

# New industry analysis from IWFM could transform high-level decision making in the WFM sector

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The new Market Intelligence Report from [IWFM](#) provides unique analysis that represents our most comprehensive and valuable insight ever on the workplace and facilities management market.

IWFM has been central to the WFM market for decades, both through its well-known annual Market Outlook report and as global standard setter for competence in the workplace and facilities profession.

Sponsored by HSBC, the Market Intelligence Report takes IWFM's expertise and impact and raises it to a new level, with over 100 pages of expert analysis and insight.

The UK's workplace and facilities industry generates around £108 billion in business turnover annually. With predictable demand for its services and good recurring cashflows, it's viewed as a strong sector by banks and investors. That makes it an environment ripe for investment and M&A activity, and providers across the board are planning for growth.

Until now, there's been a lack of detailed market analysis and wide-ranging expert perspective in a combination that can uniquely inform decision making and opportunity assessment. This report is designed to solve that problem.

IWFM occupies a unique position at the heart of the workplace and facilities profession. That enables it to provide comprehensive, detailed intelligence on client side and service procurement matters; forensic insight into the service market and service providers, along with a unique methodology to benchmark and assess provision. It includes in-depth coverage of the drivers of market growth and its inhibitors and offers

a full recommendations section, wherever you are in the market.

IWFM CEO, Linda Hausmanis, said: 'The sheer depth, breadth and quality of this new insight is something I've never seen before. It could change the way operators in all parts of our industry assess opportunities, and it will provide vital reassurance to anyone involved in financing growth plans, building a business case, or working towards a market entry or an exit. I am delighted that IWFM has been able to introduce this report with the support of HSBC.'

A launch webinar is taking place on Tuesday 16 September, where representatives from IWFM, HSBC and the WFM industry will be introducing the report.