Seven Trends Transforming the Construction Marketplace

1. Accelerated Globalization
   - Global Construction 2020 research shows emerging markets will double in size over the next decade to a projected $6.7 trillion; developed countries will grow 36%.

2. Urbanization: Emergence of the Megacity
   - 23 megacities projected for 2015. (That’s population > 10 million). This boosts construction globally—and opportunities for strategic integration across traditional infrastructure silos.

3. Challenging Access to Capital
   - Strong private financing will drive growth globally.
   - Capital investors will look for profitable operations with minimum risk and limited leverage.
   - Opportunities will increase for strategic alliances with banks and funds as well as diversification in the upstream value chain.

4. War for Talent
   - Markets’ challenge: Hiring and keeping skilled resources.
   - Developing countries’ challenge: Changing demographics, aging workforce.
   - Construction companies in emerging and developed markets will compete for qualified talent.

5. Energy: the Upcoming Crisis
   - Consumption of renewable energy will grow faster than primary energy.
   - Need for broader, more efficient infrastructures.
   - Growth opportunities for core construction businesses.
   - Opportunities to diversify within the energy landscape.

6. New Technologies Driving Innovation
   - New technologies enable the reinvention of buildings and infrastructure.
   - Increased use of premanufactured modules.
   - Improved infrastructure monitoring for predictive and corrective maintenance.
   - New modeling systems for post-construction plans.

7. Higher Standards of Sustainable Living
   - Increased populations will mean increased responsibility—on public health and sustainability.
   - Growth in demand for good water and waste management.
   - Aging populations will increase need for health services globally.
   - Smart mobility needed for intelligent cities.

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