,
Contractors & FM**

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& Electrical**

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**Home
& Garden**

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**Building Products,
Distribution & Hire**

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Service Market Reports

Up-to-the-minute insight and analysis on the key trades working in UK construction.

An incisive deep dive into market structure, dynamics and trends, our service market reports are regularly updated to provide an accurate snapshot of the key trades in construction.

Packed with valuable intel on market size, dynamics, key trends and more. They give clients the confidence to make decisions that will move their business in the right direction.

Service Market Reports:

- **Construction Contractors**
- **Facilities Management Outsourcing**
- **M&E Contractors**
- **Garden Distribution**
- **Door and Window Fabricators**
- **Electrical Wholesalers**
- **Builders' and Plumbers' Merchants**

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The AMA Research team are united by their passion for quantifying the built environment. The numbers we generate – whether tracking market sizes, company shares, sector values, trade volumes or product demand – are the basis for understanding specific markets, analysing trends and being able to apply this to forecasting future growth. We love to dive into the detail and get to the truth of what, why and where; and we love finding ways to make this insight accessible and easy to apply to strategies and plans that help our customers grow.”

Laura Pardoe - Product Manager

Sector Market Reports

A wide-ranging snapshot of key sectors across the building and construction industry.

Powerful insight, with in-depth analysis on residential and non-residential sectors, our sector market reports provide critical data on structure, influences, trends and forecasts.

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The team were thoroughly professional, kept me up to date regularly on progress and engaged with me throughout the project. The final research report was detailed and clear and was exactly what we as a client were looking for.”

Douglas Masterson
- Guild of Architectural Ironmongers

Residential Sector

- Housebuilding
- Build to Rent
- Social Housing Construction & Maintenance Market
- Construction in High-Rise Buildings
- Private Residential RMI and Extensions
- Social Housing RMI
- Self-Build Housing Market

Non Residential Sector

- Public Sector (Non-Residential) Construction
- Care Homes Construction
- Data Centres Construction
- Education Construction
- Healthcare Construction
- Warehouse and Factor Construction
- Construction in Hotel, Entertainment and Leisure
- Highway Maintenance
- Commercial Office Construction
- Pharmaceutical and Bio Construction
- Retail Construction and Refurbishment
- Higher Education and Student Accommodation
- Transport Infrastructure Construction and Refurbishment
- Power Generation
- Waste Management

Meet the Team

Industry commentators, thought leaders and research specialists: we're committed to growing your business.

Our people know the industry inside and out.

With a thirst for knowledge and the skills to reveal new insights, they're experienced at extracting valuable data that shines a light on market trends.

We build bespoke teams of experts for clients that need insight for a specific challenge.

And the results speak for themselves, with clients that keep coming back – year on year.



Tom Hall
Chief Economist

An experienced speaker at industry events, Tom works with media and industry bodies to develop commentary on the built environment.



Laura Pardoe
Product Manager

With past roles including Head of Insight for National Trust, and UK Marketing Manager for BP, Laura has been honing her skills in research, insight and marketing for over two decades.



Michelle Turner
Commission Research Manager

With more than 5 years experience in the plumbing & heating industry, Michelle delivers research projects across all of our key business areas.



Abdul Tantouch
Research Manager

Abdul has been working in research analysis for over 9 years, and specialises in financial data analysis and investigative research.



Ozge Celik Russell
Research Manager

With 10 years experience in planning, executing and editing quantitative and qualitative projects, Ozge specialises in survey design, focus group interviews and data analysis.



Amanda White
Database and Research Executive

A skilled researcher, Amanda has a strong portfolio delivering qualitative, quantitative and face-to-face research with building and construction professionals.



Alex Blagden
Senior Market Research Analyst

An experienced senior researcher, Alex has been delivering bespoke research projects for some of the biggest names in the building and construction industry for more than 20 years.



Lucy James
Research Manager

Lucy has over 15 years experience in the research industry spanning a wide range of sectors and methodologies. She has particular experience working with the trade on projects including materials, plumbing and electrical, lighting, key accounts.

Consultancy

Valuable insight and intellectual property, designed to meet your business needs.

Combining industry experience, research skills and a passion for knowledge, our team delves deeper to uncover fresh insights.

They design and deliver wide-ranging research, which draws insight from critical stakeholders and decision-makers across the industry.

Giving you industry-leading intelligence – whatever your challenge.

Trusted by industry leaders



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