

# ANNUAL REPORT

## THE NETHERLANDS



The business plan is the guideline for the future plans of your organization. For your business plan you need information about current developments in the market and how the construction industry will move in the coming years. What changes can you expect in the demographic, economic, social, technological, ecological and political fields? What are the most important issues for the parties in the construction chain and what trends do they anticipate? Each year, BouwKennis conducts extensive desk research and a comprehensive survey of the entire construction chain to answer these and more questions in the BouwKennis Annual Report.

You can use the information from the BouwKennis Annual Report for the external analysis of your marketing or business plan. This allows you to quickly and effectively draw up your plans for the coming years. The macro-economic context is outlined on the basis of demographic, economic, technological and politico-legal factors.

In addition, production and forecast figures are discussed in detail, we provide insight into business performance, we monitor the practice of purchasing and logistics and we take a closer look at the marketing policy of suppliers.

### BATCHES MEASURED

- › Manufacturers
- › Traders
- › Architects
- › Construction management and consulting firms
- › Developers
- › Prime contractors
- › Installers
- › Specialist subcontractors
- › Handymen

### COSTS

One single copy: € 795

An extra copy: € 110

Annual report subscription: € 645,- (minimum two years)

The BouwKennis Annual Report Netherlands is part of the BouwKennis Basic and Pro Subscription.





## THE REPORT PROVIDES THE FOLLOWING INFORMATION:



**Production and forecast** figures for residential and non-residential construction through 2023



**External analysis of construction using the DESTEP method.**



**Market segments and clients:** from which segments and with which clients do the parties in the construction column achieve their turnover? And what are the most important types of clients?



**Business performance:** essential data throughout the construction chain on turnover development, (personnel) capacity, prices, hourly rates and order portfolios



**Purchasing and Logistics:** How do exporting companies procure and what services do they desire in the process? In what way do manufacturers and trades deliver their products? What do the logistics look like in broad terms?



**Strategic positioning in the construction industry:** is analyzed using Treacy and Wiersema's theory, classifying respondents into the groups of operational excellence, customer intimacy and product leadership.



**Marketing policies at suppliers:** How do manufacturers and dealers try to reach the construction industry? What activities do they spend their marketing budgets on? What are important KPIs for suppliers? What communication channels do they deploy?



**Digitization and technology in construction:** How far along are companies in the construction column when it comes to the application of the most important key technologies that are currently changing the economy? Think for example of Big data, robotization, 3D printing, BIM, Artificial Intelligence, virtual reality, digital twins or blockchain.

### MORE INFORMATION

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