



Context & Requirements

- **Context:** L'block wanted to explore the development opportunities for a new building brick solution on the French market
- **Question:** How do French homeowners perceive this brick from a functional and aesthetic point of view?
- **Objectives:**
 - 1, study French homeowners' attitudes to renovation and construction.
 - 2, Confirm the potential of this new brick and its pricing.



Solutions

Desk research

- Understand the realities of the building materials market and the different options available at the time of the market research

Quantitative survey phase

- Present the new brick to a sample of 500 homeowners.
- Test respondents' reactions to the aesthetic aspects of the brick using computer-generated images,
- Test interest in functional properties and price.



Results

- Identification of the importance of the choice of building materials in housing projects.
- Quantification of interest in the proposed innovative brick.
- Analysis of propensity to buy and sensitivity to price variations.



POUR QUE L'EAU VIVE

MIXED MARKET RESEARCH ON CONSUMER HABITS

COUNTRY: FR



Context & Requirements

- **Hypotheses:** Water consumption habits in France reveal a need for new home filtration solutions, ensuring safe, high-quality water
- **Question:** How do water consumption habits influence the acceptance of two new home filtration solutions?
- **Objectives:** Analyze water consumption habits and evaluate two solutions proposed by the customer.



Solutions

- Conduct a quantitative usage and attitude survey to examine consumer habits and the solutions available on the market
- Conduct qualitative interviews with potential distributors to assess market prospects, sales channels, and reactions to the customer's imagined prices



Results

- Analysis of bottled and tap water consumption habits in France
- Assessment of sensitivity to consumption-related issues
- Analysis of the correlation between consumption habits, location, and regional climatic events
- Contact with B2B respondents to organize demonstrations and tests