



Builders' Merchants

2014 sees the launch of the new **Generalist Builders' Merchants** panel from GfK.

Product categories:

- Bricks
- Blocks
- Timber
- Insulation
- Builders Boards
- Plumbing & Heating
- Paints
- Sealants
- Adhesives
- Woodcare
- Power Tools
- Hand Tools



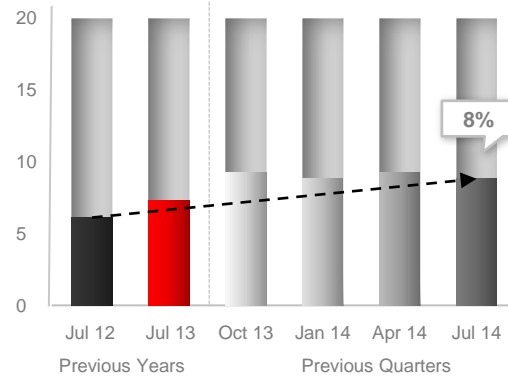
Categories we can track within the Builders Merchants panel are not limited to these examples.

For more information please contact Ricky Coombes, Channel Account Manager (Builders Merchants & PPE), ricky.coombes@gfk.com, +44 (0) 20 7890 9550

Just some of the positives for the sector:

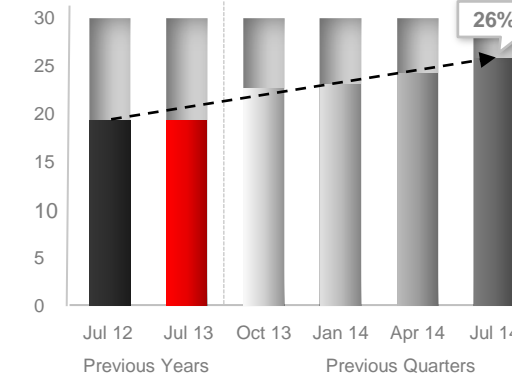
Planning to build/purchase a home in Next 2-years

% of GB adults who say "yes" or "probably"



Likelihood of spending on home improvements in next 12-months

% of GB adults who say "likely"



Source: GfK NOP (on behalf of the European Commission)

It's Covered!

The Generalist Builders Merchants market is worth an estimated £6.2bn p.a. (incl. small independents)

We represents 90% coverage of the TOTAL Generalist Builders Merchants market. (i.e. Multiple Generalists)



Our live data represents 80% of the Multiple Generalist Builders Merchants.

Source: Estimates based on desk research and Companies House data

Our panel includes:
(among others)

