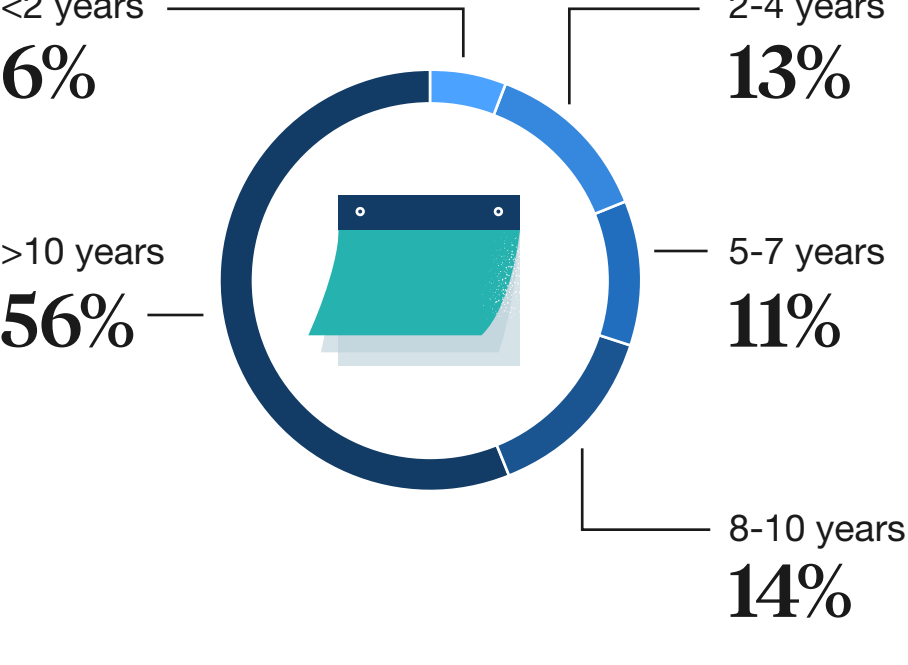


2021 Building Products Customer Guide to Residential Contractors

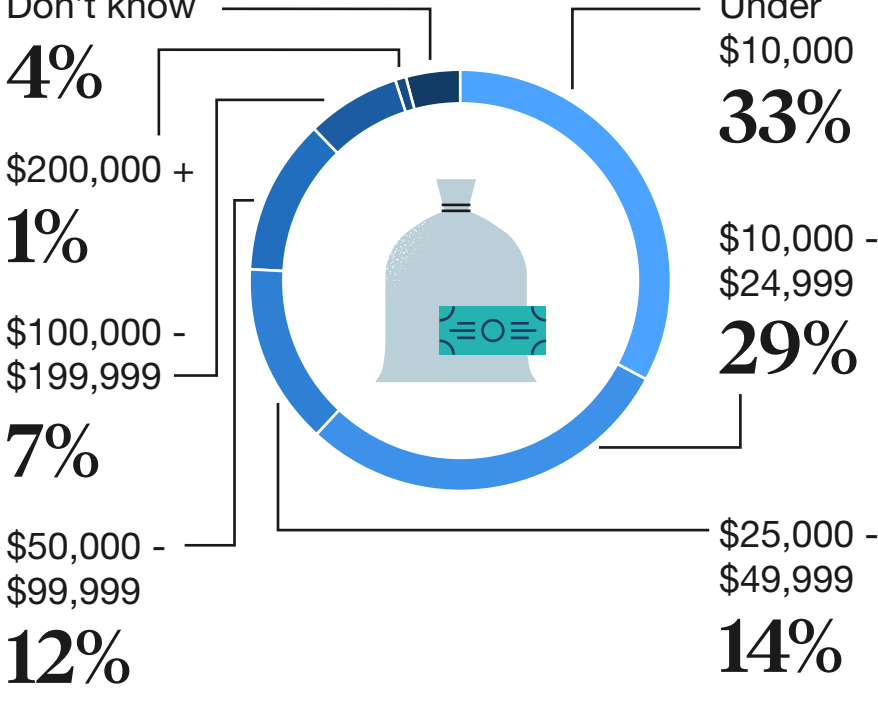


We surveyed 346 residential general contractors, remodelers, specialty tradespeople from across the United States about their purchasing and buying behaviors over the past year. The contractors and installers included in the survey all have direct decision-making authority or influence on the building products purchased for their projects.

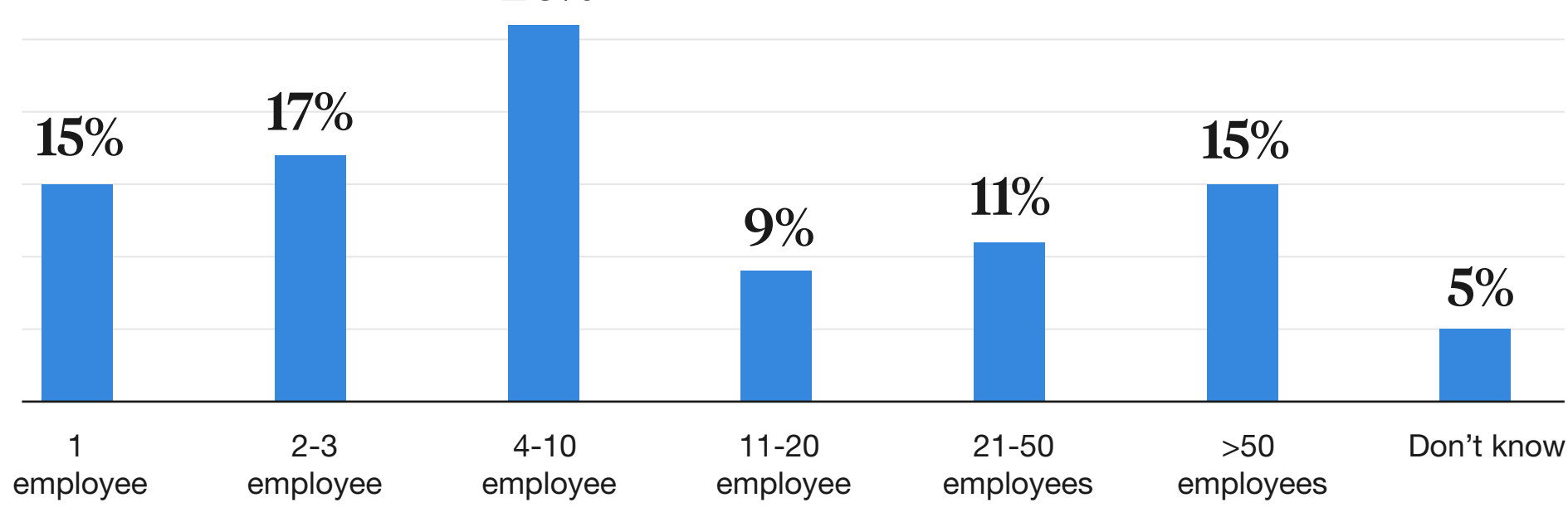
Years in Business



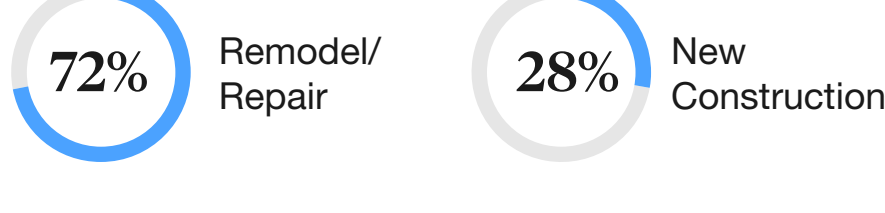
Average Cost of Project



Company Size



Type of Projects



Single Family vs. Multifamily Projects



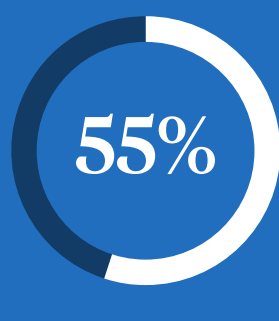
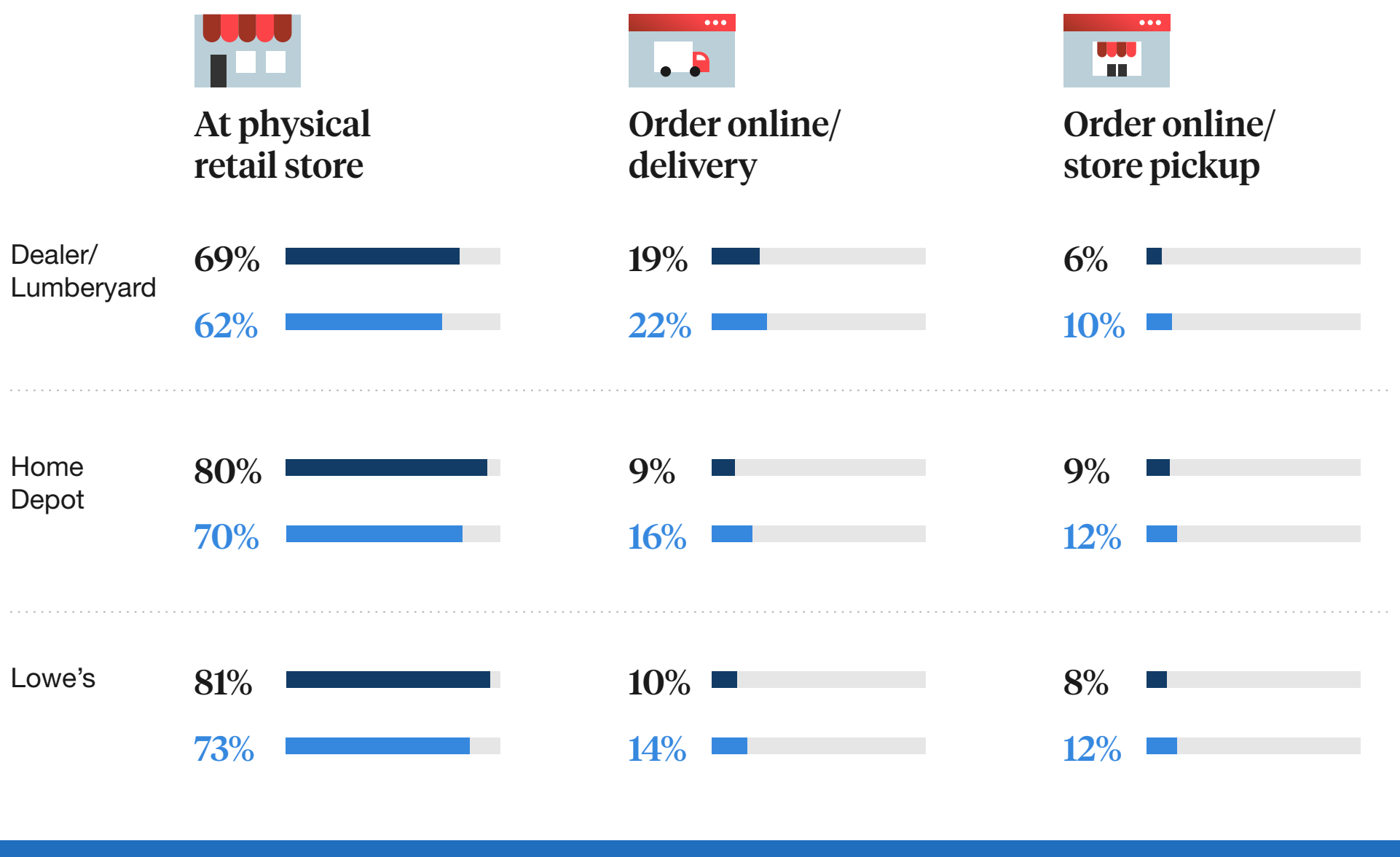
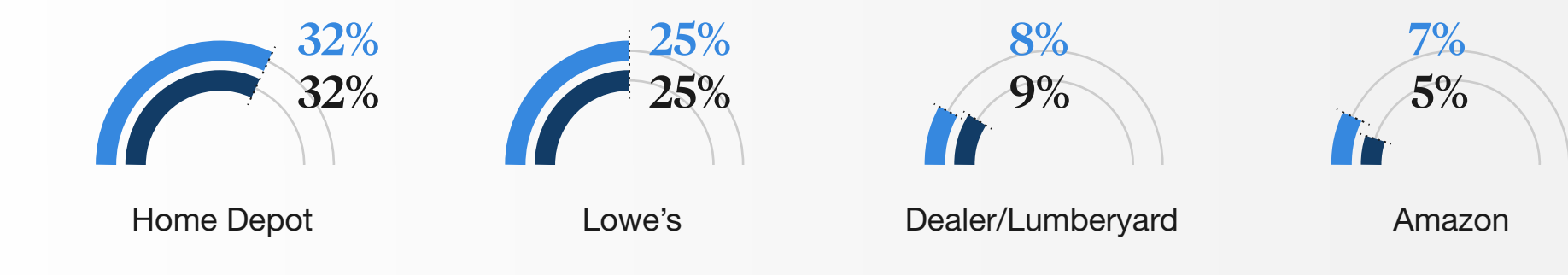
Purchase Channels

Compared to pre-pandemic purchase behaviors, contractors have started purchasing more online. Amazon purchases increased from **5% to 7%** while in-store sales declined at physical retail stores. However, these stores did see an increase in their buy online, store pick-up and delivery options.



■ Pre-Pandemic ■ Current Day

Purchases



This shift to online purchasing is here to stay.
of residential contractors expect building product suppliers to offer **online ordering** going forward.

Purchase Behaviors

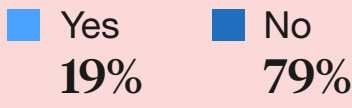
Availability was the driving force behind architects and designers making a change in brands and retailers.



When asked why,



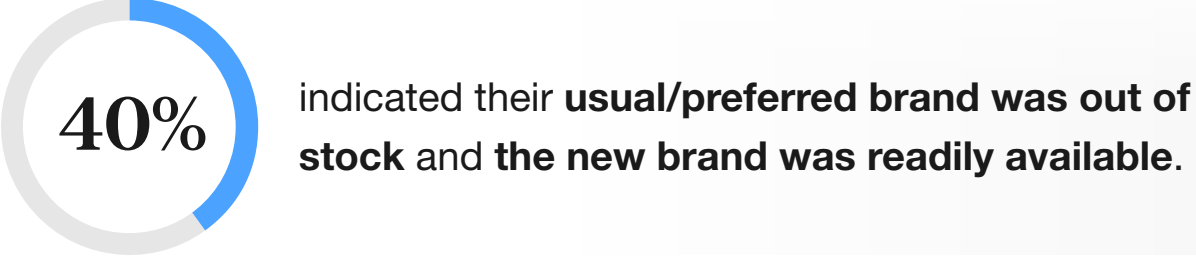
Tried a New Retailer During the Pandemic



Brand Selection and Expectations

25% of commercial contractors indicated they used a building product or brand for the first time during the pandemic and most liked it better.

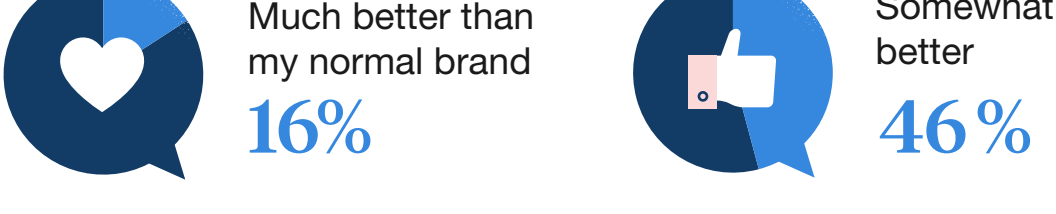
When asked why,



Tried a New Brand

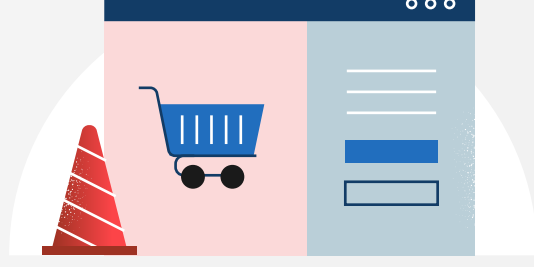


New Brand vs. Old Brand



Brand Discovery

A strong web presence and digital marketing was the number one driver for contractors finding new brands and products.



How New Brands Were Discovered



Social Media Platforms Used to Research Products

