



DEMANDBUILDER®

Market Share Analysis for Building Materials

WHAT'S INCLUDED

If you are a manufacturer, distributor or dealer in the building materials and construction industry, you need reliable accurate data. Armed with this data and supporting analytics, you can properly measure product demand and determine current share and sales potential in your defined sales territories.

Principia's DemandBuilder®, the industry's most powerful and customizable market analysis tool, provides a unique view of major building product categories and allows your company to obtain the insights you need for making informed decisions. Customize your demand analysis by:

Product Category

Segmented by material type

Unit Type

Single family, multifamily

Construction Type

New construction, repair & remodel

Geography

Custom geocoding for your sales region or trading territory

Drive Market Share

DEMANDBUILDER® BENEFITS



Segment product demand to better understand your served markets

Accurately measure your current share and revenue potential

Identify opportunities to pursue in your sales territories

Work with your customers to grow market share together

Align company sales with territory opportunities

Set benchmarks for your business using comparative market data