



Eureka!
ILLUMINATING RESEARCH

Online boiler purchasing
November 2017 Report

Contents

Contents	Page
About this report	3
Consumer confidence in the plumbing & heating sector	4
An online boiler proposition	6
Barriers to using the online boiler proposition	7
Householder variations	8
Trusted brands for delivering an online boiler proposition	9
Contact Eureka! Research	10



Purchasing and installing a new boiler is a large and significant expense for households. New services such as Boxt represent a potential new disrupter to the market, allowing consumers to select/order themselves and arrange installation.

There is currently fierce debate in the sector about whether this could be a forerunner to a more radical business model whereby household brand names begin to supply and fit directly to consumers



Online fieldwork was conducted late November 2017 by Eureka! Research in conjunction with Installer Magazine

Installer



A total of four survey questions as part of a 'mini poll' of homeowners in the UK.



In total the results give us a measure of sentiment on issues around purchasing, confidence, barriers and brand



250
households

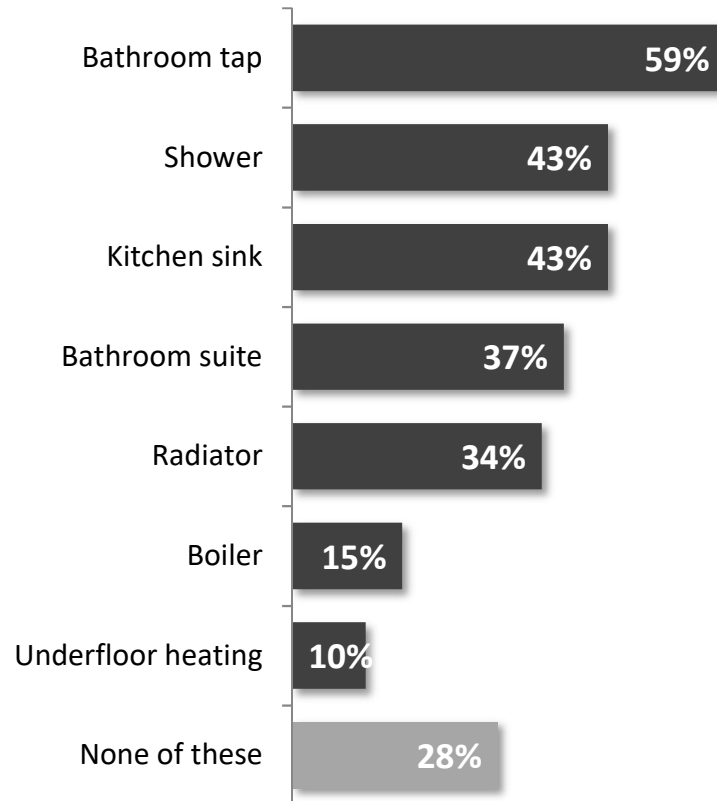
A total of 250 households carried out the survey across the United Kingdom.

The sample is broadly representative by age and gender although some caution should be exercised when interpreting smaller base sizes

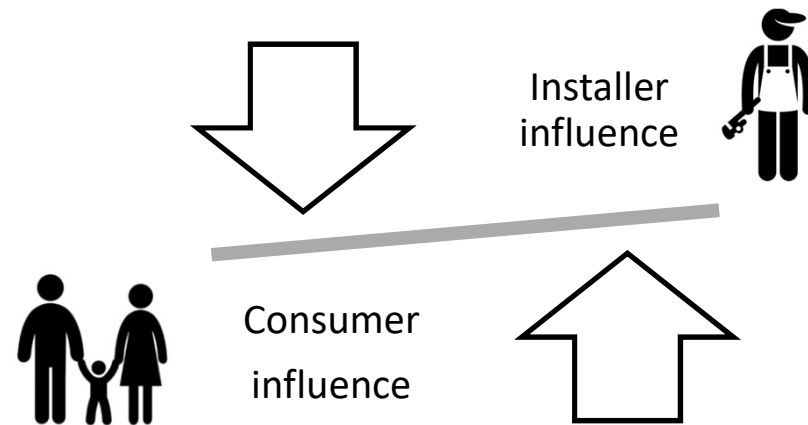
Consumer confidence is rising in the plumbing and heating category



For some time we have detected that the traditional 'responsibility boundaries' have been changing in home improvement projects



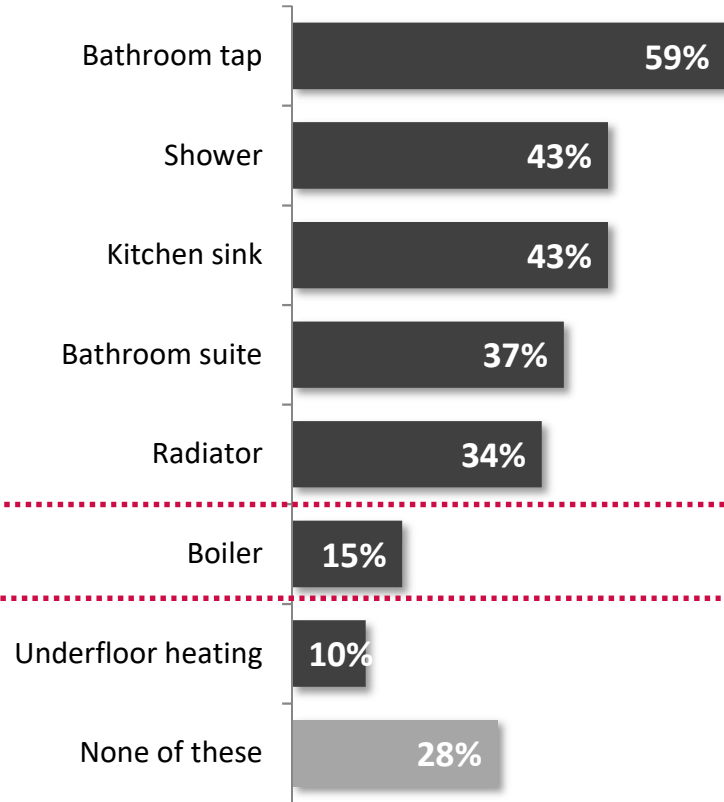
The domestic consumer is playing an increasingly important role in the selection and purchase of these products. Confidence is particularly rising in aspects relating to the bathroom. Less than one-third of householders say that wouldn't have the confidence to purchase any of the heating and plumbing products listed



Only **15% or less** of householders currently have the confidence to purchase more technical products such as a boiler or underfloor heating however.

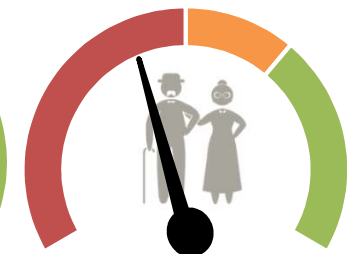
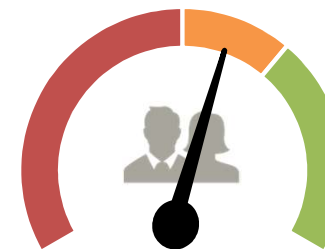
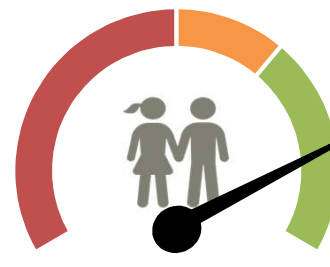
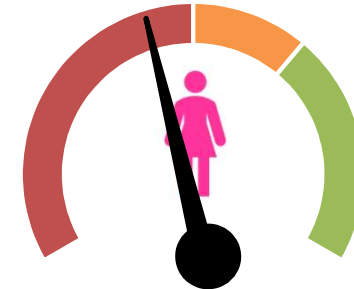
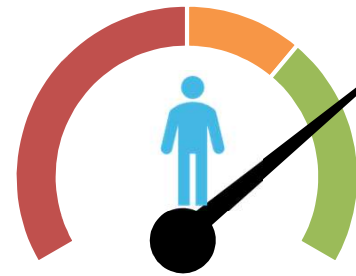
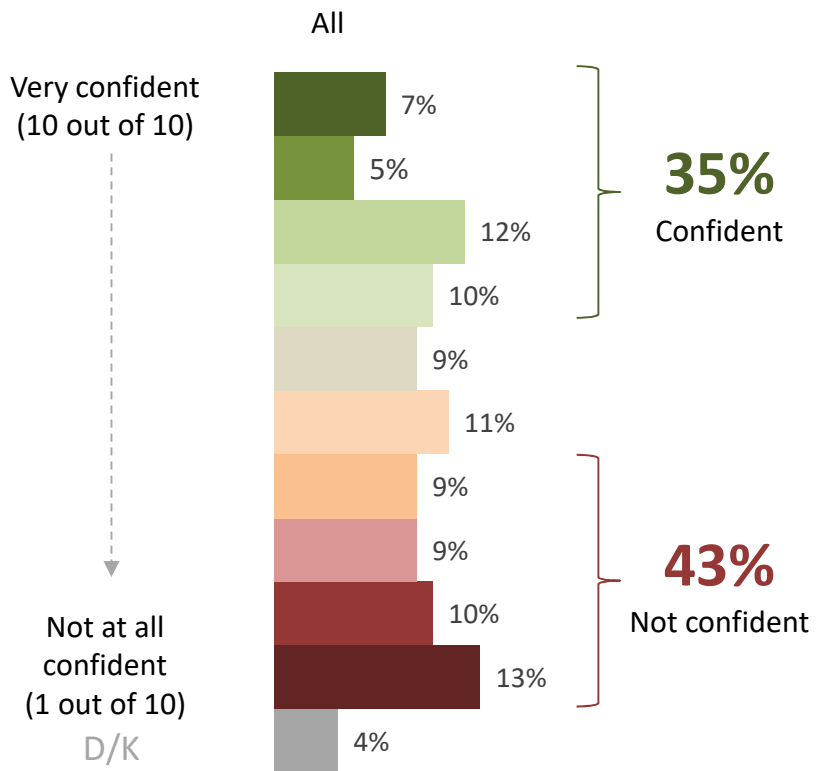
Which consumer segments have the most confidence to purchase?

Mature homeowners, aged over 55 years, are least likely to say they would purchase a boiler directly themselves – in contrast to other product types across the plumbing and heating category



	Men	Women	Under 35s	35-54 yrs	55s +
Bathroom tap	68%	49%	54%	60%	62%
Shower	49%	36%	43%	43%	43%
Kitchen sink	48%	37%	43%	43%	43%
Bathroom suite	40%	34%	37%	38%	35%
Radiator	43%	26%	35%	30%	39%
Boiler	18%	12%	20%	15%	11%
Underfloor heating	13%	7%	14%	12%	5%
None of these	21%	36%	25%	28%	33%
	126	124	81	87	82

Consumer confidence in online service proposition



All respondents

Barriers to the proposition



Boiler selection

59%



Plumber selection

45%



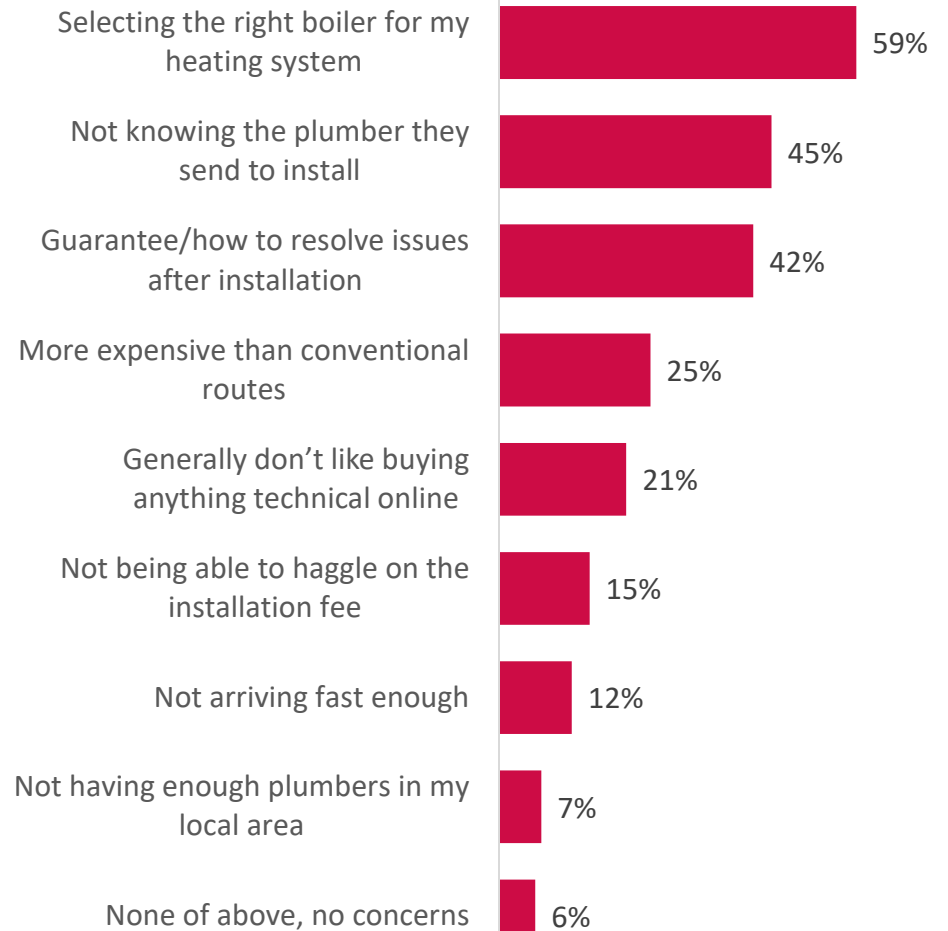
Post installation issues

42%



Price

25%



Key barriers for different consumer segments



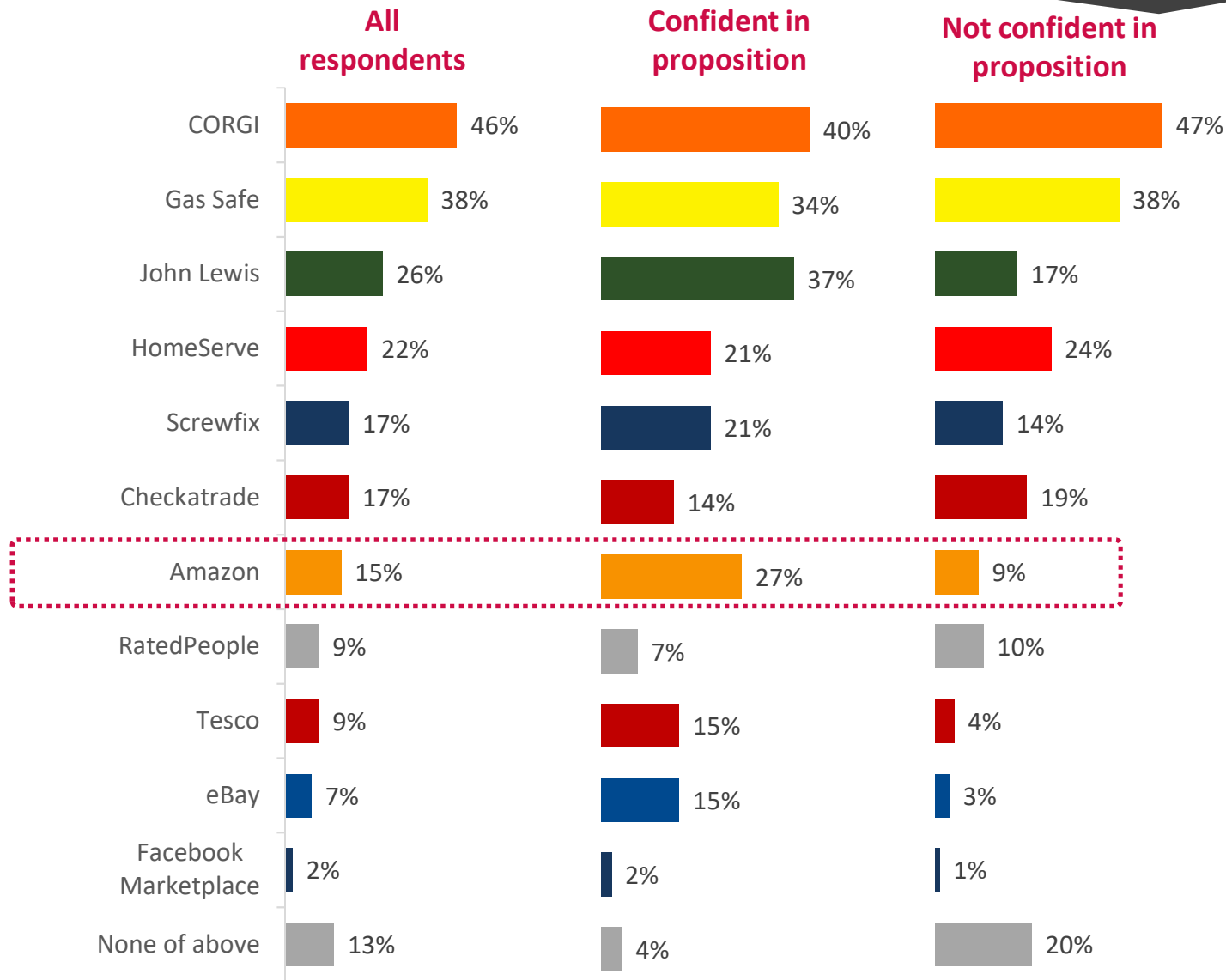
	Men	Women	Under 35s	35-54 yrs	55s +	Not confident in proposition
Selecting the right boiler for my heating system	61%	56%	53%	55%	68%	67%
Not knowing the plumber they send to install	46%	43%	35%	36%	63%	59%
Guarantee/how to resolve issues after installation	41%	42%	30%	36%	59%	42%
More expensive than conventional routes	25%	25%	27%	24%	24%	22%
Generally don't like buying anything technical online	17%	26%	15%	25%	23%	28%
<i>Base:</i>	126	124	81	87	82	104



Mature homeowners are particularly reticent about being able to select the right sort of boiler and the amount of control they have about selecting the installer



Brands consumers would trust to deliver the proposition



Homeowners are looking for brands most closely aligned to heating/boilers – particularly those who are least confident in the idea.

Brands with strong credentials across the digital retail space do cut through to the more relaxed (younger) segments

Eureka!
ILLUMINATING RESEARCH



About Eureka!

About Eureka!

Richard & Dave (Directors and founders of **Eureka! Research**) have focused on the KBB sector for many years and struggle to believe there are others with more rounded sector experience.

We've worked with sanitaryware brands, those focused on brassware, kitchen door suppliers, shower suppliers, plus heavyweight merchants, providing us with an enviable knowledge base.

Whether its commercial or residential, architects, M&E's, plumbers, merchants or consumers we've recruited, moderated, interviewed, shopped and drawn valuable insight from all of them.

Follow us on Twitter for more **Eureka! Moments** and case studies relevant to your industry. Or please drop us a line if you want more information about this topic.



www.eureka-research.co.uk

0121 679 5465/ 07501 519155

richard@eureka-research.co.uk

dave@eureka-research.co.uk

Twitter @eurekaMR

Press enquiries:
hello@eureka-research.co.uk