



Why this report?

Omnichannel buying has disrupted the traditional buying process in the B2C market. However the construction industry is a very conservative one. To what degree are HVAC installers buying at other channels than the traditional wholesale? And how much is spent per channel (DIY stores, Building merchants, online, direct from manufacturer and so on)? How will this develop in the future. The Q3 2017 report, purchase channels, provides detailed information on the current and future purchase channels of electrical installers. This the second edition of the purchase channels theme and this provides vital information for your marketing & distribution strategy. This 'Purchase Channels' report is essential for your marketing & distribution strategy.

Research characteristics

- Turnover and orderbook developments of the HVAC installers and plumbers.
- Special theme: Purchase Channels.
- Fieldwork conducted in Q3 2017.
- About 100 pages in PDF.
- Trends are presented as this topic has been conducted in 2015 and now in 2017.

Methodology



Quantitative phone research:

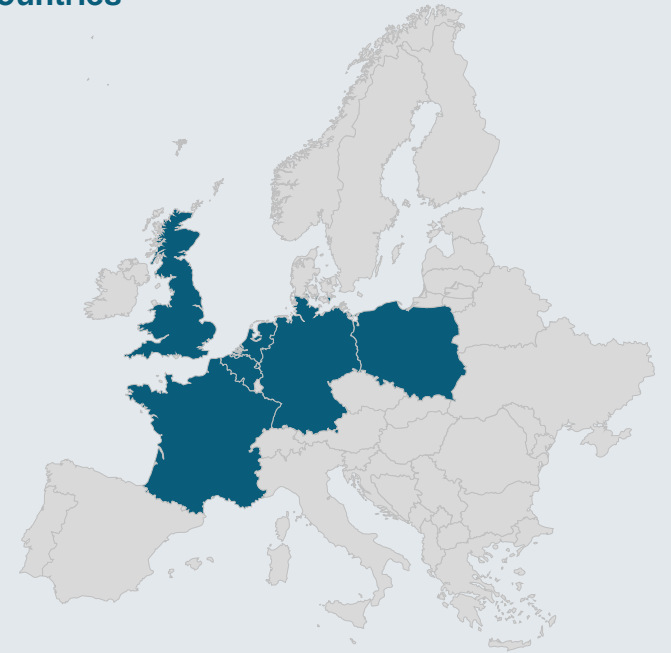
200 successful interviews per country.
1200 successful interviews with HVAC installers and plumbers in total.

Target group



HVAC installers and plumbers.

Countries



Costs

Total report Purchase channels: **€ 2,500**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is 8,400 euro.

Examples of the research questions

- Percentages of installers buying via the main channels (wholesale, DIY, direct from manufacturer, online shops etc.).
- Share of wallet spend per channel, for online stores also split per product groups.
- Drivers and barriers for online buying
- Way of ordering (traditional vs online).