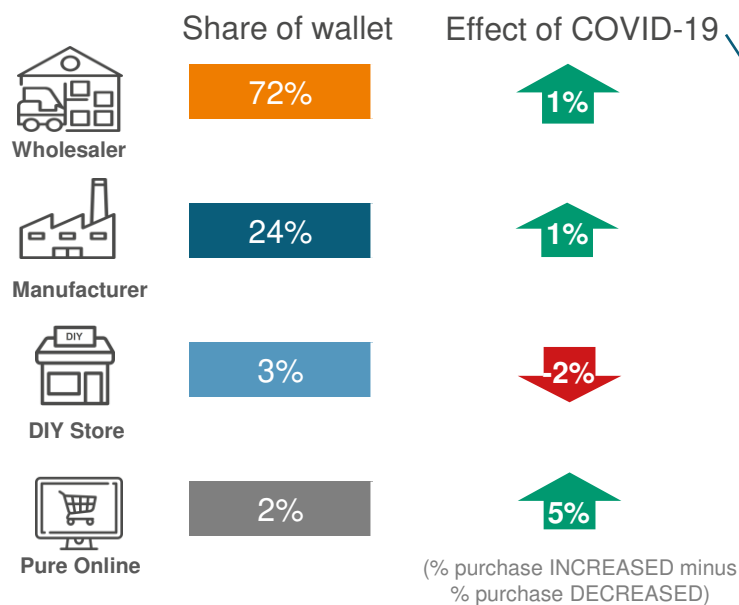


Why this report:

Buying behaviors are changing significantly and constantly. Online buying is surely modifying purchasing behaviors, and nowadays it is justified to expect that COVID-19 pandemic affected the way of buying all around the world. But the question is if that dynamic change affected contractors' purchase channels, or in the construction sector the traditional way is still dominant. The aim of this study is to get insights on the type of purchase channels that are being used and preferred by the contractors; is there a new buying pattern and is it permanent.

COVID-19 did not change contractors' purchase channels much...



Effect of pandemic on purchase behaviour



**UK**  
Purchase behaviour changed the most



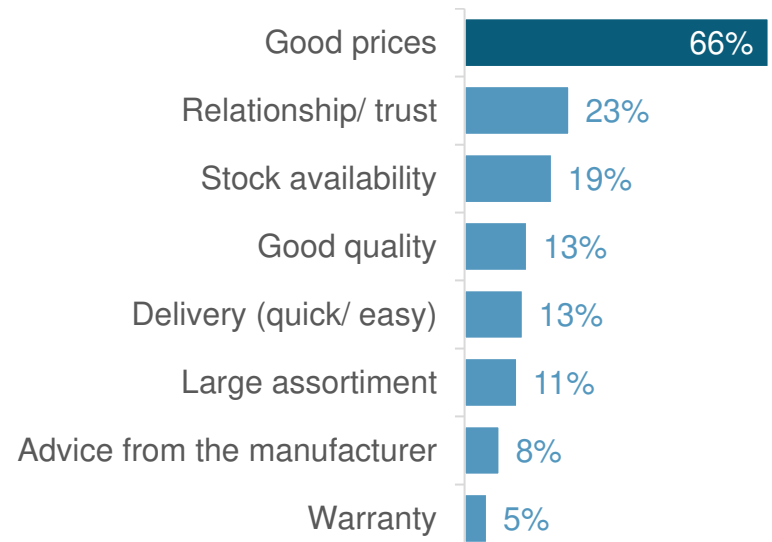
**Germany**  
Purchase behaviour changed the least



..., but it did change the way of ordering through wholesaler and manufacturer



Main reasons for buying from manufacturer



Key research questions:

- Turnover and orderbook developments of contractors
- Expectations of the effect of COVID-19 on 2021 turnover of contractors
- Project segmentation of contractors (residential, non-residential, new-build, renovation)
- Contractors' purchase channels and way of ordering
- Change of purchase channels and way of ordering since 2018
- Expectations of the effect of COVID-19 on contractors' purchase behaviour

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)