

**CIPRUS**

MARKETING RESEARCH CONSULTANTS

# Professional Power Tool Accessories

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## Proposed 4th Edition Research for The North American Market



Winter 2021

# The 2021 North American for Professional Power Tool Accessories

## Introduction & Research Background

Covid-19 has affected virtually all facets of our lives from how we live, work and purchase our everyday needs. Many of these changes are impacting contractors as well. While traditional channels remain the mainstay of power tool accessory purchases, digital channels continue to grow in importance. Digital channels are time saving and convenient, but in the age of Covid-19 they may also be safer. Distributor consolidations are also playing a role in how professional contractors obtain their power tool accessories. Contractor distributor chains have continued to grow often through acquisition. Contractor purchase data will be valuable in understanding the impact of these changes.

Ciprus LLC is pleased to announce the 4th Edition of the North American Market for Power Tool Accessories. Past Editions were published in 2004, 2011 and 2016 along with proprietary research in 1994 and 1998

The 2021 report, the most comprehensive of its type, will present a comprehensive analysis of professional power tool accessory purchase activity in both the commercial and residential markets by 7 contractor types. The research will target 15 Professional Power Tool Accessories including all of the accessories shown in the chart below.



Source: The NA Market for Professional Power Tool Accessories ©2016 Ciprus Limited LLC All Rights Reserved

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## What the Study Will Cover

With a long history of 27 years, the 2021 Professional Power Tool Accessories Edition will provide a comparison to the previous Editions in 2016, 2011, 2004, 1998 and 1994.

This study will focus upon capturing market back information from a large telephone based survey among professional contractors as well as market size and share data from leading accessory producers. The methodology is divided into two phases and is outlined in the table below. This research will utilize a proven study design based upon extensive past similar research encompassing professional hand and power tool accessories as well as professional power tools.

3rd Edition - Research Issues and Study Direction	
<b>Phase 1</b>	Determine the 2021 Unit and \$ Market Potential for the 15 tool power accessories.
	Determine the 2021 Unit & \$ Market Potential among 7 Contractor Types.
	Determine the 2021 Unit & \$ Market Potential among 4 Contractor Sizes.
	Determine the 2021 Unit & \$ Market Potential among 14 Sales Channels.
	Determine the 2021 Unit & \$ Market Potential among Geographic Area.
<b>Phase II</b>	Determine the 2021 Replacement Incidence (how often) for Selected Power Tool Accessories by Contractor Type, Size, and Sales Channel.
	Determine the 2021 Replacement Index (how many) for Selected Power Tool Accessories by Contractor Type, Size, and Sales Channel.
	Document the sales channels utilized to purchase by Power Tool Accessories by Contractor Type, and Geographic Region.
	What is the brand share by Power Tool Accessories by Contractor Type, Size, Sales Channel and Geographic Region?
	What is the Average Age of Power Tool Accessories (lifecycle)?
	Determine if Contractors have changed Sales Channels for Power Tool Accessories between the time periods being researched.
	What are the key buying factors for contractors when purchasing Professional Power Tool Accessories?
	What is the Value of the American Owned Company label?
	What is the impact of Covid-19 on contractor buying patterns?
	What Brands are Contractor Favorites Currently and 5 Years Ago?

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The following prospectus has been developed to outline the study content, how the research will be organized and the results that can be expected.

*As a Charter Subscriber you will have the added benefit of actually designing a number of your own research objectives into the study to meet your specific needs. Charter subscribers can also determine the specific Professional Power Tool Accessories included in the research.*

In order to take advantage of current opportunities in the recovering commercial and residential construction and remodeling marketplace as well as in maintenance repair and overall work, accurate planning data is needed.

## Study Objectives

Data will be obtained from professional contractors and in-plant industrial maintenance, repair and overall personnel (MRO). Most importantly, information will be obtained using sufficient sample sizes and in such a manner that the data is projectable to the industry as a whole. This is one of the main goals of the study. As a result, it will provide the most comprehensive body of data concerning trends and current planning information on the Professional Power Tool Accessories Market available.

As mentioned earlier, this study will focus upon capturing market back information from a large sample of telephone survey interviews. Below are the detailed objectives of the research:

1. **Market Size** The report will document 2021 North American Market Size for each power tool accessory in units and dollars.
2. **Growth Rates** Past and projected growth by power tool accessory, contractor type, channel of distribution, country and region will be analyzed over a 25 year time span 1994 through 2021.

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## Standard Industrial Codes

3. **Contractor Type and Professional End-Users** Each major contractor type will be included in the research:

Establishment Type	Major SIC Classification	SIC Description
<b>Plumbing &amp; Heating</b>	<b>1711</b>	
	171102	Plumbing Contracting
	171100	Plumbing, Heating & Air Conditioning
<b>Heating Ventilating &amp; AC</b>	<b>171104</b>	
	171104	Heating, Ventilating & Air Conditioning
<b>Gen. Contracting Residential</b>	<b>1521</b>	
	152199	Single Family Construction
	152100	Single Family Construction NEC
	1751	Carpentry Work
<b>Gen. Contracting Commercial</b>	<b>1542</b>	
	154200	Non-Residential Construction
	154201	Commercial & Office Buildings
	154204	Specialized Public Buildings
	154299	Non-Residential Construction NEC
<b>Electrical Work</b>	<b>1731</b>	
	173199	Electrical Work NEC
	173100	Electrical Work Incl. Electronic & Data
<b>Industrial Maintenance</b>	<b>20-39</b>	
	20-39	Industrial Maintenance
<b>Remodeling</b>	<b>152101</b>	
	152101	Single Family Remodeling, Additions
	1751	Carpentry Work

4. **Geographic Region** power tool accessory purchases will be quantified by geographic region:

U.S. Regions	Non-US
NorthEast	Canada - Total
South	Mexico - Total (Per subscriber interest)
MidWest	
West	

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5. **Contractor & End-User Size** Purchases will be quantified by contractor and professional end-user employee size:

Size	Employees
Small	1 - 9
Medium	10-19
Large	20-49
Very Large	50+

6. **Distribution Channels** Contractor and professional end-user power tool accessory purchases will be quantified by distribution channel. How has Covid-19 impacted purchase patterns?

Distribution Channels
Catalogues
Contractor/Building Supply
Electrical Supply
Hardware Retailer
HVAC Supply
Industrial Supply (STAFDA)
Internet
Lumberyard
Mass Merchant - Sears
Plumbing Supply
Home Depot
Lowe's
Farm & Fleet

7. **Matrix Data** Contractor purchases will be summarized, in matrix format, in terms of total yearly purchase frequency and annual purchase volume. Average purchases will be summarized as well. Data will be presented by geographic area, contractor type, contractor size, power tool accessory and distribution channel.

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## Power Tool Accessories Included in the Research

8. **Professional Power Tool Accessories** The following Power Tool Accessories will be included. Charter Subscribers can append this list as part of their participation.

Power Tool Accessories
Circular Saw Blades
Hole Saws Bi-Metal
Jig Saw Blades
Portable Band Saw Blades
Reciprocating Saw Blades
Bonded Abrasives Type 1 & Type 27
Diamond Abrasives
Carbide Tipped Hammer Drills
Router Bits
Step Drills
Ship Augur Bits
Wood Boring Flat Bits
Twist Drills - High Speed Steel
Hex Shank Bits, Drivers
Knock Outs

9. **Brand Share** Brand share will be documented and analyzed by the following in matrix format:

- Geographic Region
- Channel of Distribution
- By Contractor and Professional End-User Type
- By Contractor Size
- By Power Tool Accessory

10. **Market Potential Projection** Utilizing the data from the study and incorporating establishment data from Dun & Bradstreet, the market potential will be determined by the following factors in matrix format:

- By Contractor and Professional End-User Type
- By Country and Region



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- By Distribution Channel
- By Contractor Size
- By power tool accessory Type

11. **Trends and Issues** All important trends and issues surrounding the purchase of Power Tool Accessories, included in this research, will be documented. These include:

- Which distribution channels are expected to grow and decline?
- What is the impact of Covid-19 on purchase patterns
- Reasons for changes in purchasing habits by contractors and professional end-users.
- What is the value of the Made in America Label?
- What is the favorite brand for professional power tool accessories currently and what was the favorite brand 5 years ago?

## Method and Scope of the Research

To produce the comprehensive and authoritative study that is planned, the project will be divided into two parts.

**Phase I Market Potential Opportunity** Extensive effort will be expended in Phase 1 which will utilize the results from the Phase 2 telephone survey to calculate market potential by the following:

- Power Tool Accessory
- Contractor Type
- Contractor Size
- Sales Channel

**Phase II** To analyze 2021 North American Professional Power Tool Accessory Market by geographic region, contractor type and size, channel of distribution, and power tool accessory type, a statistically valid sample of over 6,000 establishments will be drawn. From this sample, 1020 detailed telephone interviews will be conducted to project purchases and market potential in detailed matrix format. 3 Key geographic regions will include: U.S. (4 regions), Canada and Mexico (as desired by subscribers).



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## Sample Plan for the Research

Sample of Completed Interviews

Contractors & End-Users	SIC	Total	U.S. Sample			Canada	Mexico*
			Small	Medium	Large		
		1,200	280	280	280	180	180
Plumbing, Heating	1721	180	40	40	40	30	30
HVAC	171104	120	40	40	40	-	-
GC's - Residential	1521	180	40	40	40	30	30
GC's - Commercial	1542	180	40	40	40	30	30
Electrical Work	1731	180	40	40	40	30	30
Industrial Maintenance (MRO)	20-39	180	40	40	40	30	30
Remodeling	152101	180	40	40	40	30	30

\*HVAC is combined with Plumbing, Heating and Air Conditioning in Canada and Mexico

U.S. Regions	SIC	All	NE	MC	S	W
		840	210	210	210	210
Plumbing, Heating	1721	120	30	30	30	30
HVAC	171104	120	30	30	30	30
GCS - Residential	1521	120	30	30	30	30
GCS - Commercial	1542	120	30	30	30	30
Electrical Work	1731	120	30	30	30	30
Indus. Maint (MRO)	20-39	120	30	30	30	30
Remodeling	152101	120	30	30	30	30

**Research Team** Cyprus will utilize a highly capable team of researchers with years of tool and accessory experience.

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## Research Methods

Ciprus, LLC is a recognized leader in providing market research, business consulting and in-depth market analysis. Our focus in both proprietary and multi-sponsored research is to move beyond the generic industry review to provide results-oriented recommendations based on “real world” customer preference data. We specialize in research for the power tool, accessories, and building product industry.

Over the past 25+ years, our clients have included leading manufacturers of power tools and accessories, building materials, contract furnishings, interior building and design products, as well as decorative furnishings and raw materials producers. Past studies have been conducted in hand and power tool accessories, power tools, contractor service tools, light-gage steel construction, exterior residential trim, exterior siding materials, solid surface materials, and interior building products.

Our prior tool clients have included numerous multi-national corporations and industry leaders in the tool industry:

- Amada America, Inc.
- Apex Tool Group
- 3M
- Bahco, NA (Snap-On)
- Danaher Tool Group
- DeWalt
- Greenlee-Emerson
- Hilti
- Irwin (Stanley Black & Decker)
- ITW Buildex
- Kennametal
- Lenox (Stanley Black & Decker)
- Loctite (Henkel)
- LS Starrett
- Milwaukee Electric
- Porter Cable
- Robert Bosch Tools
- Ryobi
- Saint Gobain - Norton Abrasives
- Snap-On Tools
- Stanley Black & Decker
- Stanley Bostich
- Thorsen Tools
- True Temper (Ames)
- Wagner SprayTech

Recent Applications of Ciprus Market Research
Annual sales presentations to major retailers, Home Depot, Lowe’s, Grainger
Evaluation of product line extensions
Evaluation of promotional and advertising programs
Supply chain pricing
Justification for plant expansion & capital expenditures

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## Price, Terms & Delivery

Due to the complexity and size of this research project, a significant amount of planning has gone into organizing the report format. Subscribers will find that the statistical charts and graphs will interrelate by chapter heading and will be cross-referenced for easy access.

The significant findings of each individual chapter will be brought together in an executive summary section. power tool accessory usage by contractor type, size, country, region and distribution channel will be presented in graphical and matrix format and organized in separate chapters for easy reference. The PDF download reports will contain over 2,400 pages of analysis charts, tables and other visual data.

This study is being offered to charter subscribers for \$24,000. The project will begin on February 1st and the reports will be issued during third quarter of 2021 depending on the start time. *Completion timing is dependent upon the timely input from subscribers and upon receiving an adequate number of sponsors to initiate the research.*

***Charter subscribers will have the option to add topics or modify the research approach at no extra cost where it is believed beneficial to all parties.***

**Terms** One-half the total fee (USD \$12,000) must be made prior to February 1st, and the balance upon receipt of the final report. After February 1st the subscription cost will rise to \$26,000 and will not permit further subscriber study design. When the finished reports are issued, the post subscription price will rise to \$28,000.

The total price of \$24,000 includes consultation after the final report is delivered including discussion and review of the findings. The report will be delivered by electronic download in Adobe Acrobat PDF format.