



European Architectural Barometer 2026:

Understanding how architects design, decide and adapt
in a changing construction landscape

USP's European Construction Decision Intelligence Platform

USP Marketing Consultancy

Europe's construction market is changing — and architects are the earliest indicators

Architects are at the front of the construction sector, providing early insight into future building activity.

To understand future market developments, manufacturers must understand:

- Developments in architects' order books and turnover
- Early signals of growth, delay or cancellation of projects
- How architects influence product and material selection
- How the role of architects is evolving in the future of construction
- The importance of service and support in architects' decision-making

Future construction activity starts at the design stage

Architects play a central role in product and material selection

Specification strongly shapes project outcomes - but decisions are made within a complex set of constraints.

Architect decision-making is evolving - but how?

- Navigating the construction sector amid ongoing economic uncertainty?
- Balancing design ambition with increasing regulatory pressure?
- Navigating an increasingly complex landscape of products and systems?
- Adapting to digital workflows increasingly influenced by AI?

Architect influence remains strong - but decision-making is becoming more complex.

The key question is no longer “who specifies?”,
but “how do architects actually decide TODAY?”



European Architectural Barometer (EAB)

Strategic insight into architects as early indicators of future construction activity across Europe



SCOPE

- 8 European markets 
- 950 architect interviews (CATI)
- 4 quarterly data collection waves
- Continuous trend tracking



TOPICS IN FOCUS

2026

- **Q1 - Decision-making influence of architects in product and material selection**
- **Q2 - Future of construction**
- **Q3 - Architects' Brand Perception & Loyalty**
- **Q4 - The Role of Service & Support**



DELIVERABLE

- Strategic report with executive summary & advisory notes (Q1 – April, Q2 – July, Q3 – October, Q4 – February 2027)



INVESTMENT = €2.000 per report or €6.700 for a yearly subscription including all 4 reports for 2026

NEW for 2026: Brand Scan (pre-announcement)

Who really wins in your category?

What you get:

- Brand funnel: awareness → usage → the most used brand
- Spontaneous brand associations: innovation | partnership | sustainability
- Insights at **product category level**

Why it matters:

- ✓ See where you **win (or lose) vs. competitors**
- ✓ Support **brand, product and channel decisions**

Will be available as an additional EAB module in 2027, based on subscriber demand per category



Contact your EAB team to **pre-register interest and prioritise categories.**

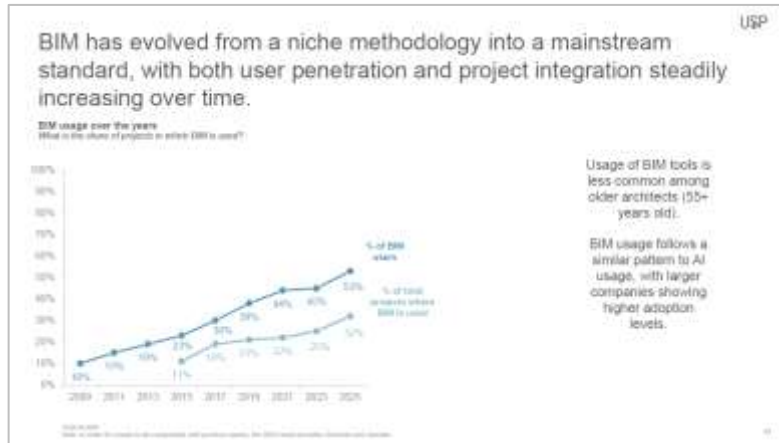
Why manufacturers choose EAB

Stronger architect insight for better strategic and specification decisions

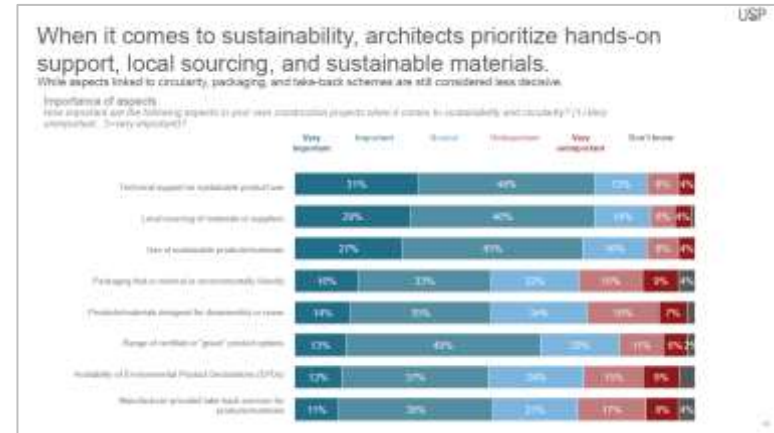
- ✓ Understand how architects actually make **design and specification decisions**
- ✓ Anticipate **future construction activity** through architects' order books and turnover
- ✓ Track **emerging trends** shaping your 2026–2028 strategy
- ✓ Strengthen **product, channel and communication decisions**
- ✓ Use **strategic reporting** that is easier to share internally

A sneak peek into previous EAB reports....

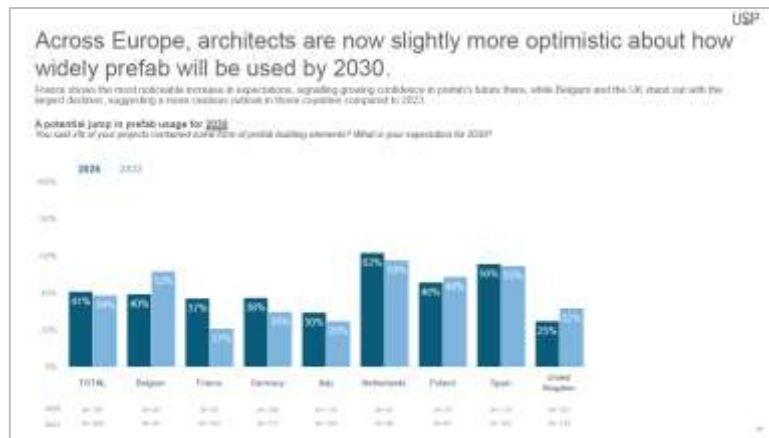
BIM and new digital tools:



Sustainability:



Prefab:



Media orientation:



Your trusted EAB contacts:

Let's explore how EAB can support your business



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Connect the full construction decision chain

USP's European Construction Decision Intelligence Platform



- **European Architectural Barometer**

- **Contractor Monitor**

- **Handymen Insight monitor**

- **Painter Insight monitor**

- **European Mechanical Installation Monitor**

- **European Electrical Installation Monitor**

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

- **European Home Improvement Monitor**

Client Testimonials

What clients value in our market monitors



Anne Marie O'Toole-Deville
Head of Marketing West at Kingspan

The USP Architectural barometer research has been a great asset for us in this regard and a solid basis for conducting further in-depth research.



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.



Antol Haller
Head of Precast Marketing at Allplan

USP's architectural reports help us understand the mood in the market, which is really valuable. Also, it helps us verify the key topics our customers are dealing with.



Jan Coerts
General Manager FOAMGLAS Insulation at Owens Corning

We use the European architectural barometer reports from USP to get architectural input on items relevant for the building and construction industry in Europe, helping us to set priorities in our innovation agenda.



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

Branch office



Croatia – Zagreb

Subsidiary



Germany – Düsseldorf



USP Marketing Consultancy

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