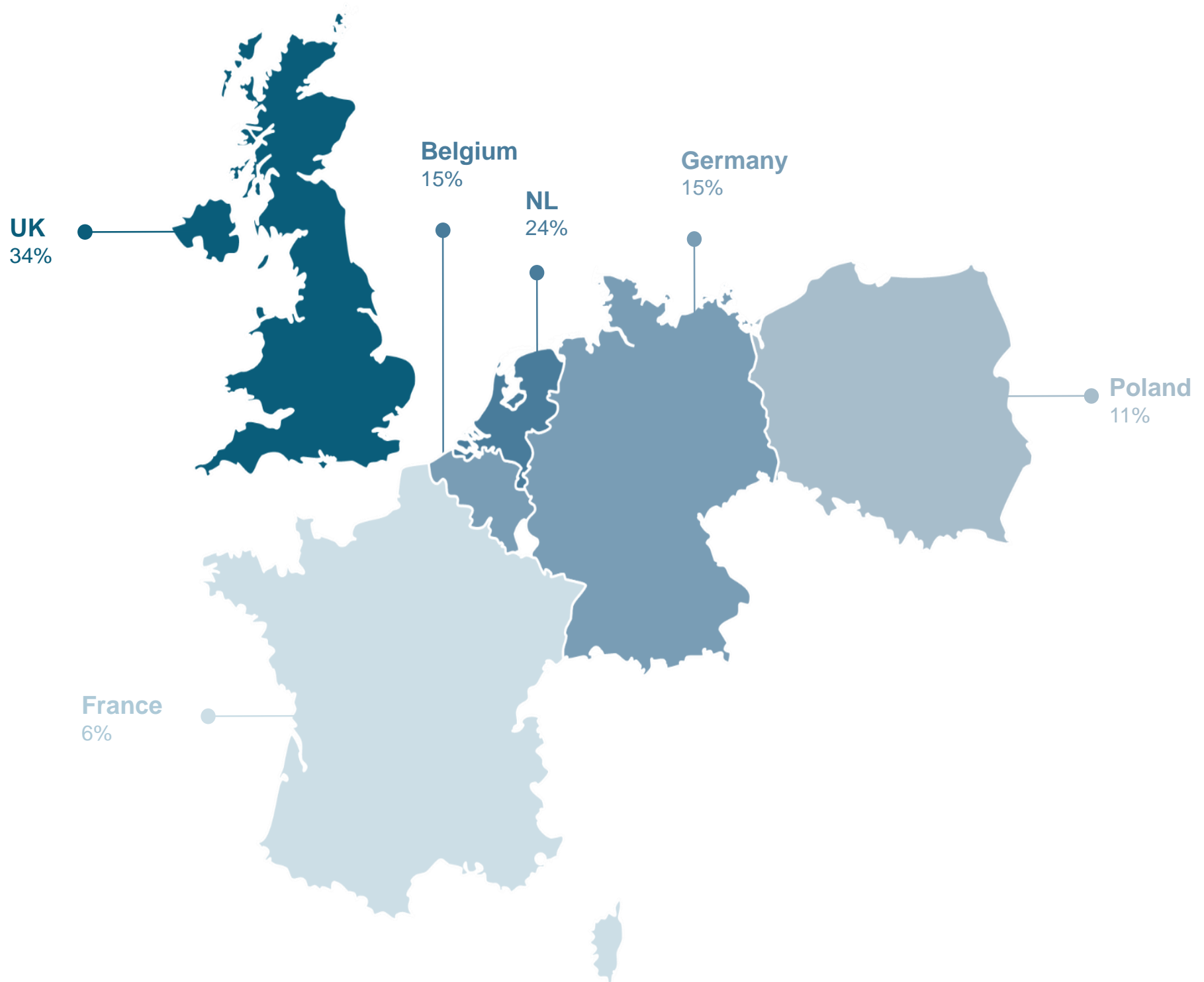


In the consumer markets, buying behaviour has changed drastically. Online buying has massively changed the distribution model in these markets. In the B2B markets, this trend is visible, but still less profoundly. But what about a very conservative market like the installation market? Is the three-step-distribution model under pressure and if so, by what channels? Is online buying gaining ground or are the main challengers for the specialised installation wholesale manufacturers that supply directly to installers? These questions and many more are answered in the new Q3 2019 report of the European mechanical installation monitor focussing on buying behaviour of installers.

Share of installers buying at pure online shops



Key research questions:

- How many installers are buying at the traditional wholesale, pure online players, DIY stores, building merchants and direct from the manufacturers
- What's the share of wallet spend per channel
- How are products ordered (by phone, email, in store, etc.)
- Future buying behaviour
- Buying behaviour for various specific product groups
- Turnover and orderbook developments of mechanical installers

Countries covered in the report:

France, Belgium, the Netherlands, Germany, Poland and the UK

Methodology:

The report is based on 900 successful telephone interviews with mechanical installers in 6 countries.

Interested?

The full report is available now for 2,500 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 8,400 Euro.

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