

## **Barbour ABI acquires AMA Research**

### **Deal extends Barbour ABI's marketing services offering in Built Environment.**

Barbour ABI today announces that it has acquired AMA Research (AMA) ([www.amaresearch.co.uk](http://www.amaresearch.co.uk)), a trusted provider of market research, data and bespoke reports to the UK construction sector. The business has been acquired on behalf of Barbour ABI from its owners, Keith Taylor and Andrew Hartley.

The acquisition of AMA will significantly strengthen the market research proposition of Barbour ABI's market-leading business which already provides sales leads, client/competitor monitoring and market analysis for the UK construction market through the Barbour ABI, Barbour Product Search and Office Moves brands.

AMA provides c.150 market research reports, databases and bespoke research services (including commissioned market research projects and business surveys) to UK construction companies, with a focus on finishes, fixtures and fittings. AMA reports provide both quantitative and qualitative analysis of market trends and are well regarded across their core sectors. AMA's 10-strong team are based in Cheltenham from where Keith Taylor will lead the business as Director, also joining Barbour ABI's management team.

Simon Mahoney, Group Director, Barbour ABI, said:

"I am very pleased to announce this acquisition, which will enhance our current product offering and complement our existing business. We are pleased to have acquired a high quality product that we can use to respond to our clients' requests for market research and insight, as well as helping us to attract new customers. We believe that AMA will provide further opportunities across the rest of our business and generate strong revenue growth in the future".

Keith Taylor, Director, AMA Research, said:

"We are delighted to be part of the Barbour ABI team, I believe the combination of the two companies provides a unique and complementary range of services into the building and construction industry. Both companies are well regarded and AMA Research's library of high quality market intelligence and insight represents a leading resource, which can now be marketed much more widely throughout the Barbour ABI customer base, complementing other product areas and strengthening AMA Research's marketing and sales across the building and construction industry."

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**Notes to editors:**

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**About Barbour ABI:**

Barbour ABI is a leading provider of construction intelligence services. With a team of in-house research specialists and a dedicated economics team, it provides commercially relevant insight and unique analysis of trends and developments within the building and construction industry.

Barbour ABI is the chosen provider of Construction New Orders estimates data to the Office for National Statistics, provider of the Government's Construction and Infrastructure Pipeline and provides the planning application and development data to the Department for Communities and Local Government. Barbour ABI also provides data for independent organisations, such as the Construction Products Association.

Barbour ABI is part of UBM and is headquartered in Cheshire Oaks, Cheshire. For more information, go to [www.barbour-abi.com](http://www.barbour-abi.com) or follow on Twitter [@BarbourABI](https://twitter.com/BarbourABI) for all the latest construction data news.