REPORT

Prefab homes radar 2025

Tracking prefab housing production in the Netherlands

Roland Berger

Management summary

Prefab construction continues to gain share among newly built homes in the Netherlands with more than 1 out of 5 newly built homes being prefab in 2025. Its efficiency and effectiveness over traditional building methods make it a crucial component of addressing ongoing labor availability challenges in the building sector and the country's structural housing shortage long term.

Roland Berger's Prefab Homes Radar, developed in collaboration with the Ministry of the Interior, monitors the sector and its evolution. In this second edition, our analysis shows:

- Renewed growth in prefab's share of residential construction in 2025 following a plateau in 2024 - Both the penetration of prefab within the total market and the absolute number of prefab homes increased over the past year, while total residential construction remained flat
- In contrast to certain perceptions, apartments constitute the majority of prefab homes
- Also in contrast to certain perceptions, prefab is also relevant for the inner city areas, with inner- and outer-city projects being relatively equally split
- Majority of prefab homes are tied to permanent building permits
- Biobased becomes prominent, with biobased[1] concepts accounting for 30% of prefab homes in 2025 overall and several smaller players already delivering 100% biobased prefab output

These points highlight the ongoing development and maturation of the prefab industry and its players. Building on the growth trajectory of the past five years, the prefab share can be expected to reach 30–40% by 2030.
This report presents the latest developments in prefab production based on 2025 data - including key characteristics - and provides an outlook for 2026. It also highlights key insights across the prefab homes segment in terms of housing type, material use, client type, building method, location and permit type.

1 Biobased refers to houses where material use exceeds 30% biobased materials by weight (including foundation, groundfloor, and installations). Biobased materials are products made from rapidly renewable

Contents

Definitions used in the radar

For the purposes of our Radar, prefab housing is defined as houses that are:

- Made windproof and waterproof within 10 days on-site
- Completed within 50 days from the start of construction

Compared with previous edition on this topic, certain players and building concepts have been excluded following a reassessment of their compliance with the above definition. As a result, historical production volumes are slightly lower than those reported in the previous edition

Fast facts

~400 k
Housing shortage in the Netherlands in 2025

14.7 k
(+8% vs. 2024)
Prefab housing units in residential new build in 2025

21.2 %
(+1.5 ppt vs. 2024)
Prefab share in all residential new build in 2025

16.1 k
(+10 % vs. 2025)
Forecasted prefab housing units in residential new build in 2026

1 Introduction

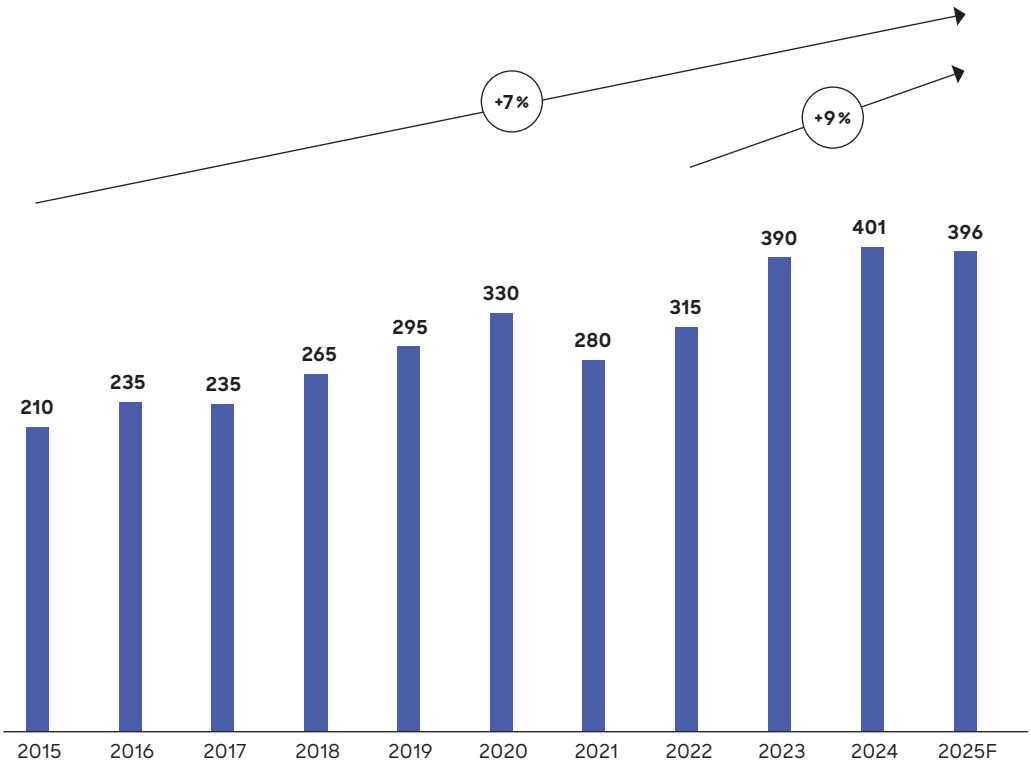
Amid the persistent challenges in the construction market and overall housing market in the Netherlands, prefab construction is gaining traction due its rapid time-to-market and reduced labor requirements.

Since 2015, the housing shortage has grown by approximately 7% per year. Although the COVID-19 pandemic years briefly slowed this trend, growth has since accelerated to roughly 9% annually, bringing the total shortage to around 400,000 homes in 2025. ▶A

A broad set of measures is being deployed to address this challenge, ranging from regulatory reforms to sector- and municipality-level incentives. Within this toolkit, prefab construction is one lever.

The Prefab Homes Radar is based on an extensive survey and in-depth interviews with selected prefab housing producers. These quantitative and qualitative inputs are consolidated to identify current market developments, provide a short-term outlook and establish a consistent set of sector metrics tracked over time. In this way, the Radar aims to offer both context and forward-looking insights into prefab housing in the Netherlands.

A Housing shortage in the Netherlands, 2015-2025F [# '000 of houses]



Source: ABF Research

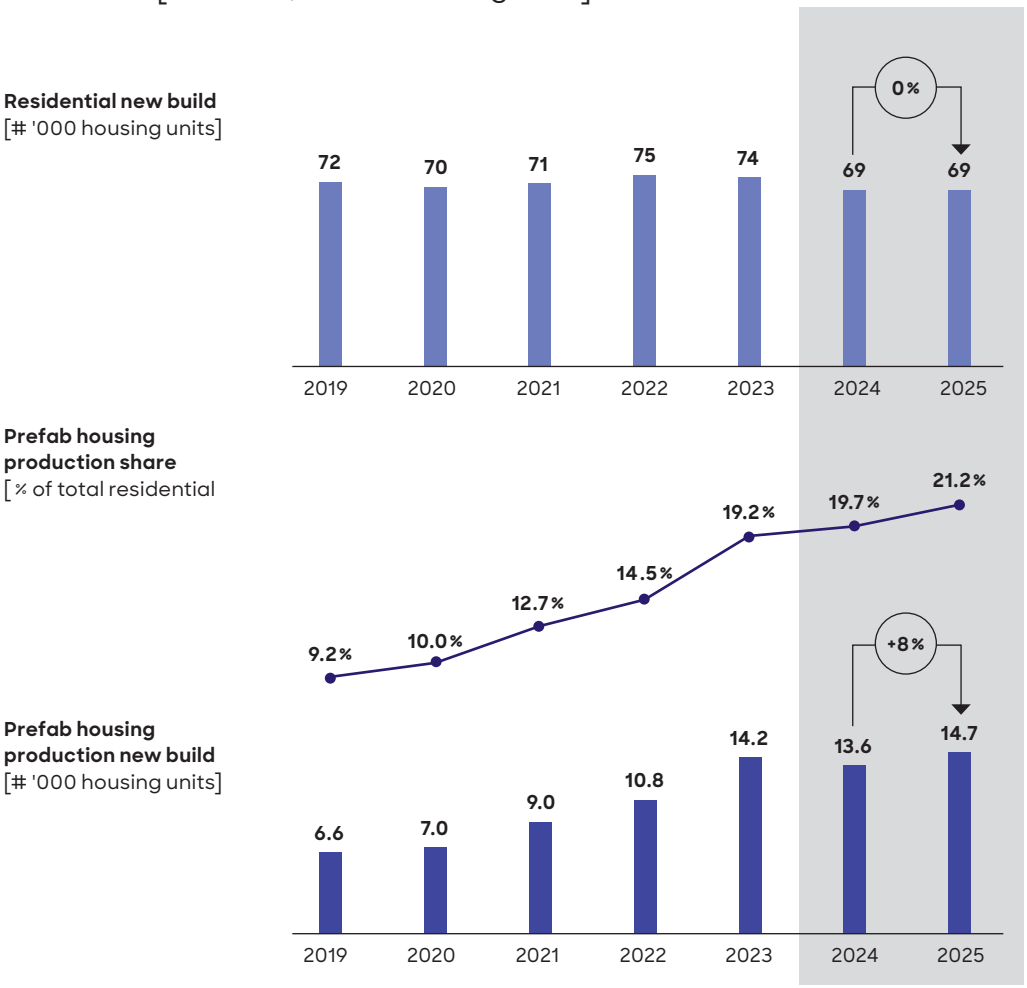
2 Latest market developments

Prefab housing output increased strongly from 2019 to 2023. Although overall residential construction volumes declined in 2024, prefab's share still increased slightly. In 2025, prefab returned to growth in both absolute terms and market penetration, reaching 21.2 % of total residential construction.

Prefab's share of Dutch residential new build has shifted materially over a short period. From around 10.0 % five years ago, it reached 21.2 % in 2025. Moreover, after a slight decrease in production in 2024, when penetration increased only marginally, prefab recovered and strengthened its position in 2025.

In 2025, total residential construction flattened after two years of decline. In contrast, prefab production grew by 8 %, lifting prefab's share of new build by a further 1.5 percentage points. ▶ B

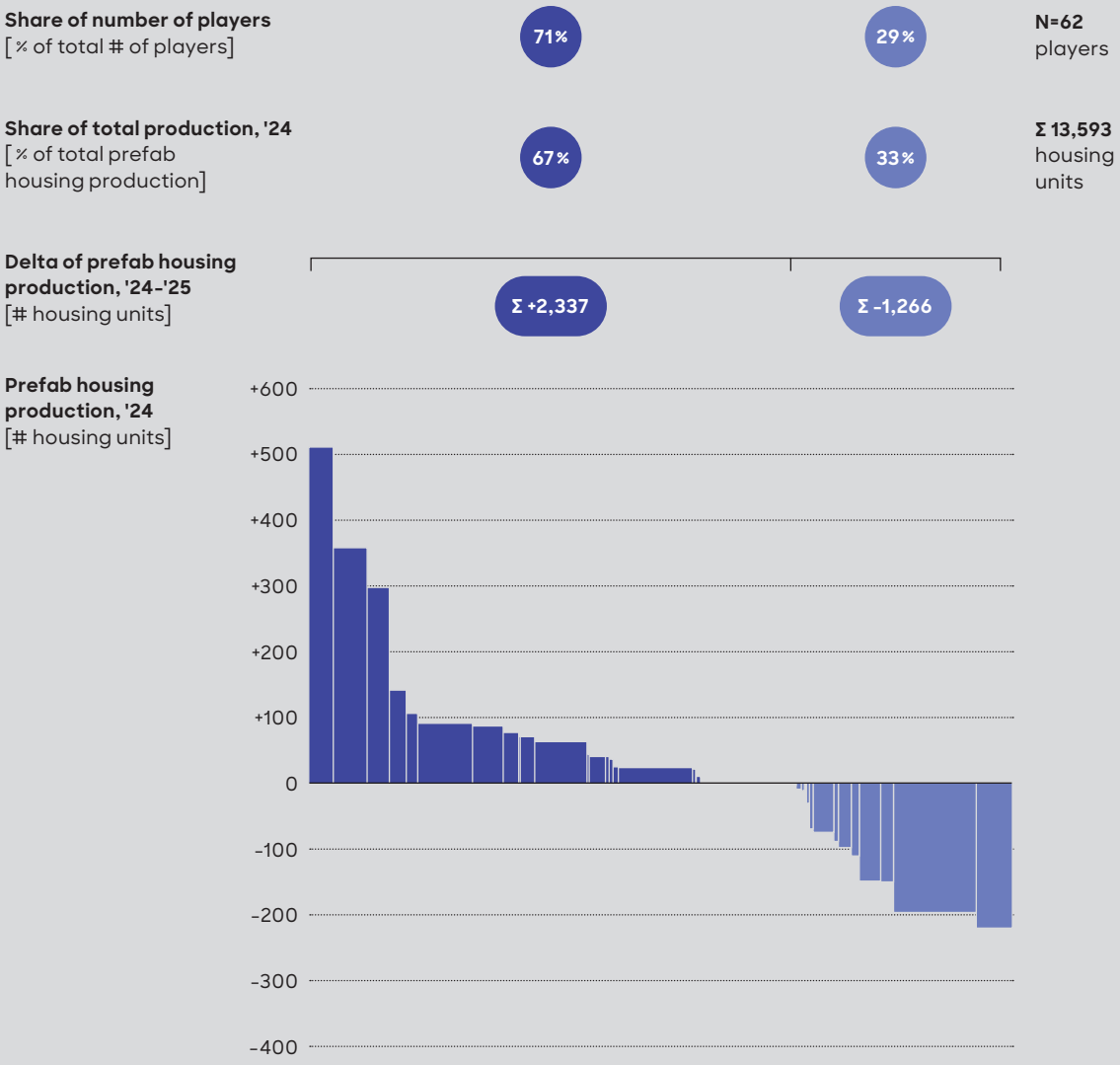
B Prefab housing production share in total residential new build, 2018-2025 [% of total, # '000 housing units]



Source: Prefab housing production survey 2025 Roland Berger, CBS

In 2025, 71% of prefab players maintained or increased their production compared with 2024, an improvement from the approximately 65% of players that increased production in the previous edition. Among the players that reduced output, the magnitude of the decrease was relatively small. Notably, however, multiple players delivered fewer homes in 2025 than they had forecast at the end of 2024; this is in line with previous years where we observe that most producers have consistently been overestimating the provided forecasts year on year. ▶ C + D

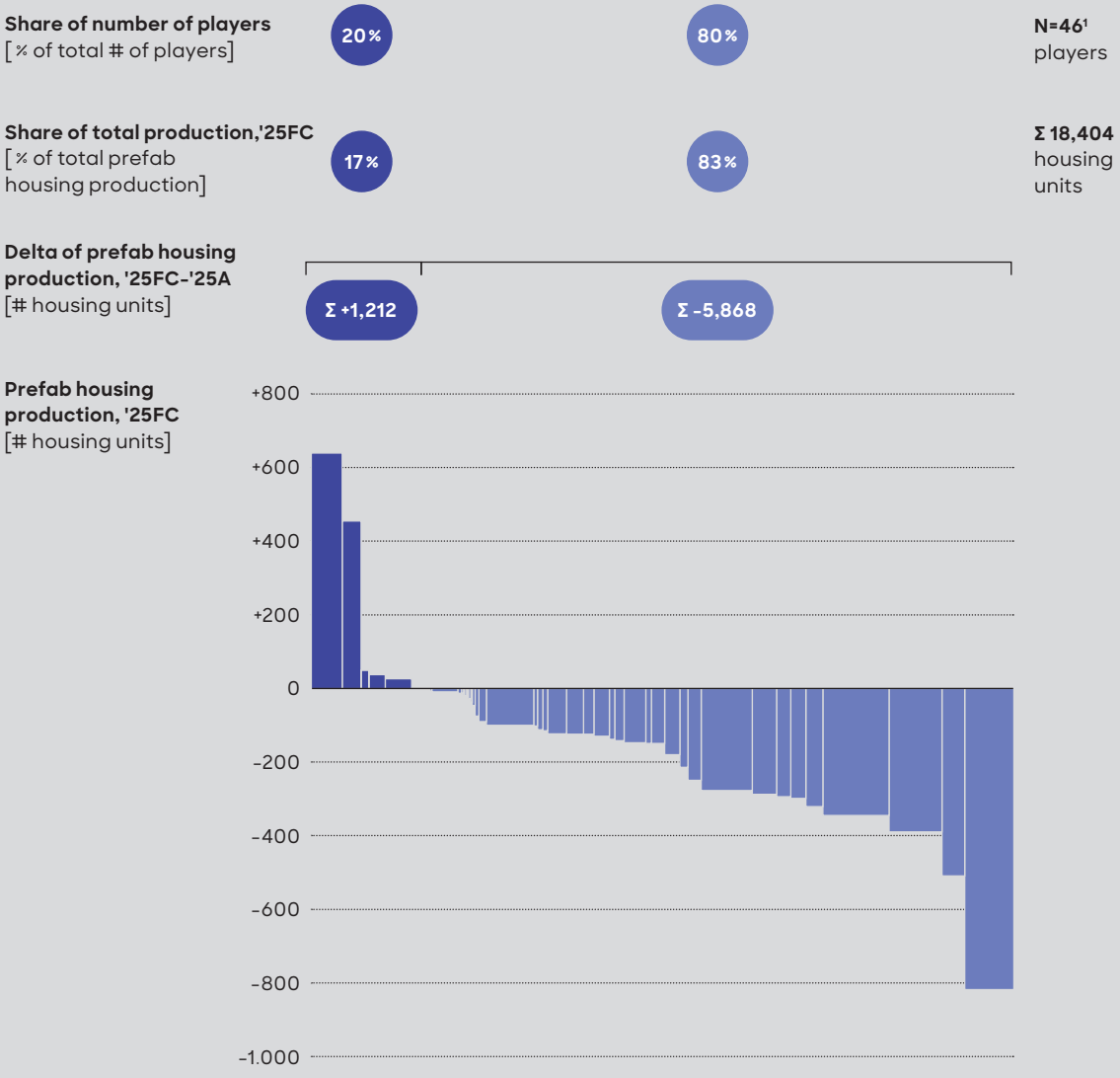
C Delta of prefab housing production by player, 2024-2025
[# '000 housing units]



Source: Prefab housing production survey 2025 Roland Berger

> **"Earlier involvement in the design phase is essential for prefab; key decisions are often made too early for prefab to remain the optimal option"**
>
> **Major prefab housing player**

D Delta of prefab housing production by player – Forecasts vs. actual, 2025 [# '000 housing units]



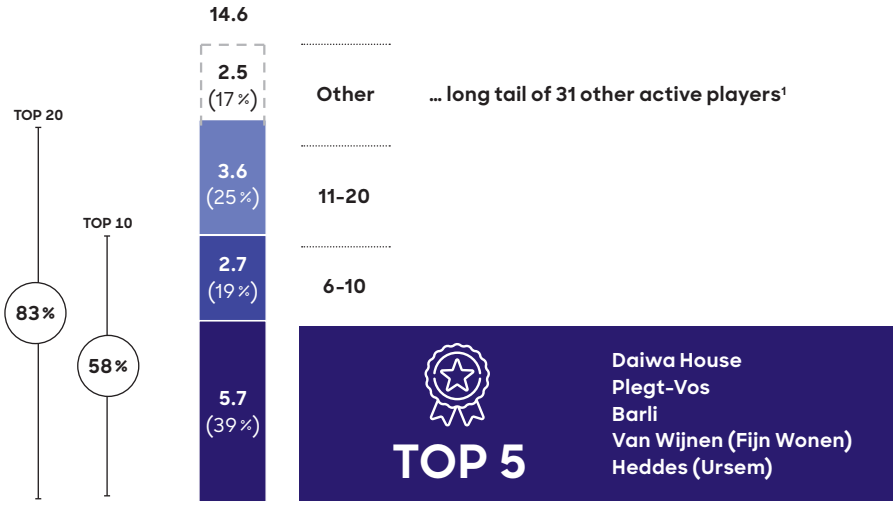
1 Excludes 18 players for which '25FC data is not available

Source: Prefab housing production survey 2025 Roland Berger

2.1/ Player landscape

In 2025, the top 20 prefab housing producers accounted for 83 % of total prefab construction. As the market matures, the number of active producers has remained relatively stable. The concentration and composition of top-5 players remained relatively similar as well, with only one change. While the net total number of players remained steady, multiple smaller players exited the market this year. Some players reported production for the first time, while others resumed production in 2025 after recording no output in 2024. ▶ E + F

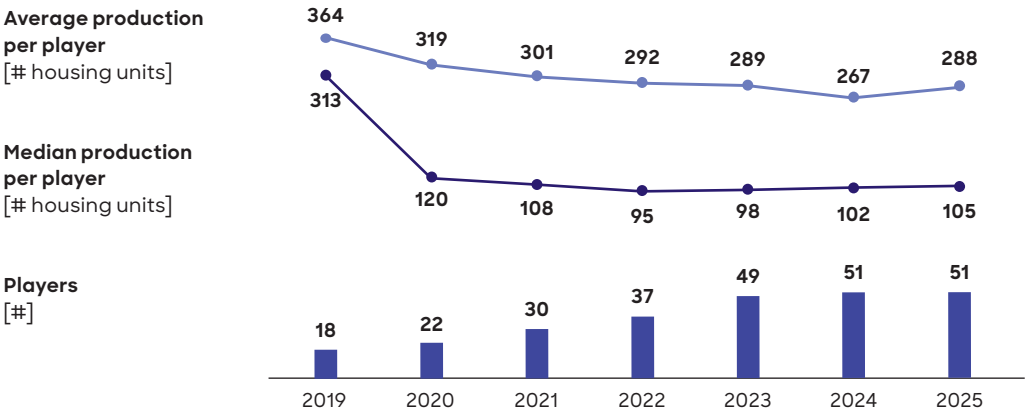
E Prefab housing production by housing concept, 2025
[# '000 housing units]



1 Active players are defined as players that produced at least one prefab house in a certain year

Source: Prefab housing production survey 2025 Roland Berger

F Average and median production values and active players¹ per year, 2018-2025 [# '000 housing units]



1 Active players are defined as players that produced at least one prefab house in a certain year (in the 2024 edition, also non-active players were included)

Source: Prefab housing production survey 2025 Roland Berger, CBS, Ministry of Housing and Spatial Planning

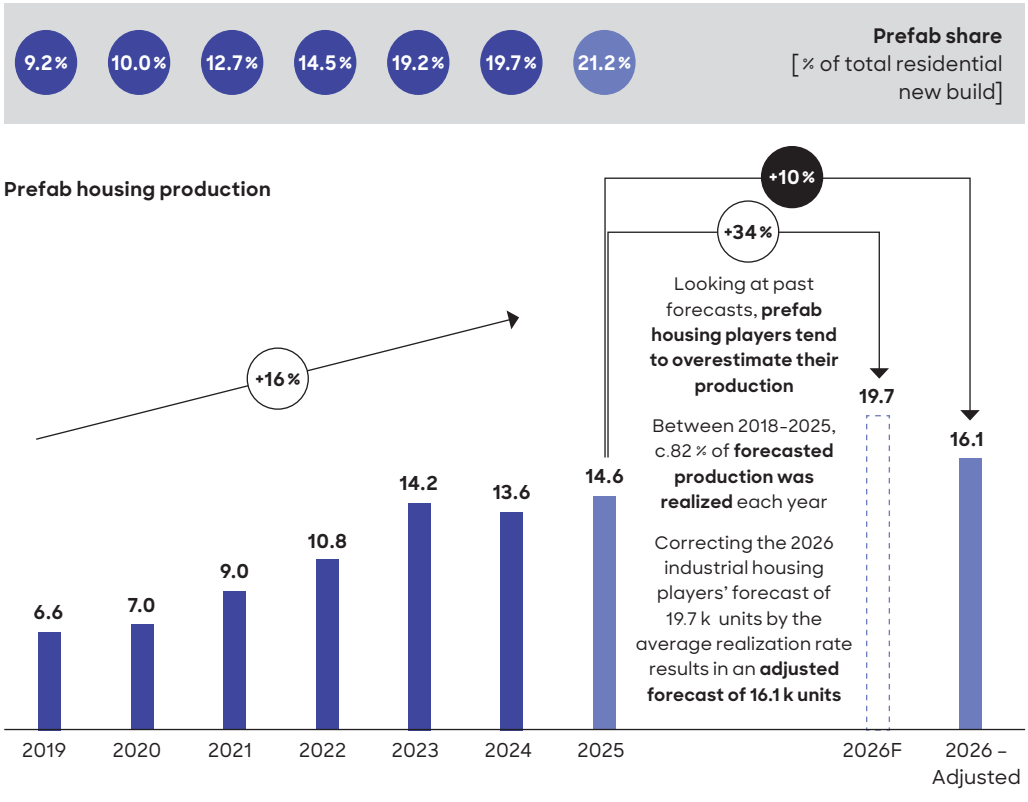
3 2026 market outlook

Prefab players expect prefab housing production to continue to grow in 2026

Sentiment among prefab players remains positive. For 2026, producers anticipate increasing output by +34 %, building more than 19,000 housing units. This confidence is broadly shared, as roughly 90 % of respondents indicate that they expect higher production levels in 2026 compared to 2025. At the same time, historical performance suggests prefab players typically overestimate their production, although the margins of overestimation are falling. Over the period 2018–2025, realized production has averaged around 82 % of the volumes producers had forecasted. We therefore apply a similar correction factor to derive a more conservative outlook. On this basis, 2026 production is estimated at 16,100 units, implying a ~10 % growth over 2025. ▶ G

Even after this correction, there remains significant headroom. The corrected projection corresponds to roughly 45 % capacity utilization – similar to 2024 – against an estimated sector capacity of close to 35,000 units. With operational measures such as adding shifts, the industry could expand output substantially: an additional ~30,000 units would be feasible, taking total production capacity to approximately 65,000 units. Therefore, on a market-wide basis, production capacity is not the bottleneck at all.

G Prefab production, 2018–2026F [# '000 housing units]



Source: Prefab housing production survey 2025 Roland Berger

4 Notable points in 2025

A majority of prefab players indicate that prefab housing is cheaper than traditional construction, with the majority of respondents stating it is 10-20 % cheaper. Furthermore, prefab is increasingly used for apartments (across low-rise, mid-rise, as well as high-rise), with apartments now representing a majority of all prefab housing. Lastly, prefab also offers a high degree of flexibility in facade finishing and overall design.

4.1/ Key stats

Most prefab houses built in 2025 were low-rise (<5 floors) apartments and c.42 % were primarily made of wood. A majority of homes were sold to housing associations, with assembly slightly more on-site than off-site. Inner-city and outer-city areas are relatively equally split, with the majority of houses build on a permanent contract. ▶ H

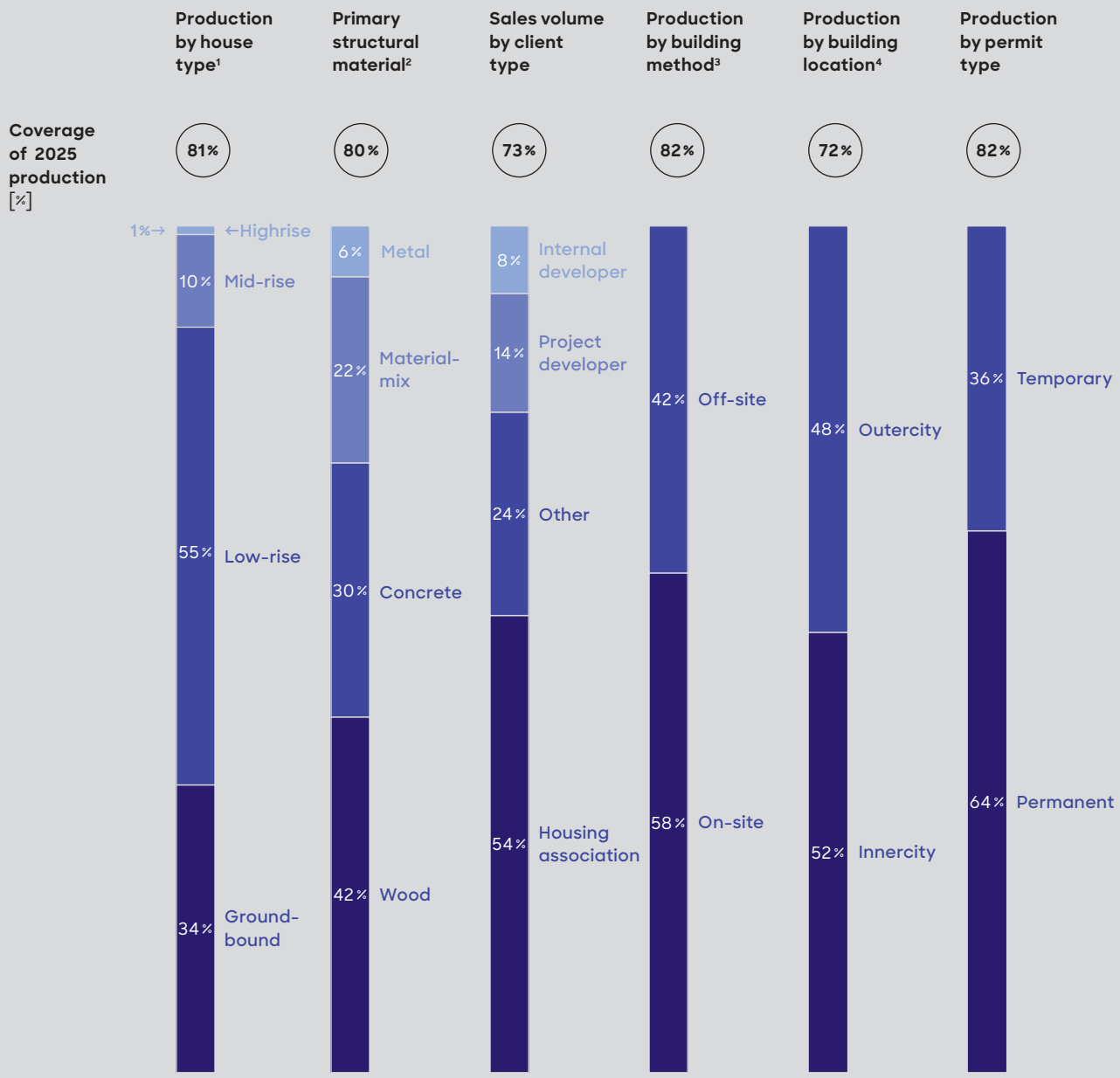
4.2/ Observations

Notable observations that arose from our survey and interviews are:

- The share of apartments - including c.55 % low-rise (<5 floors), c.10 % mid-rise (5-9 floors), and c.1 % high-rise (≥10 floors) - increased to 66 % in 2025, up from 61 % in 2024 ▶ H
- Share of wood for a building's structural frame increased from 37 % in 2024 to 42 % in 2025 ▶ H
- The share of project developer, internal developer and others has increased from 33 % in 2024 to 46 % in 2025, pointing to broader adoption of prefab solutions beyond the traditional housing association segment ▶ H
- Building locations are evenly split between inner-city and outer-city areas, indicating that urban location is not a limiting factor for prefab construction ▶ H
- Multiple players (44 %) have nearly 100 % homes qualifying as bio based. The larger ones however have lower biobased homes pulling the average down to 30 % overall ▶ I
- Players indicated they plan to increase the share of biobased homes in prefab housing significantly, from 30 % currently to 70 % by 2030 ▶ J
- A majority of prefab housing players estimate that prefab production costs are lower than traditional building methods. Unweighted, the share of respondents reporting prefab as cheaper increased by 9 percentage points in 2025. When weighted by production size, the shift is even more pronounced: 19 percentage points in 2025 ▶ K
- Prefab housing concepts offer flexibility across multiple building aspects, specifically for facade finishing and design. However, other aspects are less customizable and require early involvement in the design stage for prefab to succeed ▶ L
- The level of automation has increased slightly, at 66 % for the average house (up from 61 % in 2024) and 55 % for the average respondent (up from 51 %) ▶ M

H Key characteristics of prefab housing production

[% housing units]



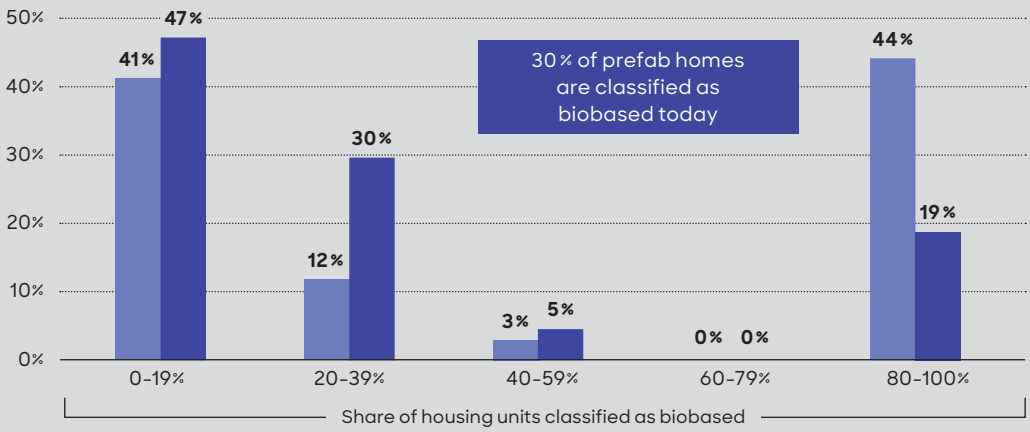
1 Low-rise apartments (<5 floors), Mid-rise apartments (5–9 floors) and High-rise apartments (≥10 floors)
2 Refers to the material used for the building's structural frame. In the 2024 study, classification was based on the dominant material across all building elements, in the current analysis, it refers solely to the structural system, which would have led to a 37% share of wood in 2024. Wood includes: HSB, CLT, and other timber types
3 On-site assembly involves prefabricated elements that are combined at the construction site, while off-site assembly consists of units preassembled in a factory and transported as larger sections for installation
4 Inner city refers to locations within the existing built-up area, while outer-city refers to locations outside or at the edge of the built-up rea (including VINEX areas)

Source: Prefab housing production survey 2025 Roland Berger

I Prefab housing players and housing units using biobased[1] materials

[% of respondents, % of housing production]

N=34



% of respondents (unweighted[2]) % of housing production (weighted[3])

1 Biobased refers to houses where material use exceeds 30 % biobased materials by weight (including foundation, grovund floor, and installations). Biobased materials are products made from rapidly renewable bio-based resources.
2 Respondents who selected this answer relative to all respondents who answered the question.
3 Estimated housing production in 2025 of respondents who selected this answer relative to housing production of all respondents who answered the question.

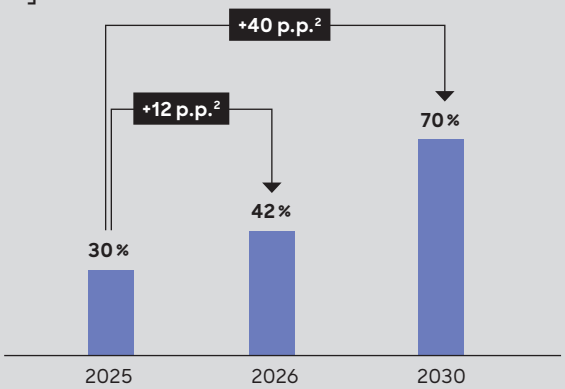
Source: Prefab housing production survey 2025 Roland Berger

Prefab housing production increasingly uses biobased materials, is cheaper, ...

J Expected prefab housing production using biobased[1] materials

[% housing units]

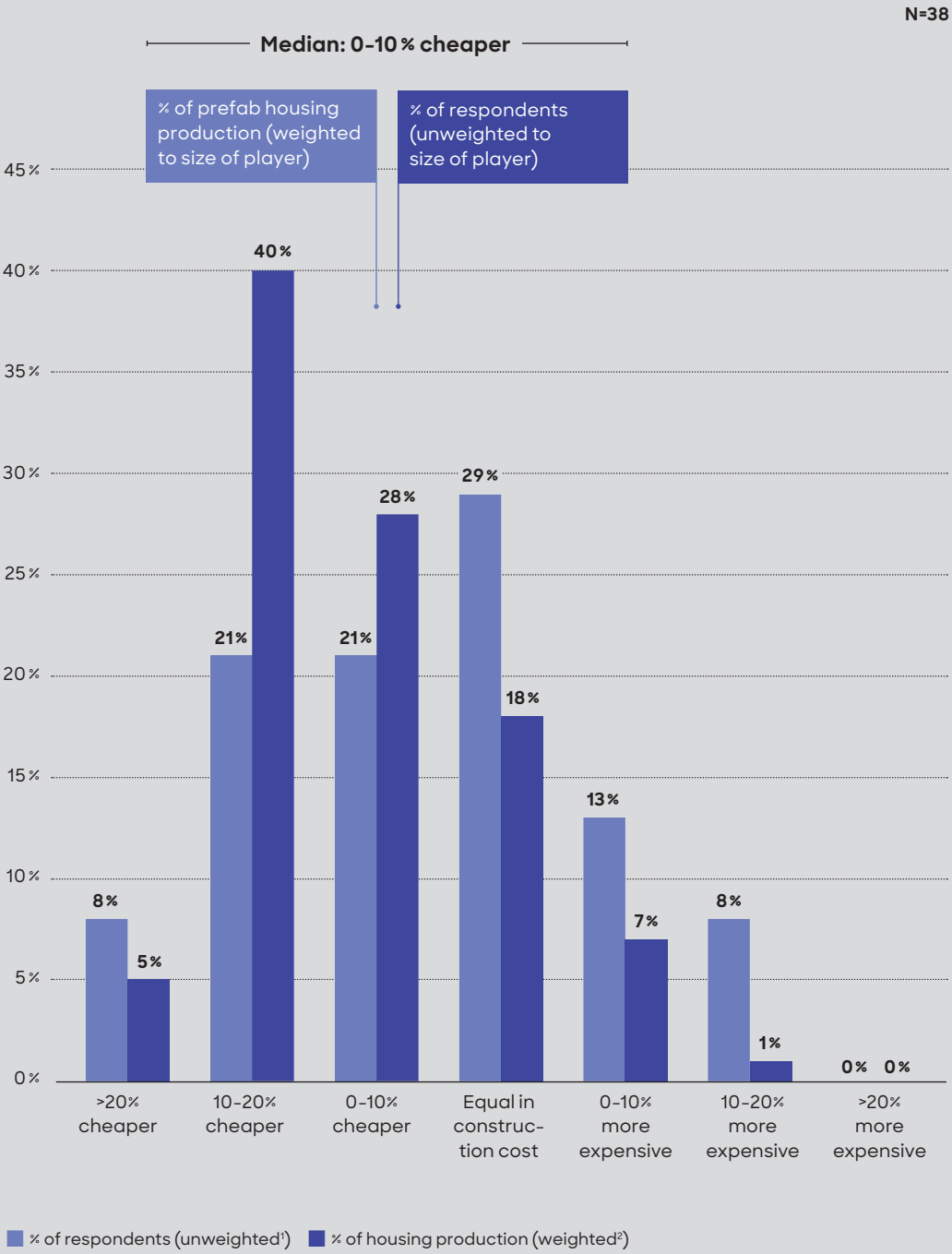
N=34



1 Biobased refers to houses where material use exceeds 30 % biobased materials by weight (including foundation, groundfloor, and installations). Biobased materials are products made from rapidly renewable bio-based resources.

Source: Prefab housing production survey 2025 Roland Berger

K Prefab vs. traditional: Housing production cost
[% of respondents]



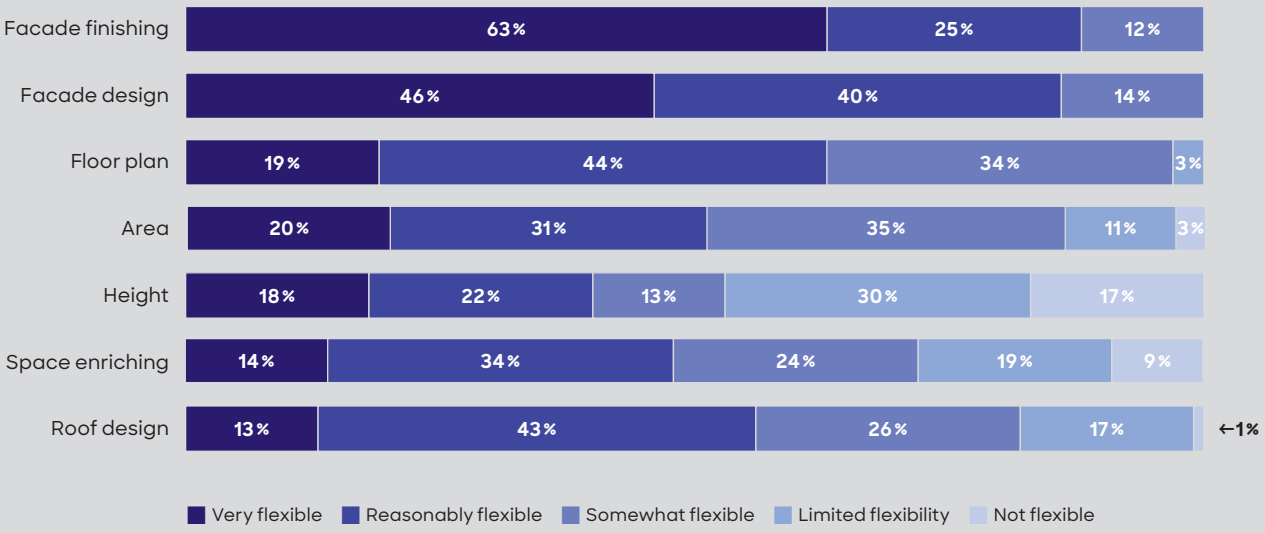
1 Respondents who selected this answer relative to all respondents who answered the question
2 Estimated housing production in 2025 of respondents who selected this answer relative to housing production of all respondents who answered the question

Source: Prefab housing production survey 2025 Roland Berger

L Flexibility offered by building aspect

[% of prefab housing production]

N=38



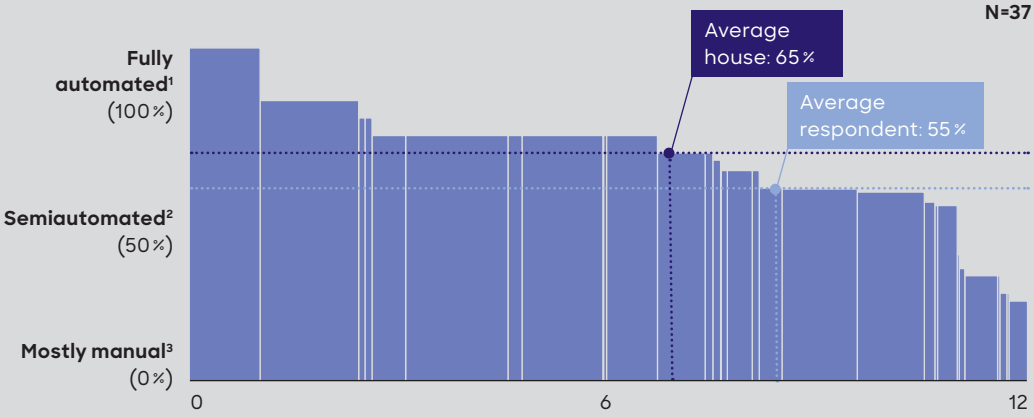
Source: Prefab housing production survey 2025 Roland Berger

... increasingly design-flexible and more automated

M Level of automation of production lines at prefab housing players

[% of automation]

N=37



1 Fully automated production line with robots and only system operators
2 Tightly organized production stations with partial support from machines
3 Few machines (e.g. computer numerical control) but mostly manual work

Source: Prefab housing production survey 2025 Roland Berger

Conclusion

Residential prefab players broadly agree that prefab should account for 50 % of all new residential construction by 2030, and potentially up to 80 % in the longer term. At the current pace, however, prefab's share is projected to reach only 30–40 % by 2030, falling short of the target.

Despite this gap, players remain optimistic. Prefab offers clear benefits in cost and speed, while increasingly meeting market demand through a growing share of apartments and flexible facade and design options. Current production capacity among players is sufficient to support further growth. Achieving the 2030 target will require collective effort and coordination across the sector, supported by government and stakeholder initiatives.

The Prefab Homes Radar will continue to track these developments, providing insights into how the sector advances.

Methodology

The Prefab Homes Radar is based on the results of an extensive survey and interview campaign.

The online survey was completed by 42 active prefab housing players in the Netherlands. Twenty-five questions addressed a variety of topics, including production, capacity and customer types.

For example:

- **How many housing units did you realize in 2025 per housing type (ground-level, low-rise <5 floors, mid-rise 5-9 floors, and high-rise ≥10 floors), and how many do you expect to deliver in 2026?**
- **What is your maximum production capacity for housing units that you can achieve in 2025 under normal conditions, without major changes or additional capital investment?**
- **How is your sales volume distributed between housing corporations, institutional investors, real estate developers and your own rental?**

Seven major players in prefab housing also sat with us for in-depth follow-up interviews. These interviews allowed us to develop qualitative insights about the current market and projections for the near term. In total, these seven players realized ~5,000 prefab housing units in 2025, or ~35 % of all residential prefab housing units that year.

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