

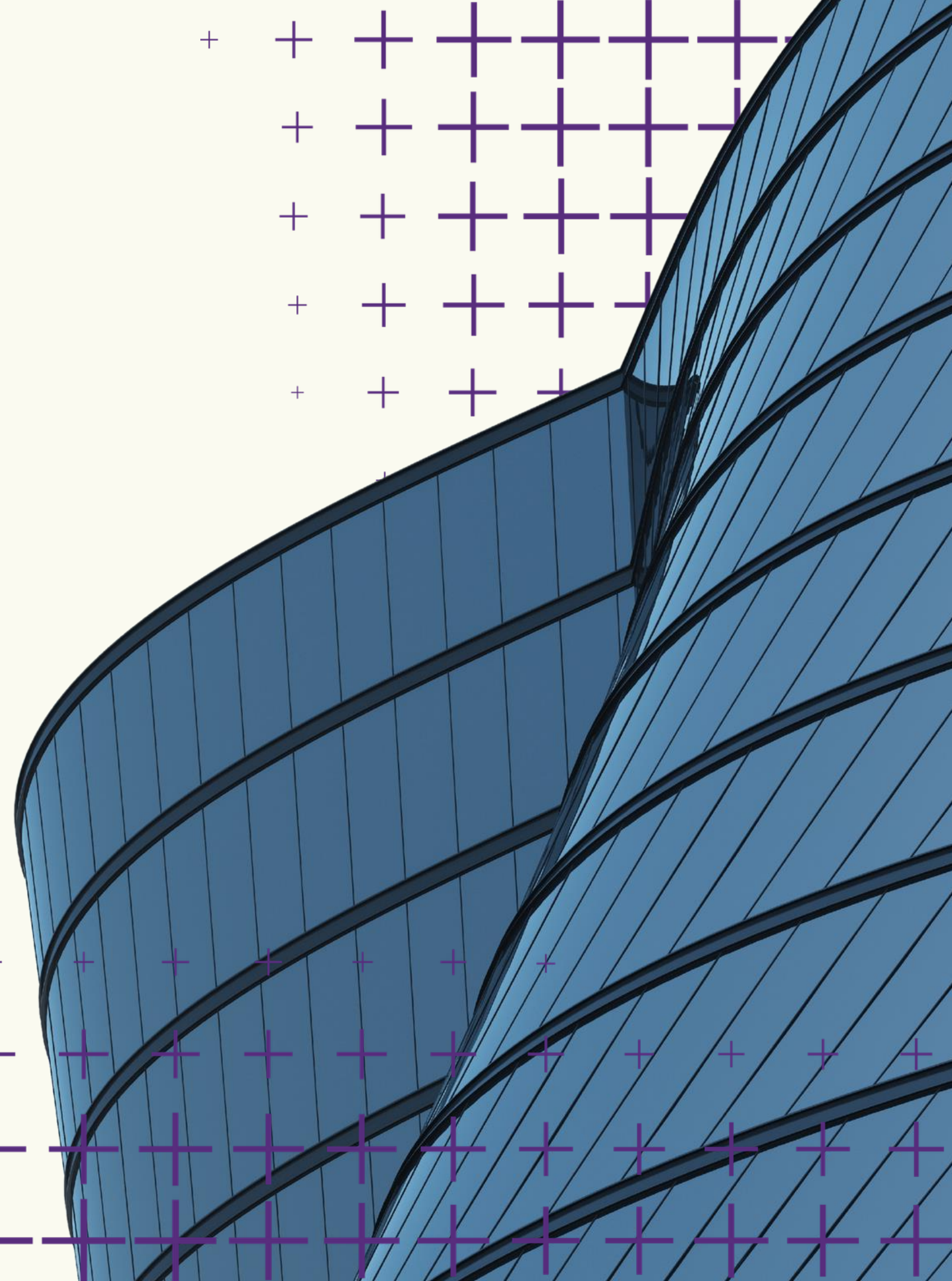


NBS

A Hubexo Product

RESEARCH | EXCLUSIVE INSIGHTS

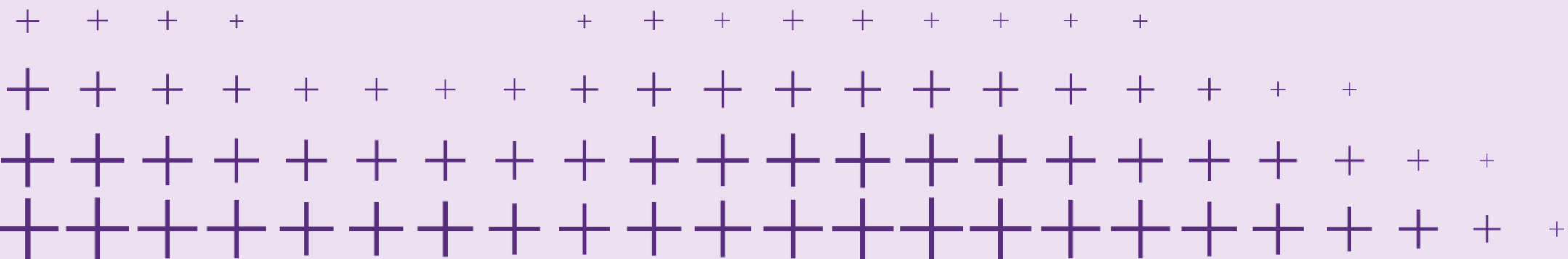
What Specifiers Want 2026



The specification landscape has moved on.

Since 2023:

- Product research has become more fragmented
- CPD has emerged as a significant influence in product selection
- Sustainability and EPDs have moved closer to expectation
- AI has entered the product research mix



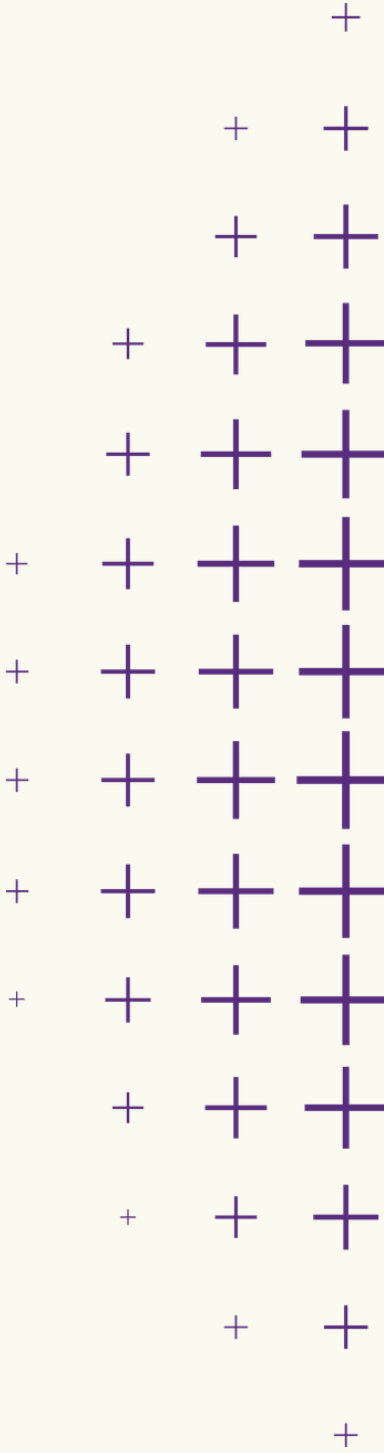
Specifiers are looking in more places, but finding the right information is still difficult.

4%

of specifiers report **no significant difficulty** finding the information they need.

Difficulty hot-spots:

- Finding product data
- Accessing reliable or verified data
- Comparing products
- Finding relevant products
- Understanding how to specify products



Being on NBS Source increases the likelihood of specification.

92%

of specifiers agree that if a product is on NBS Source, they are more likely to specify

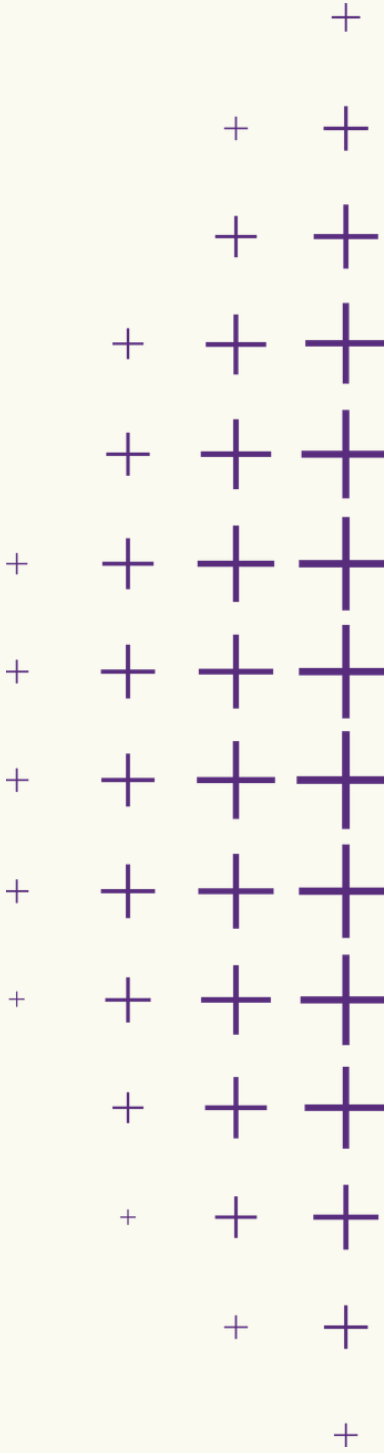
Influencing factors:

- Trust
- Saves time
- Comparison
- Access to structured data

There’s no single piece of product information that does the job. They all have a purpose.

Most referred to product information data:

- **38%** Installation, operation and maintenance information
- **38%** Product data sheets
- **35%** Third-party certification
- **35%** Physical samples
- **32%** EPDs
- **27%** Product-relevant CPDs



CPD does influence specification.

98%

find CPD valuable in supporting product selection and specification.

84%

requested further product information

81%

specified a product

71%

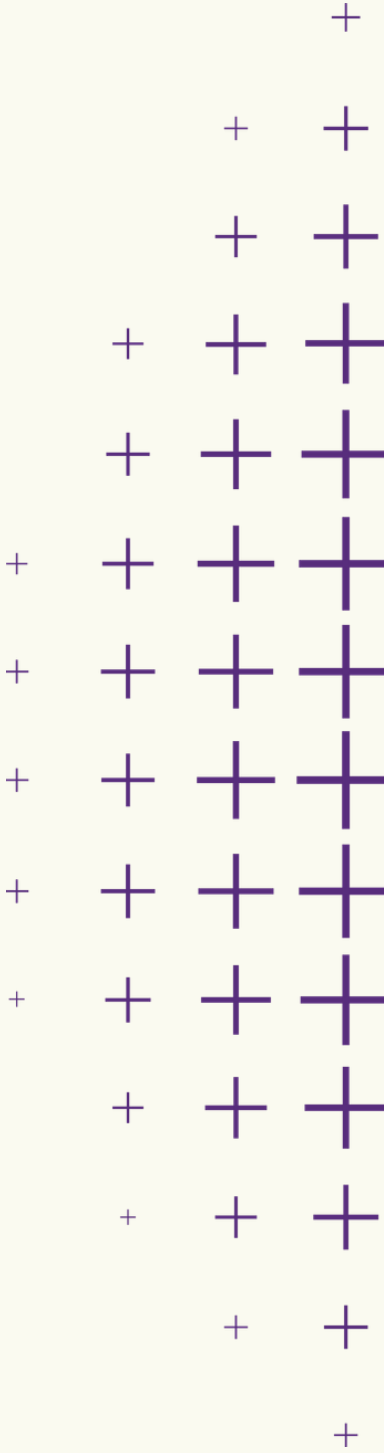
sought further support from a manufacturer

Substitution remains common, but reasons why have shifted.

Reasons why:

- **38%** Availability (47% in 2023)
- **36%** Found an alternative that better met performance needs
- **34%** Lower cost (68% in 2023 research)

In 2023, research showed cost as the main driver of substitution, now availability and performance outweigh price.



Confidence in product information is growing.

98%

are clear on The Golden Thread information requirements, up from 46% in 2023.

87%

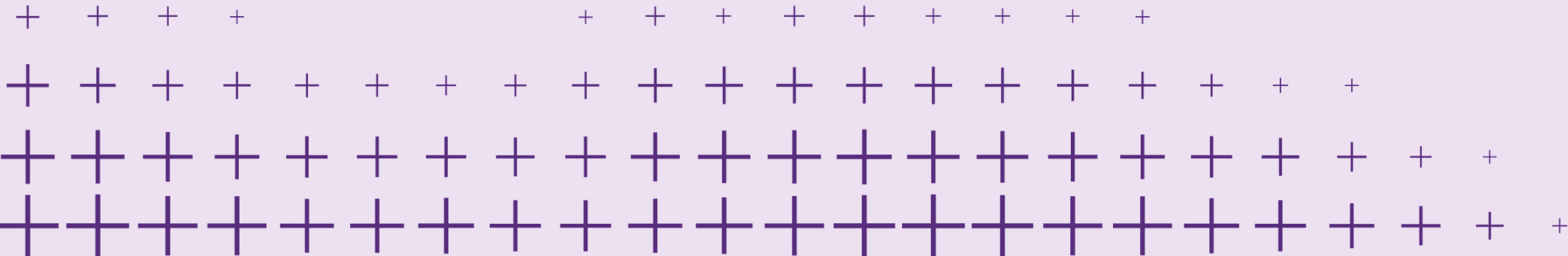
say product information and reliability has improved.

Specification is about more than the product.

Manufacturers need to be easier to **find, trust** and **understand**.

- Influencing decisions:

Education
Reliability
Accessibility
Availability





What Specifiers Want 2026 Report

LAUNCHING IN NOVEMBER

