


Why this report?

Mapping out the European paint market provides key insights in the core business of painting companies. The fact that this research is conducted on a European level, gives it an extra dimension. Painter Insight 2016 is the second time USP Marketing Consultancy conducts this multi-client study, including a record number of 11 product categories. This provides a comprehensive scope on the European paint market (interior wall paint, exterior wall paint & lacquers/wood care) and continues to provide detailed insights in the most important non-paint product markets (acrylic sealants, tapes, wall fillers, wood repair, paint sprayers, brushes & rollers, dust extractors/vacuums & sanding machines).


Research characteristics

- Insight in the paint & non-paint market among professional painting companies in 8 key European countries
- Fieldwork conducted in 2016
- Reports in PDF and hardcopy

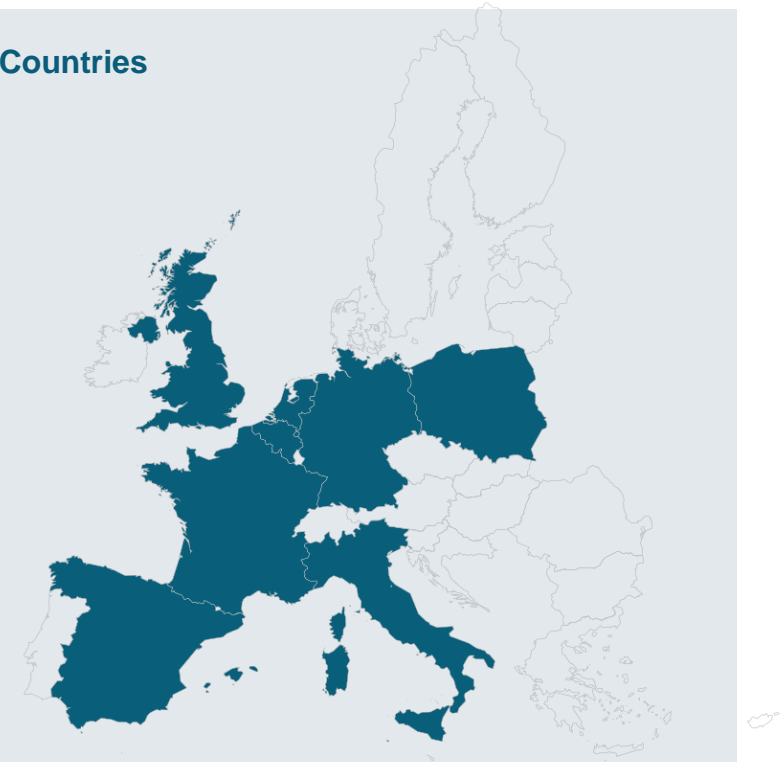
Methodology

-  Quantitative phone research:
2,000 painters in eight countries in Europe

Target group

-  Painters in Europe

Countries



Costs

Total report: **€ 10,000**

There is also a possibility to subscribe to the 2018 version of this research. For more information, you can contact us directly by mail or by phone.

Examples of the research questions

- workfield of the painter
- Media consumption and orientation
- Purchase process, distribution structure etc. per product category
- Best known brands per product category