

A black and white photograph of a painter's workspace. In the foreground, there are several paint cans and brushes on a white drop cloth. A ladder is leaning against a white wall in the background. A teal banner is overlaid on the center of the image, containing the title text.

# PAINTER INSIGHT MONITOR 2023

# EUROPEAN PAINTER INSIGHT MONITOR 2022-2023



## GOAL

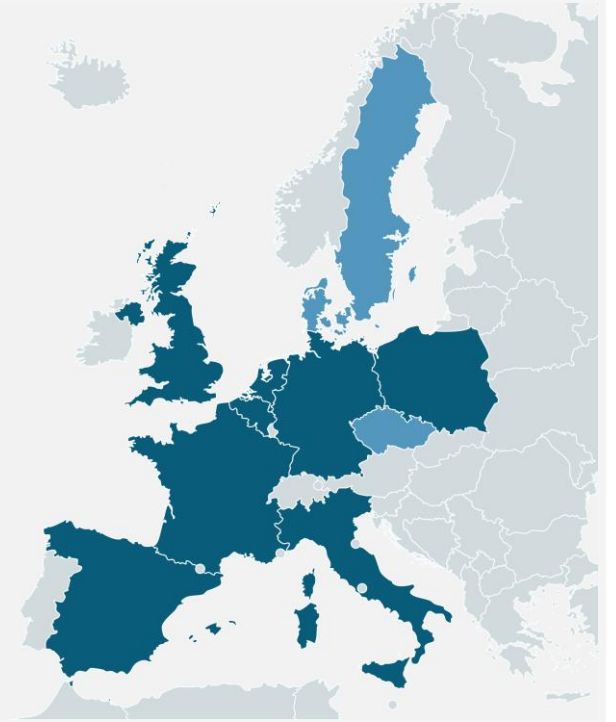
The Painter Insight Monitor provides key insights that help manufacturers and others to understand the business and behaviour of the painter.



## METHODOLOGY

**150-200** telephone interviews per year per country among professional painters across **8** European countries.

The Nordics and CZ are optional.



## RECURRING RESEARCH TOPICS

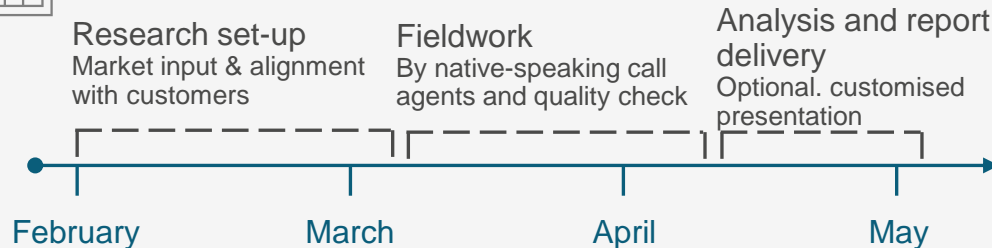
- Trend-tracking
- Bi-annual brand performance scan for selected product groups<sup>1</sup>

## 2022 IN-DEPTH RESEARCH TOPICS

- Purchase channels



## TIMELINE



## COSTS

**€ 10,500** Single 8 country report + 1 product brand scan

**€ 15,000** Single 8 country report + all products (8 categories) brand scan

[additional product category costs €800]  
 [additional Nordics package €3500; additional CZ € 3750]

Reviewing the questionnaire and providing input is possible.

Additional client specific analysis may be subject to additional costs

# 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 Painters

This is a **recurring** chapter that provides key information and specific insights on the European painter profile. Each edition profiles painters in terms of **company size, age, and expected business outlook**.

## Chapter 3: Theme chapter

Each edition different in-depth topics are covered based on the **relevancy to and actionability for your business**. These themes are investigated **in-depth** and **vary** per year. Some of these topics are repeated in order to map out trends and developments.

## Chapter 4: Brand performance scans

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

**2020**



Segmentation

IN-DEPTH TOPICS

**2021**



Orientation behaviour and media usage

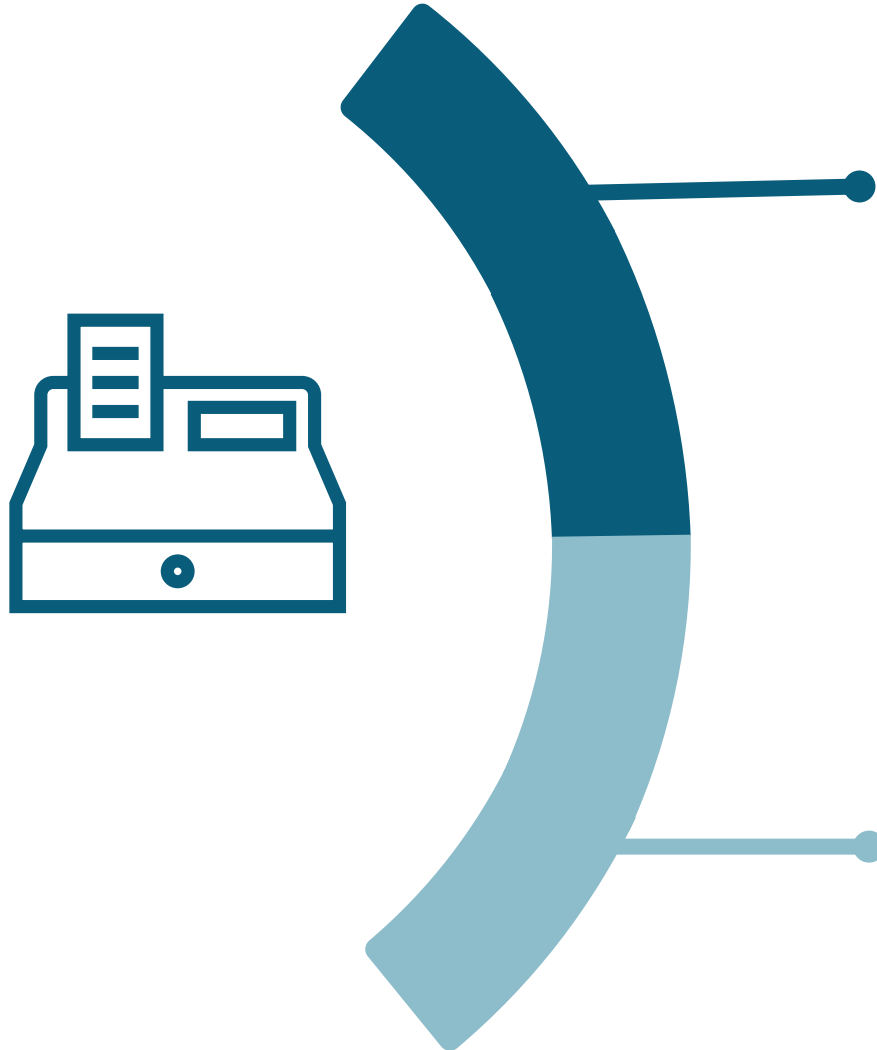
**IN-DEPTH TOPICS**

**2022**



**Purchase Channels**

# About Purchase Channels



## Investigating the Purchase channel topic...

This year we investigate the topic of purchase channels by asking painters about their purchasing of professional products used in their daily job.

In the report, we will make a clear difference between the different types of purchase channels: (1) **traditional professional channels** (general building materials wholesaler and specialised wholesalers – excl. paint, paint and wood), (2) **consumer-oriented channels** (hardware stores, DIY stores, pure online shops (e.g. Amazon)), and (3) directly from the manufacturer.

## ...allows for better understanding of painters' purchasing behaviour and their purchasing preferences

To provide insights in this, we looked at this topic from various angles and mapped out:

- The share of material purchase done by the customers;
- The purchase channels used and the distribution of total budget over channels;
- The ways of ordering products;

# A SNEAK PEEK INTO PAINTER INSIGHT MONITOR PREVIOUS REPORTS

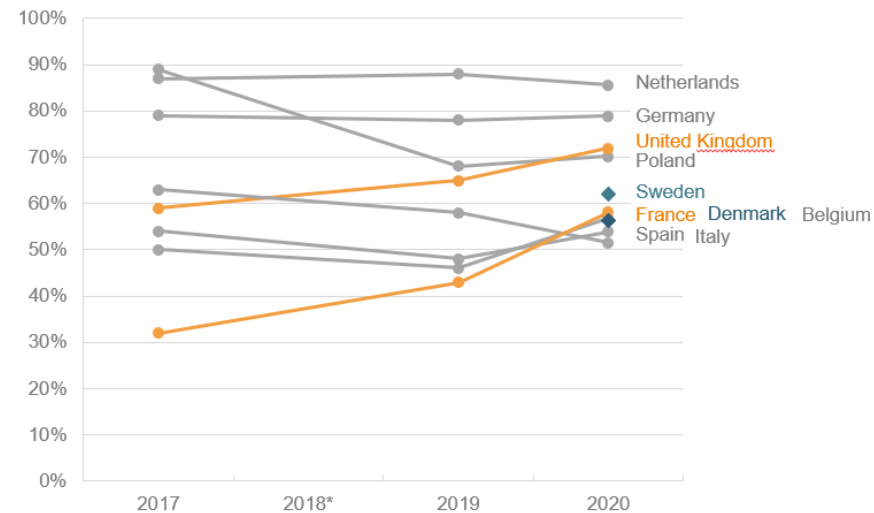


Expectations for 2020 | COVID-19 | Labour shortage | Expectations for 2030

## More countries are dealing with serious labour shortage

The situation in the **United Kingdom** and **France** is rapidly worsening, while most other countries stay at the same, alarming level.

% of painters who confirm a **shortage of skilled labour**  
[Trend]

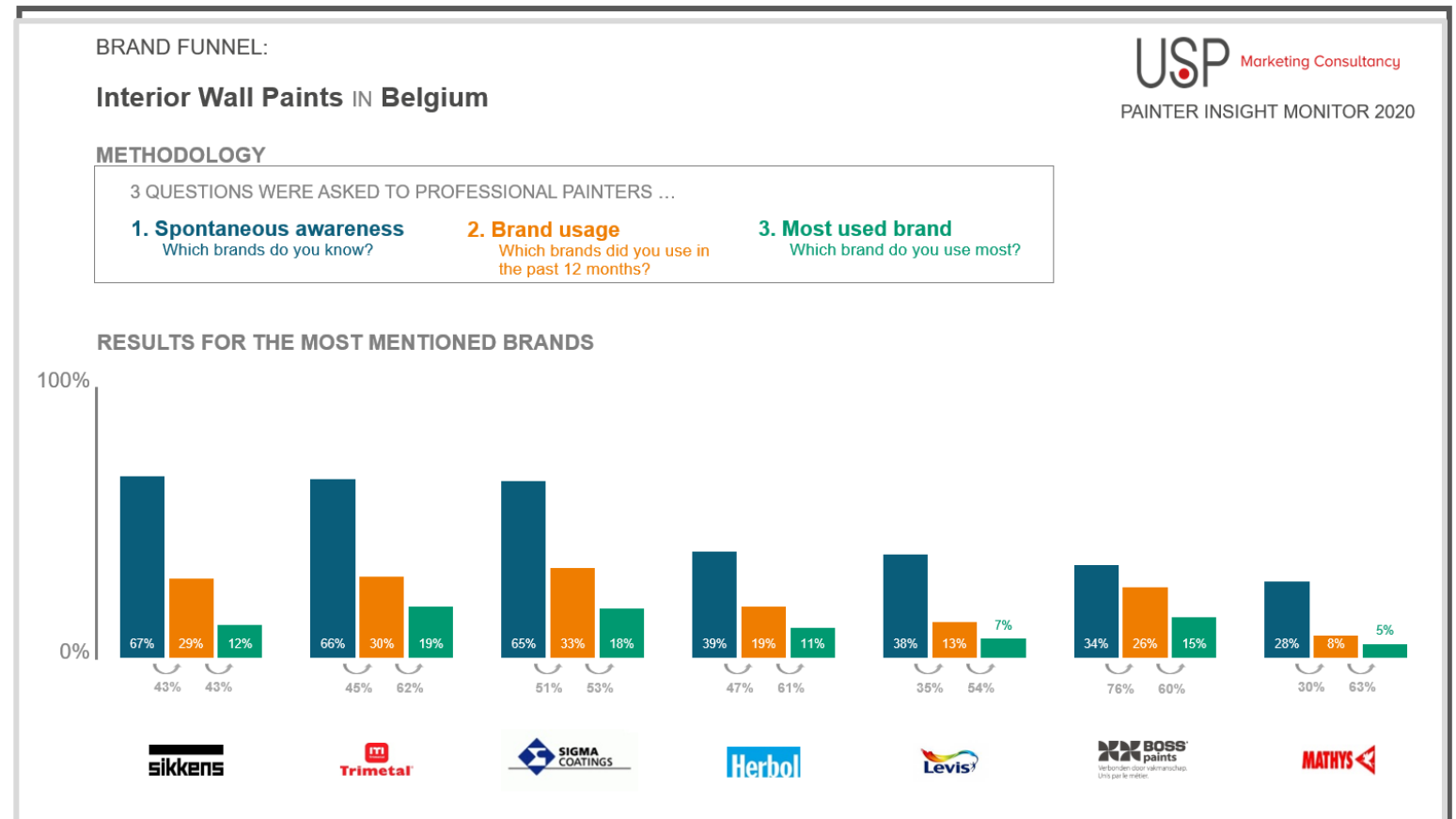


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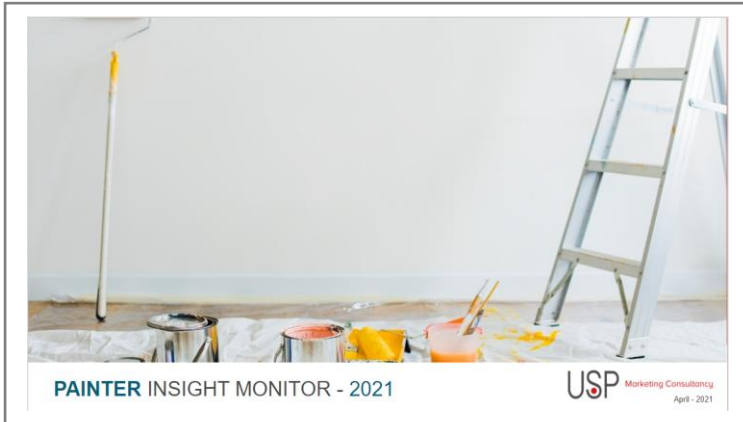
“There is a labour shortage as there is **less youngsters going into these trades**. They are going more into office spaces and things like that. Also, in light of Brexit I think that **some people have gone back home**, like Polish and Moldovan workers.”  
[United Kingdom]

\* Question not asked in 2018

# A SNEAK PEEK INTO PAINTER INSIGHT MONITOR PREVIOUS REPORTS



# A SNEAK PEEK INTO PAINTER INSIGHT MONITOR PREVIOUS REPORTS



## Segmentation overview: Similarities and differences

●●● = highly relevant  
○○○ = not at all relevant

	The innovative handyman	The conscious handyman	The hassle-free handyman	The conservative handyman
is online-minded	●●●	○○○	●●○	●○○
wants to improve efficiency	●●●	●●○	○○○	●○○
cares about the environment and personal health	●●●	●●●	●●○	○○○
is eager to innovate his way of working	●●●	●○○	●○○	●○○
cares about the job and wants to deliver good results	●●●	●●●	●●●	●●●
is eager to learn	●●●	●●○	●●○	●○○

### Innovative vs. Conscious

- Similarity: They both care about the environment and health.
- Difference: The **conscious** handyman is not active online and is not interested in (digital) innovations.

### Hassle-free vs. Conservative

- Similarity: They are happy with the way they work; no need for improvement.
- Difference: The **hassle-free** handyman is open to novelties (like sustainability) while the **conservative** handyman is not.

Note that the above image is only an example and the original source of the data is USP European Painter Insight Monitor 2021

# USP Marketing Consultancy

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