



# Report Impression

## European Architectural Barometer – Q4 2018 - GERMANY

Theme: Circular and sustainable construction  
February 2019

## The added value of the European Architectural Barometer

- For decision makers charged with considering company resources, staffing, and marketing strategy, a clear insight into future construction volumes is essential. Economic indicators, however, seldom provide an adequate picture of these volumes. Arch-Vision therefore combines economic indicators with architects' expectations in order to give insight in construction volumes. In addition, a current theme is investigated every quarter to determine trends and developments within the construction sector. That is why this report is a must-have for each construction marketeer.



## Preface Q4 2018 report

- This report is the Q4 2018 edition of the European Architectural Barometer in which architects provide a strong indication of the developments in the construction sector. Next to the economic developments and the forecasts for the next few years, this report also gives you insights in the topic 'circular construction'.
- The stable image of all European countries has somewhat disappeared, as several indicators and also architects report a slightly more volatile situation than in recent quarters. Especially [redacted] construction sector is very insecure [redacted] and architects are very concerned about a possible [redacted] and the influence this will have on the industry. Although fast growing markets such as the [redacted] keep reporting very positive figures, the growth figures that were expected in the past year might not be met due to a lack of labour and limitations of the production capacity.

## Theme part: Circular construction

- In this quarter, architects were asked about sustainable and circular construction. To what extent do architects already see that sustainability and circularity are taken into account in their projects, and what is circularity according to them.
- Furthermore, it is interesting to see what architects think will happen in future years. Do they expect the construction economy to become fully circular, and if so, when will this happen?



Preface



Forecast overview



Economic and  
construction figures  
per country



Theme part:  
Circular and sustainable  
construction



Research background



Appendix

# Forecast overview

Future building volumes in total, new-build and renovation

|  |  | 2011  | 2012  | 2013    | 2014    | 2015    | 2016    | 2017    | 2018    | 2019 | 2020 |
|--|--|-------|-------|---------|---------|---------|---------|---------|---------|------|------|
|  |  |       |       |         |         |         |         |         |         |      |      |
|  |  |       |       |         |         |         |         |         |         |      |      |
|  |  |       |       |         |         |         |         |         |         |      |      |
|  |  |       |       |         |         |         |         |         |         |      |      |
|  |  | 5,0%  | 6,3%  | 1,2%    | 1,3%    | 2,2%    | 1,7%    | 2,4%    | 1,8%    |      |      |
|  |  | € 234 | € 249 | € 252   | € 255   | € 261   | € 266   | € 272   | € 277   |      |      |
|  |  |       |       | € 80,6  | € 84,2  | € 85,4  | € 88,1  | € 91,4  | € 94,4  |      |      |
|  |  |       |       | € 171,0 | € 171,0 | € 175,5 | € 177,4 | € 180,3 | € 182,4 |      |      |
|  |  |       |       |         |         |         |         |         |         |      |      |
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Barometer forecasts building construction

Building volumes in billion euros

Building volumes in euros in the new-build segment

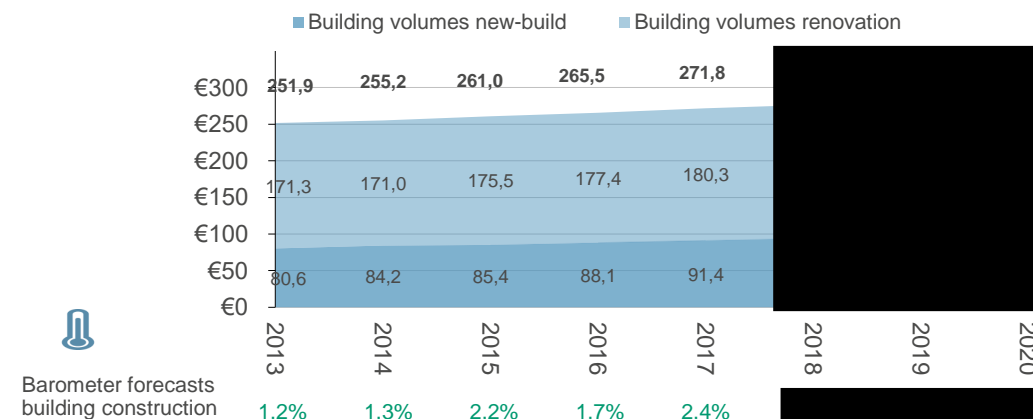
Building volumes in euros in the renovation segment



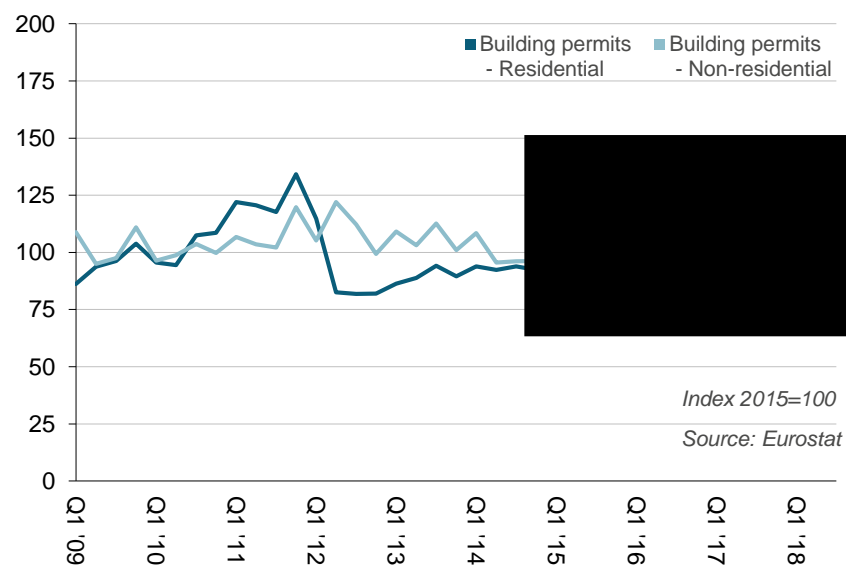
## Results per country – Germany

- Although the German construction industry has been a stable one throughout the years, there seems to be a slowdown with more and more projects being postponed or even cancelled.
- Despite the positive development of the order book and turnover of architects in the past year, it seems that in the long term the stable growth figures will slow down a bit. There is no reason to expect a decreasing market, but the market seems to have reached its peak and growth will not be spectacular.

## Building volumes



## Development building permits



| Economic and construction related indicators        | Value Q4 2017 | Value Q3 2018 | Value Q4 2018 | Q-2-Q development |
|-----------------------------------------------------|---------------|---------------|---------------|-------------------|
| GDP (quarterly growth rate) (%)*                    | 0.8           |               |               | ↓ (Q3-Q2)         |
| Consumer confidence indicator**                     | 5.3           |               |               | →                 |
| Industrial confidence indicator**                   | 13.0          |               |               | ↓                 |
| Construction confidence indicator**                 | 13.4          |               |               | ↑                 |
| Production value buildings (index 2015=100)**       | 109.6         |               |               | ↓ (Q3-Q2)         |
| Architects with postponed projects (%)***           | 25            |               |               | ↓                 |
| Architects with cancelled projects (%)***           | 14            |               |               | ↓                 |
| Building permits residential (index 2015=100)**     | 116.5         |               |               | ↑                 |
| Building permits non-residential (index 2015=100)** | 115.4         |               |               | ↑                 |

Source: \*Country statistical office; \*\* Eurostat, \*\*\* Arch-Vision

## GERMANY



### Sustainability

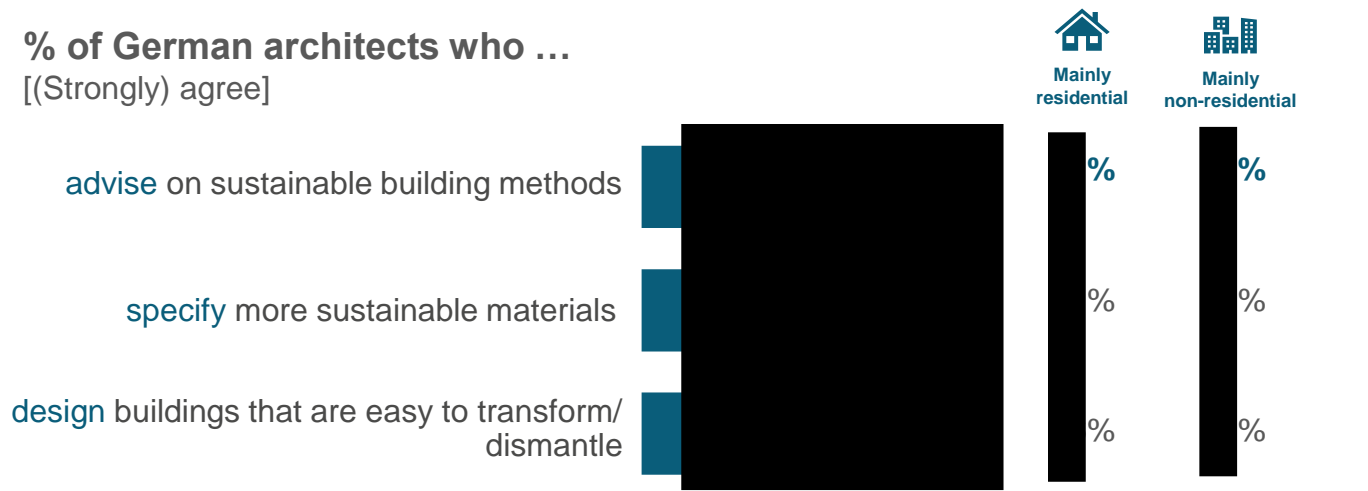
- [REDACTED] of German architects say that principals ask for sustainability in their projects and are also willing to invest in it. Another [REDACTED] % say that principals ask for it but do not want to spend money on this.
- German architects consider themselves as the most important [REDACTED] sustainable.

### Circularity

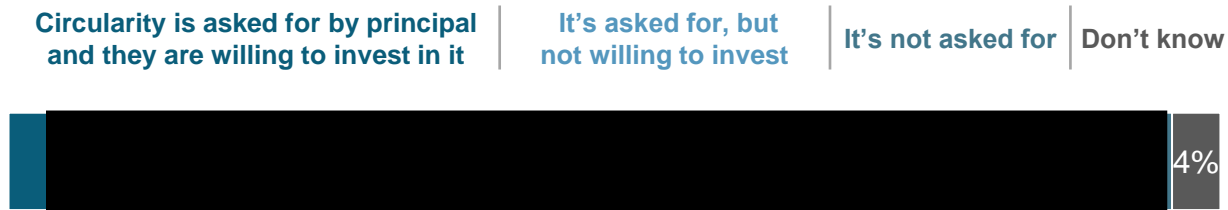
- In [REDACTED] % of the architectural projects, circularity is taken into account. The majority of these projects are non-residential projects. [REDACTED]
- The biggest obstacle that is preventing circularity from being taken into account in projects is [REDACTED]. Next to that, German architects would like manufacturers to offer [REDACTED]
- The national government is seen as the most important party that will drive the sector towards a circular construction economy. [REDACTED] % of the architects (strongly) agree that circularity will only succeed if enforced by the government.

Circularity is taken into account in **42%** of the architectural projects

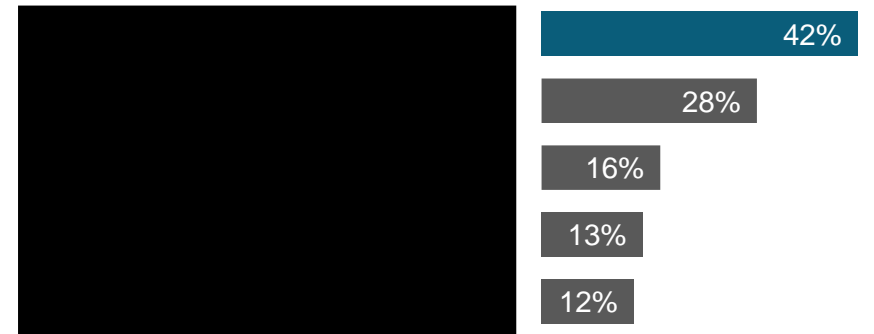
**28%** of these projects are residential projects



## Demand & investment by principals



## What is circular construction economy for the architect? Top-5 characteristics

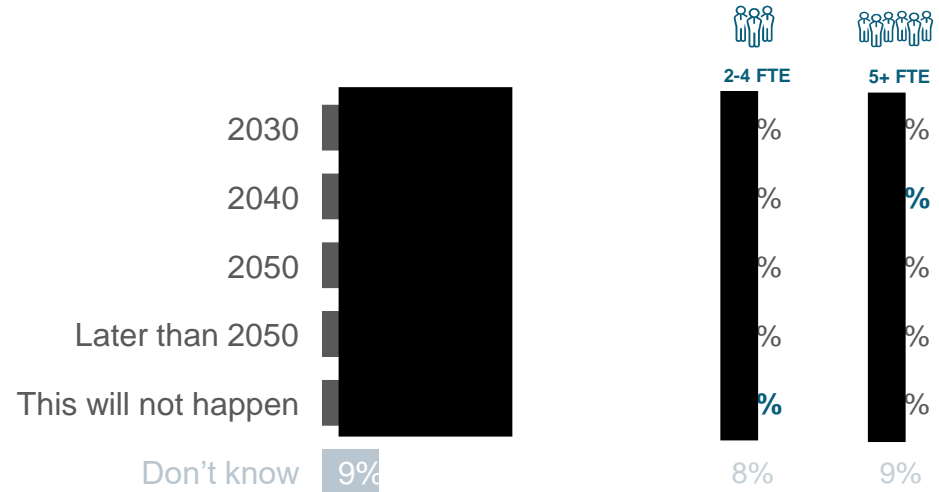


## Who is already asking for circularity? Top-5 most important clients





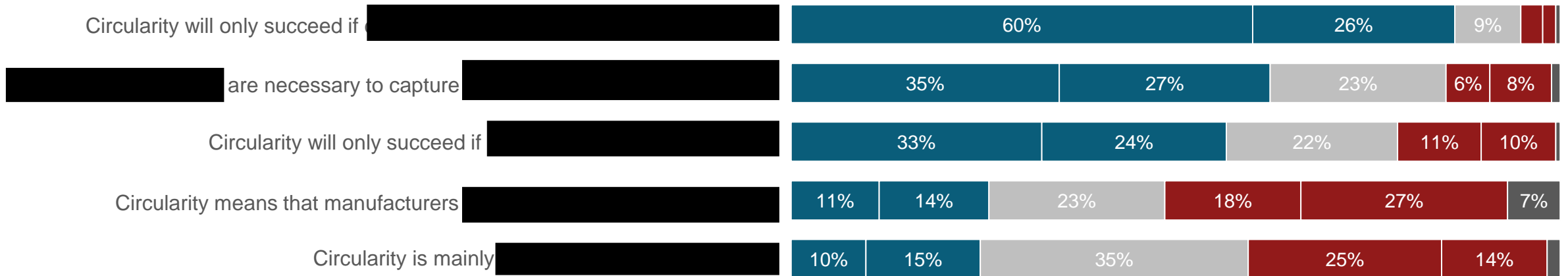
## By when to expect a fully circular construction economy?



## Who will drive the sector towards a circular construction economy? Top-5 most important parties



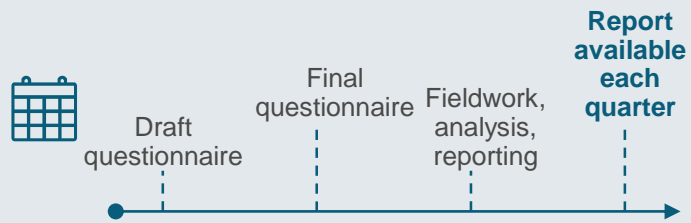
## Statements



### Research objectives

The objective of the European Architectural Barometer of Arch-Vision is to offer profound insight into the current economic situation and trends among architectural firms. The European Architectural Barometer provides knowledge about the future building volumes and the way in which these building volumes will be realized (trends like sustainability & circularity) – in Germany as well as in Europe.

#### Planning & Process each quarter



#### Methodology



Quantitative phone research:  
1200 interviews per country in Germany  
1.050 interviews in the other European markets



#### Target group

Architects

#### Countries



#### Costs

One Germany report: **€ 750\***

A report includes:

- Insights in the German and Pan-European markets
- Possibility to give input on the questionnaire

*\*Price for a subscription of 4 complete reports per year with detailed results for all 8 countries: **€ 6.000***

#### Research topics 2018

- Q1: Media orientation and consumption
- Q2: Trends in material usage
- Q3: Future of prefab
- Q4: Circular and sustainable construction

## European Architectural Barometer

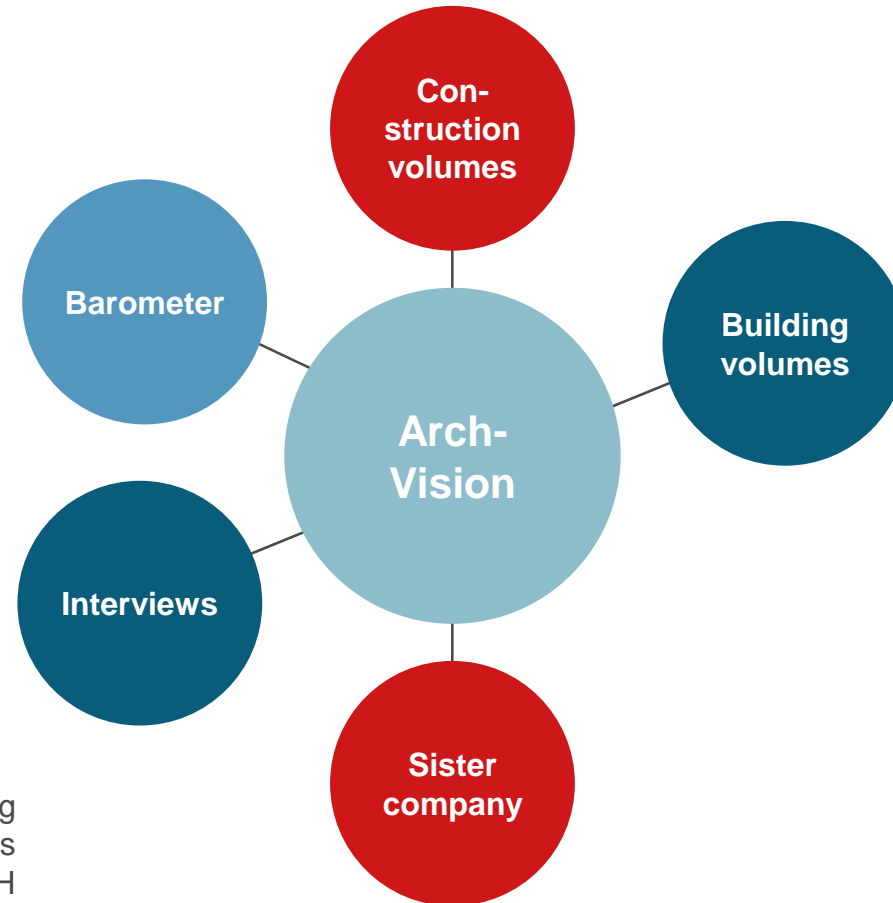
Architects have already been monitored by several institutes in quite diverging ways between the different countries. Arch-Vision launched this European Architectural Barometer for a more cohesive view. The European Architectural Barometer is extremely useful for organisations with a focus on Europe that also want to compare the activities of architects in different countries.

## Interviews

All interviews are conducted by native speakers. From the third measurement onwards, two hundred interviews per country have been completed per measurement. The first two measurements were based on one hundred interviews per country. Later, for the Netherlands and Belgium, the measurements returned to one hundred interviews.

## Sister company

Arch-Vision is a sister company of USP Marketing Consultancy ([www.usp-mc.eu](http://www.usp-mc.eu)), BouwKennis ([www.bouwkennis.nl](http://www.bouwkennis.nl)), BauInfoConsult GmbH ([www.bauinfoconsult.de](http://www.bauinfoconsult.de)) and BuildInfoConsult ([www.buildinfoconsult.com](http://www.buildinfoconsult.com)). These are major agencies each providing full-service research support and specialised in the construction and real estate markets.



## Future construction volumes

For decision makers charged with considerations of company resources, staffing and marketing strategy, a clear insight into future construction volumes is essential. However, economic indicators seldom provide an adequate picture of these volumes.

## Building volumes

The construction industry operates in a delayed cyclical market, which means that buildings designed today will not be ready until at least two years from now. The economic activities of architectural firms provide a strong indication of the direction in which the construction sector will develop in terms of both building volumes and the way in which building volumes will be realised.

# USP Marketing Consultancy

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