

The 2023-2028 Outlook for Architectural Services in China

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Abstracts

This study covers the latent demand outlook for architectural services across the regions of China, including provinces, autonomous regions (Guangxi, Nei Mongol, Ningxia, Xinjiang, Xizang - Tibet), municipalities (Beijing, Chongqing, Shanghai, and Tianjin), special administrative regions (Hong Kong and Macau), and Taiwan (all hereafter referred to as 'regions'). Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 1,100 cities in China. For each major city in question, the percent share the city is of the region and of China is reported. Each major city is defined as an area of 'economic population', as opposed to the demographic population within a legal geographic boundary. For many cities, the economic population is much larger that the population within the city limits; this is especially true for the cities of the Western regions. For the coastal regions, cities which are close to other major cities or which represent, by themselves, a high percent of the regional population, actual city-level population is closer to the economic population (e.g. in Beijing). Based on this 'economic' definition of population, comparative benchmarks allow the reader to quickly gauge a city's marketing and distribution value vis-?-vis others. This exercise is quite useful for persons setting up distribution centers or sales force strategies. Using econometric models which project fundamental economic dynamics within each region and city of influence, latent demand estimates are created for architectural services. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and longrun view, irrespective of the players or products involved.

This study covers architectural services as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').



The NAICS code for architectural services is 54131. It is for this definition that aggregate latent demand estimates are derived. Architectural services is specifically defined as follows:

54131 See industry description for 541310.

541310 This industry comprises establishments primarily engaged in planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures by applying knowledge of design, construction procedures, zoning regulations, building codes, and building materials.

5413101 Residential dwelling architecture

5413102 Commercial and industrial architecture

5413103 Public and institutional facility architecture

5413105 Architectural advisory and predesign services

5413106 Other architectural services

541310P Primary services

541310SM Other receipts



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