

Post-COVID Marketer's Guide

With the COVID-19 vaccine in wide circulation and businesses cautiously beginning to open their doors again, building products marketers face a rapidly changing marketplace. Here are five building products industry trends as our post-pandemic world begins to unfold in 2021.

Indoors

Consumers are spending an unprecedented amount of time indoors and are focused on making the best of it, adding comfort and utility to their existing space.

When marketing building products, it's important to stay on top of the trends to meet the demand for materials that enhance comfort and interior living.

Outdoors

The National Kitchen and Bath Association (NKBA) recently published a membership study that shows a 65% increase in overall outdoor living projects including upgrading existing outdoor spaces.

Marketers can leverage these building products industry trends with items that offer related benefits.

All about materials

Home improvement projects require a wide array of materials.

With such a range of materials being sought after for interior and exterior remodeling applications, building products marketers have more opportunities to cross-sell, develop new product ideas or provide less-costly alternatives to expensive materials.

New buyer's journey

Today, in-store displays focus less on building awareness and more on closing the sale.

These buying process changes offer new opportunities to reach customers and build familiarity with their products in non-traditional ways.

Building products marketing

As the pandemic deepened in 2020, the role of professional marketers for building products began to evolve. Brand building, sales support, and supervision of the marketing supply chain are some of the additional responsibilities that emerged.

Forward-thinking building products marketers understand the critical role played by external partners who can keep them focused on the priority tasks.



At NVISION, our nationwide team of professionals can help you meet new consumer demands with innovative marketing tools, market insights and unsurpassed supply chains.