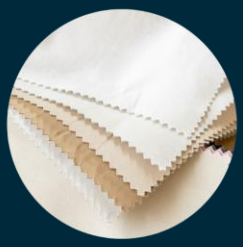
Window Shading Association of Australia





Economic Contribution of the Australian Window Shading Industry

Summary Report

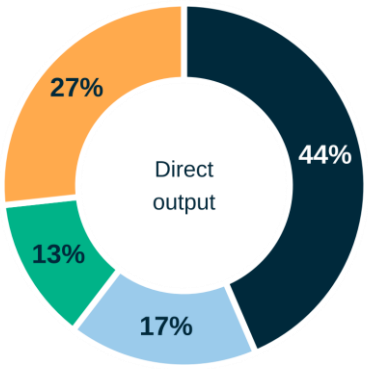
2026

Source: FTI Consulting

THE INDUSTRY

Industry structure

The Australian Window Shading Industry largely comprises manufacturers of window shading products, related distribution channels, and installation, repair and maintenance services.



Estimated share of total industry, by sub-sector

44%	Manufacturing
17%	Retail
13%	Wholesale
27%	Other services

Measured by direct output. Figures do not sum to 100% due to rounding.

Manufacturing

Manufacturing is the largest segment of the window shading industry, primarily comprising textile product manufacturing and smaller segments of structural and fabricated metal production. Blinds are the largest product segment, and awnings are smaller, but equally important for external shading and energy performance.

Retail

Retail trade covers the sale of window shading products directly to end consumers through physical stores and online channels. This segment focuses on customer engagement, product display and after-sales support, making window shading accessible to households and businesses.

Wholesale

Wholesale trade focuses on supplying window shading products in bulk to retailers and commercial buyers, rather than selling directly to end consumers. This segment ensures large-scale distribution and acts as the bridge between manufacturers and retail outlets.

Other services

Other services include construction-related activities such as installation of window shading products, as well as repair and maintenance services like cleaning and upkeep.

ECONOMIC CONTRIBUTION

Current state: Economic and broader contributions of the Window Shading Industry

In Financial Year 2024/25, the Window Shading Industry is estimated to contribute to Australia's economy via:

$6.1 billion **Total output**	Total economic activity (turnover) across Australia, including direct, indirect and induced effects.
$2.3 billion **Gross value added**	The industry's immediate domestic economic contribution, excluding taxes, subsidies and any flow-on effects, and reflecting value-added from both domestic production and the on-sell of imported window shading products.
15,000+ **Full-time equivalent jobs**	Jobs supported across the economy: directly within the industry, in supplier industries, and through household spending.

Key ratios

~7
jobs supported across the economy for every $1 million of direct output

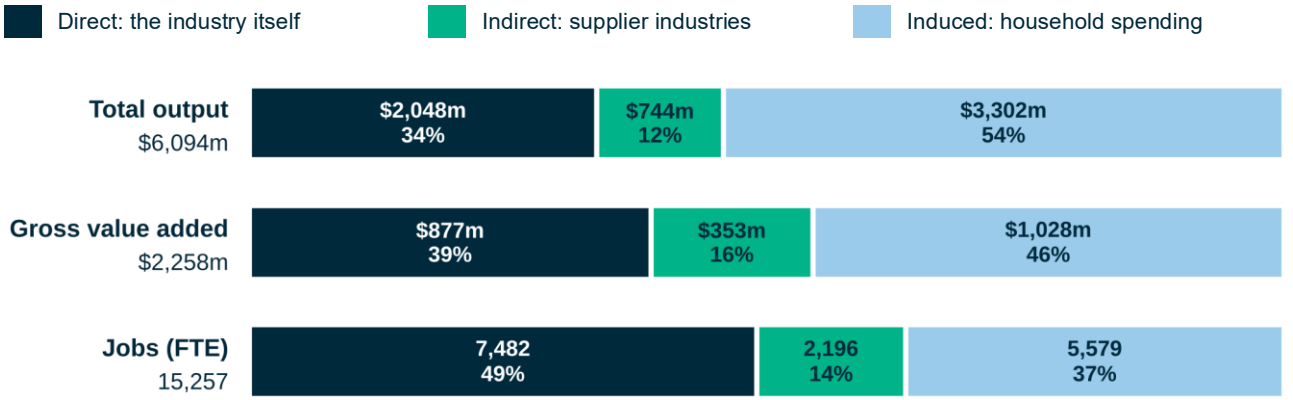
37%
of total output retained as value added in the Australian economy

85%
of total output generated domestically (15% import-related)

ECONOMIC CONTRIBUTION

Understanding the headline figures

The Window Shading Industry is estimated to support significant economic activity across the Australian economy through direct, indirect, and induced effects:



Total output: $6.1 billion

$2.0 billion in direct activity, $0.7 billion in indirect supply-chain activity and $3.3 billion through induced household spending. Around 85% of output is generated domestically; the remaining 15% reflects the on-selling of imported window shading products.

Gross value added: $2.3 billion

Direct value added from gross operating surplus, wages paid and taxes on production is $877 million. Indirect value added in supplier industries is $353 million, and induced value added from household spending is $1,028 million.

Jobs: 15,000+ FTE

7,482 direct FTE jobs within the industry, 2,196 indirect jobs supported through supply-chain activity and 5,579 induced jobs supported through household spending. Around 44% of the industry's direct roles are in manufacturing.

Due to rounding, the sum of sector contributions may not appear equal to the total of each sector or the industry.

METHODOLOGY

Modelling approach

The analysis in this report uses an Input-Output (IO) modelling framework based on national Input-Output tables published by the Australian Bureau of Statistics (ABS).

The economic contribution is divided into three channels:

Direct contribution

This refers to the value added and employment generated from the operation of the Window Shading Industry itself. Direct value added is estimated as the sum of wages paid to employees, taxes on production, and gross operating surplus (EBITDA) generated by industry activities.

Indirect contribution

This represents the economic activity generated in supplier industries as a result of the Window Shading Industry's operational expenditure. These expenditures include purchases of goods and services used in the production and distribution of window shading products and capture impacts across commercial industries in the supply chain.

Induced contribution

This measures the economic activity generated when income earned by employees in both the Window Shading Industry and its supply chain is spent within the broader economy. Induced impacts therefore capture the flow of expenditure to the household sector and the resulting stimulation of business activity.

Window Shading Association of Australia

The WSAA commissioned FTI Consulting to assess the current and future state of the Window Shading Industry, including an assessment of its economic contribution to the Australian economy. This summarised version of the FTI Consulting full report aims to serve members with a high-level understanding of the economic and social contributions of the Industry to Australia.

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