

Builderscrack | DATA

Trade Demand Index

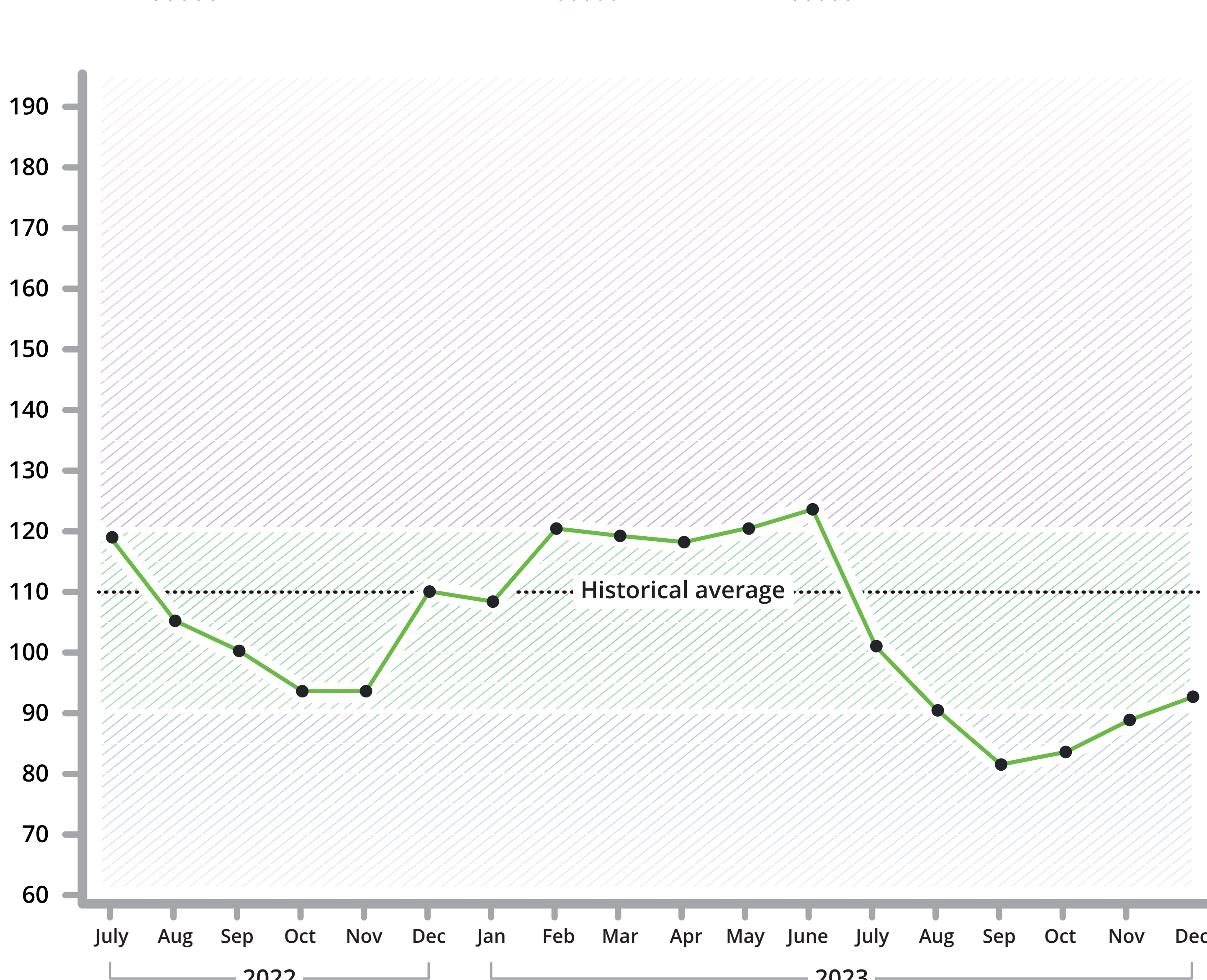
With business confidence on the rise and property prices recovering in most places, the outlook for 2024 is looking more optimistic for the trades industry.

We kick-started the year with inflation still a hot topic, but this time because pressures are easing. Along with this, a new government, increased activity in the property market, and alleviation of labour shortages have all contributed to a boost in business confidence.

For trade businesses, investment intentions have improved, and cost pressures and pricing intentions have eased. But despite the optimism, concerns about demand persist, with many businesses citing this as their primary constraint.

About this index:

Our Trade Demand Index aggregates a variety of Builderscrack data-points into a representative measure of demand on the trades sector.



Index Version 1.4
(Source: builderscrack.co.nz)

Builderscrack | DATA

Movers and Shakers:

Top 20 Trades

Over the past 6 months we've completely overhauled our trade categories to better represent all of the jobs homeowners need done, and the services provided by our enormous range of trade professionals.

This means that many of our categories have been **revamped, renamed, relocated, or retired.**

You can see the full list of available trades on our website.

builderscrack.co.nz/trades/list

We'd love to hear your feedback.

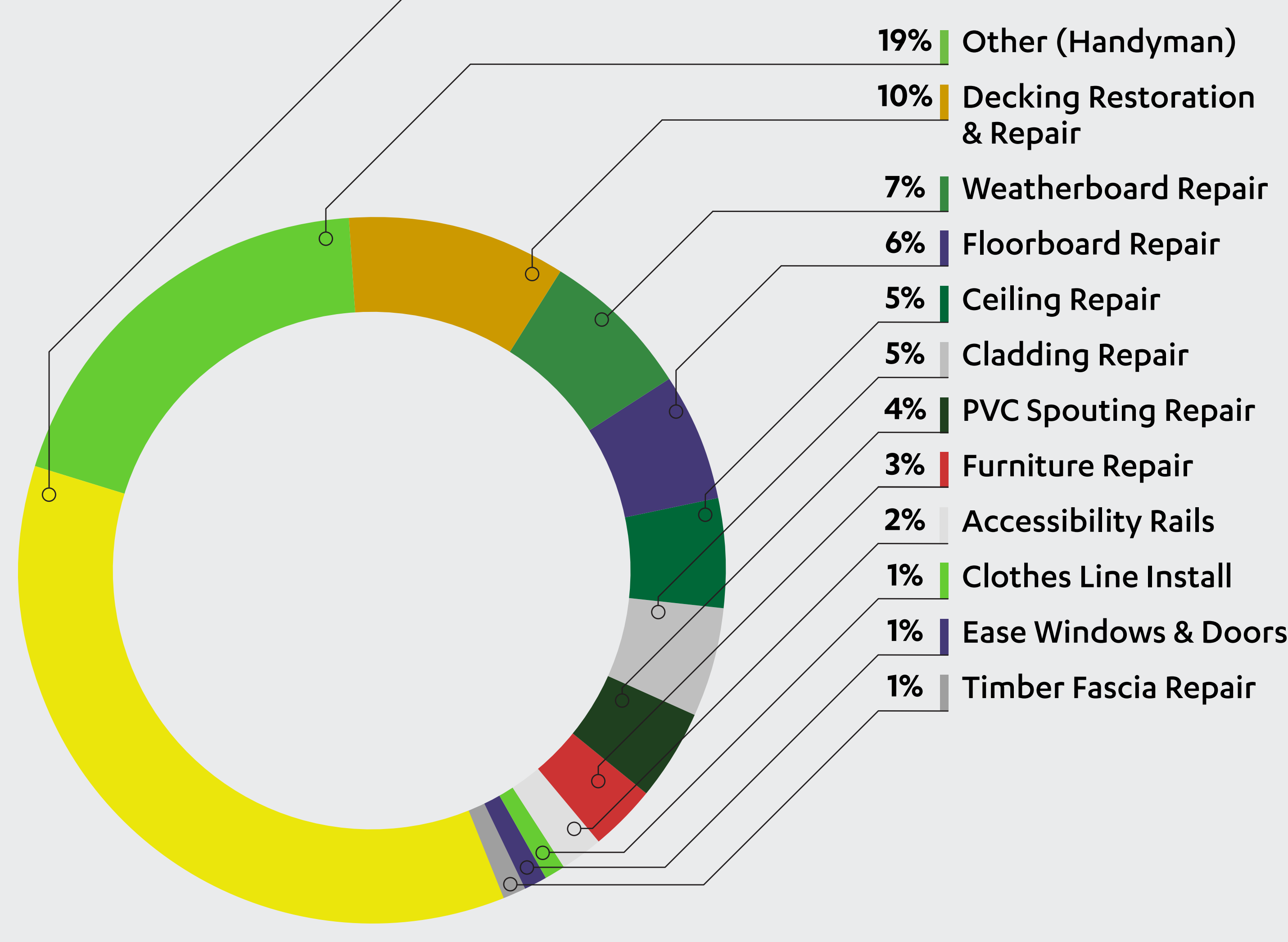
While we update our Movers & Shakers: Top 20 Trades, it's worth taking the time to review the Trade Categories you're subscribed to, and update them to ensure you get leads best matched to the services you provide.

Builderscrack | DATA

Trade Spotlight:

[Handymen Services]

Handymen Services ranked highly this month, as homeowners seek to complete low-cost jobs like repairs and maintenance around their homes.

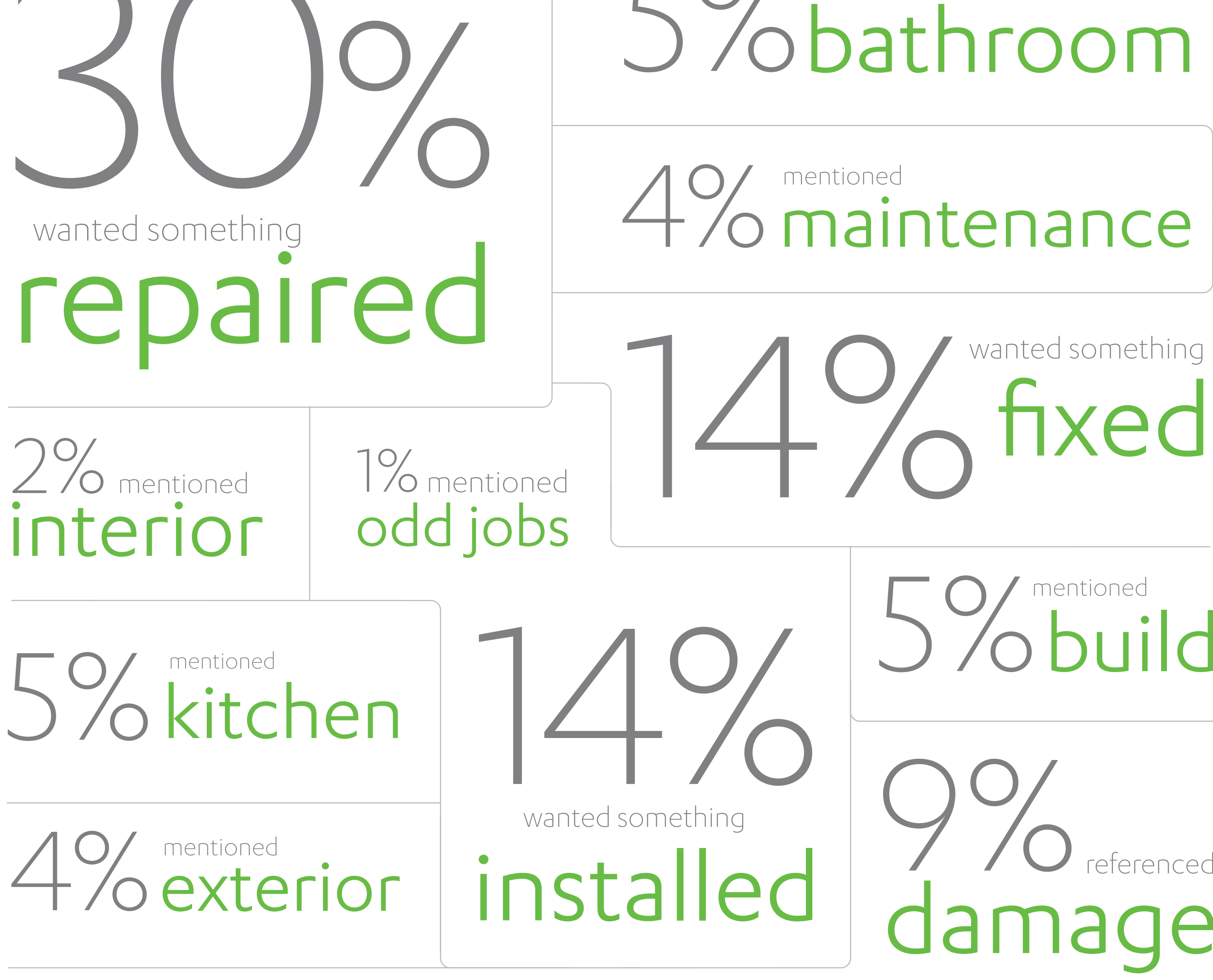


(Source: builderscrack.co.nz)

Builderscrack | DATA

Handymen Services Insights

These were some of the top trending words in Handymen Services from the past month.



(Source: builderscrack.co.nz)

Business confidence sees a sharp pick up over the final quarter of 2023

“ Building sector firms are also feeling more optimistic about general economic conditions over the coming months and have reported a recovery in demand in the December quarter... While cost pressures have eased for building sector firms, their pricing power has also reduced considerably, which continues to weigh on their profit margins. These results suggest a continued slowing in construction cost inflation over the coming year. ”

(Source: NZIER - Quarterly Survey of Business Opinion)

Key Takeaways

- Business confidence rises in the final quarter of 2023
- Handymen Services in demand over the past month
- Trends show that homeowners are prioritising odd jobs

All content is for information only. Due to the continuation of real-time data, results may vary month to month. Builderscrack does not guarantee the accuracy of the content provided or accept any liability or responsibility for the material and in how it may be interpreted or used.