



**Supply-Build  
Canada**

Formerly the  
Western Retail Lumber Association

**Building Supplies Dealers Across Canada**

# **Economic Impact Report: Comparison to other industries**

**Prepared by:  
Jupia Consultants Inc.**



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July 2025

### Introduction




The building supplies dealers sector across Canada is a strategically important retail sector with nearly 7,900 stores employing 155,000 staff and generating \$45.8 billion in sales in 2024. The building supplies wholesale sector is also an important contributor to the Canadian economy with over \$140 billion in sales – into the construction sector as well as the building supply dealers sector across the country. There are more than 9,800 different business establishments in the building supplies wholesale sector.

In 2024, the building supplies dealers sector boosted national GDP by \$18.6 billion and the building supplies wholesale sector by \$43 billion. Both these figures include direct, indirect (supply chain) and induced effects. As a result, the two industries should not be combined because some of the GDP contribution from the building supplies dealers retail sector is derived indirectly from the building supplies wholesale sector.

The building supplies dealers retail sector supported 155,000 jobs in 2024 (direct, indirect and induced effects) and building supplies wholesale sector. Supported 151,000 jobs.

In addition, the building supplies wholesale and retail sector boosted tax revenue by \$11.2 billion in 2024 just from operations (not including HST on product sales).

### Economic impact, building supplies wholesale and retail (dealers) sectors across Canada (2024)

		Building supplies dealers retail sector	Building supplies wholesale sector
	<b>Total number of establishments</b>	7,870	9,866
	Sales (2024)	\$45.8 billion	\$140.7 billion
	GDP contribution (nominal)	\$18.6 billion	\$43.1 billion
	<b>Employment and income</b>		
	Direct employment (non-FTE)	155,000	151,000
	Employment supported (FTE) <sup>1</sup>	203,500	272,700
	Total employment income (nominal)	\$11.8 billion	\$22.7 billion

<sup>1</sup> Full time equivalent (FTE) employment from direct, indirect and induced effects.

# Comparing to other industries (direct impacts)

This section compares the impact of the building supplies dealers and wholesalers as well as the forest products industry to other important industries across the country. The comparison is based on direct economic impacts and excludes supply chain (indirect) and induced economic effects<sup>2</sup>.

For each industry comparison below, the real (inflation-adjusted) GDP contribution is provided for 2024 as well as the nominal (non-inflation adjusted) GDP contribution for 2021. Statistics Canada publishes the nominal data on a lagged basis and as a result 2021 is the most recent available data. The jobs are included for each industry as well.

## Building materials and supplies (retail and wholesale)

The building material and supplies dealers and wholesalers sector directly contributed \$32.2 billion in nominal GDP to the Canadian economy in 2021 (the most recent year for published nominal GDP). This does not include supply chain and induced economic activity. In inflation adjusted terms (shown in 2017 dollars), the building material and supplies dealers and wholesalers contributed \$26 billion in 2024 and employed over 295,000 people.

INDUSTRY:	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Building material and supplies wholesaler-distributors	\$15.3	\$21.2	143,485
Building material and garden equipment and supplies dealers	\$10.8	\$11.0	151,780
GDP and employment – retail and wholesale	\$26.0	\$32.2	295,265

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

## Building material and supplies dealers/wholesalers and forest products

Canada's forest products industry contributed \$43 billion to the nominal GDP in 2021 and, in 2024, \$27 billion in inflation adjusted GDP. Combined with the building material and supplies dealers and wholesalers sector, these two sectors were an economic powerhouse boosting nominal GDP by over \$75 billion (2021) and real GDP by more than \$53 billion. Combined they employed nearly 562,000 workers in 2024 or one out of every 26 business sector jobs across the country. Again, this does not include indirect or induced effects. The GDP contribution from building supplies and forest products exceeded 3.2% of total business sector GDP across the country in 2024.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Building material and supplies wholesaler distributors	\$15.3	\$21.2	143,485
Building material and garden equipment and supplies dealers	\$10.8	\$11.0	151,780
Wood product manufacturing	\$10.7	\$21.5	100,575
Paper manufacturing	\$6.9	\$9.0	51,870
Forestry and logging	\$3.2	\$5.8	30,470
Support activities for forestry	\$1.2	\$1.3	13,890
Furniture and related product manufacturing	\$4.9	\$5.4	69,515
GDP and employment: Building supplies and forest products	\$53.1	\$75.2	561,585

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

<sup>2</sup> The reason for the exclusion of the supply chain and induced economic effects is that there are cross linkages between related industries (i.e. the direct impact of one industry can be in the supply chain of another industry so combining both would result in double counting the impact).

### Compared to the transportation equipment sector

Canada has an impressive transportation equipment sector that includes the manufacture of automobiles, trucks, airplanes and rail equipment. In 2024, the sector directly contributed \$28.9 billion to the country's GDP and employed over 190,000 workers. The building supplies and forest products sectors contributed 84 percent more to the country's GDP in 2024 and employed nearly three times as many workers.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Transportation equipment manufacturing	\$28.9	\$24.8	190,530
Building supplies and forest products	\$53.1	\$75.2	561,585
Building supplies and forest products impact difference	+84%	+204%	+195%

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

### Compared to agriculture and food production sector

Canada has a large crop and animal production industry along with valueadded food production. In 2024, the sector directly contributed \$63 billion to the country's GDP and employed over 544,000 workers. The building supplies and forest products sectors contributed only slightly less to the country's GDP in 2024 and employed more workers.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Crop and animal production	\$32.4	\$28.0	290,985
Support activities for crop and animal production	\$1.3	\$1.4	17,690
Food manufacturing	\$29.3	\$32.1	235,395
Entire food manufacturing sector (excl. fish)	\$63.0	\$61.5	544,070
Building supplies and forest products	\$53.1	\$75.2	561,585
Building supplies and forest products impact difference	-16%	+22%	+3%

Excluding fish.

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

### Compared to oil and gas extraction

Canada's oil and gas extraction sector is the largest export sector in the country. In 2024, the sector directly contributed \$75.6 billion to the country's GDP and employed nearly 74,000 workers. The building supplies and forest products sectors contributed moderately less to the country's GDP in 2024 and employed over six times as many workers.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Oil and gas extraction	\$75.6	\$107.1	73,915
Building supplies and forest products	\$53.1	\$75.2	561,585
Building supplies and forest products impact difference	-30%	-30%	+660%

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

### Compared to the mining sector

Canada's mining sector directly contributed \$27.9 billion to the country's GDP in 2024 and employed nearly 80,000 workers. The building supplies and forest products sectors contributed 90% more to the country's GDP in 2024 and employed six times as many workers.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Mining and quarrying (except oil and gas)	\$27.9	\$41.9	79,880
Building supplies and forest products	\$53.1	\$75.2	561,585
Building supplies and forest products impact difference	+90%	+80%	+603%

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

### Compared to the tourism sector

Canada's tourism sector contributed \$41 billion to the country's GDP in 2024 including direct and support industries. The sector employed over 544,000 workers. The building supplies and forest products sectors contributed 28% more to the country's GDP in 2024 but employed fewer workers.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Tourism (all industries)	\$41.3	n/a	703,800
Building supplies and forest products	\$53.1	n/a	561,585
Building supplies and forest products impact difference	+28%	n/a	-20%

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

### Compared to the motion picture and sound recording sector

Canada's motion picture and sound recording sector (e.g. movie production, television production, etc.) contributed \$4.3 billion to the country's GDP in 2024. The building supplies and forest products sectors combined contributed 11 times more to the country's GDP in 2024 and nearly six times as many jobs.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Motion picture and sound recording industries	\$4.3	\$4.5	82,350
Building supplies and forest products	\$53.1	\$75.2	561,585
Building supplies and forest products impact difference	+1120%	+1583%	+582%

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

**Compared to the information technology (IT) services sector**

Canada’s computer systems design and related services sector (a.k.a. IT services) contributed \$48.2 billion to the country’s GDP in 2024. The building supplies and forest products sectors combined contributed 10 percent more to the country’s GDP in 2024 and employed 31 percent more.

	Real GDP \$B (2024)*	Nominal GDP \$B (2021)	Jobs (2024**)
Computer systems design and related services	\$48.2	\$56.0	427,225
Building supplies and forest products	\$53.1	\$75.2	561,585
Building supplies and forest products impact difference	+10%	+34%	+31%

\*Chained (2017) dollars.

\*\*Total jobs, not full time equivalent employment.

Source: Statistics Canada Table: 36 10 0480 01.

# Appendix a: About Jupia Consultants Inc.

New Brunswick, Canada-based Jupia Consultants Inc. is a full-service research and planning support consultancy specializing in the area of economic development. The firm has more than 25 years’ experience working with companies, communities, industry associations, economic development agencies and government departments.

This report was prepared by David Campbell, the President and lead consultant for Jupia Consultants Inc. He has more than two decades experience as a consultant working with industry, not-for-profit organizations and governments across Canada. His focus areas include economic development strategy, economic impact analysis, population growth, cluster development and investment attraction. David was formerly Chief Economist with the Government of New Brunswick. In that role, he led the development of economic policy and economic development strategy for the provincial government.

David is a columnist, published author, and writes weekly for the It’s the Economy, Stupid newsletter as well as co-presenting the weekly podcast Insights with Don Mills and David Campbell. In recent years, he has had the opportunity to collaborate with multiple think tanks and policy research organizations including the Conference Board of Canada, Public Policy Forum and the Donald J. Savoie Institute at the Université de Moncton.

For more information visit [www.jupia.ca](http://www.jupia.ca).