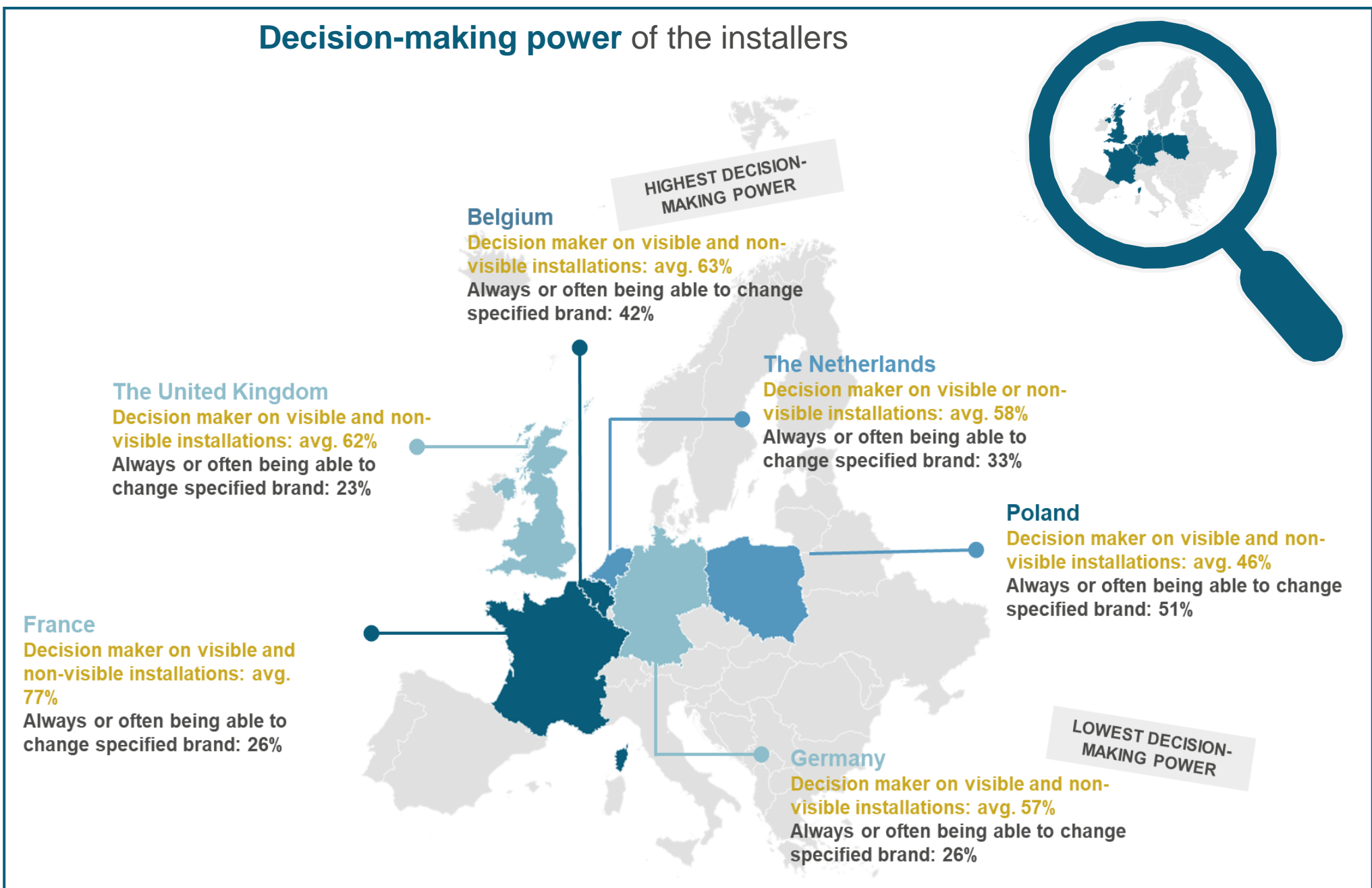


**Why this report:**

Decision making in the installation and construction market is far more complicated than in many other segments, like the fast moving consumer goods market. Many actors play a role in deciding or influencing product and brand choice. Understanding the decision making process and the power each actor has for various projects and segments is crucial for both marketing and sales strategies.

Therefore, this topic is covered in the new Q3 2020 report of the European mechanical installation monitor, a survey conducted amongst 650 installers from 6 European countries. This report will provide need to know information on the decision making process in the European installation market.

**Decision-making power of the installers**



**Key research questions:**

- Types of projects installers regularly work on
- For what types of projects installers decide on the projects and brands to be used
- The parties with the biggest role in deciding which products and brands are to be used
- What the reasons are for changing specified brands
- The development of the role of parties in the decision-making process in the last years.
- Turnover and orderbook developments of mechanical installers
- Expectations of the effect of COVID-19 on 2020 turnover of the installers.

**Countries covered in the report:**

The United Kingdom, Germany, France, Poland, Belgium and the Netherlands

**Methodology:**

The report is based on 650 successful telephone interviews with mechanical installers in 6 countries.

**Cost:**

2,500 Euro for the full report

**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.

**Contact**

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