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### **Builders’ merchants and construction suppliers risk falling behind as marketing remains an afterthought in 2025**

Marketing and marketing technology remain the lowest priorities for builders’ merchants and construction suppliers in 2025, according to new research from eCommerce agency, [PushON](https://www.pushon.co.uk/).

The [report](https://www.pushon.co.uk/whitepaper/the-evolution-of-ecommerce-in-the-construction-industry/), [Building the Future: The Evolution of Construction eCommerce](https://www.pushon.co.uk/wp-content/uploads/2025/02/The-Evolution-of-eCommerce-in-the-Construction-Industry-A-PushON-Limited-Report.pdf), highlights a widening gap in digital priorities. While most businesses are investing in eCommerce infrastructure, marketing initiatives continue to be overlooked.

To assess the sector’s current position and future direction, PushON surveyed 250 industry leaders and decision-makers in construction eCommerce. The findings reveal that only 11% of construction eCommerce suppliers plan to prioritise marketing and marketing technology in 2025, despite their crucial role in customer acquisition and retention.

Instead, businesses are focusing on eCommerce platform upgrades (40%), AI implementation (30%), and Product Information Management systems (38%), which help centralise and manage product data.

The report identifies several barriers to investment, with 39% of businesses citing budget constraints, 56% pointing to senior resistance to change, and 18% highlighting a lack of internal expertise or resources. This reluctance to invest is also reflected in the underutilisation of marketing automation, with only 24% of businesses currently integrating it into their tech stack. Without these advanced tools, companies may be missing opportunities to streamline campaigns, enhance customer engagement, and improve conversion rates.

The study also found that although 86% of respondents express confidence in their data capabilities, ongoing challenges remain. Thirty-eight percent admit to inconsistent data quality, while 33% say siloed data systems are a major issue. These issues may hinder the effective use of customer insights and limit businesses' ability to optimise their marketing strategies.

PushON’s Managing Director, Sam Rutley, said: "While it’s encouraging to see builders’ merchants and construction suppliers advancing in digital transformation, it’s concerning that marketing remains an afterthought. Without enough investment in marketing and marketing technology, businesses will struggle to stay visible, engage customers effectively, and convert leads into long-term clients.

“With data-driven marketing, businesses can enhance customer engagement, improve the online experience, and drive measurable results. Tools such as targeted advertising, email automation, and customer analytics are essential for increasing revenue and gaining a competitive edge.”

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**Notes to editors:**

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**About PushON**

PushON is a leading eCommerce consultancy based in Manchester, UK. With a focus on delivering high-quality, innovative digital solutions, PushON helps businesses grow and succeed in the competitive online marketplace. For more information, visit [www.pushon.co.uk](http://www.pushon.co.uk/).