



European Contractor Monitor 2026:

Understanding how contractors adapt and shape your market

Brochure

USP Marketing Consultancy

Europe's construction market is changing — and contractors are at the centre

Europe's construction market is entering a new phase of structural change.

Manufacturers must navigate:

- Margin pressure influencing supplier and brand selection
- Labour shortages are driving project selectivity
- Increasing digitalisation of planning, tendering and site execution
- Growing power of supply chains (incl. total solution offerings), wholesalers and preferred partners
- Sustainability requirements reshaping materials, partners and project decisions
- Growing role of prefabrication and industrialised building methods

Market transformation is happening at the contractor level

Contractors are the key decision-makers for products, partners and solutions

Specification alone no longer guarantees what is actually used on site. Final choices are increasingly made under time, cost and risk pressure.

Contractor behaviour is shifting — but how far?

- Switching suppliers and brands based on price, availability and reliability
- Selecting projects more critically based on margins, capacity and risk
- Integrating digital tools, prefabrication and industrialised methods into execution

Influence is moving beyond traditional brand control and formal specification.

**The key question is no longer “what do contractors intend to do?”,
but “how do they actually decide on site TODAY?”**



European Contractor Monitor (CM)

Strategic insight into contractor decision-making across Europe



SCOPE

- 8 European markets 
- 1,500 contractors (5+ employees) interviews (CATI)
- Two annual data collection waves (Q1 and Q2)
- Continuous trend tracking



TOPICS IN FOCUS

2026

- **General business development and trends**
- **Changes in buying behaviour & support needs**



DELIVERABLES

- Strategic report with executive summary & advisory notes (September)
- Internal presentation and discussion session
- Interactive dashboard (in development)



INVESTMENT (annual subscription) = **6.500 €**

CM 2026: More strategic, more actionable, more relevant

A refreshed monitor built around today's construction market realities



More STRATEGIC ADVISORY, not repetitive tracking



Topics aligned with the CHALLENGES SHAPING 2026–2028 decisions



CONTINUITY RETAINED — with sharper, more relevant insights



HIGHER RELEVANCE for commercial, channel and product teams



LOWER INVESTMENT, with stronger strategic value

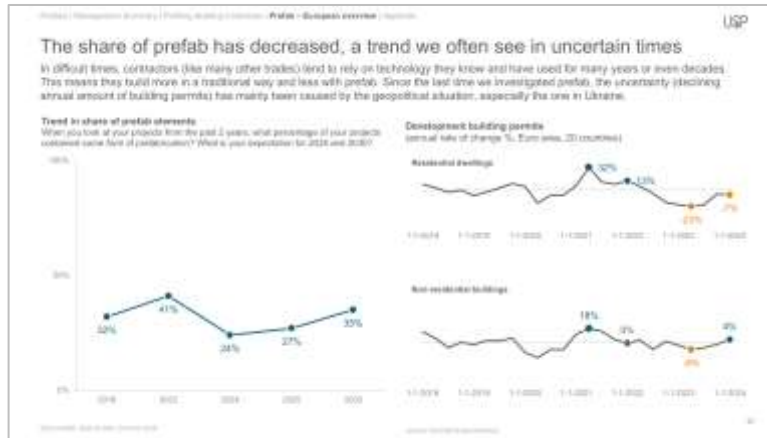
Why manufacturers choose CM

Stronger contractor insight for better commercial decisions

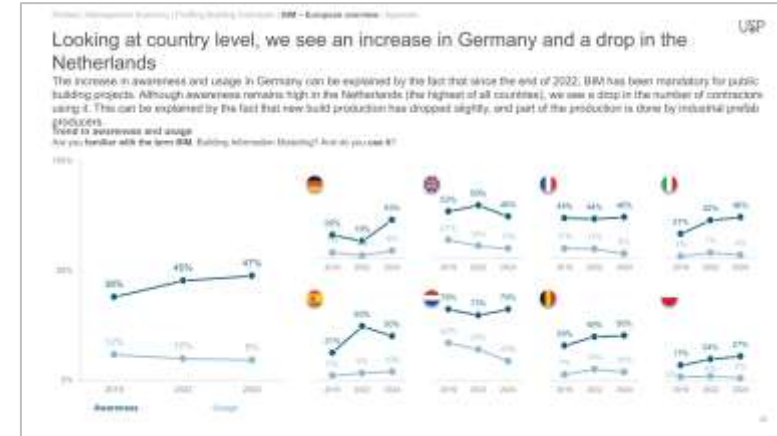
- ✓ Understand how **contractors actually make decisions**
- ✓ Track **emerging trends** shaping your 2026–2028 strategy
- ✓ Anticipate **substitution risk and shifting brand dynamics**
- ✓ Strengthen **product, channel and communication decisions**
- ✓ Use **strategic reporting** that is easier to share internally

A sneak peek into previous CM reports....

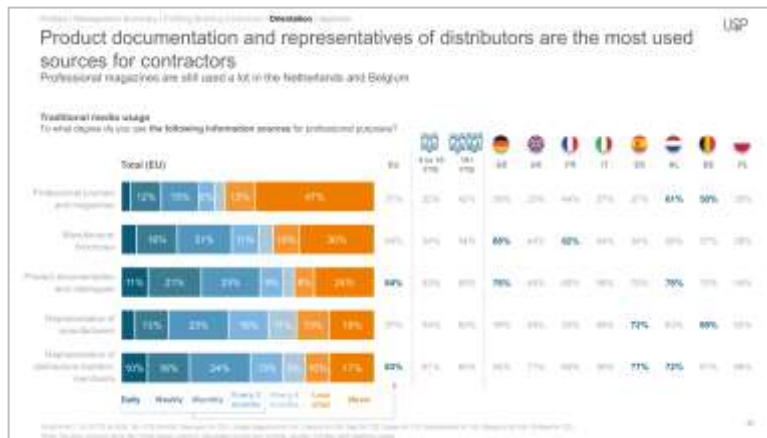
Prefab:



BIM & Digitalisation:



Orientation:



Future of Construction:



Your trusted CM contacts:

Let's explore how CM can support your business



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Connect the full construction decision chain



- **European Architectural Barometer**

- **Contractor Monitor**

- **Handymen Insight Monitor**

- **Painter Insight Monitor**

- **European Electrical Installation Monitor**

- **European Mechanical Installation Monitor**

<Channel dynamics captured through contractor, installer and homeowners' perspectives>

- **European Home Improvement Monitor**

Client Testimonials

What clients value in our market monitors



Catrin Klein

Head of Customer & Market Insights

The Contractor monitor reports that we receive from USP provide insights that are fact-based and highly relevant.



Leo van der Blom

Insights Manager Prof EMEA

These reports help track changes within our target groups and support informed decision-making.



Hardy Jaeschke

Senior Manager Market Research

The USP reports help us better understand different B2B target groups, better assess their business situations, and enrich our range of knowledge enormously.



Mila Valjentova

Strategy & Market Intelligence Director

The European contractor monitor reports we receive from USP are of a great interest in our company and contribute to strategic decision making.



Renato Di Rubbo

Head of global Marketing Piping systems at Geberit

We value USP for the highly competent consulting, the pragmatic and uncomplicated process, and the high quality of its inputs.



Miryam Salvador

Global Channel Director

Their specialized insights into construction and installation markets enable us to make informed go-to-market decisions based on factual data. Their customer-centric approach helps us put customer needs at the centre of our decisions.



Trusted by industry leaders

Supporting growth across construction, installation and home improvement

Construction



Installation & Home Improvement



About USP Marketing Consultancy

Trusted insights for over 30 years



30+ years of international market research and consultancy experience



Specialised in construction, installation, DIY and real estate



Active in 40+ countries annually



Focused on trends, market developments and actionable insights



A strategic partner, not just a data provider

At USP, we deliver the insights you can truly build on.

Head office



The Netherlands – Rotterdam

Branche office



Croatia – Zagreb

Subsidiary



Germany – Düsseldorf



USP Marketing Consultancy

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