

USP



KONINKLIJKE
INRETAIL

KITCHEN MONITOR

CO-PRODUCTION OF INRETAIL & USP

RESEARCH FACTSHEET



Why research Dutch consumers of kitchens, equipment and parts?

The kitchen market is changing due to for instance e-commerce and changing consumer demand.

USP has ample experience conducting quantitative research in the Dutch kitchen market, and INretail knows the kitchen market inside out. Together we offer our expertise and knowledge to provide you with detailed market information and insight into the customer journey of the consumer. This will help you take the right strategic actions to improve your market position.

Insights provided by this research

- Purchasing figures (number of kitchens bought, market shares of brands, purchase channels)
- Insight into the Customer Journey
- Consumer experience when buying a kitchen



METHODOLOGY

300 online surveys per month with consumers in the Netherlands. Every year, 3,600 completed online surveys are divided over the following groups:

- 1.000 consumers of kitchens
- 1.800 consumers of appliances
- 800 consumers of parts



COSTS

€ 4,000 Basic module
€ 2,500 Additional module
product category

Interested?

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Why the Kitchen Monitor?



A WEALTH OF EXPERIENCE

USP has much experience conducting research in the kitchen market. Since 2014, the Dutch Kitchen Monitor has provided its clients with insights into their market. As retail trade organisation, INretail also publishes a report on the kitchen market. These reports deal with similar topics, resulting in a wealth of knowledge of both USP and INretail. Combining this knowledge and insight in a new report allows us to provide the market with detailed insights on important trends like changes in DMU, orientation behaviour, customer touch points, shares of online and offline purchase channels and many more.



UNDERSTANDING THE CONSUMER

Digitalisation is quickly changing the way consumers inform themselves on and buy appliances and parts for their kitchen. Due to this trend, the importance of pull marketing is increasing. The consumer is increasingly powerful in the DMU. The Kitchen Monitor provides important information on consumers' orientation behaviour, how digitally minded they are, and much more. Information that is essential for a solid marketing strategy.

On top of that, we show trendlines and the influence of new players on the market.



PRODUCT-SPECIFIC INSTIGHTS & FLEXIBILITY

The USP Kitchen monitor provides insight into several categories, from entire kitchens to appliances and parts. Page 4 shows the different product categories (excluding the complete kitchen category).

Aside from this, we do monthly measurements showing current trends and developments, which can promptly be acted upon. This way you truly get the insights you need!

YOUR PRODUCT CATEGORY IS RESEARCHED



Cabinets



Counter tops



Sinks



Taps



(steam) Ovens



Extractor fans



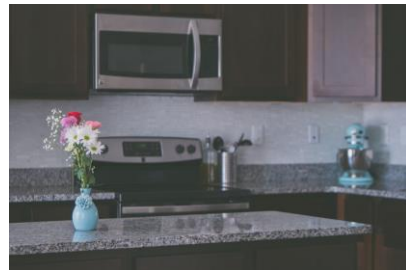
Refrigerators



Boiling water taps



Dishwashers



Microwaves



Stoves

TOPICS OF THE KITCHEN MONITOR

Chapter 1: Key insights

This chapter provides insights into the kitchen market in the Netherlands based on results and combined market knowledge of INretail and USP.

Chapter 2: Market size and structure

The Kitchen Monitor always starts with market sizing, since clients are very interested to know whether market has grown over the past months and which channels reap the fruit of that growth.

Chapter 3: Complete kitchen

This chapter provides important information and specific insights into the purchasing of complete kitchens. The specific topics of this category are presented on the next page.

Chapter 4: Appliances

This chapter provides important information and specific insights into the purchasing of individual appliances, such as extractor fans, stoves and ovens.

Chapter 5: Parts

This chapter provides important information and specific insights into the purchasing of separate parts of kitchens, like counter tops, cabinets or sinks.

Chapter 6: Orientation

The start of the purchasing journey is as interesting as the actual purchase itself. Where do consumers find inspiration and what are their selection criteria? The answers can be found in this chapter.

Chapter 7: Thema

The last chapter will focus on a theme that changes every few months or every year. Examples of themes are sustainability and smart kitchens.

VOORBEELD INHOUDSOPGAVE

Research background
Conclusions and recommendations
Market size and structure
Complete kitchen
Purchase point
Costs
NPS
Selection criteria
Properties of the kitchen (colour, style, etc)
Installation of the kitchen
Appliances
Purchase point
Built-in vs. free-standing
NPS
Type and brand
Installation of appliances
Parts
Purchase point
Type and brand
Orientation
Inspiration phase
Information phase
Decision phase
Visited purchase points
Visited websites
Theme
Appendices



WHO ARE INTERVIEWED?

Selection criteria

- Age 21-75
- Has bought a kitchen, appliances or parts in the past 12 months
- House owners or tenants

Interviews

- 1.000 Kitchen buyers
- 1.800 Appliance buyers
- 800 Parts buyers



Online consumer panels

USP has a long-term cooperation with a panel supplier in the Netherlands, whose data base we will use. Selection and screening questions will help us select the right respondents for this research.

REPORTING

Full report 1x per year

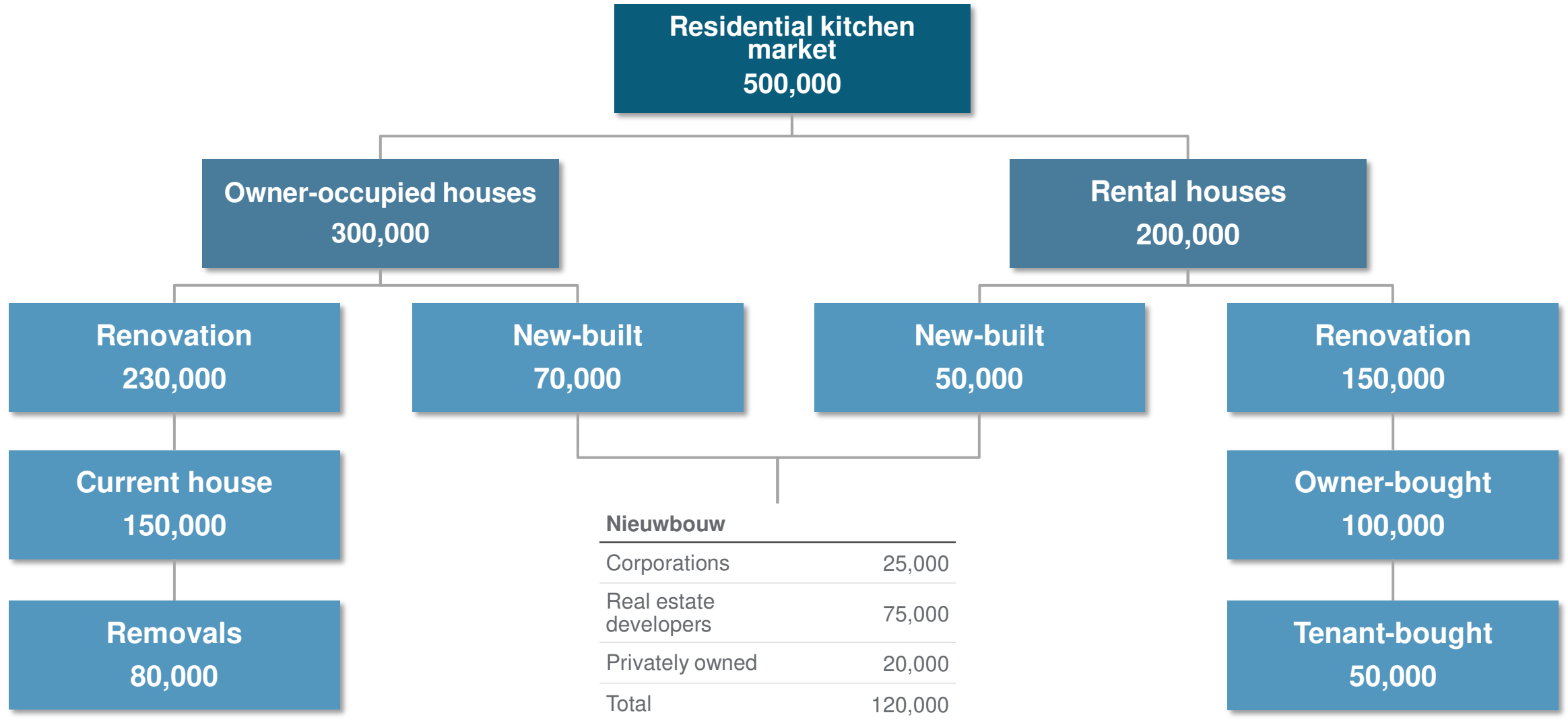
The report is composed of everything described on the previous pages. This report discusses an entire year in detail and compares with previous years.

Factsheet – customised Every quarter

The factsheet provide the figures needed to adjust and fine-tune your marketing and sales strategies:

- **Market development** – Total
- **Market development** – Your product categories
- **Most important trends and developments**

EXAMPLE DATA FROM THE KITCHEN MONITOR



MEMBER MEETING



Member meeting

INretail and USP find it important that members of the kitchen monitor understand the best ways to use its data and can ask questions and discuss answers together. That is why we organise a member meeting once every year.

During this meeting we will present figures from the report and organise a panel discussion with consumers or invite market specialists to present and share their knowledge. There will also be ample opportunity to discuss strategic marketing questions and to network during an informal lunch.

SELECTION OF INVITED MEMBERS



- This will be a multi-client research because we know that organisations in this market have similar needs for insights into the kitchen market and its dynamics. Combining their requirements allows for the most cost-efficient research.
- The answers to the optional five questions that members can add to the research will only be reported to the organisation that entered them.

Costs

The costs of the kitchen monitor are split per module, to provide you the information you need for a reasonable price. You can just go for the basic module or add product category modules if you want more specific information. There are even extra options, like adding five questions to the survey or a report presentation at a location of your choosing.

With a two-year contract, you will get a 10% discount over the total price for each year.

Basic module Kitchen

The basic module includes the following: :

Purchasing of complete kitchen (renovation and project market)

- Market size
- Purchase channel
- Decision on appliances
- Decision on parts
- Orientation
- Role of the seller

You are also more than welcome to attend the meeting for members if you purchase the basic module.

The costs for the basic module are €4,000 per year.

Insight by category

These optional modules show detailed information at product level (new build kitchen & replacement market).

The following categories are available:

- Appliances basic 6 products
- Appliances extended
- Counter tops & sinks
- Taps and boiling water taps
- Lighting
- Kitchen cabinets

The costs for the additional modules are €2,500. When purchasing multiple categories, €1,500 from the 2nd category.

Optional

Add 5 survey questions

Each member has the option to add 5 questions to the survey that will be reported exclusively to the member. The costs for this are €1,500.

Presentation on location

USP and INretail are happy to offer you the option to have the results of research presented at your location. In this way you can increase the support for the report and the data within your organisation and ensure that everyone engages with it. The costs for this are €500.

INTERESTED? FEEL FREE TO CONTACT US!

USP



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