

Swimming with Piranha*



A Market Research Study On The Future Of The OP Industry
By Martin Wilde Associates and OPI

In early 2014, Martin Wilde Associates (MWA) and OPI published *The State Of The OP Industry 2013-14*, a report based on a survey of the views and expectations of 51 key office products (OP) industry CEOs. The report found that:

- The distribution channel that was most widely reported to have won market share in 2013 was Amazon/eBay (84% of all respondents).
- The distribution channel that was most widely expected to take share in 2014 was Amazon/eBay (72%).

There is no doubt that Amazon – as well as other broad line e-commerce specialists such as eBay – will be a major factor in the future of the OP industry. However, little is known about their current and potential B2B customer base for office products. For example:

- What types of businesses have bought OP from Amazon in the last 12 months?
- What kinds of products – and what share of end-users' total OP purchases – are currently being purchased via Amazon?
- What are the perceived benefits and disbenefits of buying OP from Amazon?
- What are the perceptions of service from Amazon, compared to other major national OP resellers?
- What are the perceptions of the Amazon Basics brand?
- To what extent is Amazon used for making price comparisons with offline resellers?
- Which OP supply channels have lost out to Amazon?
- Do customers navigate directly to Amazon or do they just search for products online and find themselves at Amazon?
- Once at the Amazon site, do customers prefer to buy from Amazon or from an Amazon Marketplace seller?
- How will OP sourcing from Amazon change in future?

All of these key questions are addressed in [Swimming With Piranha](#), a new research study by Martin Wilde Associates (MWA) – specialist researchers to the global OP market – and OPI.

* *Why Piranha? Piranhas live in the rivers of several South American countries, including the Amazon. While they tend to hunt alone, occasionally a whole shoal will go into a feeding frenzy and strip a much larger fish or mammal of its flesh in no time. There may be an analogy here....*

The study comprises *two* separate c100 page reports – one on the US and one on the UK – featuring the results of 400 interviews of B2B end-user OP buyers carried out in each country in the summer of 2014. Quotas were applied to the research sample to ensure that a range of all business sizes and activities have been covered.

The report also includes respondents' answers to other key questions, including:

- From which channels do respondents currently purchase 'traditional' OP, paper, EOS, furniture, catering supplies, JanSan and business machines? How will this change in future?
- How is OP purchasing currently organised (ie contract or adhoc?) and how is this changing?
- If supply contracts are in place, how is the core list controlled and how much is spent outside of this?
- What sources of information do respondents use to select products and to find out about new products?
- How frequently are orders placed, and what is the average order value?
- What are the key factors in choosing an OP supplier?
- What speed and type of delivery service is required and how is this changing?
- How important is supplier trustworthiness/service reliability?

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