



Handyman Insights Monitor 2026:
Understanding how handymen decide, purchase, and shape the residential market

USP's European Construction Decision Intelligence Platform

USP Marketing Consultancy

A close-up photograph of a hand holding a white chess piece (a pawn) over a black chess piece (a king) on a checkered board. The lighting is dramatic, highlighting the textures of the pieces and the hand.

Europe's residential renovation market is evolving, and handymen are an important part of that shift

Europe's residential renovation and maintenance market is entering a new phase of structural change.

Manufacturers and merchants must navigate:

- A growing semi-professional segment that is expanding the traditional handymen market
- Purchasing behavior shifting across channels and product categories
- Rising material costs reshaping brand loyalty and purchasing decisions
- Packaging requirements becoming a practical differentiator on the worksite
- Digital tools and online platforms gaining influence over how handymen find product information

Handymen influence market dynamics – and understanding them gives you a competitive edge

Handymen are the primary purchasing decision makers on the worksite

Specification does not guarantee purchase.

Brand choice is made at the point of purchase, or directly on the worksite.

Handyman behaviour is shifting, but how far?

- Shifting purchases from offline to online channels, or combining both?
- Selecting projects based on profitability and workload capacity?
- Seeking support through digital tools, training or product guidance?
- Relying on digital tools and social media for product information and inspiration?

Influence is shifting beyond direct brand or channel control.

**The key question is no longer “ what do handymen think? ”,
but “ how do they actually decide TODAY? ”**

Handyman Insights Monitor (HIM)

Strategic insight into handymen decision-making across Europe



SCOPE

- 7 European markets 
- Representative sample of professional handymen and semi-professional handymen
- 700 phone interviews with professional handymen and 700 online interviews with semi-professionals
- One annual data collection wave
- Continuous trend tracking



TOPICS IN FOCUS

- **Purchase behavior**
- **Support needs**
- **Yearly tracking of:**
 - Business development
 - Online vs offline purchases
 - Handyman profile



DELIVERABLES

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



INVESTMENT (single report) = **9.200 €**

NEW for 2027: HIM Brand Scan (pre-announcement)

Is this planned for HIM?

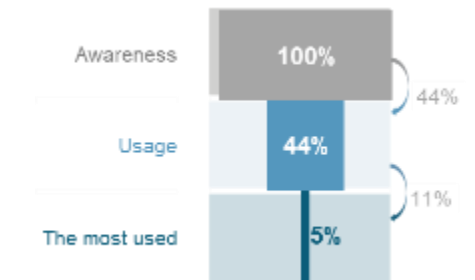
What you get:

- 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 HIM module in 2027, based on subscriber demand per category



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

Why manufacturers choose HIM

Stronger handyman insight for better commercial decisions

- ✓ Understand **how handymen make purchasing decisions**
- ✓ **Track trends** that shape your 2026 - 2028 strategy
- ✓ Identify **channel opportunities** before competitors do
- ✓ Strengthen **product, channel and communication decisions**
- ✓ Capture both the **professional handymen** and the growing **semi-professional** segment
- ✓ Use **strategic reporting** that is actionable and easy to share across teams

Your trusted HIM contacts:

Let's explore how HIM can support your business



Dirk Hoogenboom

Head of New Business

hoogenboom@usp-mc.nl
+31 6 52 09 89 24



Gordana Ristic

Consultant |
HIM Product owner

ristic@usp-mc.nl

Connect the full construction decision chain

USP's European Construction Decision Intelligence Platform



- **European Architectural Barometer**

- **Contractor Monitor**

- **Handymen Insights 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

How clients value our market monitors



Justyna Gudowska-Pohling
AC EMEA Customer Insights Manager

USP delivered the company good, useful business recommendations and insights, which have accelerated business growth.



Daniel Angelovski
Group Insights Manager

The specialized insights in the Home Improvement Monitor are a great source of input for our industry analysis.



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.



Caroline Roque
EMEA Consumer and Market Insights Manager

The USP team has very strong expertise in the construction and home improvement markets. We are using their detailed home improvement monitor reports very extensively.



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. The reports are easy to assimilate with our internal audience and set foundation for deeper discussions.



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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