



UK homeowner demand for exterior cladding

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Contents

Forword.....	3
Research methodology.....	4
Results.....	5
References.....	11

Foreword: Cladding has never been more popular and practical

Houses featuring timber or artificial cladding boards have become a more common sight around Britain in recent years.

We wanted to learn more about what's driving demand, and how many people might choose to clad their property in the next two years.

This report summarises the findings of a national survey of UK homeowners that answers these questions for the first time.

It's clear from the results that cladding has never been more popular and practical, with millions of homeowners seeking to improve the look of their home, whilst also making it more durable and saving money on energy bills.

The wide range of cladding boards, now available in a multitude of styles, colours and materials, gives homeowners enormous choice and the opportunity to update their home with a unique design.

This is great news for tens of thousands of carpenters and specialist cladders around the country and we're sharing the results with them to help them prepare.

And, as a small British company designing specialist tools to cladders, carpenters and DIYers, we hope it is good news for us too!

J. Gibbens

James Gibbens, founder

SITEBUDDYZ



About the research and methodology

This study was commissioned by Sitebuddyz to better understand demand for cladding among homeowners across the UK. The research was conducted by independent research company, [Censuswide](#), which surveyed a nationally representative sample of 1,107 UK homeowners aged 18+ in May 2023. Censuswide is a global insight-driven research company. It abides by and employs members of the Market Research Society which is based on the ESOMAR principles. Where additional data sources, such as the Office for National Statistics were used, these are indicated with an * – see more at references.



The results

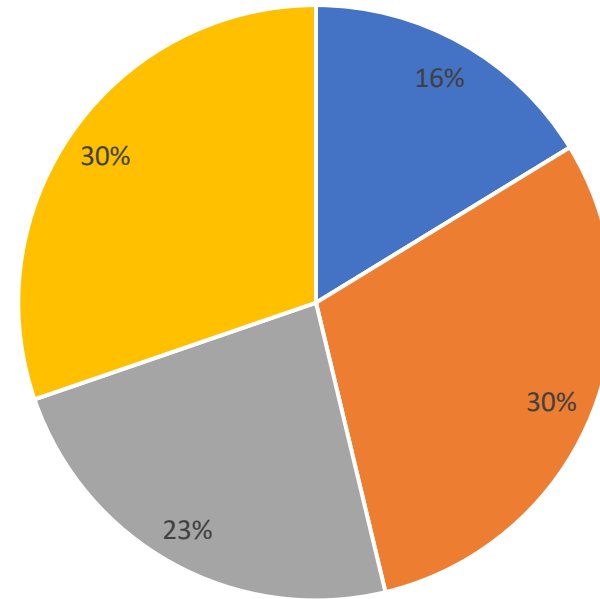
Nearly half (46%) of British homeowners consider cladding desirable

46% of British homeowners say they have considered using timber or artificial cladding to improve the exterior of their home.

16% of all UK homeowners already have some form of timber or artificial cladding boards on their property – this equates to approximately 2.5 million properties*.

30% say it's something they would like to do in future.

Homeowner attitudes to adding cladding to their properties:
Have you ever thought about using timber or artificial cladding to improve the exterior of your house?



- Yes - it's something I already do
- Yes - it's something I'd like to do
- No - it's not something I would ever do
- I have never thought about this

* Source: calculation using ONS data – see references

Younger age groups are more enthusiastic about cladding than older ones

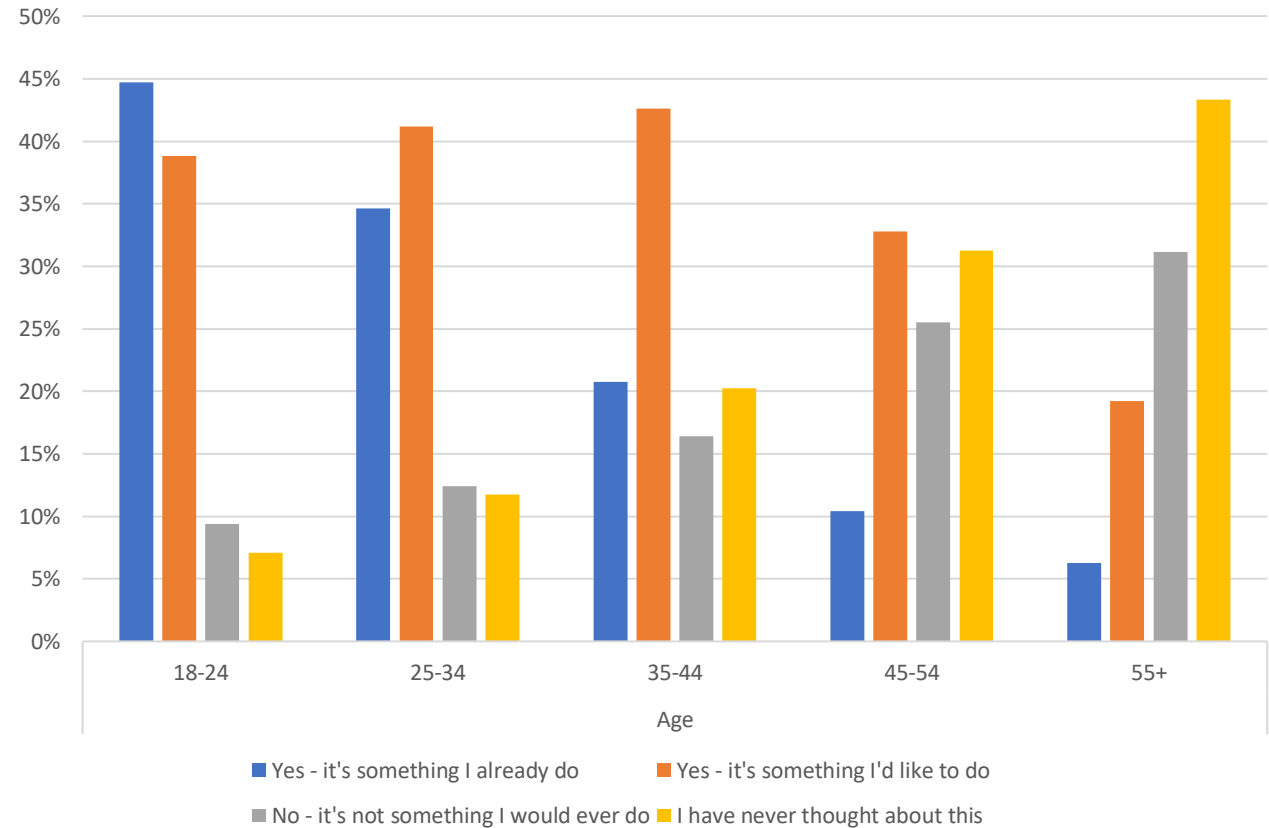
The younger the homeowner, the more likely they are to want cladding.

45% of 18-24 year old homeowners say they have some form cladding on their property already and 39% say it's something they'd like to do.

At the other end of the age spectrum, only 6% of over 55s have already clad their home and just 19% would like to.

Younger homeowners are often seeking a modern, stylish look and are more likely to be investing in a long-term home improvement project.

Demand for cladding in UK by age group: *Have you ever thought about using timber or artificial cladding like in the image above to improve the exterior of your house?*

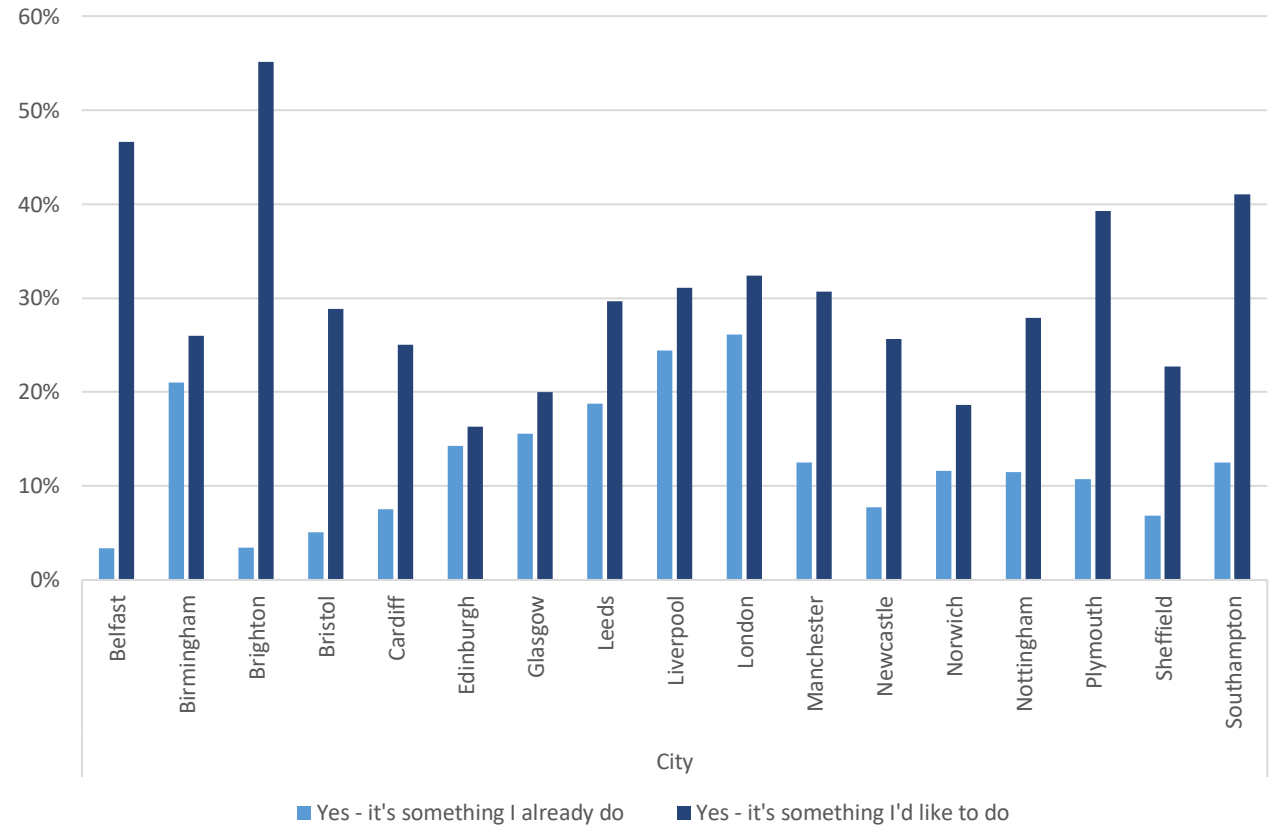


Coastal cities are where demand is highest

The five UK cities with the highest percentage of homeowners saying they would like to clad their houses are all located in coastal areas – by the sea or an estuary. Often, properties in these locations are exposed to more extreme weather conditions and salty air and require more protection. The five cities are:

1. Brighton (55%)
2. Belfast (47%)
3. Southampton (41%)
4. Plymouth (39%)
5. London (32%)

Demand for cladding in UK by city: *Have you ever thought about using timber or artificial cladding to improve the exterior of your house?*



2023 looks set to be a big year for cladding

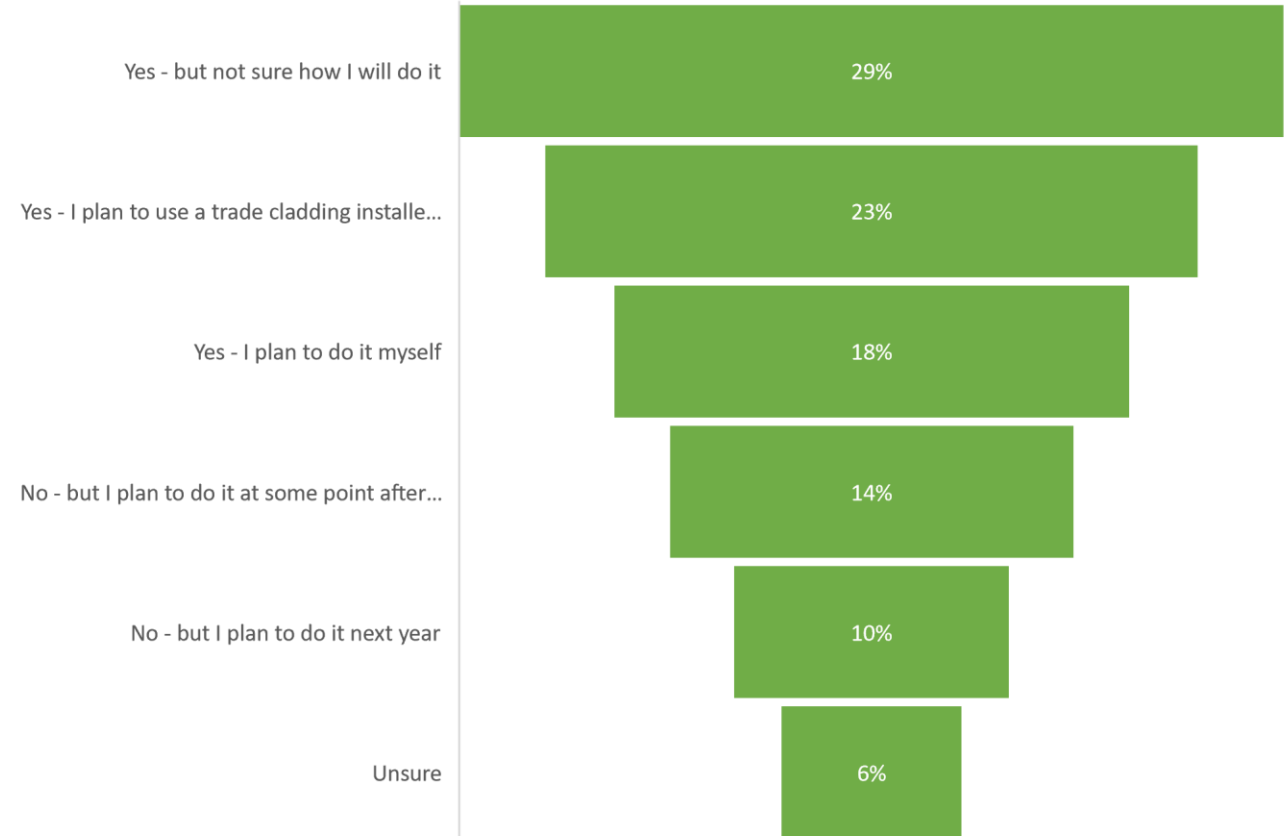
Of those that said they'd like to add cladding to their property, 70% say they plan to do it this year.

This equates to a potential extra 3.3m UK properties that could be clad in 2023*, if all homeowners were to follow through with their plans. Pro cladders say that typically 60% of jobs quoted for result in the work being completed (either by them or someone else), meaning a more realistic figure is likely 2 million properties.

23% have already decided to use a professional installer, whilst 18% plan to do it themselves.

A further 10% say they will do it in 2024 and 14% at another point in the future.

When and how homeowners plan to install cladding: *As you said you would like use timber or artificial cladding to improve the exterior of your house: Is this something you plan to try and do this year (2023)?*



* Source: calculation using ONS data – see references

Aesthetics, weather protection and energy saving is driving demand

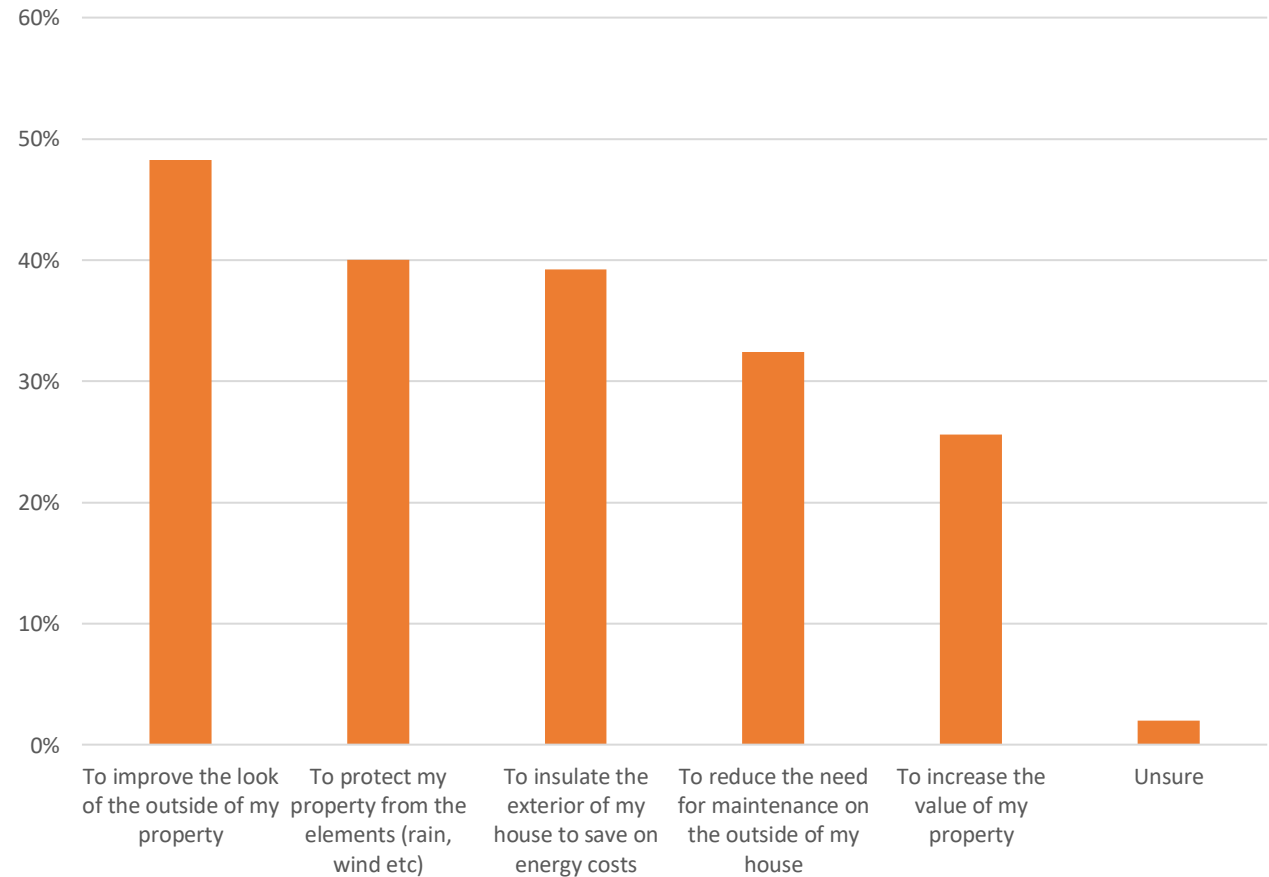
The top three reasons people have chosen to - or are considering – cladding their property are:

1. To improve the look of their property (48%)
2. To protect their home from the elements (40%)
3. To insulate the exterior of their property and save on energy costs (39%)

UK household energy bills went up by 54% in April 2022 and a further 27% in October*, perhaps explaining the importance placed on insulation.

* Source: [House of Commons Library](#)

Reasons homeowners want cladding: What are the main reasons you are currently / considering using cladding your property?



Popular cladding choices

The variety of cladding materials on the market is enormous. Right now, two of the most popular choices are fibre cement weatherboards or timber. However, many other options are available and each material has its own unique characteristics and benefits, so it's important to consider factors such as cost, maintenance requirements, and aesthetic appeal when making a decision. Some of the most common options for cladding your property include:

- **Fibre cement boards** are made from a mix of cement, sand, and cellulose fibres. They are a popular choice for their durability, fire resistance, and low maintenance requirements.
- **Timber boards** are a traditional choice for cladding and offer a natural and warm aesthetic. They can be painted or stained to achieve a variety of colours and finishes.
- **PVCu boards** are made from a plastic material that is lightweight, easy to install, and resistant to rot and weathering. They are available in a range of colours and styles, including wood-effect finishes.
- **Metal boards**, such as aluminium or steel, are durable and weather-resistant. They can be installed in a variety of profiles and finishes, including corrugated or flat panels.
- **Brick slips** are thin slices of brick that can be attached to an existing wall or substrate to give the appearance of a solid brick wall. They offer a traditional and timeless look and can be installed in a range of patterns and colours.
- **Natural stone** boards, such as granite or limestone, can add a luxurious and high-end look to your home. They offer durability and are available in a range of textures and finishes.

For more information and inspiration visit [Sitebuddyz.com](https://www.sitebuddyz.com).



Examples of homes featuring fibre cement cladding



Examples of homes featuring timber cladding

Additional References

Where estimates and/or projections have been given for actual numbers of UK properties, the new Censuswide data produced for this report has been combined with other credible data sets. The latest available data sets available, including the 2021 Office for National Statistics (ONS) census.

Number of households

A "household" is (as defined by the ONS) is one person living alone, or a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room, sitting room or dining area. A household can consist of a single family, more than one family or no families in the case of a group of unrelated people. There were an estimated [28.1 million households](#) in the UK in 2021.

Number of households owning their home

The ONS [estimates that 65.2% of households owned their home in England & Wales](#) in 2021. The equivalent figures are 58% in Scotland and 65.2% in Northern Ireland. We have taken the average of 61.7% and used this proportion of the 28.1m households to get a total UK number of [17.3 million households owning their own home](#). This possibly slightly underestimates the number, given that separate [data shows](#) 65.1% of the UK adult population are owner-occupants, with or without a mortgage as of 2019.

Number of homeowners

Because households often include a number of people, we need to make a further adjustment. According to the English Housing Survey conducted by the UK government in 2019-2020, 20% of households in the UK had more than one adult member who owned their home. It is possible that two respondents to our research survey may be joint owners of the same property, and therefore were referring to the same property in their answers. To account for this, we removed half of 20% (ie 10%) of the 17.3m and therefore used [15.6 million](#) as our total population of homeowners.

How we estimated number of properties affected by our results

So, for example, because our research showed 30% of all UK homeowners say cladding the exterior of their property is something they would like to do, and 70% of these say they plan to do it this year, we have used the following calculation: $30\% \times 70\% \times 15.6\text{m} = 3.3$ million properties may be clad this year. This number was then adjusted down to reflect the fact that many people seek quotes for cladding jobs but don't follow through to completion.

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