Building the future:

# The evolution of eCommerce in the construction industry

A report by eCommerce agency **PushON**

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# Historically built around face-to-face interactions and traditional supply chains, builders' merchants and construction suppliers are under pressure to adapt to a world increasingly shaped by eCommerce.

Today's B2B customers expect the same seamless service they receive from B2C retailers - faster service, mobile-friendly experiences, and interactions that feel tailored to their specific needs. 2026 McKinsey's B2B Pulse report reveals that 71% of B2B companies now offer an eCommerce experience and roughly a third of revenue flows through digital channels. Source: McKinsey, B2B Pulse Survey (2024 & 2026).

Failing to meet these expectations comes at a cost. Businesses risk falling behind, losing market share, and missing critical opportunities for growth. Despite the clear benefits of digital innovation, the construction sector has been slow to adopt, with many businesses hampered by gaps in readiness and strategy.

This report delves into these challenges, providing a comprehensive look at the digital readiness of the construction industry. To better understand where the sector stands and where it needs to go, we surveyed 250 industry leaders and decision-makers in construction eCommerce.

While most respondents believe they are prepared for mobile-first experiences, deeper analysis uncovers significant weaknesses.
This report offers more than a snapshot of the sector's challenges. It's a guide for action, laying out the practical steps needed to overhaul outdated systems and bridge the gaps.

Let's take a closer look at the results of our survey to uncover the insights that will help construction suppliers ensure their tech stacks are fit for purpose. From addressing infrastructure gaps to adopting customer-centric strategies, this report aims to equip businesses with the tools and knowledge needed to navigate the challenges ahead.

**Sam Rutley,**
**Managing Director**
**PushON**

# Our survey uncovered several critical insights shaping the future of eCommerce in the construction sector...

### The digital readiness gap

Many businesses overestimate their readiness for digital transformation. While mobile-first solutions are considered a priority, outdated systems, data challenges and strategies hinder progress. This gap between perceived readiness and actual capabilities is slowing progress, making it harder for businesses to fully capitalise on the opportunities digital transformation offers.

### Marketing technology is under prioritised

While many companies focus on eCommerce infrastructure, marketing and marketing technology often remain de-prioritised. This highlights an opportunity for businesses to better utilise data-driven marketing to engage customers, improve the overall online experience and drive measurable results.

By investing in tools such as targeted advertising, email automation, and customer analytics, businesses can not only improve customer engagement but also increase revenue and capture greater market share.

### Resistance to change is still rife

One of the major obstacles to eCommerce adoption is resistance to change, particularly from senior leadership, which can stifle innovation and slow down digital transformation.

### The need to bridge infrastructure gaps with agile tech

Significant gaps in digital infrastructure persist, particularly in the adoption of advanced eCommerce platforms that can scale effectively. Addressing these weaknesses is essential for growth and competitiveness.

### Customer expectations shaping strategies

B2B buyers now expect seamless, consumer-like experiences. Companies that fail to deliver on this front risk losing market share to more agile, customer-centric competitors.

## ...These findings highlight the key areas where construction suppliers and builders' merchants must focus their efforts to stay competitive.

**2026 priorities: The shift towards personalisation and automation**

Early adopters of innovative technologies like AI and data-driven personalisation are already gaining a competitive edge. Embracing these tools can future-proof operations and meet the increasing demand for personalised and efficient customer experiences.

> **"This report offers more than a snapshot of the sector's challenges. It's a guide for action, laying out the practical steps needed to overhaul outdated systems and bridge the gaps."**

# The digital divide: Adoption vs resistance

**Digital transformation has reshaped many sectors, yet the construction industry remains a patchwork of digital innovators and hesitant traditionalists. While some suppliers have embraced technology, others are struggling to catch up, creating a growing digital divide that risks widening further.**

The journey to digital maturity is often hindered by organisational and financial obstacles. The construction sector is no exception, with resistance to change and budget constraints slowing progress.

However, businesses must recognise that competitors who embrace digital transformation are reaching new buyers, capturing untapped opportunities, and gaining market share. Without action, there is a risk of being left behind.

## Key findings:

| | |
|---|---|
| **26%** | Of businesses are lagging in digital adoption, with 21% admitting they are falling behind and 5.2% yet to begin adopting eCommerce developments and functionality. |
| **1/4** | Only ¼ claim to be ahead of the curve. |
| **56%** | Cite resistance to moving away from traditional business models as a significant barrier to change. |
| **54%** | Report difficulty aligning their eCommerce strategy with broader business goals, resulting in fragmented digital efforts. |
| **24%** | Highlight a lack of understanding of eCommerce among leadership, a critical obstacle to strategic buy-in. |
| **18%** | Have limited internal expertise or resources, while **39%** are restricted by budget constraints for digital transformation. |

The consequences of falling behind in eCommerce extend beyond missed revenue opportunities. Businesses stuck in traditional models risk losing their relevance in a rapidly evolving industry where younger, digitally savvy buyers dominate purchasing decisions.

According to Gartner's 2026 report, 67% of B2B buyers now say they prefer a rep-free buying experience, and 45% used AI tools during a recent purchase, a decisive shift that construction suppliers cannot afford to ignore. Source: Gartner sales survey, fielded Aug–Sept 2025 (published 2026).

The digital lag also affects operational efficiency. Without integrated systems like ERP and inventory management software, businesses face inefficiencies, delays, and higher costs - issues that ultimately erode customer trust.

Many construction suppliers have deep roots in traditional processes, from catalogue-based ordering to face-to-face negotiations. While these methods have their place, they limit scalability and efficiency. Overcoming this resistance requires a cultural shift that starts at leadership level.

More than half of respondents (55.6%) cite resistance to change as a significant hurdle. This resistance often stems from long-established practices and a reluctance to abandon face-to-face transactions in favour of digital tools.

Yet, evidence from leading UK builders' merchants suggests that this reluctance is misplaced. Companies like Travis Perkins have successfully integrated digital solutions without sacrificing personal customer service.

Their "Click & Collect" service now accounts for 40% of online transactions, proving that digital tools can complement traditional approaches rather than replace them – and can deliver significant returns, from operational efficiencies to increased revenue.

The survey also reveals that 56.4% of respondents struggle to align their eCommerce strategy with their broader business goals. This misalignment often results from treating eCommerce as a side project rather than a core element of the business model. The survey highlights a stark reality: too many construction suppliers are viewing digital transformation as optional. This perspective is increasingly untenable in a market that values speed, convenience, and innovation.

> **"This resistance often stems from long-established practices and a reluctance to abandon face-to-face transactions in favour of digital tools"**

# PushON Advice

## 1. Educate leadership

Resistance often begins at the top. To overcome this, we recommend running workshops and presenting data-driven insights and case studies that clearly demonstrate the tangible benefits of digital transformation. Highlight how adopting new technologies can drive revenue growth, expand market share, and improve profitability.

By tying these initiatives to measurable business outcomes, leadership teams are more likely to see digital transformation as an important investment rather than an optional improvement.

## 2. Start small, scale fast

Businesses intimidated by the scope of eCommerce can start with manageable projects like mobile optimisation or AI-driven recommendations before scaling. Pilot projects can build confidence and demonstrate tangible returns before wider implementation.

## 3. Align goals with strategy

Ensure eCommerce goals are tied to overall business objectives for clarity and buy-in. When eCommerce goals are clearly tied to the company's strategic priorities - whether it's increasing revenue, expanding market share, improving customer satisfaction, or enhancing brand visibility - it creates a unified vision that all teams can work toward.

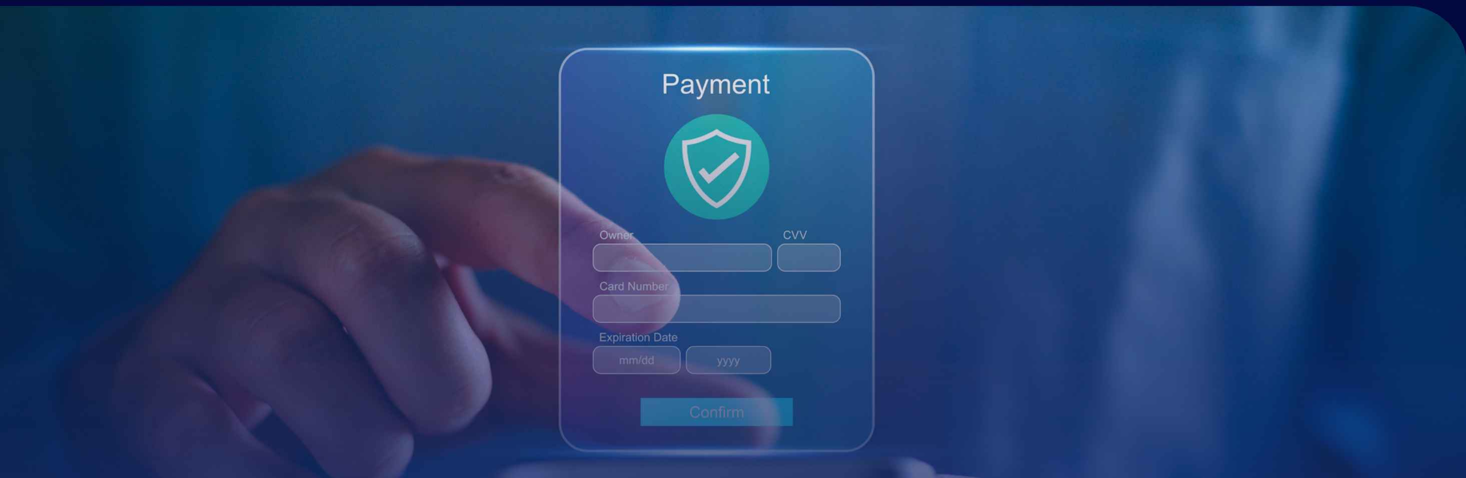
## 4. Invest in integrated systems

Fragmented systems lead to inefficiencies. Integrating ERP, CRM, and eCommerce platforms can create a seamless operation that aligns with broader goals.

**Steve Beckett**
**Commercial Director**
**PushON**

**"Many construction suppliers see digital transformation as a threat to their traditional business model. In reality, it's an opportunity to enhance it. By integrating eCommerce into their strategy, businesses can serve their customers more efficiently while retaining the personal relationships that are so valued in this sector.**

**But this requires leadership to not only understand the technology but champion it. Our advice? Don't just adopt eCommerce, make it central to your strategy. Resistance and budget constraints are common, but they shouldn't be unbeatable. PushON partners with businesses to create tailored road maps that balance ambition with practicality, ensuring digital transformation"**




# Mobile and online revenue growth

The rise of online revenue within the construction sector marks a significant shift in a traditionally offline-dominated industry. Businesses are reporting strong growth from digital channels, with mobile commerce emerging as a critical driver of sales.

## Key findings:

| | |
|---|---|
| 32% | Of total business revenue now comes from online sales. |
| 45% | 45.6% of businesses generate 31-40% of their revenue online, while 15% generate 41-50% of their revenue online. |
| 88% | Of respondents claim to be prepared for mobile-first eCommerce, yet only 40% are fully optimised. |
| 30% | 30% state the shift towards mobile and app-based shopping is the most significant trend shaping their eCommerce strategy. |
| 45% | 45.6% rely on custom-built infrastructure tailored to their needs. |

Mobile-first eCommerce has transitioned from a convenience to an expectation. In 2025 smartphones generated close to 80% of online retail traffic and carries around 70% of all online orders, a decisive shift for construction buyers who make decisions on-site and between projects. Source: Statista/eMarketer; ONS (online was 28% of UK retail sales in September 2025). Construction buyers, many of whom make decisions on-site or between projects, demand platforms that are accessible and functional on mobile devices.

Nearly half of the surveyed businesses (45.6%) report using custom-built eCommerce platforms, while an almost equal proportion (45.2%) rely on a combination of custom and off-the-shelf solutions. Only 9.2% of respondents exclusively

Selco Builders Warehouse has invested heavily in mobile optimisation, offering an app with real-time stock visibility, easy reordering, and an intuitive interface. This approach aligns with customer needs, allowing them to make quick purchasing decisions without interrupting workflows.

Custom-built platforms can cater to specific needs, such as handling bulk orders, providing detailed technical product specifications, and offering trade account features like credit terms and bespoke pricing. However, they often come with higher costs and resource-intensive maintenance.

For many businesses, a hybrid approach - combining off-the-shelf platforms with custom integrations - offers a practical and cost-effective alternative. Platforms such as Adobe Commerce and Shopify provide robust out-of-the-box functionality that can be tailored to industry-specific needs, without the challenges associated with fully custom-built systems. These solutions deliver scalability, regular updates, and third-party integrations, making them a future-proof option for construction suppliers looking to optimise their digital strategy.

> **"Adobe Commerce and Shopify provide robust out-of-the-box functionality that can be tailored to industry-specific needs"**

While the sector is making strides, the survey reveals significant gaps. Only 40% of businesses report being fully mobile-optimised, a concerning figure in a world where customer expectations are shaped by experiences with leading online retailers. 12% say they are not prepared for the shift to mobile-first eCommerce, which is cause for concern.

> **"Only 40% of businesses report being fully mobile-optimised"**

# PushON Advice

## 1. Invest in UX design

A smooth mobile experience is important for customer satisfaction and retention. Ensure intuitive navigation, fast loading times, and responsive design to ensure a seamless buying experience.

## 2. Leverage analytics

Use analytics tools to track and monitor customer behaviour. By collecting data on how customers interact with your mobile site or app, you can identify key pain points and areas for improvement. For example, tracking checkout abandonment rates can reveal issues in the purchasing process that may be hindering conversions, such as confusing forms, slow loading times, or hidden costs appearing too late in the checkout flow. Additionally, these insights provide meaningful metrics, such as conversion rates, average order value, and user engagement, that can be presented to the board to demonstrate ROI and guide strategic decision-making.

## 3. Connect online and offline

To create a truly omnichannel experience, it's important to bridge the gap between your online and physical store operations. Offering seamless integrations between mobile apps and brick-and-mortar stores can significantly enhance the customer experience and drive sales.

**Sam Rutley**
**Managing Director**
**PushON**

**"Construction suppliers embracing mobile-first strategies are already seeing the benefits. However, those that fail to prioritise mobile optimisation risk alienating buyers who demand speed and convenience. Businesses need to adopt a 'mobile first, desktop second' approach, ensuring their platforms can meet customer expectations anytime, anywhere."**

# AI and automation: Transforming the sector

**AI is transforming the eCommerce landscape, enabling construction suppliers to improve efficiency, enhance customer experience, and streamline operations. The survey reveals widespread adoption of AI across key functions, signalling its growing importance in the sector.**

## Key findings:

| | |
|---|---|
| **49%** | Say the rise of AI and automation is the most significant trend shaping their eCommerce strategy. |
| **82%** | Of businesses use AI for personalised customer recommendations. |
| **73%** | Employ AI for enhanced site search. |
| **71%** | Rely on AI for inventory management and forecasting. |
| **78%** | Use AI-powered chatbots for customer support. |
| **30%** | See AI as a priority over the next 12 months. |

AI-driven recommendations analyse customer data, such as purchase history and browsing habits, to suggest relevant products.
For example, a trade buyer who regularly orders bricks might receive suggestions for related products, such as mortar or tools.
The survey revealed that 61% of businesses are currently using AI for this purpose, with plans to expand their use, while only 18% don't.
This approach mirrors the success of major UK retailers like Wickes, which use AI to tailor promotions to individual customers based on their previous purchases.

Personalisation improves customer satisfaction, increases average order value, and boosts loyalty so the fifth of businesses not investing currently, should look to do so because it helps customers find what they need faster, provides upselling opportunities and enhances trust and repeat business.

AI-powered forecasting enables suppliers to maintain optimal stock levels, reducing overstock and avoiding shortages. This is particularly important in construction, where material delays can have a ripple effect on projects. A delay in one component can stall entire workflows, escalating costs and straining client relationships. AI not only helps predict demand based on historical data but also considers external factors like market trends, weather patterns, and supplier reliability, making forecasts more robust.

The survey revealed that 29% of businesses don't currently use AI to support inventory management and forecasting but 31% of those that do, don't plan to expand their use. Ignoring this technology is a missed opportunity to build resilience, improve productivity, and gain a competitive edge in the industry. And for the 31% of businesses not planning to expand their use may miss out on emerging capabilities like more accurate demand prediction, integration with real-time supply chain data, and adaptive responses to unforeseen disruptions.

AI chatbots have gained significant traction, with 78% of businesses using them for customer support. These chatbots can handle queries about product specifications, order statuses, and account details, improving customer satisfaction and freeing up human resources for more complex tasks. Notably, 48% of businesses using chatbots plan to expand their deployment, indicating confidence in their value. However, the 22% of businesses not yet using chatbots may be missing a vital tool for improving customer engagement and operational efficiency.

Beyond chatbots, AI is also revolutionising how businesses manage and present their products online. For instance, 78% of businesses use AI to enhance product imagery, automating tasks like background removal, colour correction, and dynamic visualisation. Similarly, 73% of businesses use AI to create product descriptions, streamlining content creation while ensuring consistency and accuracy. These tools not only save time and resources but also contribute to a polished and professional customer experience.

However, gaps remain in other areas. For example, 27% of businesses have yet to implement AI for site search. This omission can result in missed opportunities to deliver personalised and intuitive search experiences, which are increasingly expected by modern customers. AI-driven site search not only improves conversion rates by understanding user intent, suggesting related products, and adapting to customer preferences in real time but also increases basket size by encouraging cross-selling and upselling opportunities. For instance, intelligent recommendations can guide customers to complementary or higher-value products, enhancing both the shopping experience and overall revenue.

While the sector has made progress and is open to the use of AI, its potential remains underutilised. Many businesses are limiting AI to isolated functions like chatbots or product imagery, missing opportunities for broader transformation.

> **"Beyond chatbots, AI is also revolutionising how businesses manage and present their products online."**

# PushON Advice

## 1. Integrate AI across the value chain

From supply chain optimisation to predictive pricing, AI should be leveraged holistically.

## 2. Focus on data quality

AI relies on accurate, real-time data. Clean up data silos and ensure consistency across platforms.

## 3. Train teams on AI

Invest in upskilling staff to manage and maximise AI tools effectively.

> **"While the sector has made progress and is open to the use of AI, its potential remains underutilised. "**

**Simon Wharton**
**Business Strategy Director**
**PushON**

**"AI is not a luxury these days, it's a necessity for construction suppliers looking to stay competitive. While the sector has made impressive strides, the real gains will come from using AI as a foundation for end-to-end digital transformation. At PushON, we work with businesses to identify high-impact AI opportunities tailored to their specific needs."**

# Customer-centric trends: Speed and personalisation

Construction eCommerce is no longer just about fulfilling orders, it's about meeting the increasing expectations of B2B buyers. Customers demand faster delivery and highly personalised experiences, pushing suppliers to adapt or risk losing their edge.

## Key findings:

| | |
|---|---|
| 58% | Of respondents prioritise personalisation to strengthen customer loyalty and experience. |
| 49% | Cite faster delivery as critical to meeting client demands. |
| 49% | The rise of AI and automation (49%) supports these efforts through tools like personalised product recommendations and automated route optimisation. |
| 16% | Only 16% are prioritising sustainability and reducing their carbon footprint in eCommerce operations |

Personalisation, which involves tailoring the customer journey from product recommendations to marketing messages, is by far the leading trend for construction eCommerce businesses (58%).

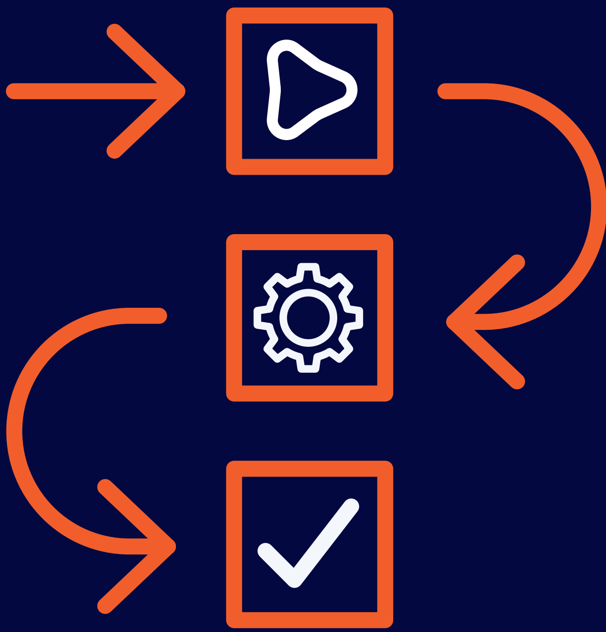
This is because it has far-reaching benefits such as forging stronger customer relationships. After all, they feel valued when interactions reflect their needs. Also, personalised product suggestions can often lead to higher sales and can give businesses a competitive advantage. For example, Travis Perkins leverages customer account data to offer bespoke pricing and tailored promotions for trade buyers, ensuring relevance and value. This level of customisation not only helps to drive repeat business but also differentiates them from less advanced competitors.

The increasing demand for faster delivery options is also shaping strategies for 49% of eCommerce businesses. This is because it's critical in B2B transactions. Construction sites operate on tight schedules, and delays in materials can halt entire projects. However, offering fast delivery comes with challenges, including logistics costs and inventory planning. Businesses must strike a balance between speed and productivity to maintain profitability.

While businesses are making strides in personalisation and speed, there is room for improvement. Many suppliers still offer generic experiences or struggle to deliver consistently.

Despite growing global emphasis on sustainability, only 16% of businesses prioritise reducing their carbon footprint in eCommerce operations. This is concerning, given the urgency of addressing environmental impact. Especially when global energy-related $CO_2$ emissions rose by 0.8% in 2024, reaching a record 37.8 billion tonnes. Source: IEA, Global Energy Review 2025.

Many businesses struggle to measure their online carbon footprint, and B2B eCommerce platforms are often overlooked in sustainability strategies. Yet, eCommerce has great potential to support greener operations. Platforms equipped with AI, machine learning, and cloud solutions can offer real-time carbon footprint data, providing businesses with visibility into the environmental impact of their supply chains. This enables more informed, sustainable decision-making across operations.



Additionally, digital processes, such as workflow automation, play a key role in reducing emissions, lowering costs, and improving operational efficiency. By minimising waste and optimising resource usage, businesses can achieve both environmental and economic benefits.

> **“Despite growing global emphasis on sustainability, only 16% of businesses prioritise reducing their carbon footprint in eCommerce operations”**

As government regulations on sustainability tighten, businesses must adapt. By integrating digital and AI-powered solutions, they can align profitability with environmental responsibility, unlocking long-term growth and resilience.

# PushON Advice

## 1. Invest in delivery optimisation tools

Use AI-driven logistics platforms to streamline routing, reduce delays and enhance delivery efficiency. Additionally, prioritise tools that support product sourcing from multiple suppliers or locations, ensuring availability and flexibility even when disruptions occur. This capability is particularly valuable in the construction sector, where delays in materials can impact entire project timelines.

## 2. Expand personalisation efforts

Beyond recommendations, explore options like customised dashboards for trade accounts.

## 3. Communicate benefits clearly

Highlight the value of speed and personalisation in marketing campaigns to attract and retain clients.

## 4. Prioritise sustainability initiatives

Incorporate tools to track and reduce carbon emissions across supply chains, implement digital processes to cut waste, and promote eco-friendly delivery options. These steps can enhance your brand's reputation and future-proof your operations against tightening regulations

**Lauren Dixon**
**Associate Director of Client Services**
**PushON**

**"Personalisation and speed are not just 'nice-to-haves'. They're strategic necessities. PushON works with construction suppliers to implement technologies that enhance these areas, creating frictionless customer experiences that build loyalty and drive growth. Sustainability, too, is becoming a critical differentiator; businesses that adopt greener practices today will lead the market tomorrow."**

# Technology readiness and infrastructure

**Digital success depends on robust infrastructure, yet many construction suppliers face challenges in flexibility and satisfaction with their current systems.**

## Key findings:

| | |
|---|---|
| **1/5** | Nearly a fifth (19%) of respondents describe their tech stack as inflexible, with 6.4% calling it "not flexible at all". |
| **14%** | Are dissatisfied with their current eCommerce platforms. |
| **68%** | Rely on custom hosting solutions, while 51.2% use cloud-based hosting. |
| **24%** | Only 24% have CMS facilities as part of their eCommerce tech stack. |
| **32%** | Have Product Information Management capabilities and 31% have Digital Asset Management tech. |

The survey highlights that nearly a fifth (19%) of respondents describe their tech stack as inflexible, with 6.4% describing it as "not flexible at all." Additionally, 14% express dissatisfaction with their current eCommerce platforms, highlighting the challenges businesses face with outdated or rigid systems. Flexibility is crucial for adapting to new trends, such as mobile-first strategies or AI-driven tools, but many businesses relying on legacy systems will find it difficult to meet changing customer expectations.

Interestingly, while 68% of businesses still rely on custom hosting solutions, cloud-based hosting is becoming increasingly popular, with 51% adopting this approach. Cloud hosting offers significant advantages, such as scalability and cost-effectiveness, enabling businesses to adjust resources based on demand. Platforms like Magento Commerce Cloud allow for rapid deployment of updates and seamless integration with other tools, addressing pain points associated with legacy systems.

> **"Flexibility is crucial for adapting to new trends, such as mobile-first strategies or AI-driven tools..."**

The survey also reveals that only 24% of businesses include CMS (Content Management System) facilities in their eCommerce tech stack. CMS is essential for managing and updating digital content effectively, particularly as businesses expand their product catalogues or invest in marketing campaigns. Without this capability, companies may struggle to create, update, or personalise content quickly, leading to inconsistencies and lost chances in customer engagement.

Product Information Management (PIM) systems are used by 32% of respondents, while 31% have adopted Digital Asset Management (DAM) technology. These tools are essential for managing the complexities of modern eCommerce. A PIM system, such as those offered by Akeneo or Inriver, centralises product data, ensuring accuracy across sales channels and improving the customer experience by providing detailed and consistent information. Meanwhile, DAM technology – offered by providers such as Adobe - allows businesses to organise, store, and distribute digital assets like images, videos, and documents, enhancing operational efficiency and marketing effectiveness. Leveraging AI through tools like Adobe Firefly further amplifies the value of DAM systems by enabling automated asset generation and customisation, driving creative agility and precision at scale.

The low adoption rates of these systems suggest that many businesses are overlooking opportunities to streamline operations and deliver sophisticated, consistent experiences to their customers. Without PIM and DAM technologies, businesses risk inefficiencies, errors, and delays in bringing products to market or responding to customer inquiries.

While many businesses are focused on upgrading their technology stacks, the ability to assess and implement eCommerce solutions effectively remains a challenge. Many construction suppliers lack the internal expertise to make informed decisions about which platforms, hosting solutions, and tools will best support their growth. This skills gap can lead to underutilisation of potential technologies or poor integration choices, slowing down digital transformation. Businesses must consider investing in the right digital skills - whether through upskilling teams or partnering with experienced agencies - to make informed, strategic decisions about their eCommerce infrastructure. As the right infrastructure underpins all successful eCommerce strategies.

> **“Without PIM and DAM technologies, businesses risk inefficiencies, errors and delays… ”**

# PushON Advice

## 1. Upgrade legacy systems

Transition to modern platforms that support APIs, modular extensions, and advanced capabilities like AI and machine learning for seamless integration and adaptability.

## 2. Adopt cloud hosting

For those not yet on the cloud, it's time to migrate. The scalability benefits far outweigh initial setup costs.

## 3. Conduct regular reviews

Assess your tech stack annually to identify bottlenecks and plan upgrades.

## 4. Build digital expertise

Whether through employee training or working with expert agencies, equipping your team with the right knowledge will enable better decision-making and ensure your infrastructure remains aligned with future business goals.

**Chris McCarthy-Stott**
**Associate Director of eCommerce**
**PushON**

**"Your eCommerce platform is the backbone of your digital presence. At PushON, we help businesses design and implement infrastructure that's not only fit for today's challenges but ready for future opportunities. Scalability, integration, and flexibility are the hallmarks of a tech stack that drive measurable results."**

# Future focus: Priorities for growth

**The construction eCommerce landscape is poised for significant transformation as businesses focus on upgrading technology and adopting innovative solutions. However, the survey reveals that while certain areas like platforms and AI are prioritised, others such as marketing and addressing data challenges are overlooked, potentially hindering long-term growth.**

## Key findings:

| | |
|---|---|
| **40%** | Of respondents identify eCommerce platform upgrades as a priority. |
| **38%** | Plan to invest in PIM (Product Information Management) systems. |
| **30%** | Aim to adopt AI tools within the next year. |
| **11%** | Only 11% prioritise marketing and marketing technology, despite its role in customer acquisition and retention. |
| **86%** | Of respondents are confident in their data and analytics capabilities, yet 38% struggle with inconsistent data quality, and 33% face data silos between systems. |

A significant 40% of respondents identify upgrading their eCommerce platforms as a priority, reflecting their importance as the backbone of digital operations. Upgrading these systems can improve site performance, enhance mobile compatibility, and support integration with tools like Enterprise Resource Planning (ERP) and Content Management Systems (CRM) – essential for creating seamless online customer journeys.

Additionally, 38% of businesses plan to invest in Product Information Management (PIM) systems, which are particularly important in construction, where accurate product data - specifications, compliance details, and usage guides - can significantly influence purchasing decisions. Companies like Travis Perkins have used PIM to streamline product catalogues across online and offline channels, ensuring consistency and accuracy.

With 30% planning to adopt AI tools within the next year, the sector is recognising the potential these technologies like predictive analytics, chatbots and automated marketing have. AI can support better inventory planning, improve customer interactions, and even assist with sustainability initiatives by optimising supply chains. However, for businesses to fully unlock AI's potential, their tech stacks must be flexible, and data is key — a challenge highlighted in the survey, which found that 38% of businesses face inconsistent data quality challenges and 33% report data silos between systems.

However, despite these promising trends, the survey reveals a concerning gap. Despite its ability to drive growth, marketing remains the lowest priority, with only 10.8% of businesses focusing on it. This lack of focus may reduce chances for growth in a competitive sector as marketing is key for brand awareness, differentiation, building customer loyalty and maximising the return on digital investments.

While 86.4% of respondents are confident in their data and analytics capabilities, the issues of inconsistent data quality and data silos are significant barriers. These challenges hinder real-time insights, which are crucial for informed decision-making and marketing in fast-paced eCommerce environments. Also, 24% of businesses cite limited internal expertise as a key obstacle, underlining the need for investment in skilled personnel or training programmes to effectively leverage data-driven technologies.

Investment in platforms and AI is essential for future growth, the lack of focus on marketing and data challenges poses a risk. To drive sustainable success, companies must strike a balance between enhancing their technological infrastructure and prioritising customer acquisition, retention, and data optimisation. By integrating strong marketing strategies and tackling data challenges, businesses can maximise the potential of their digital investments and ensure long-term growth.

> **"These challenges hinder real-time insights, which are crucial for informed decision-making and marketing..."**

# PushON Advice

## 1. Combine AI with marketing

Use AI tools to automate campaigns, personalise content, and track ROI more effectively. AI-driven marketing can amplify the effectiveness of campaigns by ensuring the right messages reach the right audiences at the right time.

## 2. Adopt cloud hosting

For those not yet on the cloud, it's time to migrate. The scalability benefits far outweigh initial setup costs.

## 3. Revitalise marketing efforts

Allocate sufficient resources to digital advertising, SEO, and content marketing to drive new leads and nurture loyalty.

## 4. Address data challenges

Tackle issues like inconsistent data quality and data silos by implementing a robust data governance framework and integrating systems for a unified view of your operations. Invest in real-time data capabilities and build internal data expertise to drive faster, more accurate decision-making. Prioritising these steps will streamline processes, improve customer experiences, and enable data-driven strategies for long-term growth.

**Sam Woods**
**Associate Director of Project Delivery**
**PushON**

**"While the focus on platforms and AI is encouraging, ignoring marketing is a critical oversight. Construction suppliers must view marketing as a strategic asset that amplifies the impact of their digital investments. Additionally, addressing data challenges such as inconsistent quality and siloed systems is essential to ensure the smooth operation of both marketing and eCommerce. At PushON, we work with businesses to integrate marketing, data solutions, and technology, to create a cohesive strategy that drives growth and sustainable success."**

Many businesses are embracing

This report paints a picture of a construction sector at a crossroads. While many businesses are embracing digital transformation and using tools like AI and mobile-first platforms, significant gaps in readiness and strategy remain.

Some suppliers are innovating

Some suppliers are innovating, achieving notable growth in online revenue and customer satisfaction.

Others are held back by resistance to change

Yet others are held back by resistance to change, inflexible technology, and underinvestment in critical areas such as marketing.

**It's clear that construction suppliers that fail to modernise risk losing relevance in an increasingly competitive market. Digital-first strategies are no longer optional, they are essential. Mobile-optimised eCommerce, personalised customer experiences, and efficient infrastructure are no longer just trends; they are expectations from a new generation of B2B buyers who value speed, convenience, and tailored solutions.**

Adopting customer-centric strategies will be essential for success. This means businesses must focus on delivering fast, seamless, and personalised interactions that align with the way customers now expect to shop. Investing in tools such as AI-driven product recommendations, customer-specific pricing, and delivery management systems can significantly improve satisfaction and loyalty.

Furthermore, companies must leverage AI across their operations, not just for isolated functions but as a transformative tool. AI's ability to personalise experiences, forecast inventory, and automate marketing can enhance every stage of the eCommerce journey. Businesses that adopt AI holistically will benefit from greater efficiency, improved decision-making, and stronger customer relationships.

To remain competitive, businesses must also prioritise infrastructure upgrades. Flexible, scalable systems, such as cloud-hosted eCommerce platforms and integrated PIM solutions, are essential for adapting to evolving customer demands. These investments ensure that a company's digital foundation can support future growth and innovation.

Education and leadership alignment will be equally important. Resistance to change and a lack of understanding among leadership continue to hamper digital transformation efforts. Businesses should prioritise educating stakeholders about the strategic value of eCommerce, demonstrating how it aligns with broader business goals and delivers measurable returns.

Finally, marketing must not be overlooked. Too few businesses are investing in marketing technology and strategies, despite their proven ability to drive growth. From targeted advertising to content marketing and search engine optimisation, effective marketing builds awareness, drives traffic, and converts leads into loyal customers. Construction suppliers must view marketing as an essential component of their digital strategy. Without it,

By embracing these recommendations and acting decisively, construction suppliers can future-proof their businesses for the years ahead.

## "Adopting customer centric strategies will be essential for success."

# Award winning eCommerce solution specialists you can trust.

We work with growing eCommerce brands to deliver complex solutions in a straightforward way. We build eCommerce websites utilising **Adobe Commerce** (Magento) and support them with comprehensive digital marketing solutions to drive growth.

Our clients are typically national and international brands who typically operate across B2B, B2C and D2C.

If you are a growing eCommerce brand in the construction industry, PushON can support you with strategic development and marketing, planning and delivery.

For more information, contact us via a form on our website:

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