

A man with a beard and a hard hat, smiling, is depicted with multiple arms holding various tools. The tools include a screwdriver, a paint roller, a hammer, a wrench, a power drill, and a measuring tape. He is wearing a plaid shirt and a tool belt. A teal banner is overlaid on the image with the text "EUROPEAN HANDYMAN MONITOR 2024".

EUROPEAN HANDYMAN MONITOR 2024

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GOAL

The European Handyman Monitor provides key insights that help manufacturers and merchants to understand the business and behaviour of European handymen in the European building construction sector.



METHODOLOGY

170-200 telephone interviews per year per country among professional handymen across **7** European countries.



RECURRING RESEARCH TOPICS

- ☐ Profiling Handymen
- ☐ Bi-annual brand performance scan for selected product groups¹

2024 IN-DEPTH RESEARCH TOPICS

- ☐ Branding
- ☐ Brand funnel



TIMELINE



COSTS

€ 8,400 Single 7 country report

€ 15,250 2-year subscription

2 reports of 7 countries

[including a biannual brand scan report]

Reviewing the questionnaire and providing input is possible.

Additional client specific analysis may be subject to additional costs

¹In order to ensure reliable measurements brand performance scans cover only a few selected product groups. Each product group performance is tracked bi-annually in order to see reliable changes in the data, because B2B markets tend to move slowly; B2B sales cycles are long, and it takes time to shift perceptions.

WHY EUROPEAN HANDYMAN MONITOR?



WHO IS THE HANDYMAN?

A handyman is **broadly defined as a person who is skilled in a variety of general construction, repair and maintenance works** and who does this as a profession or as a hobby. Professional handyman companies are generally categorised under small general building contractors (standard European NACE code 41.2).

European Handyman Monitor targets **registered small building contractors** as well as the **publicly available records** matching the local term **for handyman** that are found on local platforms.

Interviewed companies must have **a max. of 4 full-time employees** (including the owner) and are **involved in at least 3 building construction activities**.



WHAT IS IN IT FOR YOU?

Professional handymen are a **rarely researched target group** and there is very little known about their business and behaviour.

However, **European handymen are too relevant to neglect**, because they are key stakeholders in the residential renovation market with a **buying power**, fully booked with jobs and work with a wide range of product groups.

By profiling the handymen, this monitor helps you to understand **where and how to target** the handyman for your business.

Cross-country comparisons will help you to assess the different conditions in each market since each country develops in a different pace.



HOW DO WE WORK?

We work together with you to implement research questions in the monitor which you consider as **need-to-know information**. Each quarter a key trend will be investigated with your input.

We **utilize our research network** to get contractors to discuss their professional work, and **our expertise to deliver you insights and recommendations** that are based on reliable and comparable data.

RESEARCH CONTENT

Chapter 1: Key insights

This section provides key insights into the European construction sector based on the results, and recommendations based on our market knowledge. You will get a **real in-depth look** in what to expect from the results.

Chapter 2: Profiling the Handyman

This is a **recurring** chapter that provides key information and specific insights on the European handyman profile. Each edition profiles handyman in terms of **company size**, **project segmentation** and **business activity and outlook**.

Chapter 3: Theme chapter

Every edition delves into **various** topics, carefully chosen for their relevance and practicality for your business. These themes undergo **thorough exploration**, with variations from year to year. Certain subjects may be revisited to track **trends** and **advancements** over time.

Chapter 4: Brand performance scans (bi-annual)

This section will provide brand performance of key players in the selected product categories. This will be done using a **brand funnel model** with a focus on spontaneous awareness, usage and most used brands. This chapter is delivered as a separate report.

IN-DEPTH TOPICS

2022

Activities and Product usage
Purchase behaviour

IN-DEPTH TOPICS

2023

Behavioural segmentation
& Media Usage

IN-DEPTH TOPICS

2024

Branding & brand funnel

A SNEAK PEEK INTO HANDYMAN MONITOR 2022

Chapter 1: Key insights



Key insights

1

European handymen are too relevant to neglect

A key stakeholder in the residential renovation market with a buying power

Handymen are a large population in each key market and the majority work independently as main contractor for private homeowners.

Fully booked with jobs

They have full order book portfolios up to 6 months and they are very optimistic about their business. The majority indicates that business is great and the orderbook has never been so full.

They work with a wide range of product groups

They are on average involved in 8.9 activities, meaning that they use different product groups relevant to different activities.

Keep in mind some interesting differences per local market though

For instance, being the largest population in Europe, UK handymen are involved in the largest variety of activities (12.1 on average), whereas German handymen, as the lowest population, are involved in 5.1 different activities, making them the least generalist handymen population.

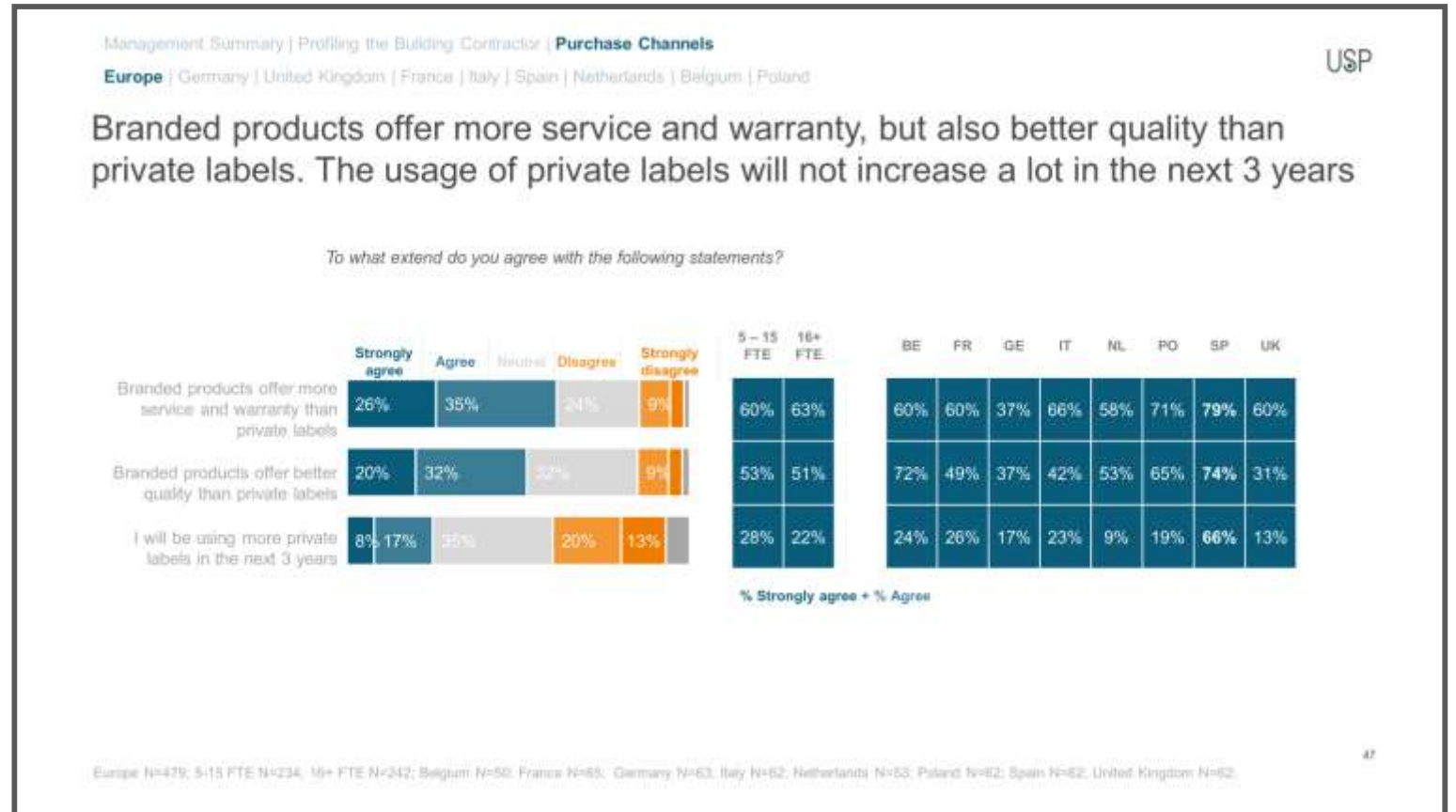


An average European handyman

- ☐ is 49 years old,
- ☐ is self-employed or works with another handyman
- ☐ has a turnover below 200K,
- ☐ works as a main contractor on private homeowners' renovation and maintenance,
- ☐ Has a fully booked portfolio for the upcoming 6 months and is optimistic about their business,
- ☐ buys from traditional professional channels
- ☐ feels that they are taken serious by professional channels

A SNEAK PEEK INTO EUROPEAN CONTRACTOR MONITOR 2023^{USP}

Chapter 1: Key insights



Example from European Contractor Monitor

ABOUT THE HANDYMAN

Chapter 2: Profiling the Handyman



Crafting Success in Europe

Company Size Matters

Gain valuable insights into the diverse spectrum of handyman enterprises, ranging from small-scale operations to larger companies. Understand how company size influences decision-making, resource allocation, and the overall approach to projects.

Project Segmentation Unveiled

Explore the nuanced world of project segmentation among European handymen. We look at the types of projects undertaken, allowing you to tailor your offerings to meet the specific needs of handymen engaged in various sectors.

Business Activity Dynamics

Dive into the dynamic realm of business activity within the handyman industry. Understand the scope, scale, and specialization that handymen bring to their projects. This knowledge empowers you to align your products with the practical requirements of their day-to-day operations.

Outlook into the Future

Anticipate the future landscape of European handymen by exploring their business outlook. Discover the trends, challenges, and opportunities that shape their vision for the industry. Stay ahead of the curve by aligning your products with the evolving needs and aspirations of the modern handyman.

ABOUT BRANDING

Chapter 3: Theme chapters



Navigating the Dynamics of Branding in Today's Market

Dive in the world of branding and consumer preferences. Understand the shifting paradigms, emerging trends, and values that drive the choices of European Handymen. Gain a strategic advantage by aligning your brand with contemporary expectations, ensuring that your identity resonates with authenticity and relevance in the minds of your audience.

Exploring Contemporary Branding

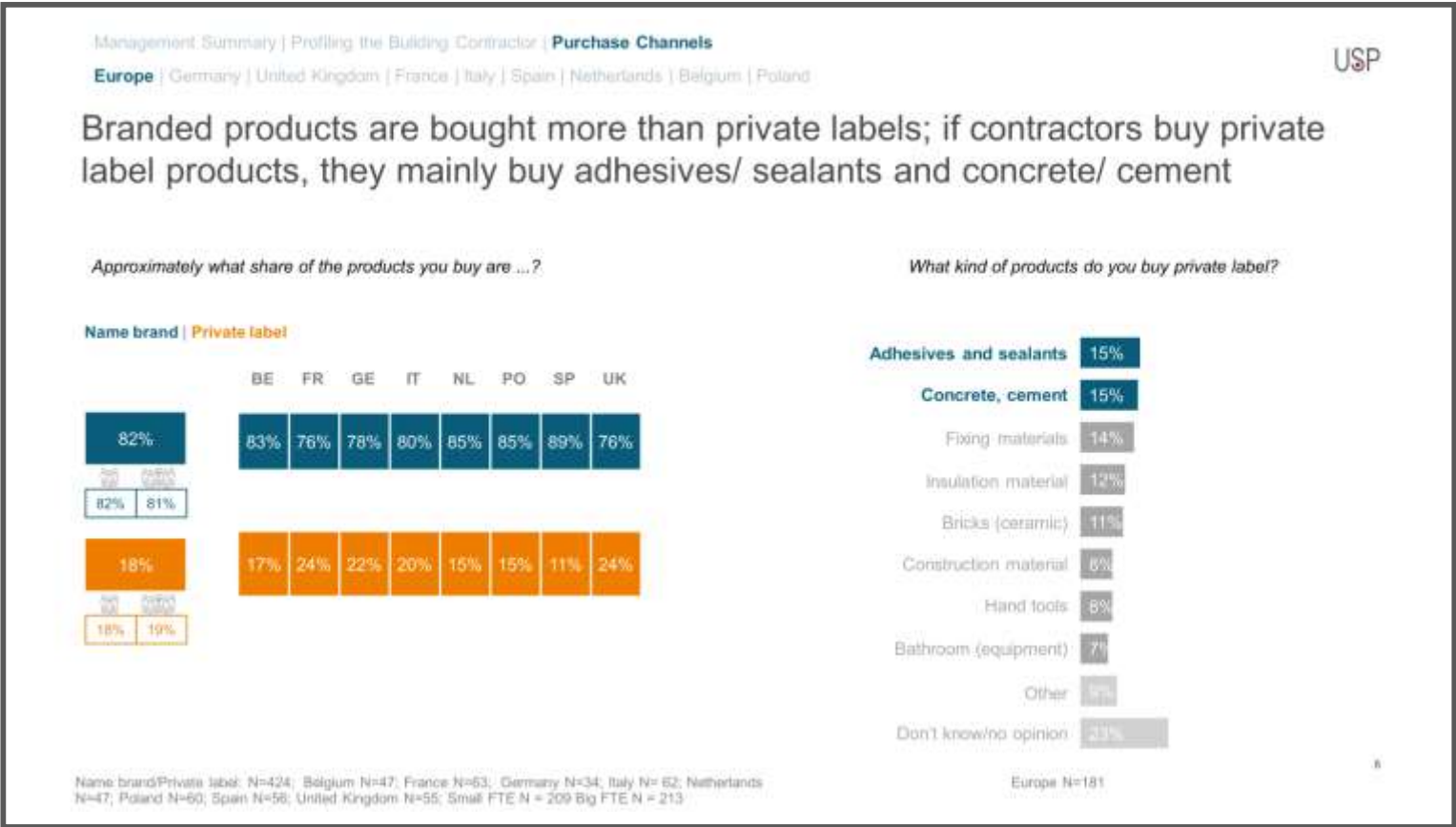
Explore the diverse landscape of branding in the modern era. Learn how handymen preferences and market dynamics shape brand perceptions among European audiences. Adapt your branding strategies to reflect evolving trends and consumer insights, positioning your brand as a beacon of innovation and trust.

To provide insights into handymen's Branding, we looked at this topic from various angles and mapped out:

- Understanding the level of recognition and familiarity handymen have with different brands within the construction sector.
- Identifying trends in brand preferences among European handymen, including factors driving brand adoption and loyalty.
- Mapping out how specific products or categories are associated with different brands, discerning which brands resonate most strongly in various product areas.

ABOUT BRANDING

Chapter 3: Theme chapters



Example from European Contractor Monitor

PRODUCT CATEGORIES INCLUDED FOR BRAND PERFORMINGS SCANS

Chapter 4: Brand performance scans



Paint products



Façade products



Flooring



Roofing products



Insulation material



Tiles

PRODUCT CATEGORIES INCLUDED FOR BRAND PERFORMINGS SCANS

Chapter 4: Brand performance scans



Power tools



Sanitary products



Electrical materials



Tapes



Adhesives and sealants



Daylight solutions

A SNEAK PEEK INTO HANDYMAN MONITOR 2022

Chapter 4: Brand performance scans



USP Marketing Consultancy

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