



European Contractor Monitor H2-2023

Purchase Channels

February 2024

About European Contractor Monitor

THE GOAL

To get a picture of the economic situation in the construction market among contractors on a European scale and to get insights into the usage of purchase channels by main contractors. This research is done twice a year with registered contractors divided over the 8 major European markets.

THE RESEARCH TOPICS

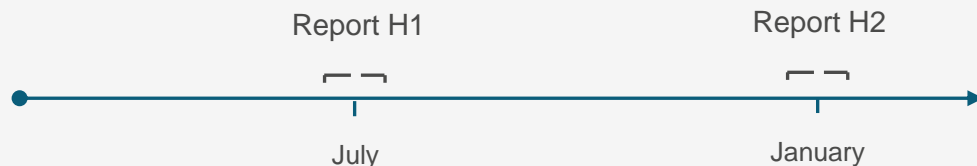
Recurring topic: Economic developments of construction companies in Europe (order book and turnover development)

Bi-annual theme topics in 2023:

H1: Sustainability and Circularity

H2: Purchase Channels

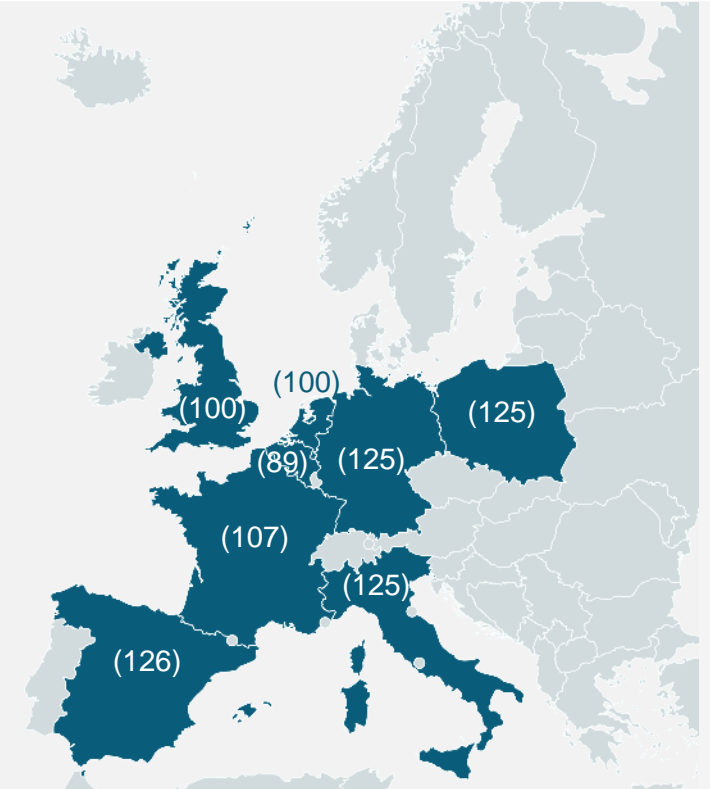
THE TIMELINE



COUNTRY SCOPE

Total of 897 Phone interviews

Background characteristics of the interviewed respondents can be found in [the country-specific profiling the contractor chapter](#).



PROJECT TEAM



Henri Busker

Consultant

+31 26936129
busker@usp-mc.nl

Juliette de Leeuw

Jr. Project Manager

+31 618780226
deleeuw@usp-mc.nl



Dirk Hoogenboom

Research Consultant

+31 652098924
hoogenboom@usp-mc.nl

About target group & methodology



Surveying construction companies...

Mid-sized (5 to 15 employees) and **large** (more than 15 employees) building contractors who are active both in residential and non-residential segments are interviewed. Most interviews are conducted with owners/ directors, with purchasers, with BIM managers or with construction site/ project managers of these companies.

... selected from a country-representative database

USP possesses an **international database of construction companies**, which is constantly updated. Therefore, respondents are not part of a fixed panel; the sample varies from wave to wave.

... through phone interviews, by native-speaking agents

Phone surveys are the best approach for obtaining a sufficient sample in order to provide insights that can be relied upon. These phone calls are made **by fixed fieldwork partners, located in the respective countries.**

... centralised and continuous quality control

Results in each country are monitored by the USP project team throughout the fieldwork period. We implement our extensive experience to **make sure the answers are of high quality and provide the insights that meet the goal of the project.**

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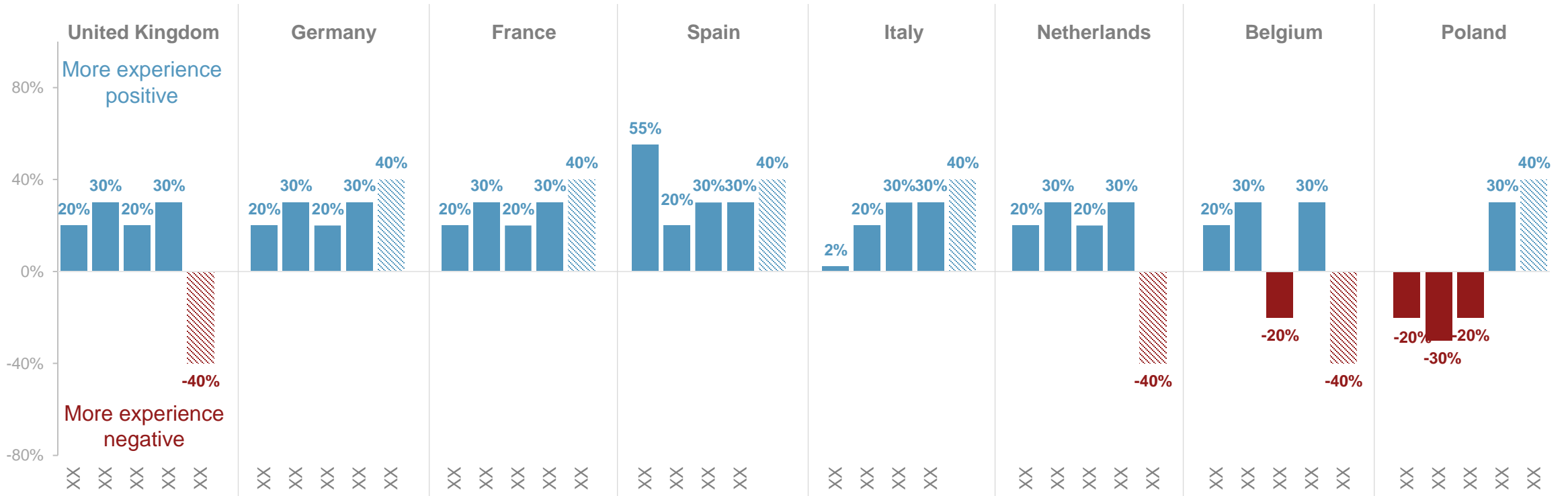
...Conclusion

In all countries xx

Net share of contractors' experience regarding turnover

If you compare your turnover of **xx to xx**, how did your turnover develop? What are your **expectations** for the development in **xx compared to xx**?

(Share of contractors reporting INCREASE minus the share of contractors reporting DECREASE in their turnover)



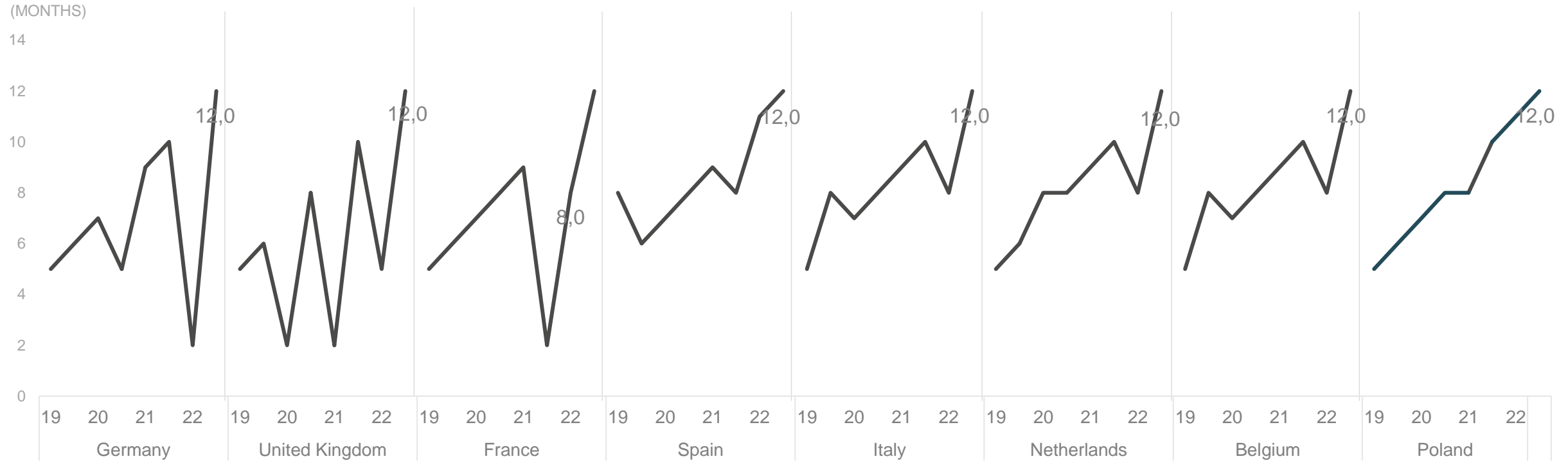
*Results are weighted: Actual N = 884

...Conclusion

Order books for the coming period are xxx

Order book portfolio

How big (in months) is your current order book portfolio? [So how many months can you keep your current staff working?]



*Results are weighted: Actual N = 885

...Conclusion

In general, xx.

Labor shortage

To what degree do you face labour shortage for this year in your company?

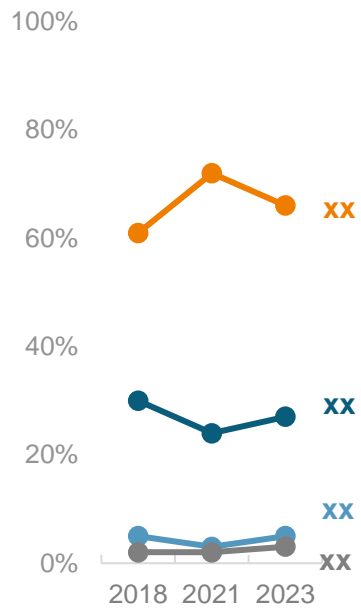
| | Not at all | A little bit | Moderate | Some | Extreme | Total some or extreme shortage H2-23 | Total some or extreme shortage H1-23 |
|----------------|------------|--------------|----------|------|---------|--------------------------------------|--------------------------------------|
| Total | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| Germany | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| United Kingdom | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| France | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| Italy | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| Spain | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| Netherlands | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| Belgium | 20% | 20% | 20% | 20% | 20% | xx% | xx% |
| Poland | 20% | 20% | 20% | 20% | 20% | xx% | xx% |

**Actual N=950 Belgium N=100; France N=125; Germany N=125; Italy N= 125; Netherlands N=100; Poland N=125; Spain N=125; United Kingdom N=125

...Conclusion

Past & Present

- xxx.



Future

- xx.


Share of ...

...wallet

...contractors buying

Future share of contractors buying
(% will buy MORE minus % will buy LESS)

OVERALL

xx%

xx% | xx%

↔ xx%

xx%

xx% | xx%

↑ xx%

xx%

xx% | xx%

↓ xx%

xx%

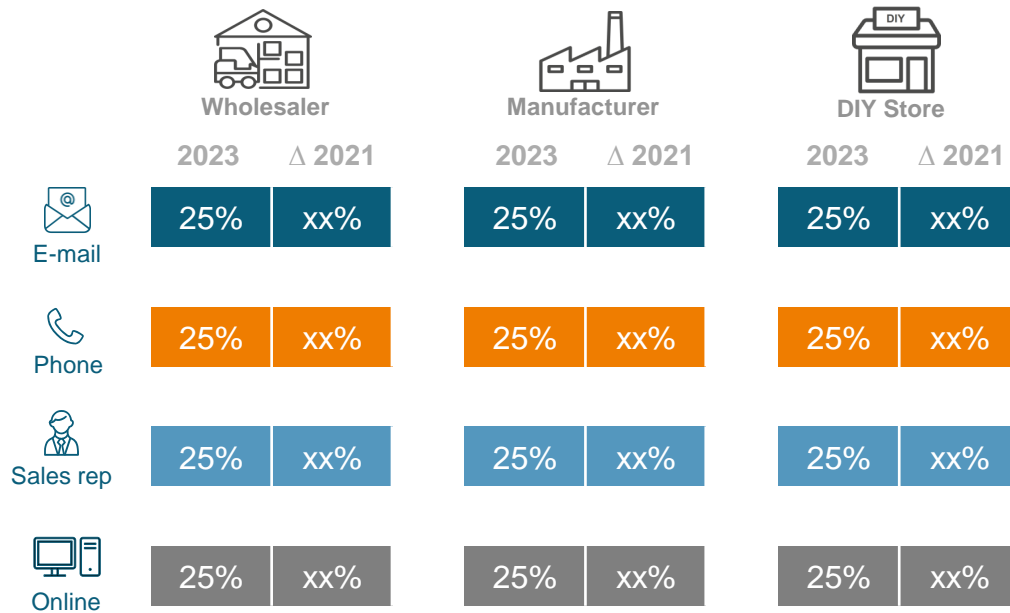
xx% | xx%

↑ xx%

...Conclusion

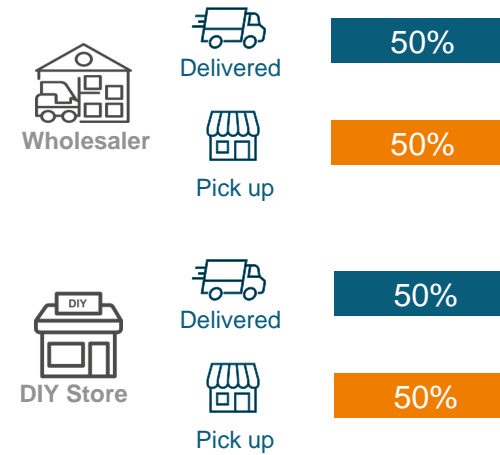
Ordering process

- XX.



Delivering process

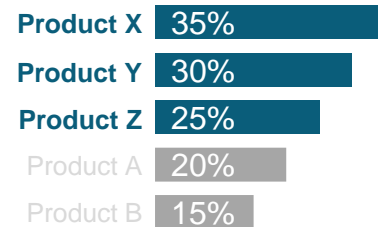
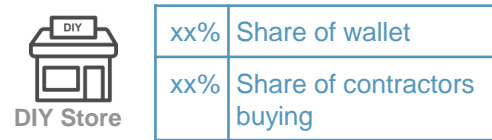
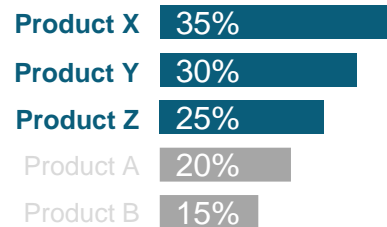
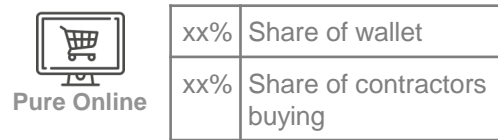
- XX.



...Conclusion

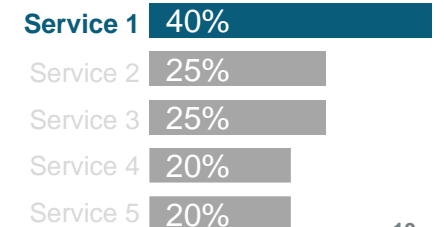
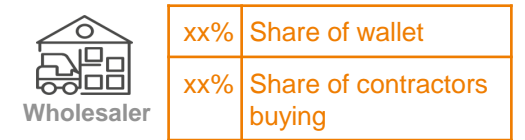
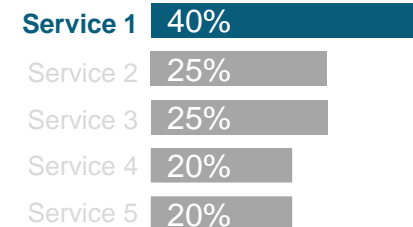
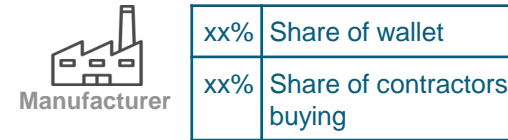
Products to buy at ...

- XXX.



Services to expect from ...

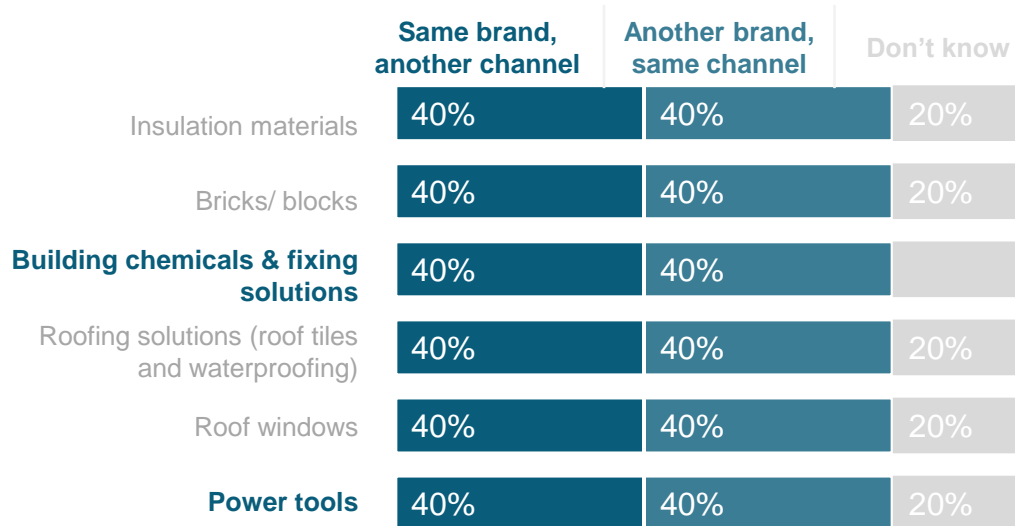
- XX.



...Conclusion

Brand loyalty versus channel loyalty

- xx.

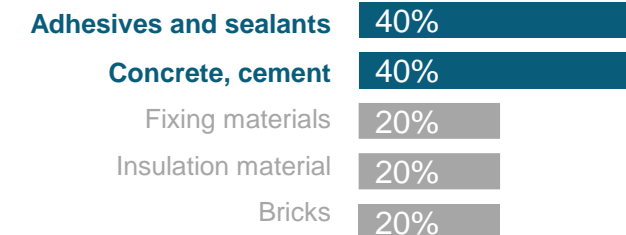


Name brands versus private labels

- xx.



More private label in next 3 years
 xx% agree
 xx% neutral/ don't know
 xx% disagree



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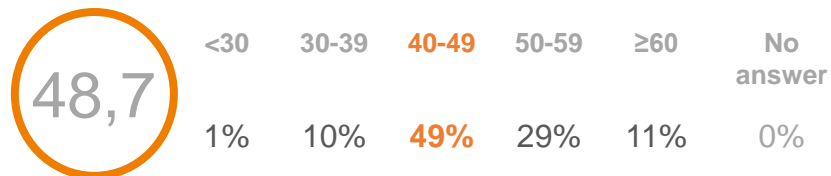
Background characteristics

Company profile

How many **full-time employees** does your company have?

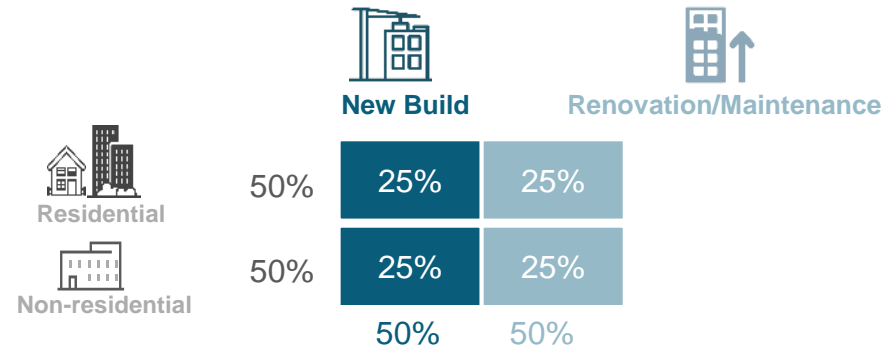


Average age

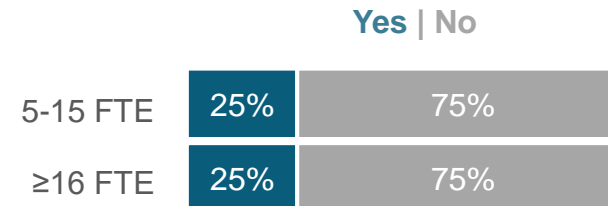


Project segmentation

What percentage of your residential/ non-residential **turnover** do you get **from new build projects**?



Does your company develop and build projects themselves?

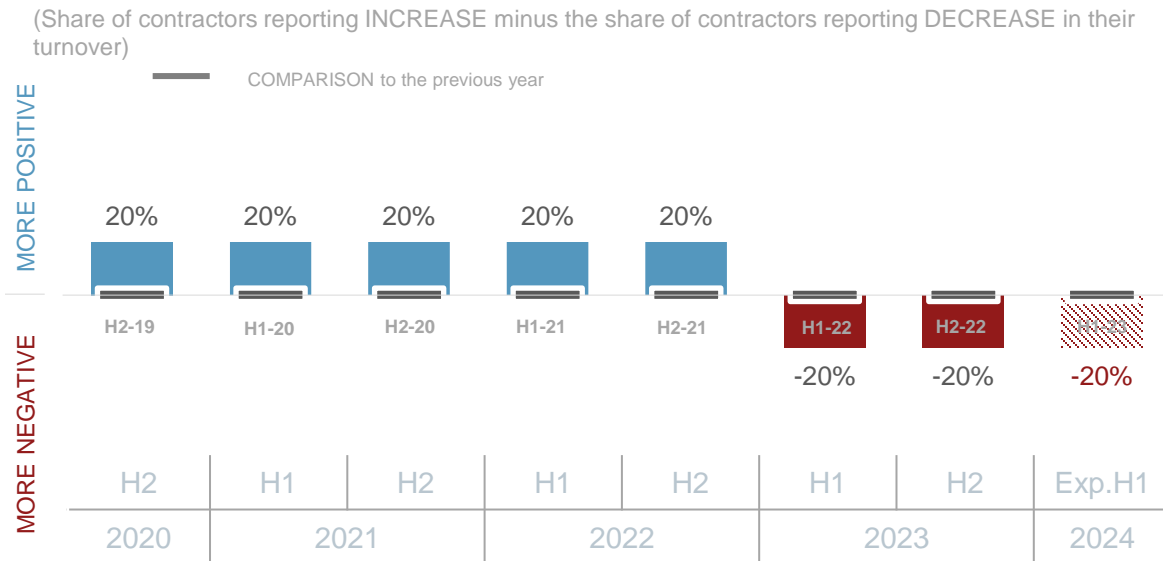


*Results are weighted: Actual total N = 125; 5 – 15 FTE N = 62; 16+ FTE N = 63

The current order book portfolio in Germany

Net share of contractors' experience regarding turnover

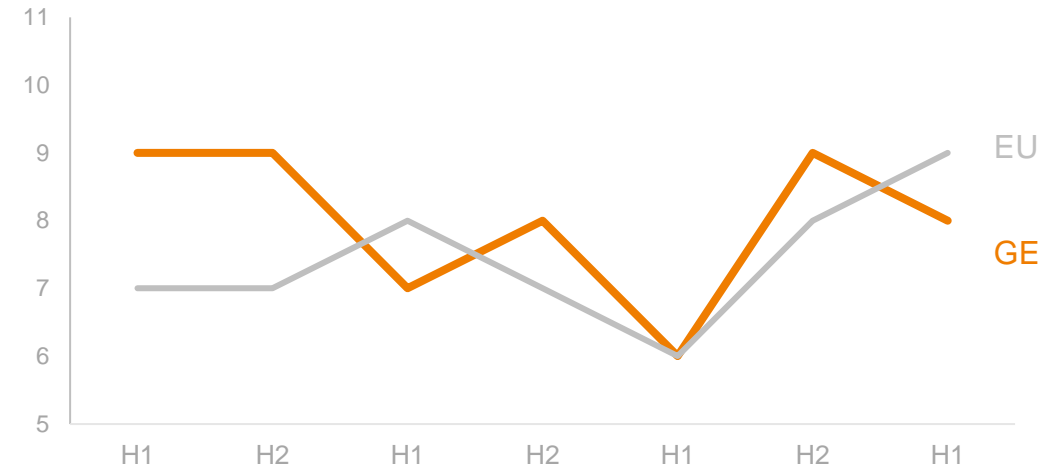
If you compare your turnover of **H2-23 to H2-22**, how did your turnover develop?
 What are your **expectations** for the development in **H1-24 compared to H1-23**?



How big is your **current order book** portfolio?

For how many months will you be able to keep your current staff working?

ORDER BOOK (MONTHS)



*Results are weighted: Actual total N = 125; 5 – 15 FTE N = 62; 16+ FTE N = 63

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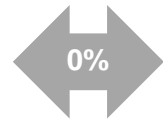
...Conclusion

Purchase Channels usage



Future share of contractor buying

(% will buy MORE minus % will buy LESS)



Reasons for increase top 3

| | |
|-----|--------------------------------------|
| 20% | Better prices |
| 20% | Larger assortment size/better choice |
| 20% | More work |

| | |
|-----|--------------------------------------|
| 20% | Better prices |
| 20% | Larger assortment size/better choice |
| 20% | More work |

| | |
|-----|--------------------------------------|
| 20% | Better prices |
| 20% | Larger assortment size/better choice |
| 20% | More work |

| | |
|-----|--------------------------------------|
| 20% | Better prices |
| 20% | Larger assortment size/better choice |
| 20% | More work |

Reasons for decrease top 3

| | |
|-----|--------------------------------------|
| 20% | Poor prices |
| 20% | Less work |
| 20% | Smaller assortment size/ less choice |

| | |
|-----|--------------------------------------|
| 20% | Poor prices |
| 20% | Less work |
| 20% | Smaller assortment size/ less choice |

| | |
|-----|--------------------------------------|
| 20% | Poor prices |
| 20% | Less work |
| 20% | Smaller assortment size/ less choice |

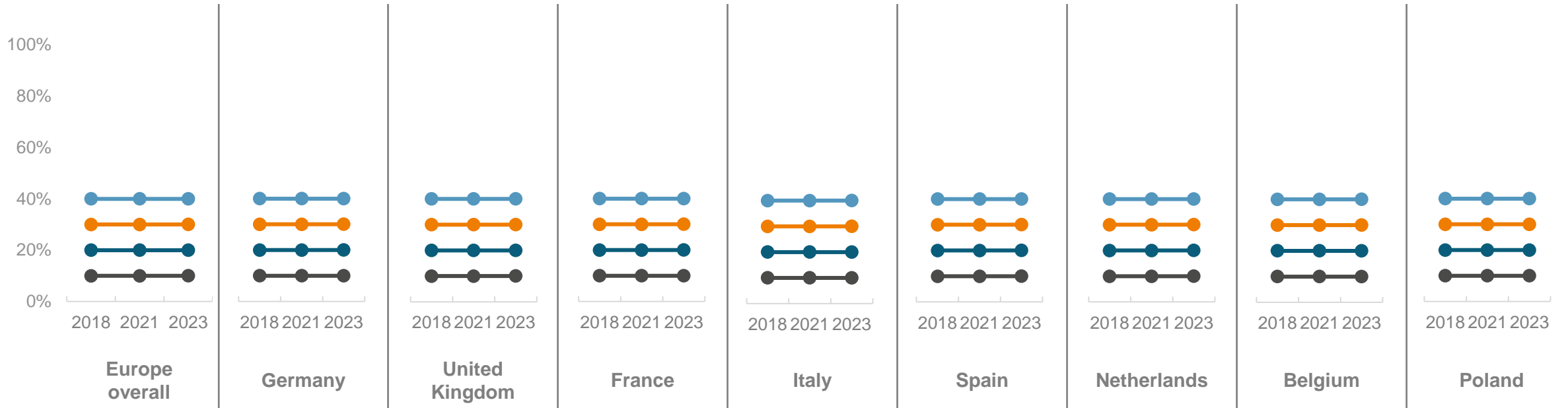
| | |
|-----|--------------------------------------|
| 20% | Poor prices |
| 20% | Less work |
| 20% | Smaller assortment size/ less choice |

...Conclusion

XX

Purchase channels usage (2018-2021-2023 comparison)

Manufacturer | **Wholesaler** | **DIY** | **Pure online**

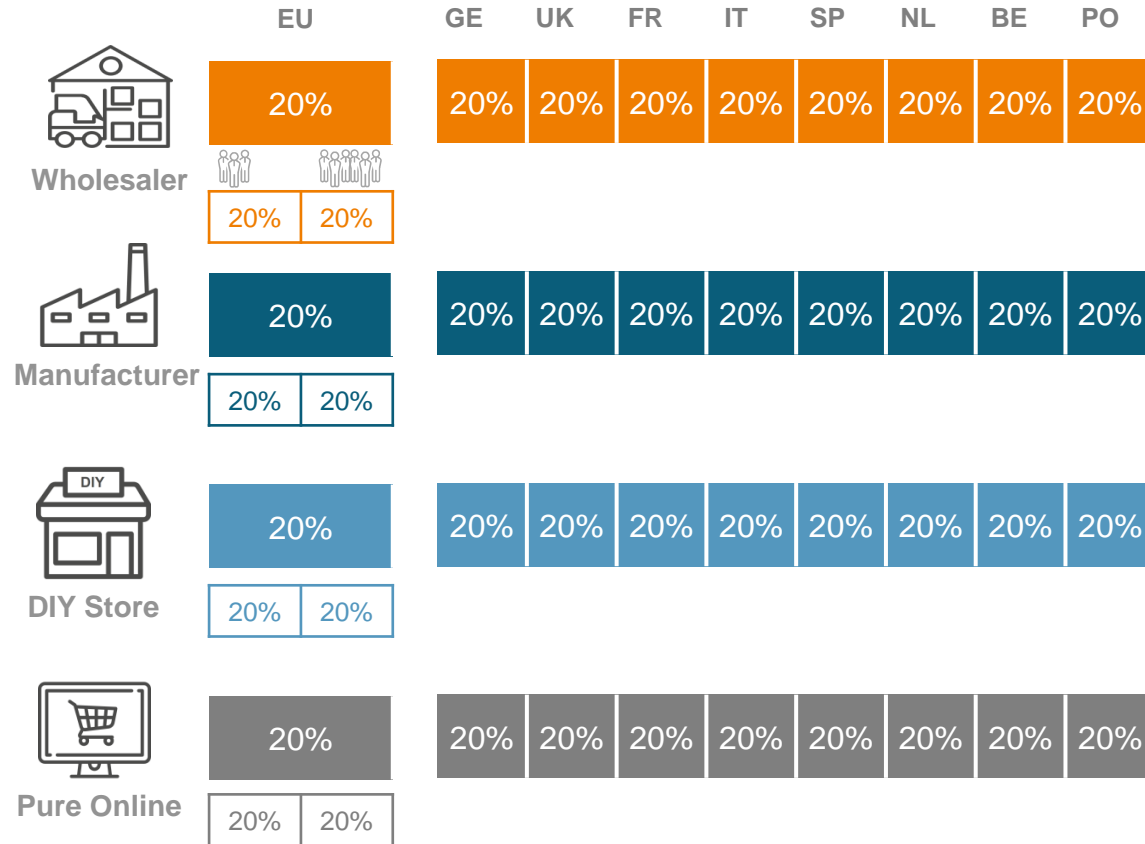


...Conclusion

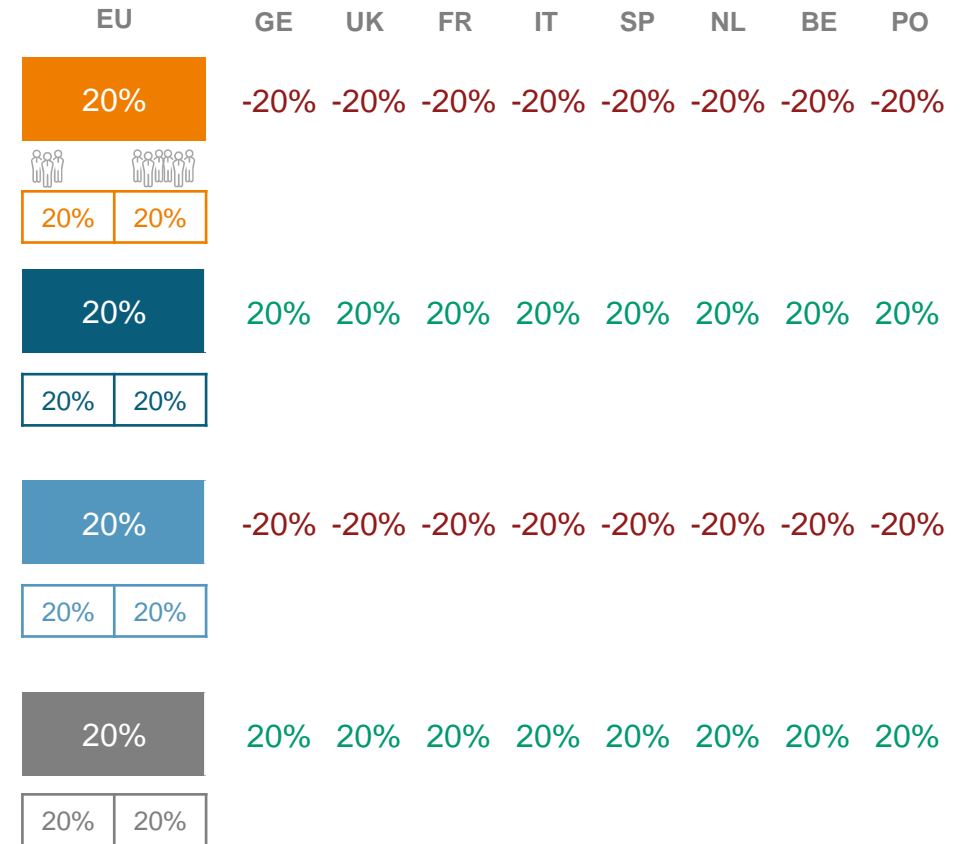
- XX

Share of wallet - 2023

How would you divide your purchases on building materials in general over the following channels?



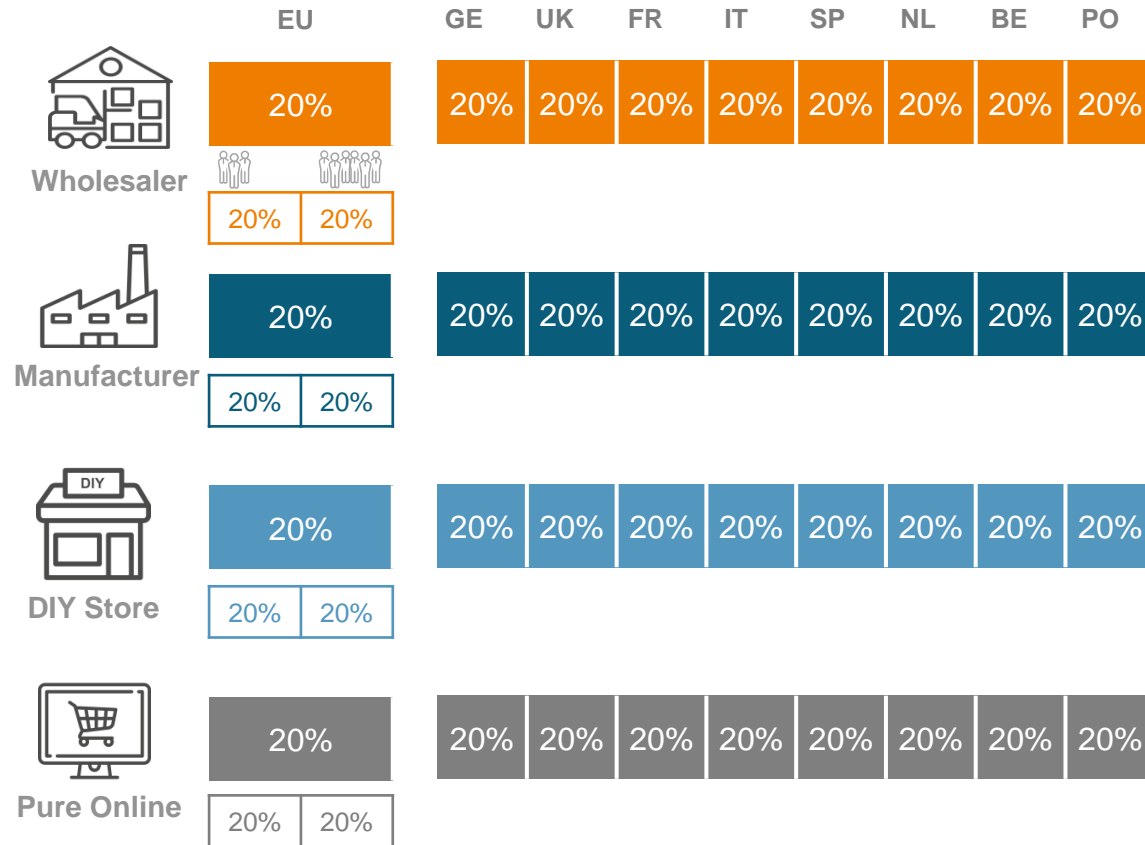
Compared to share of wallet - 2021



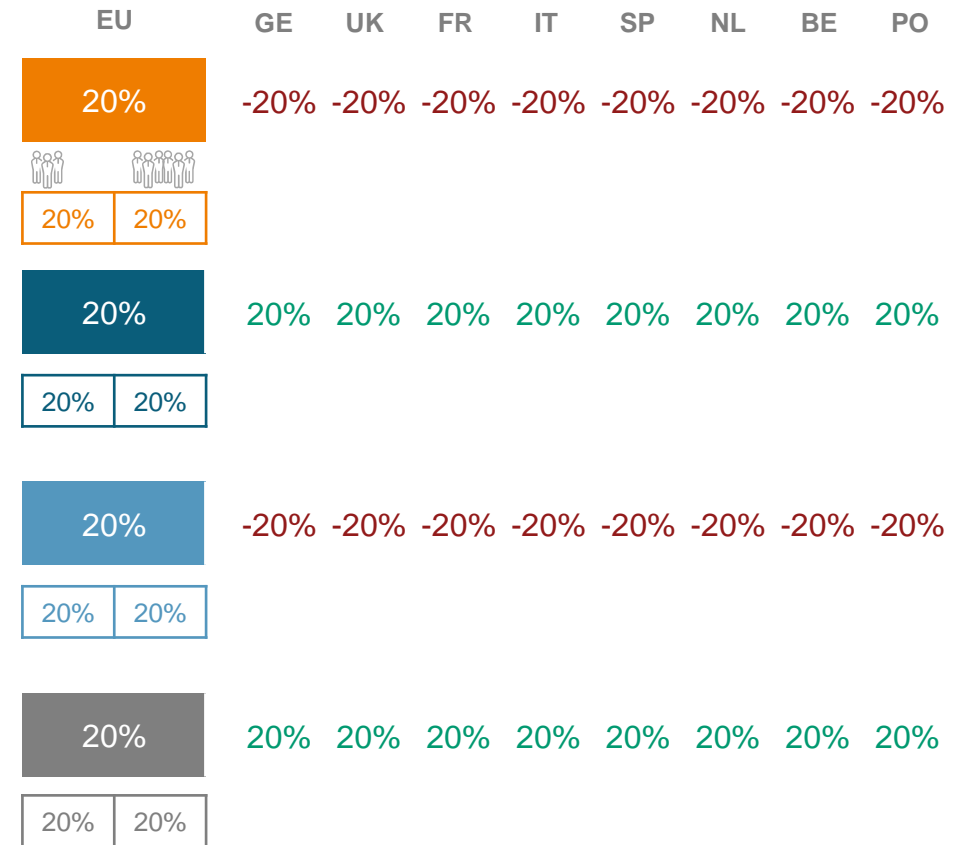
...Conclusion

Share of **contractors buying** - 2023

Share of contractors are calculated based on those who stated more than 0% on the corresponding purchase channels



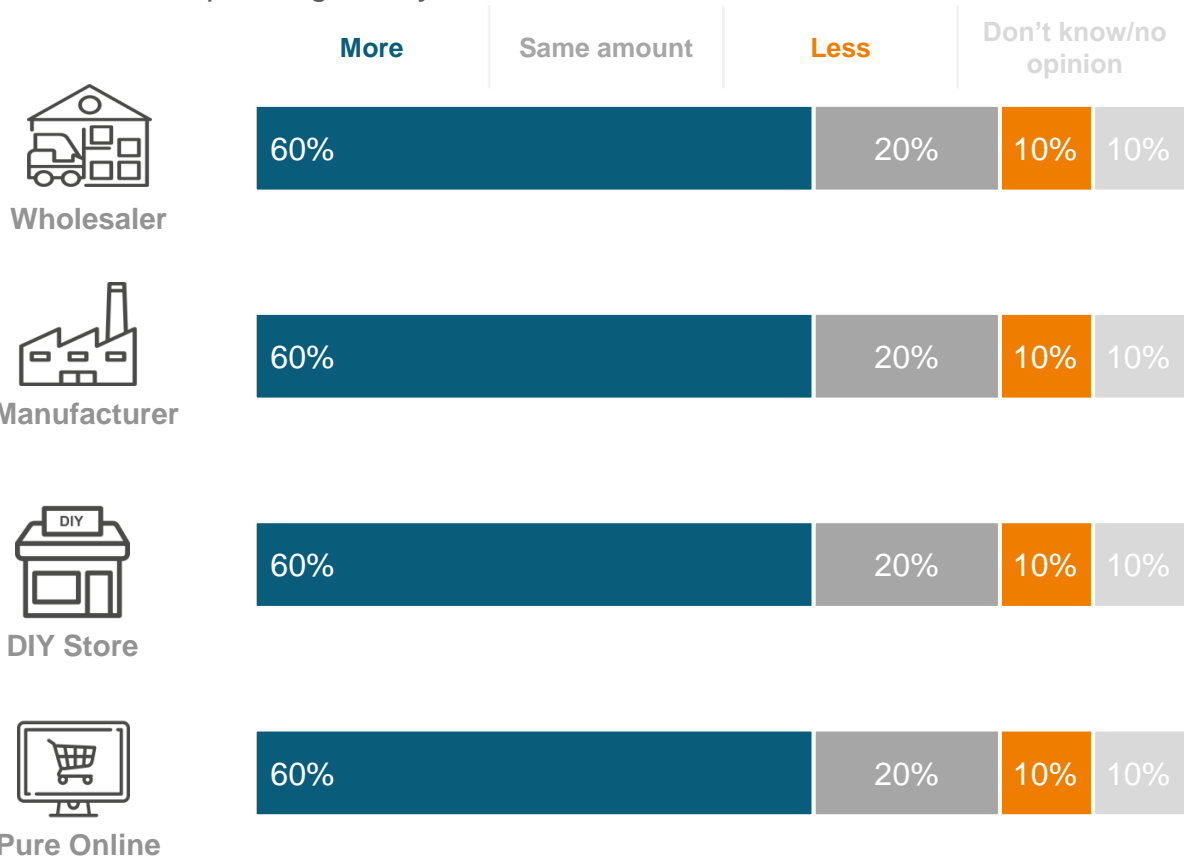
Compared to Share of **contractors buying** - 2021



...Conclusion

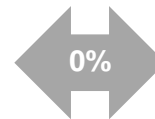
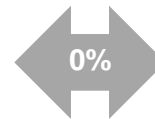
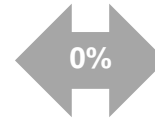
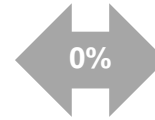
Future purchases

Do you expect to purchase from the following channels more, less or the same amount in the upcoming three years?



Future share of contractor buying

(% will buy MORE minus % will buy LESS)

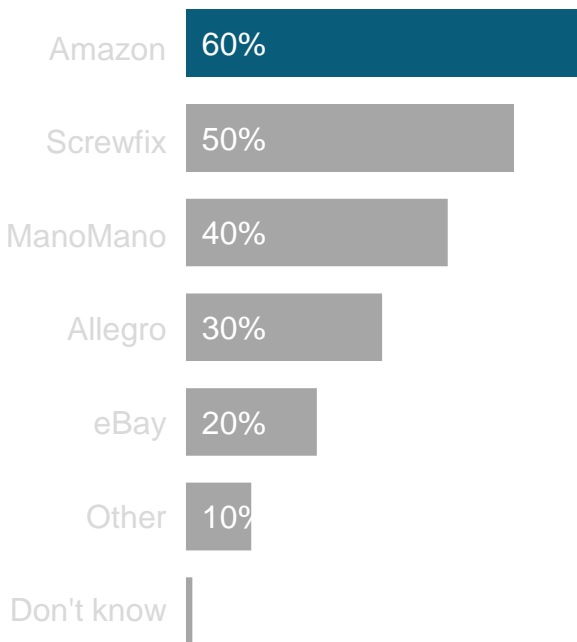


...Conclusion



Which pure online shops do you use?

| | |
|-----|-----------------------------|
| 20% | Share of wallet |
| 20% | Share of contractors buying |



| | Belgium | France | Germany | Italy | Netherlands | Poland | Spain | United Kingdom | 5-15 FTE | ≥16 FTE |
|------------|---------|--------|---------|-------|-------------|--------|-------|----------------|----------|---------|
| Amazon | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Screwfix | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| ManoMano | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Allegro | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| eBay | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Other | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Don't know | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |

**Actual N=252 Belgium N=15; France N=25; Germany N=9; Italy N= 20; Netherlands N=40; Poland N=35; Spain N=31; United Kingdom N=77; Small FTE N = 132 Big FTE N = 118

...Conclusion

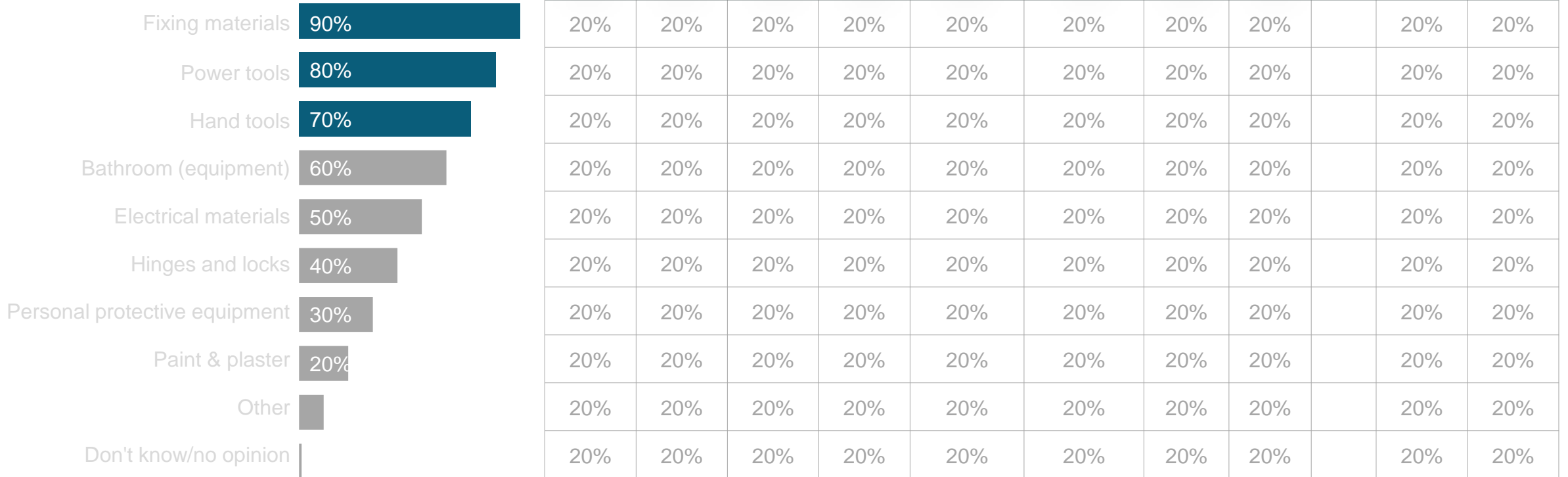


Pure Online

What kind of products do you buy at pure online shops?

| | |
|-----|-----------------------------|
| 20% | Share of wallet |
| 20% | Share of contractors buying |

| | | | | | | | | | |
|----------------|---------------|----------------|--------------|--------------------|---------------|--------------|-----------------------|-----------------|----------------|
| | | | | | | | | | |
| Belgium | France | Germany | Italy | Netherlands | Poland | Spain | United Kingdom | 5-15 FTE | ≥16 FTE |



**Actual N=252 Belgium N=15; France N=25; Germany N=9; Italy N= 20; Netherlands N=40; Poland N=35; Spain N=31; United Kingdom N=77; Small FTE N = 132 Big FTE N = 118

...Conclusion

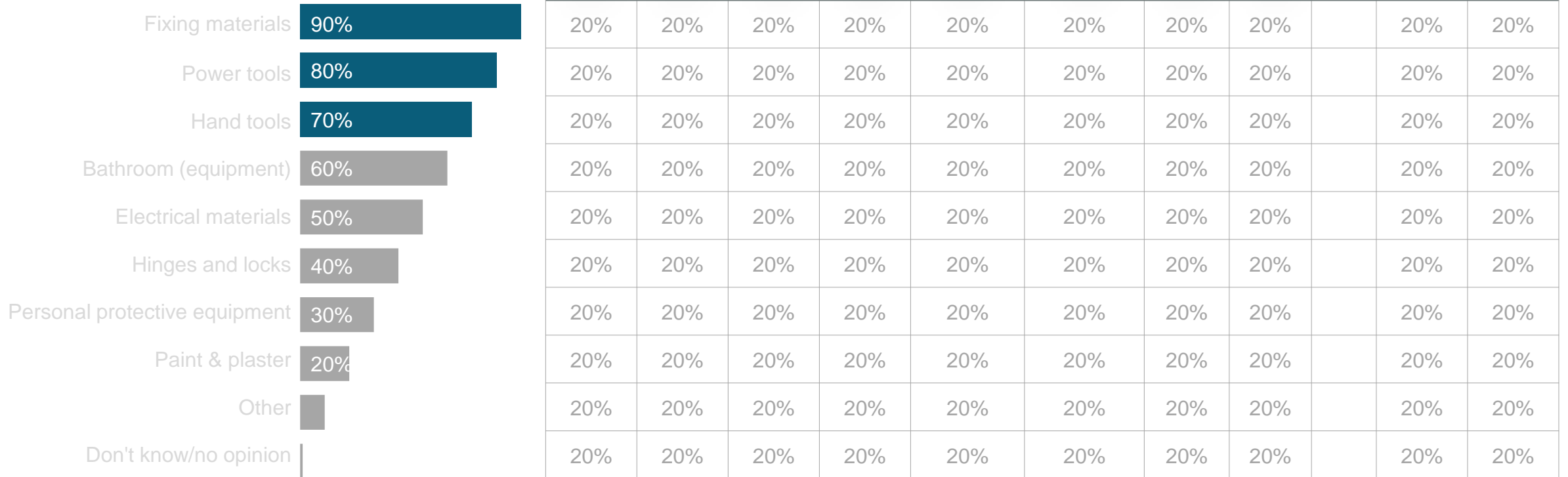


DIY Store

What kind of products do you buy at DIY stores?

| | |
|-----|-----------------------------|
| 20% | Share of wallet |
| 20% | Share of contractors buying |

| | | | | | | | | | |
|---------|--------|---------|-------|-------------|--------|-------|----------------|----------|---------|
| | | | | | | | | | |
| Belgium | France | Germany | Italy | Netherlands | Poland | Spain | United Kingdom | 5-15 FTE | ≥16 FTE |



**Actual N=252 Belgium N=15; France N=25; Germany N=9; Italy N= 20; Netherlands N=40; Poland N=35; Spain N=31; United Kingdom N=77; Small FTE N = 132 Big FTE N = 118

...Conclusion

Share of orders via

E-mail | Phone | Sales rep | Online



Wholesaler

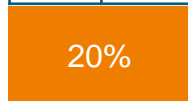
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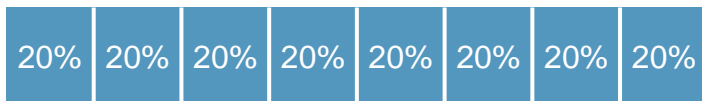
E-mail



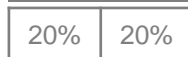
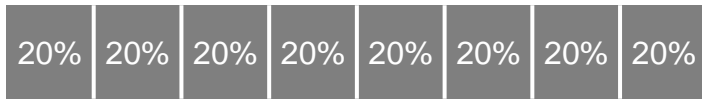
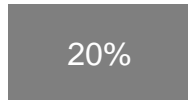
Phone



Sales rep

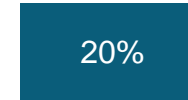


Online

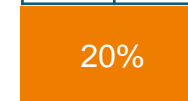


Compared to 2021

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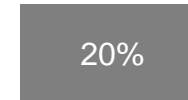
20% 20% 20% 20% 20% 20% 20% 20%



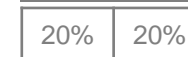
20% 20% 20% 20% 20% 20% 20% 20%



20% 20% 20% 20% 20% 20% 20% 20%



20% 20% 20% 20% 20% 20% 20% 20%

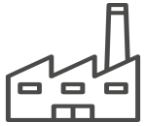


**Actual N=431 Belgium N=46; France N=55; Germany N=56; Italy N=58; Netherlands N=45; Poland N=54; Spain N=57; United Kingdom N=60; Small FTE N = 223 Big FTE N = 206

...Conclusion

Share of orders via

E-mail | Phone | Sales rep | Online

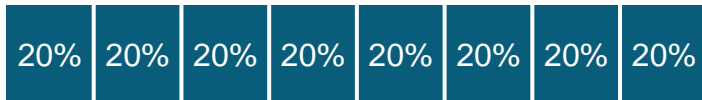


Manufacturer

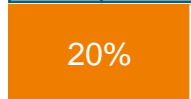
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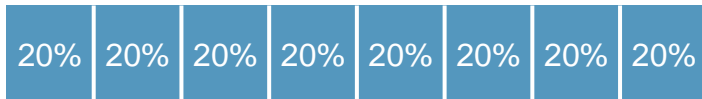
E-mail



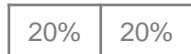
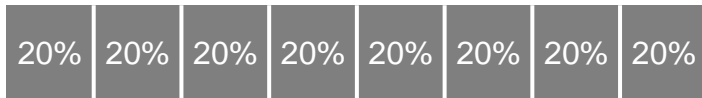
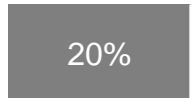
Phone



Sales rep

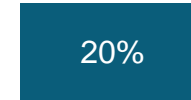


Online

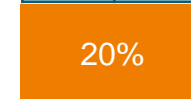
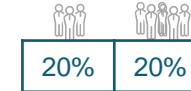


Compared to 2021

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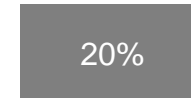
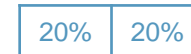
20% 20% 20% 20% 20% 20% 20% 20%



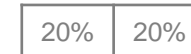
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20% 20% 20% 20% 20% 20% 20% 20%



20% 20% 20% 20% 20% 20% 20% 20%

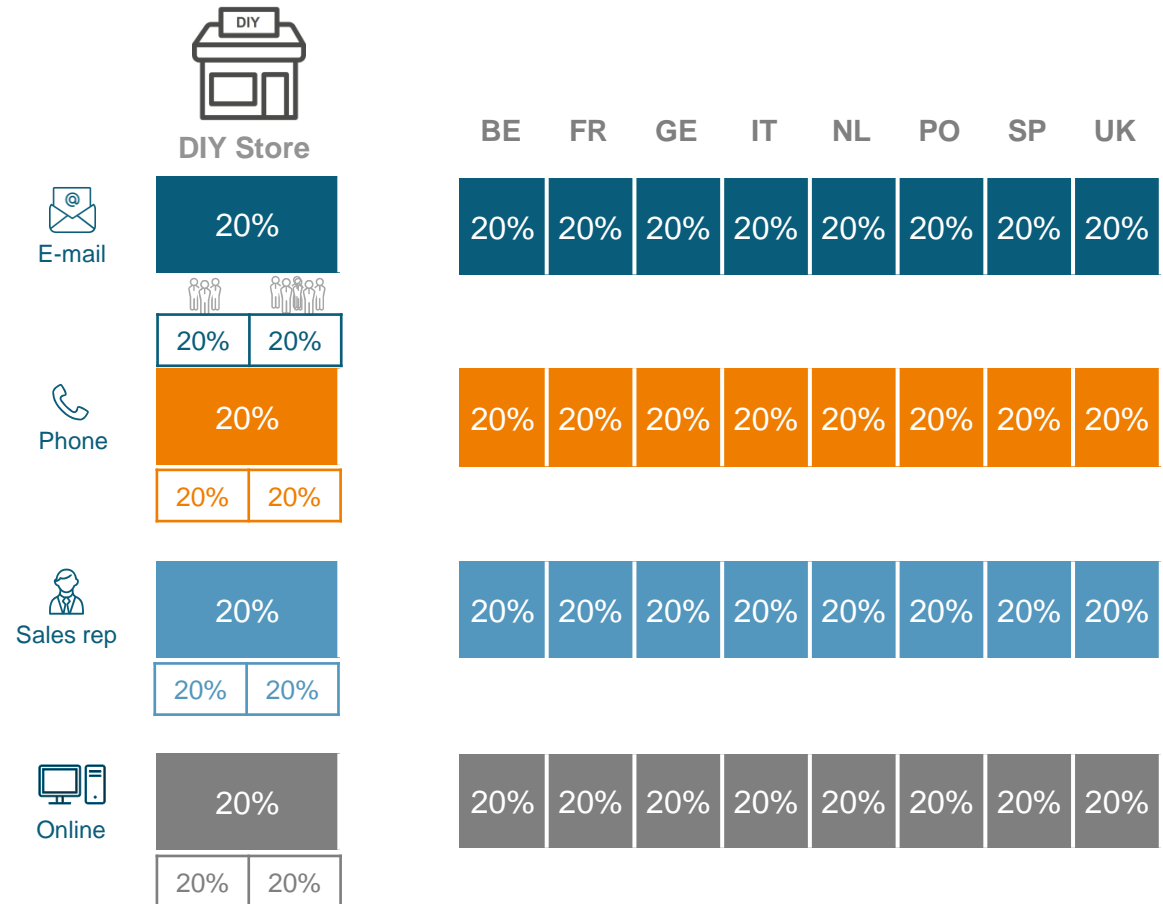


**Actual N=431 Belgium N=46; France N=55; Germany N=56; Italy N=58; Netherlands N=45; Poland N=54; Spain N=57; United Kingdom N=60; Small FTE N = 223 Big FTE N = 206

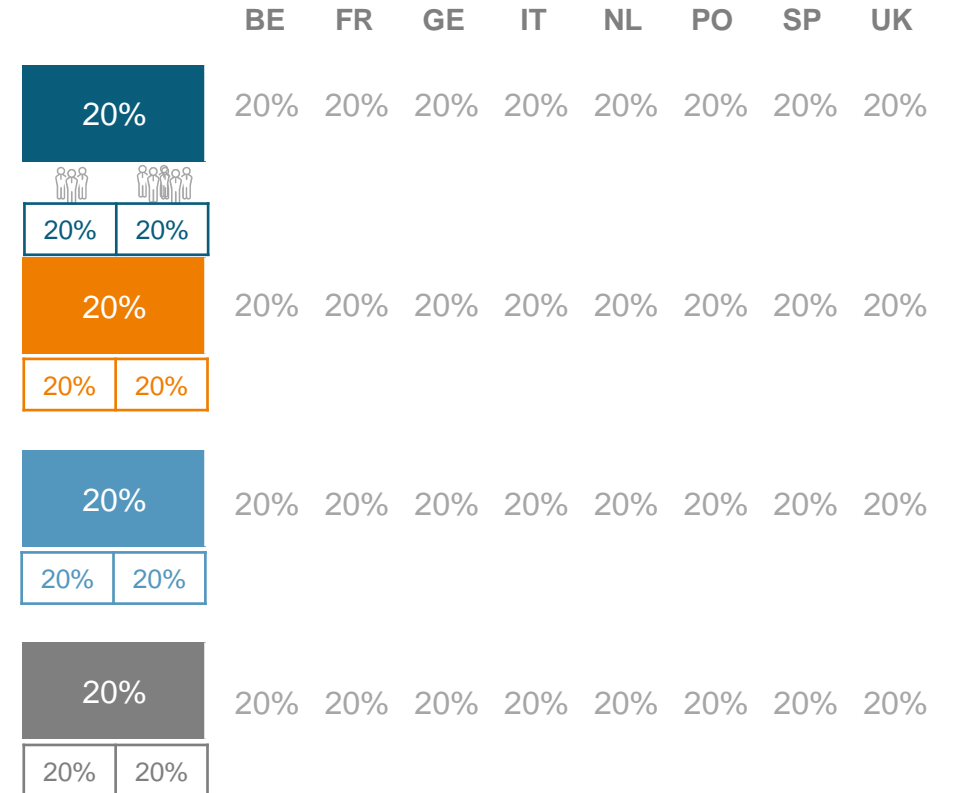
...Conclusion

Share of orders via

E-mail | Phone | Sales rep | Online



Compared to 2021

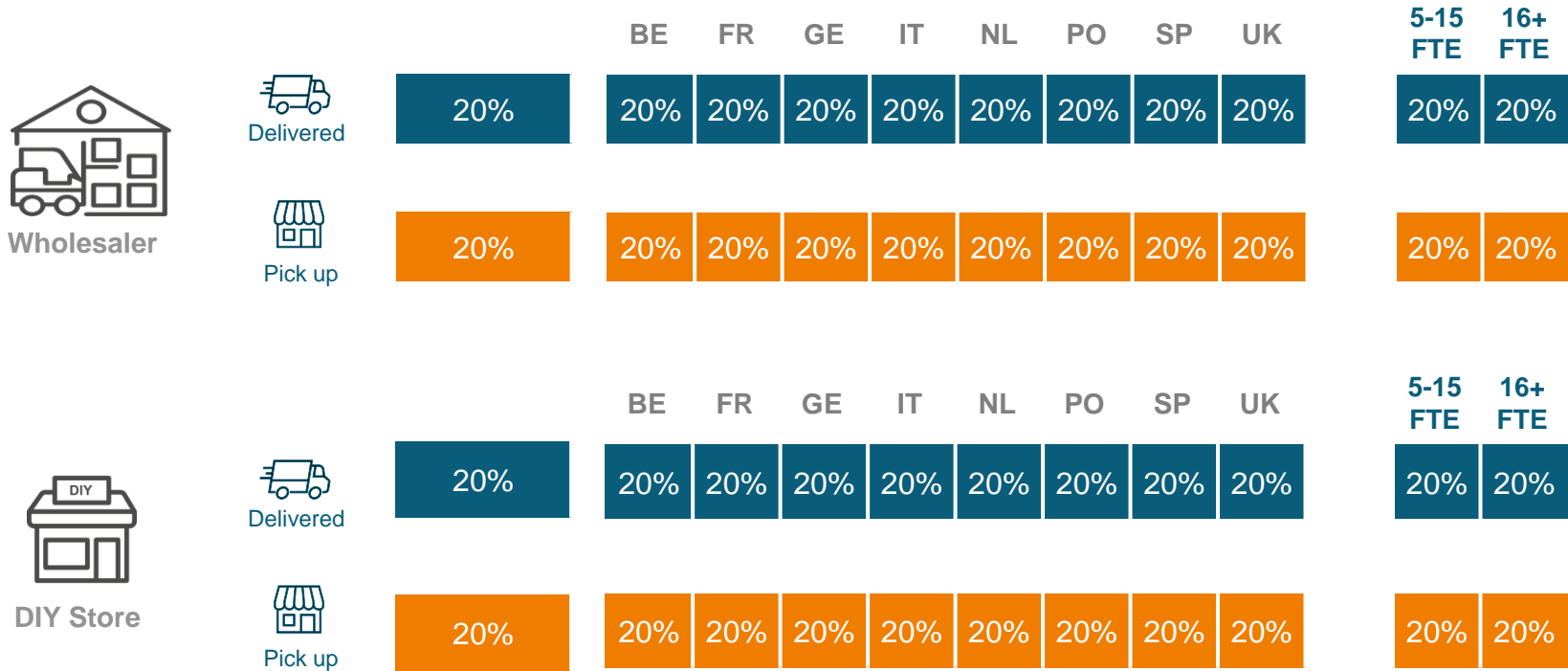


**Actual N=431 Belgium N=46; France N=55; Germany N=56; Italy N=58; Netherlands N=45; Poland N=54; Spain N=57; United Kingdom N=60; Small FTE N = 223 Big FTE N = 206

...Conclusion

Share of orders via

Delivered | **Pick up from branche**



**Actual N=435 Belgium N=46; France N=55; Germany N=56; Italy N=58; Netherlands N=48; Poland N=54; Spain N=58; United Kingdom N=60; Small FTE N = 224 Big FTE N = 210

**Actual N=162 Belgium N=12; France N=18; Germany N=15; Italy N=18; Netherlands N=9; Poland N=32; Spain N=31 United Kingdom N=27; Small FTE N = 92 Big FTE N = 69

...Conclusion

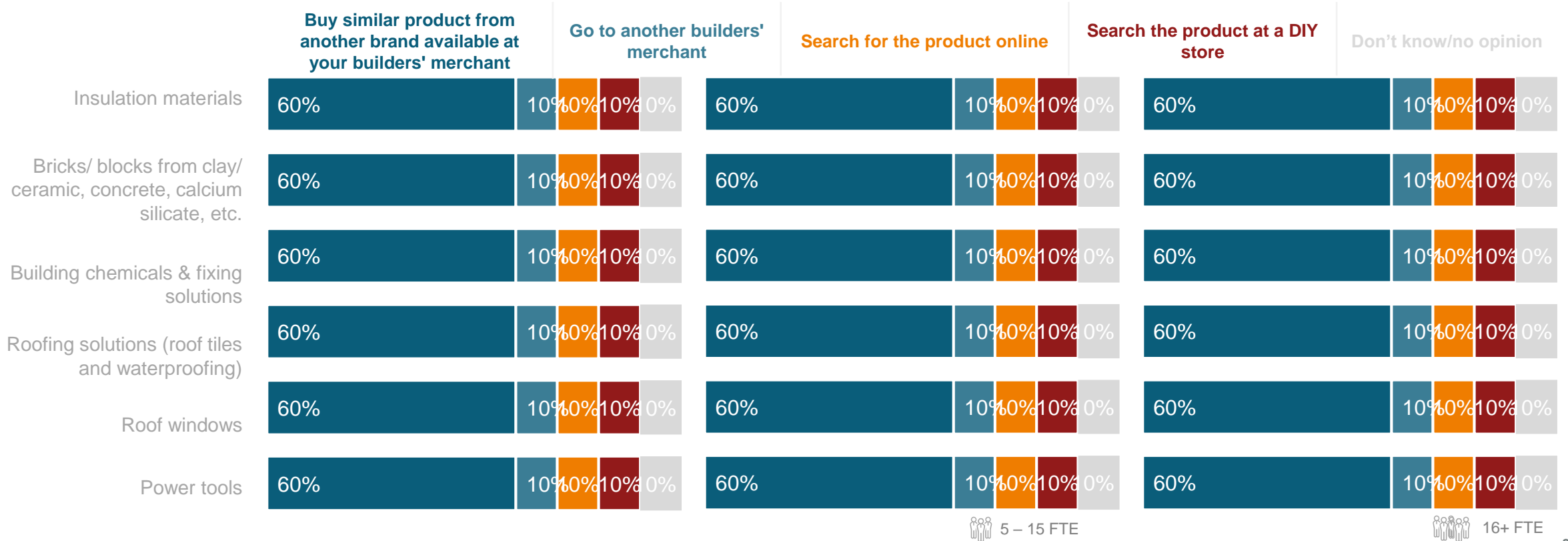
To what extent are the following situations of interest?

| | Interested to use | Relevant, but not interested | Not relevant at all | Don't know/no opinion | 5 – 15 FTE | 16+ FTE | BE | FR | GE | IT | NL | PO | SP | UK |
|---|-------------------|------------------------------|---------------------|-----------------------|------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|
| Hubs where all products are collected and delivered bundled to the construction site | 60% | | 20% | 10% 10% | 20% 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Share and coordinate digital systems and data surrounding logistics with suppliers | 60% | | 20% | 10% 10% | 20% 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Collaborating with logistics service providers in the 'last mile' for deliveries in urban areas | 60% | | 20% | 10% 10% | 20% 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Order bundled deliveries from multiple suppliers from one logistics party | 60% | | 20% | 10% 10% | 20% 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |

**Actual N=476 Belgium N=50; France N=62; Germany N=62; Italy N= 63; Netherlands N=50; Poland N=63; Spain N=63; United Kingdom N=63; Small FTE N = 247 Big FTE N = 226

...Conclusion

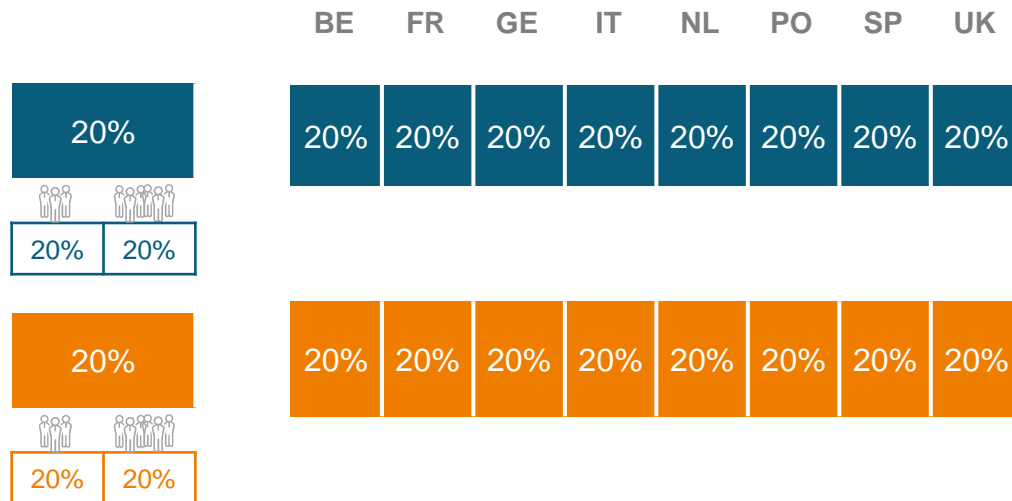
Let's imagine you are searching for a product from a certain brand, but your usual professional builders' merchant does not have that brand at the moment. What will you do when it comes to the following product groups...?



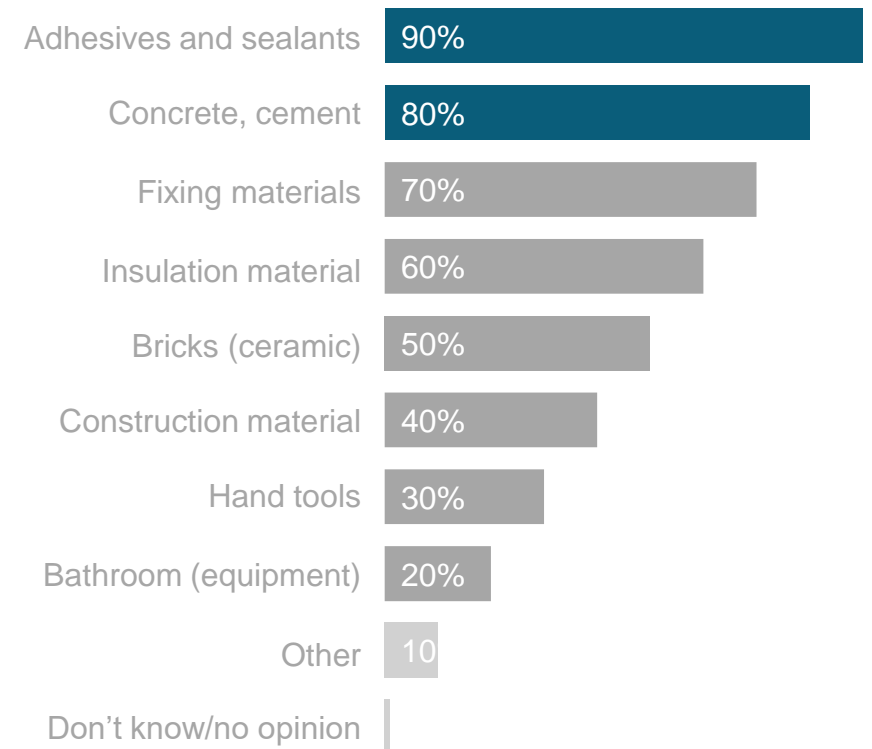
...Conclusion

Approximately what share of the products you buy are ...?

Name brand | **Private label**

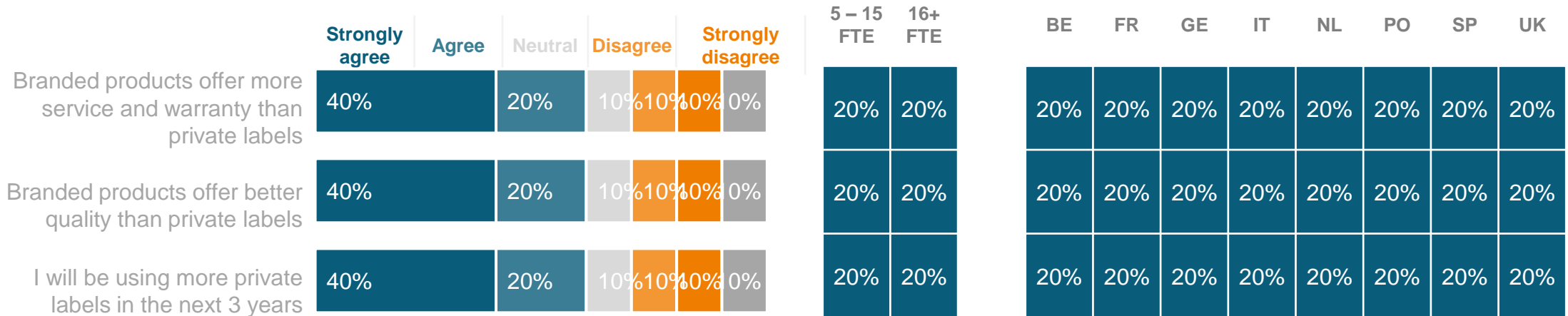


What kind of products do you buy private label?



...Conclusion

To what extent do you agree with the following statements?



% Strongly agree + % Agree

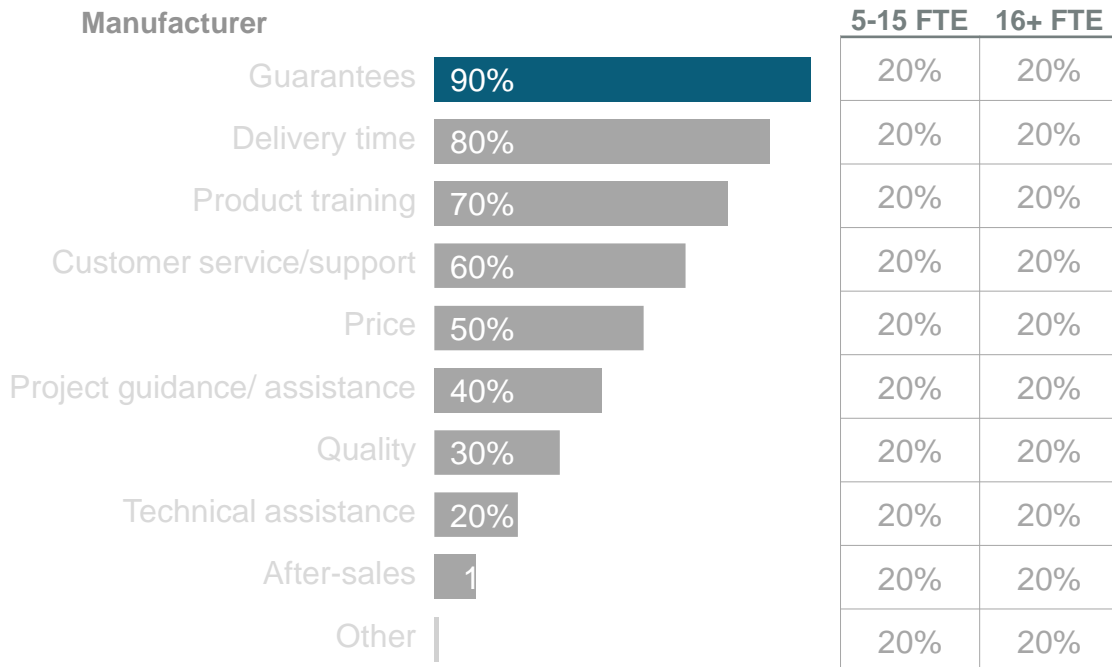
...Conclusion

Services from manufacturer

What are the three most important types of services for you that you receive from the manufacturer?



Manufacturer



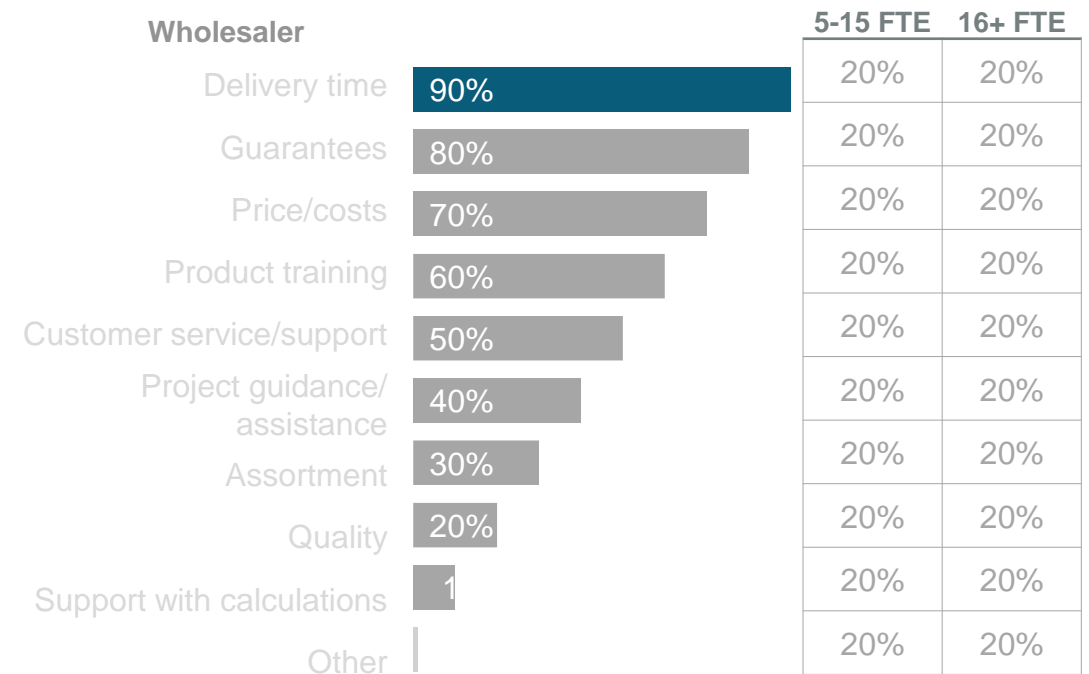
Europe N=301, 5-15 FTE N=132; 16+ FTE N=166.

Services from builders' merchant

What are the three most important types of services for you that you receive from the professional builders' merchants?



Wholesaler



Europe N=451, 5-15 FTE N=222; 16+ FTE N=226.

...Conclusion

Services from manufacturer

What are the three most important types of services for you that you receive from the manufacturer?



Manufacturer



| | | Belgium | France | Germany | Italy | Netherlands | Poland | Spain | UK | | 5-15 FTE | ≥16 FTE |
|------------------------------|-----|---------|--------|---------|-------|-------------|--------|-------|-----|--|----------|---------|
| Guarantees | 90% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Delivery time | 80% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Product training | 70% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Customer service/support | 60% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Price | 50% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Project guidance/ assistance | 40% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Quality | 30% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Technical assistance | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| After-sales | 10% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |
| Other | | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | | 20% | 20% |

**Actual N=301 Belgium N=25; France N=38; Germany N=44; Italy N= 46; Netherlands N=30; Poland N=38; Spain N=42; United Kingdom N=38; Small FTE N = 132 Big FTE N = 166

...Conclusion

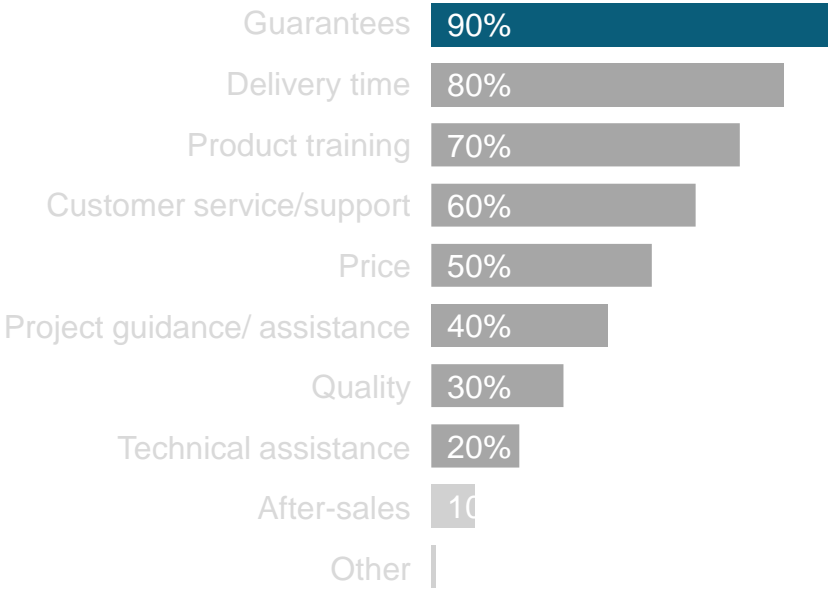
Services from manufacturer

What are the three most important types of services for you that you receive from the manufacturer?



Wholesaler

| |  |  |  |  |  |  |  |  |  |  |
|------------------------------|---|---|---|---|---|---|---|---|---|---|
| | Belgium | France | Germany | Italy | Netherlands | Poland | Spain | UK | 5-15 FTE | ≥16 FTE |
| Guarantees | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Delivery time | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Product training | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Customer service/support | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Price | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Project guidance/ assistance | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Quality | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Technical assistance | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| After-sales | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |
| Other | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% |

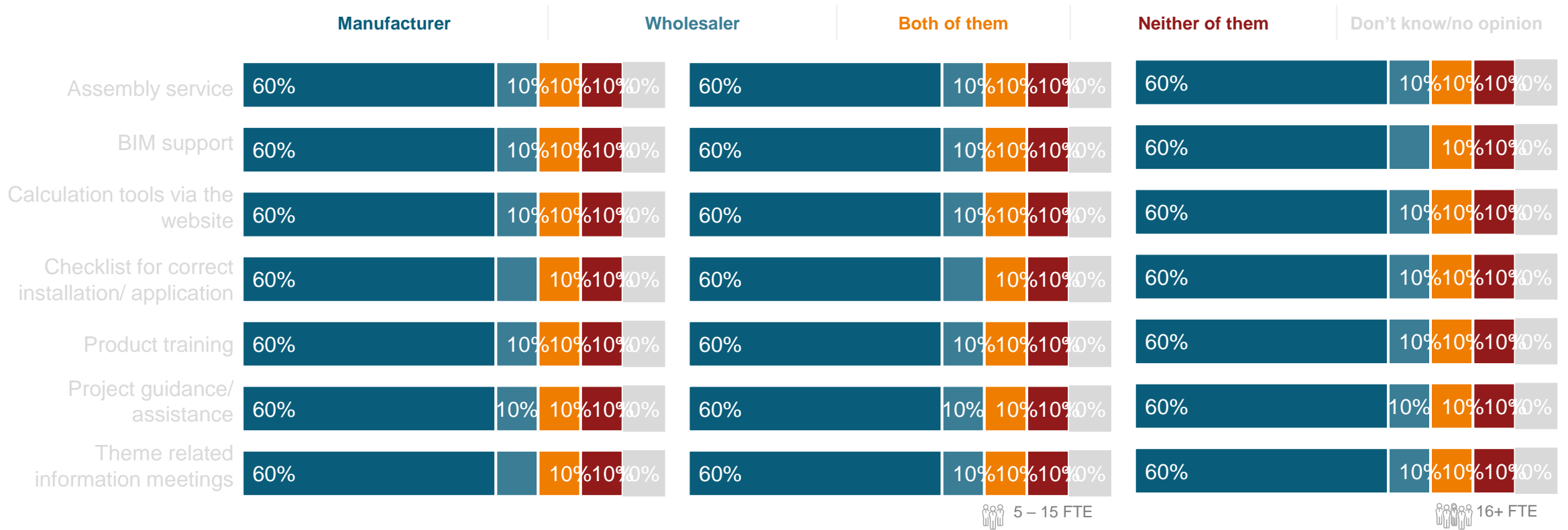


**Actual N=301 Belgium N=25; France N=38; Germany N=44; Italy N= 46; Netherlands N=30; Poland N=38; Spain N=42; United Kingdom N=38; Small FTE N = 132 Big FTE N = 166

...Conclusion

Preferred party for services

From which party would you like to receive the following types of services in the future?



Index

Management Summary

Profiling the Building Contractor

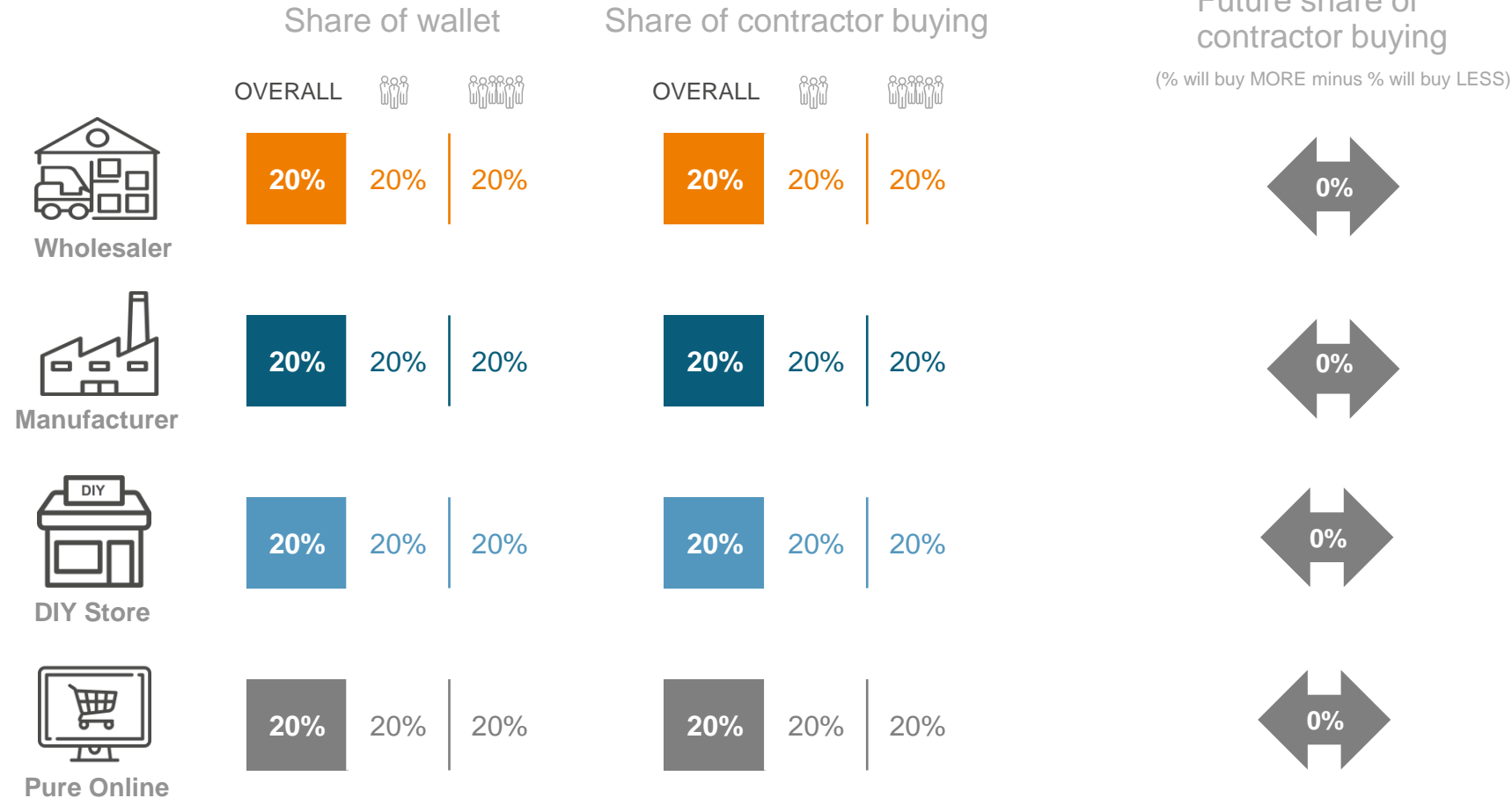
Purchase Channels

Germany



...Conclusion

Purchase Channels usage



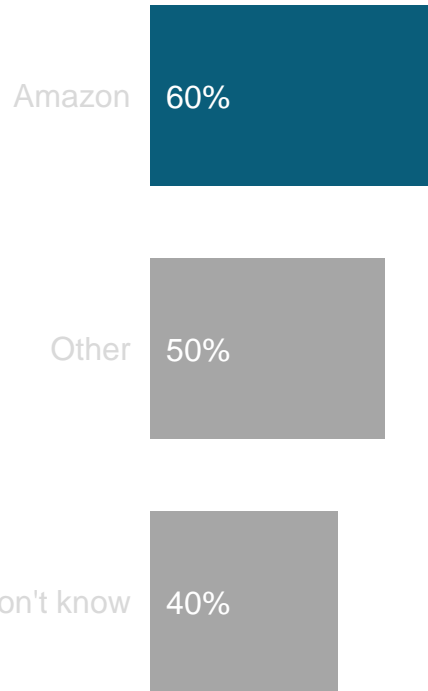
...Conclusion



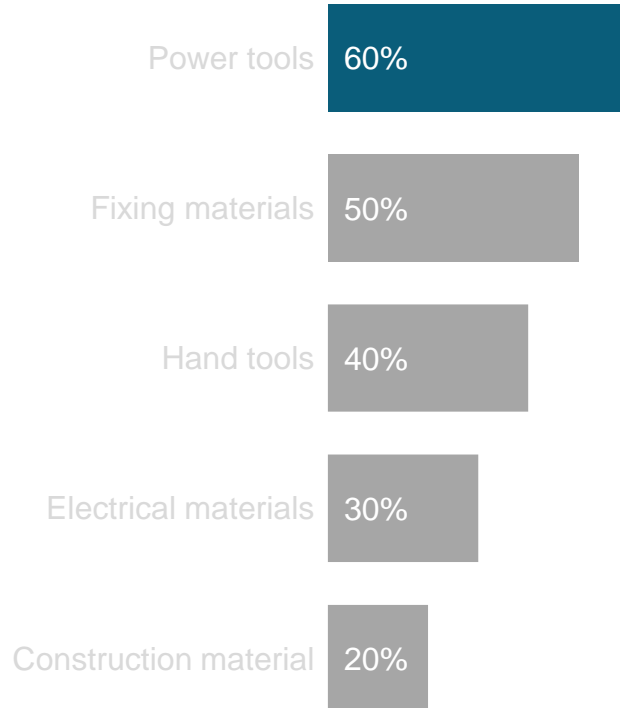
Pure Online

Which pure online shops do you use?

| | |
|-----|-----------------------------|
| 20% | Share of wallet |
| 20% | Share of contractors buying |



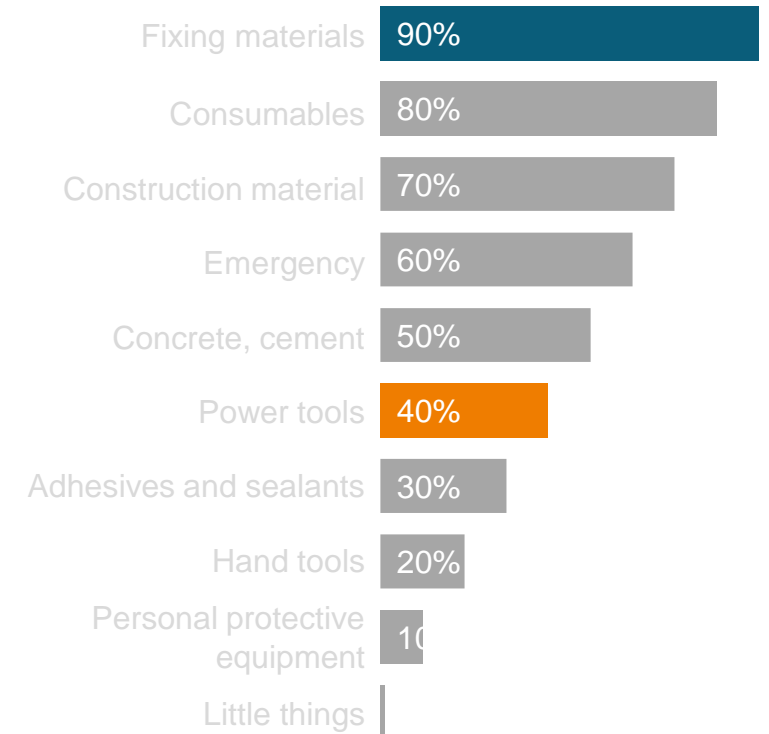
What kind of products do you buy at pure online shops?



DIY Store

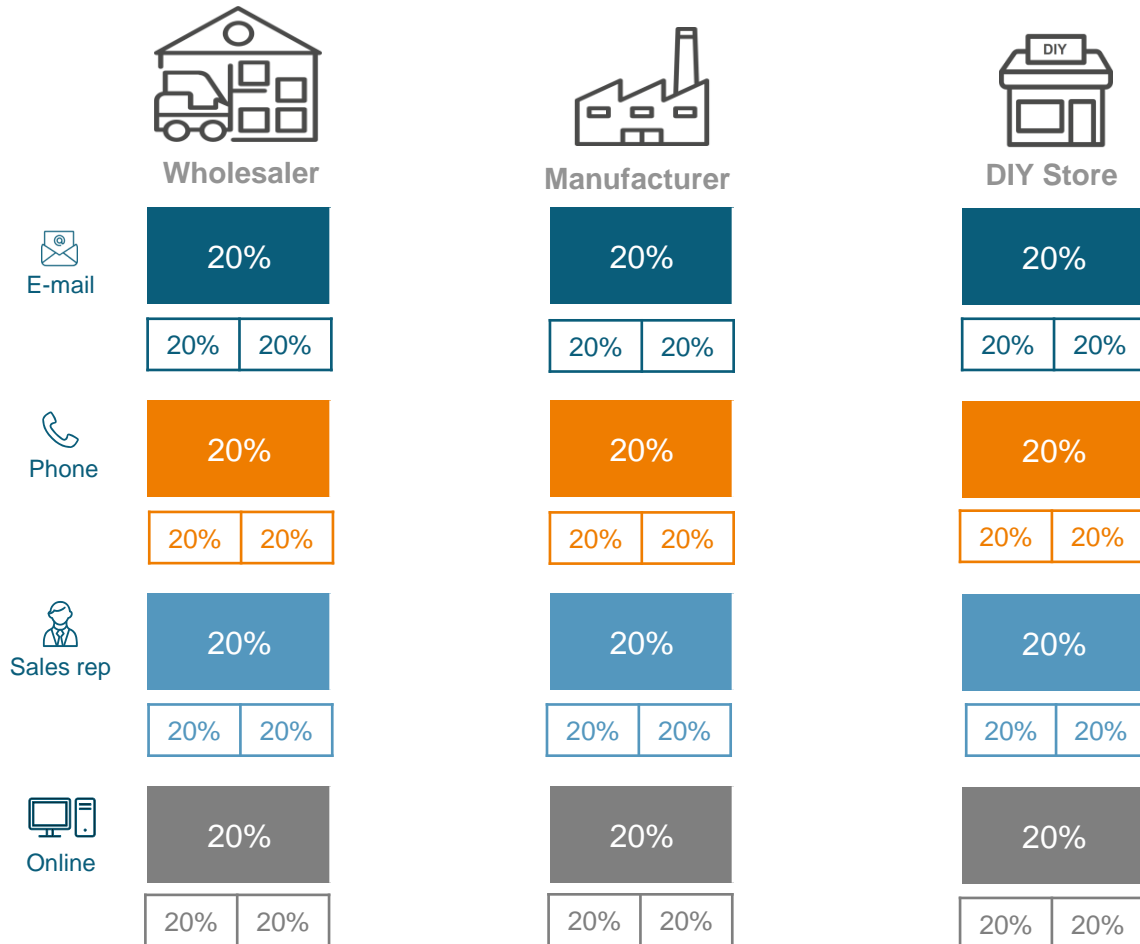
What kind of products do you buy at DIY stores?

| | |
|-----|-----------------------------|
| 20% | Share of wallet |
| 20% | Share of contractors buying |

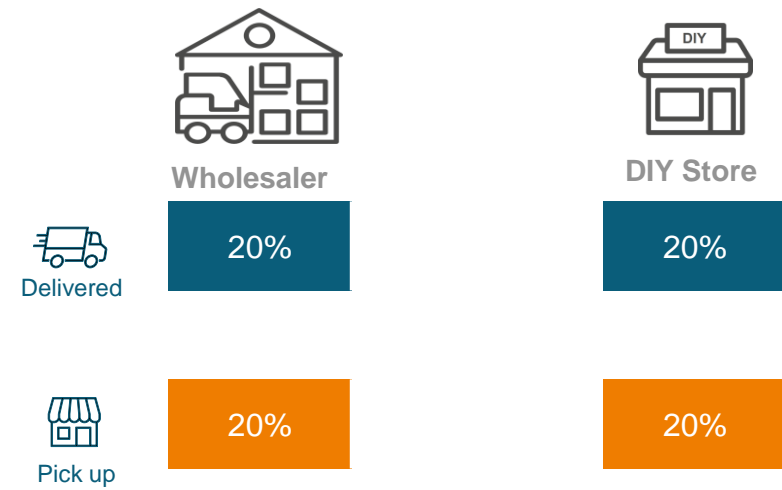


...Conclusion

Share of orders via
E-mail | **Phone** | **Sales rep** | **Online**



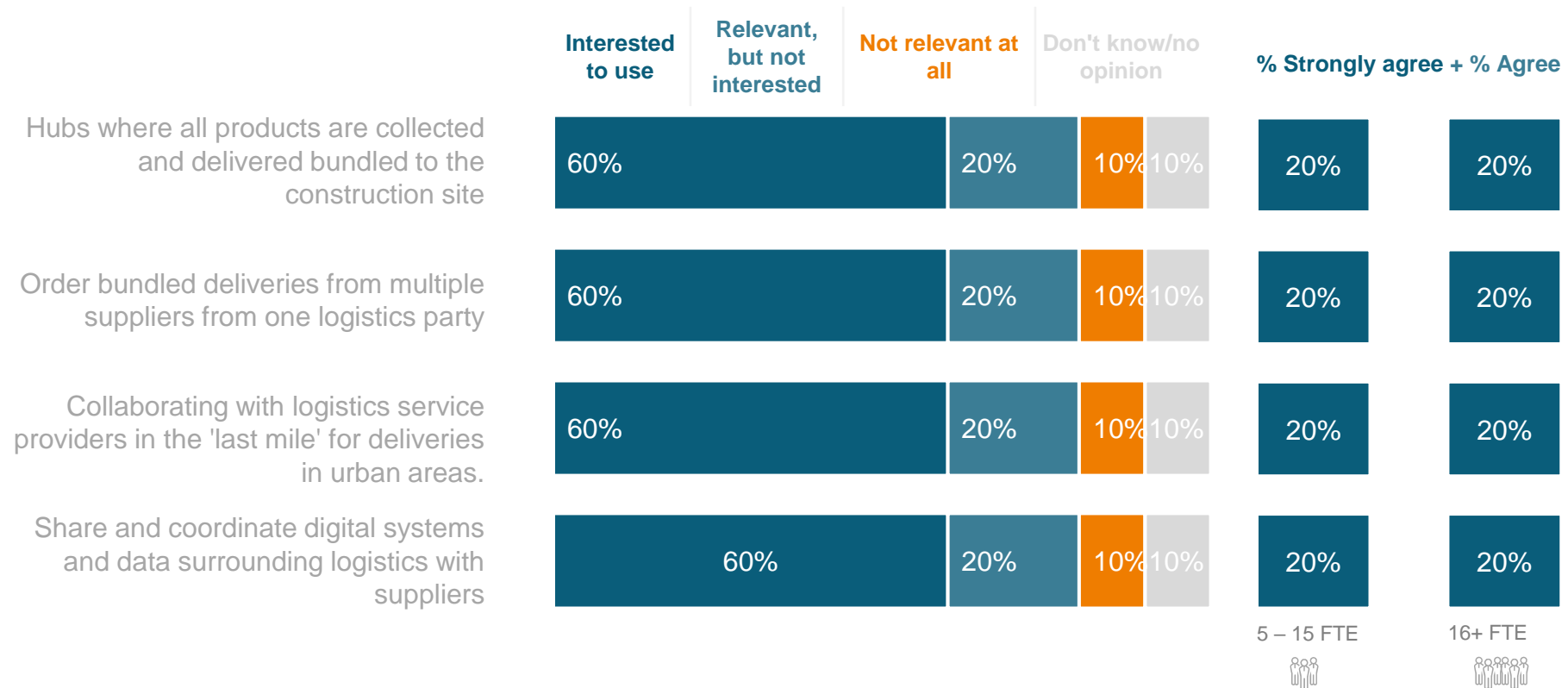
Share of orders via
Delivered | **Pick up from branche**



Wholesaler: N=56, Manufacturer: N=50; DIY stores: N=14.

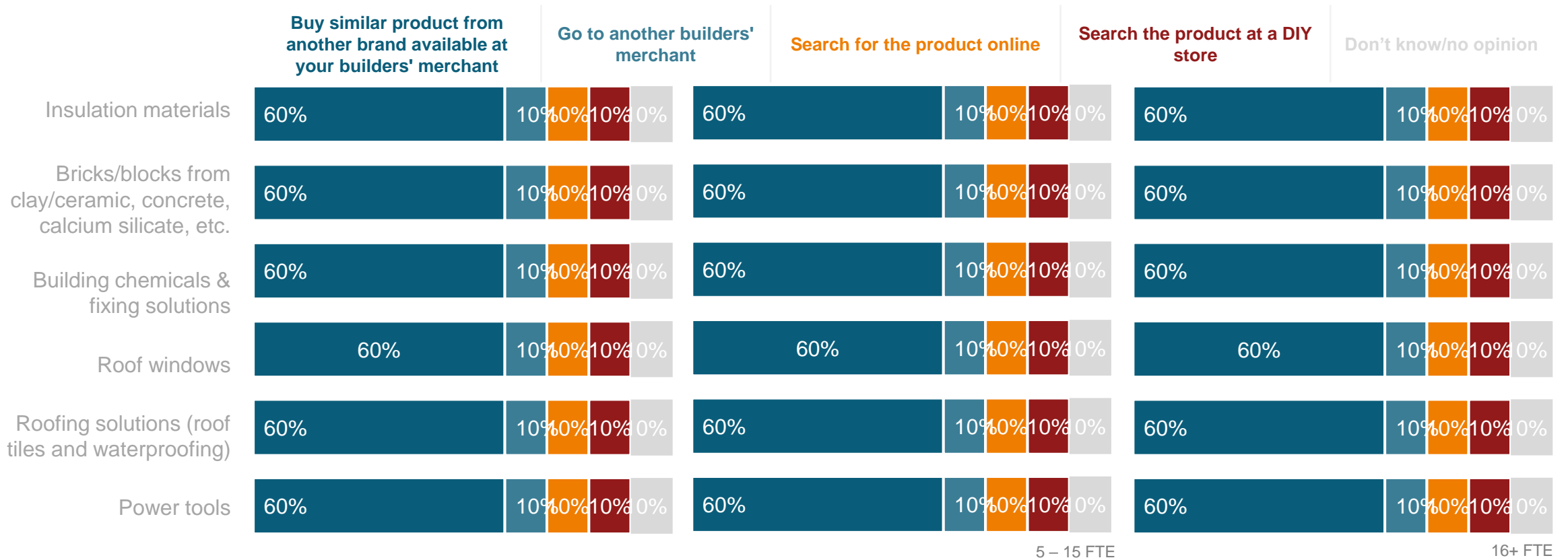
...Conclusion

To what extent are the following situations of interest?



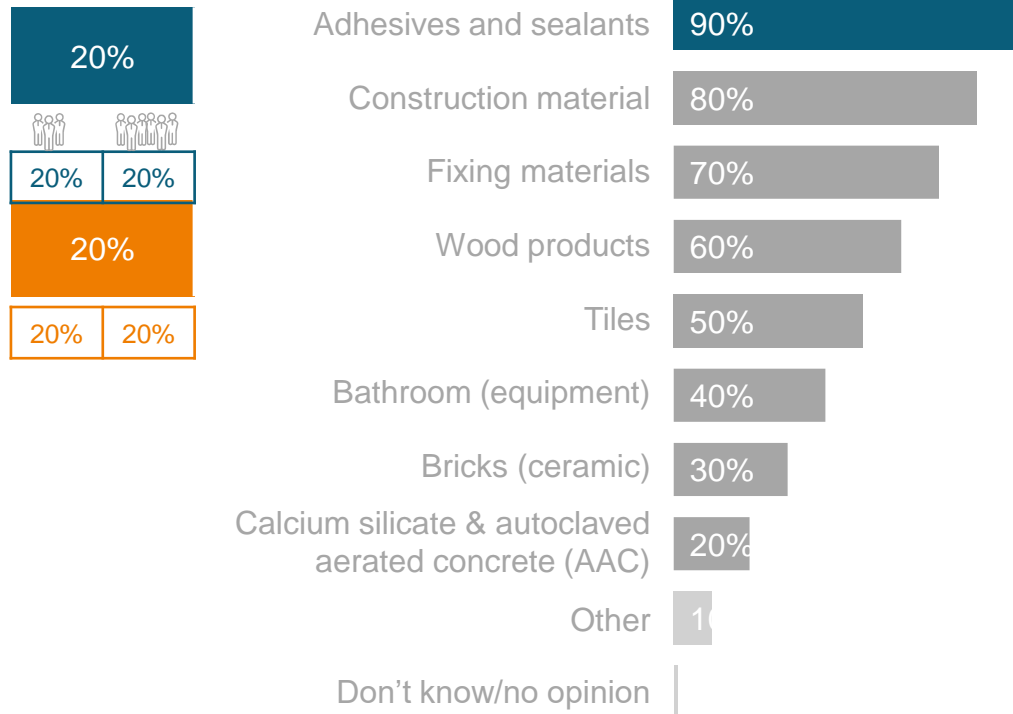
...Conclusion

Let's imagine you are searching for a product from a certain brand, but your usual professional builders' merchant does not have that brand at the moment. What will you do when it comes to the following product groups...?



...Conclusion

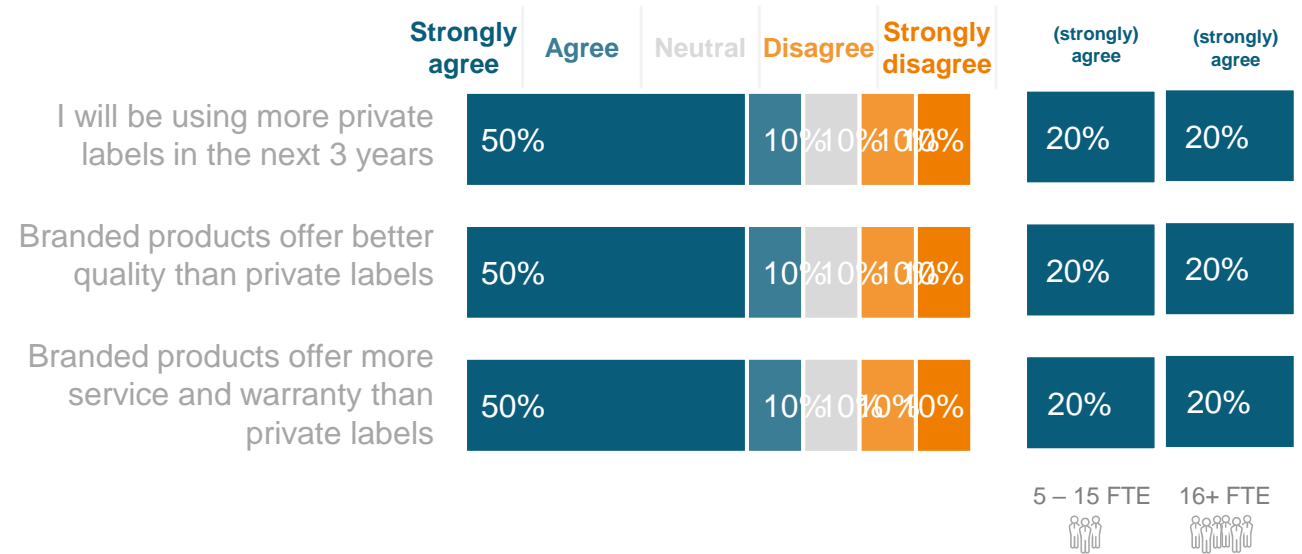
Name brand | **Private label** *What kind of products do you buy private label?*



Name brand/Private label N=34

Germany N=19

To what extent do you agree with the following statements?



Germany N=63; 5-15 FTE N=29; 16+ FTE N=34

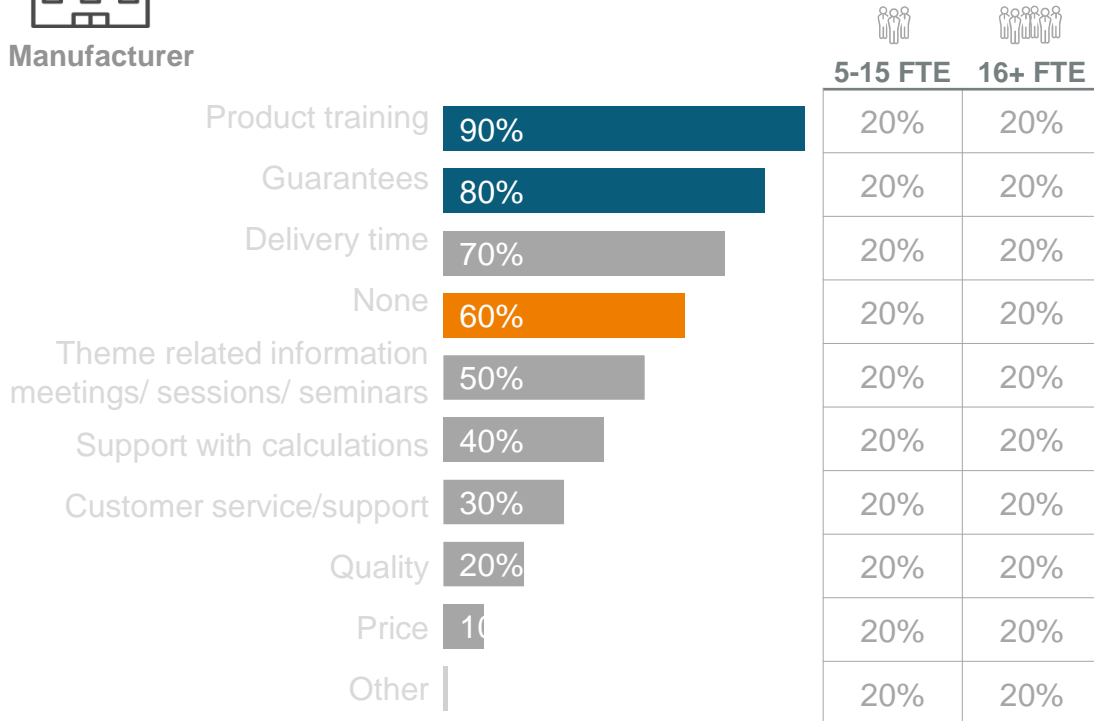
...Conclusion

Services from manufacturers

What are the three most important types of services for you that you receive from the manufacturer?



Manufacturer



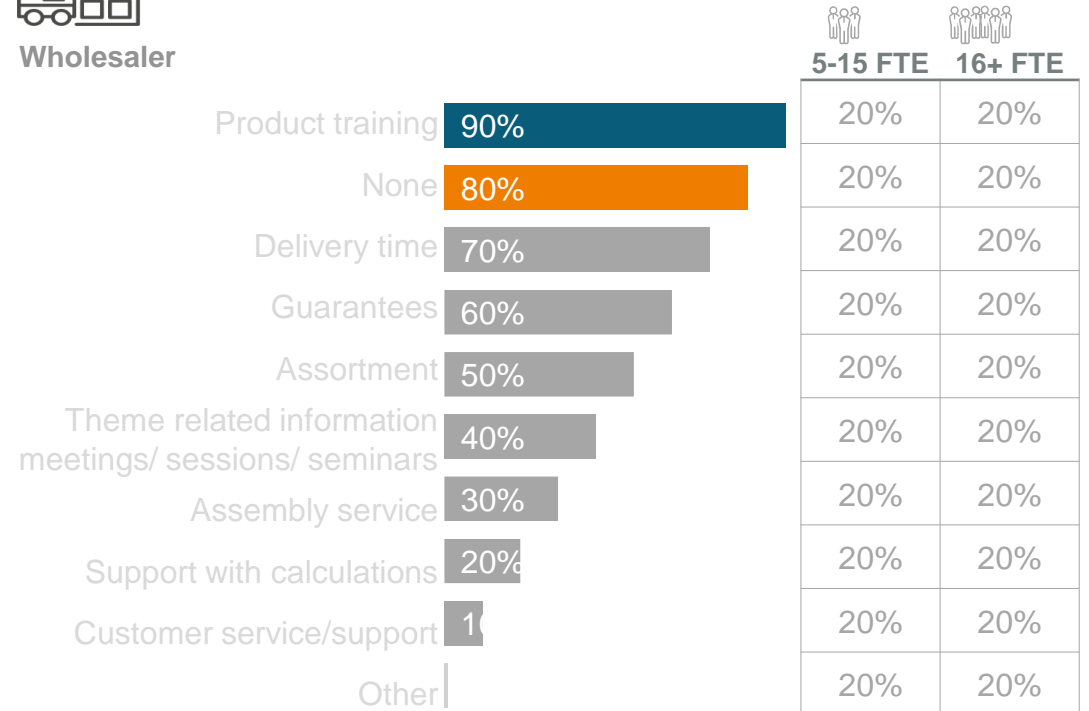
Germany N=44; 5-15 FTE N=17; 16+ FTE N=27.

Services from builders' merchants

What are the three most important types of services for you that you receive from the professional builders' merchants?



Wholesaler

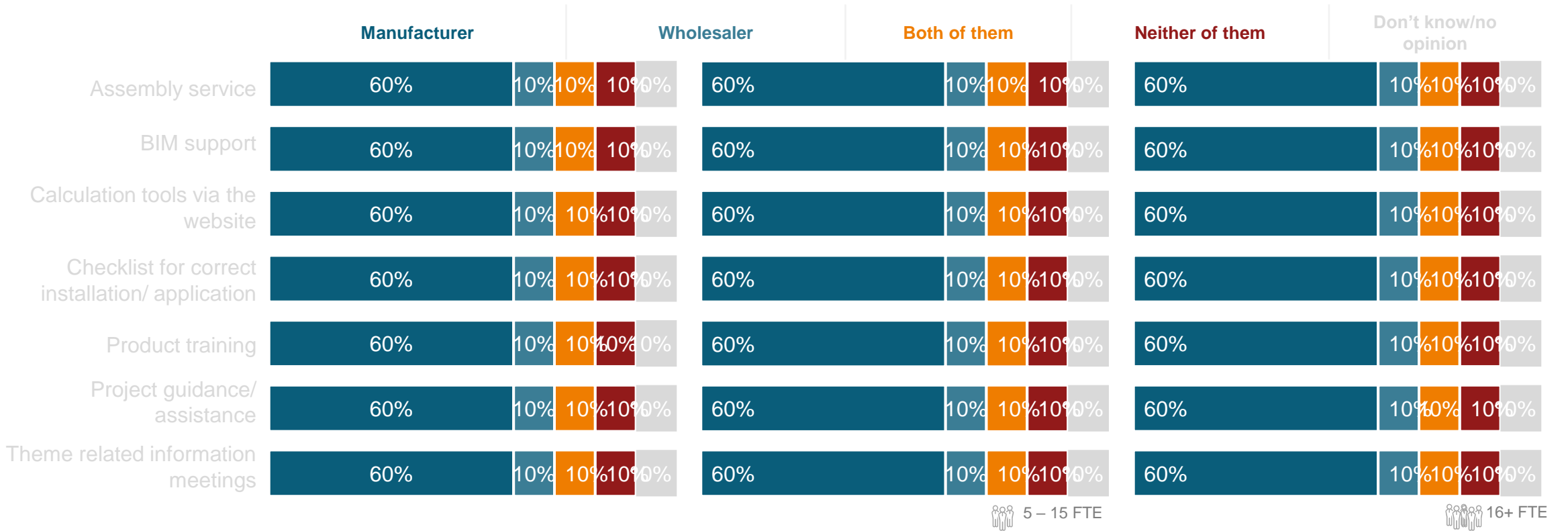


Germany N=59; 5-15 FTE N=28; 16+ FTE N=31.

...Conclusion

Preferred party for services

From which party would you like to receive the following types of services in the future?



USP Marketing Consultancy

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