



SUPPLYBUILDER®

Supplier and Distribution Analysis for Building Materials

WHAT'S INCLUDED

Designed to complement our DemandBuilder® data product, SupplyBuilder® provides a channel view of the industry supply for major residential building products in the United States. This is accomplished through coverage of manufacturer share at a regional level, quantifying product flow through each distribution channel, and integrated with a robust database with nearly 50,000 distribution points in the United States covering all channel outlets for all building products currently monitored in the Principia BuilderSeriesSM. Distribution points can be depicted in list form as well as coverage maps down to the company name for:

Big box

Lumberyard

Masonry yard

Millwork

Specialty one-step distributor

Specialty retailer

Two-step distributor

Other retailer

Expand Market Coverage

SUPPLYBUILDER® BENEFITS



Visualize product flow by distribution channel in a specific category

Drill deeper into channel mix differences for leading product manufacturers

Map building product supplier coverage across the entire distribution industry

Evaluate your current distribution footprint and potential gaps in coverage

Evaluate your share by distribution channel and geography

Compare competitive position for leading product manufacturers