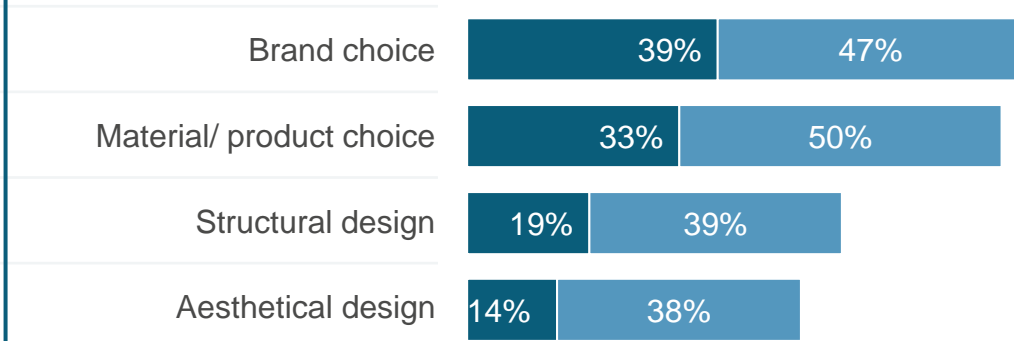


## Why this report:

The construction decision-making unit (DMU) refers to a group of players involved in a project cycle. The construction DMU is rather complex compared to other sectors due to a project team of different stakeholders involved in different phases and steps of a project cycle. With the changing dynamics of the construction sector, such as increasing contractor-led design & build, the role of contractors is becoming even more apparent and important.

## The decision power among European contractors

End-decision makers      Co-decision makers



### Decision involvement in brand choice



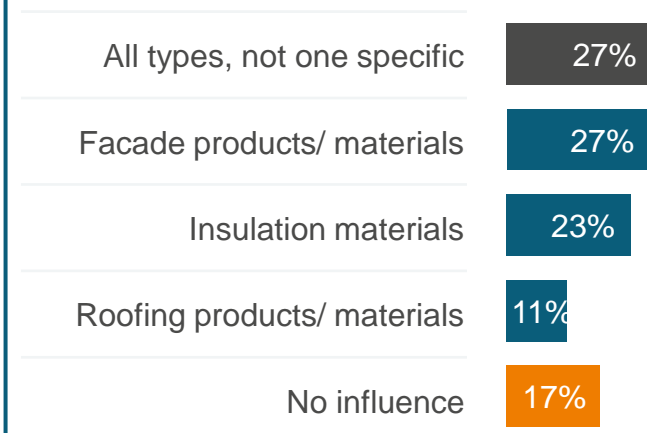
**France**  
The highest decision involvement



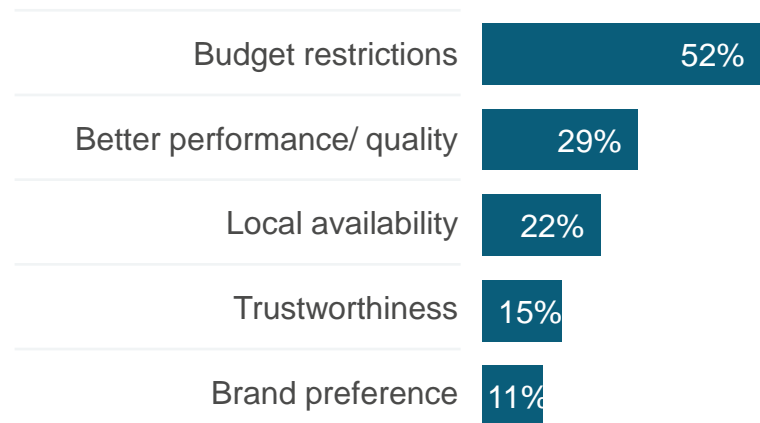
**Spain**  
The lowest decision involvement



## Top 5 product groups



## Top 5 reasons to change brand specification



### Key research topics:

- Turnover and orderbook developments of contractors
- Expectations of the effect of COVID-19 on 2020 turnover of contractors
- Project segmentation of contractors (residential, non-residential, new-build, renovation)
- Type of company (developer vs. non-developer) and contracts (traditional vs. design-build)
- Organization of activities/ services (architectural, engineering and installation)
- Decision making involvement in the design process, product and brand specifications by type of company (developer vs. non-developer)

### Countries covered in the report:

The United Kingdom, Germany, France, Poland, Spain, Italy, Belgium and the Netherlands.

### Methodology:

The report is based on 950 successful telephone interviews with contractors in 8 countries.

### Report cost

The full report covering 8 countries is now available for € 9,000.

### Contact

Dirk Hoogenboom | Research Consultant  
 Mobile +31 6 52098924  
 E-mail [Hoogenboom@usp-mc.nl](mailto:Hoogenboom@usp-mc.nl)  
 Website [www.usp-mc.nl/en](http://www.usp-mc.nl/en)