



# OPERATOR ONE

Power Up Your Marketplace Potential

**Expand across borders on online platforms**

Tools & Diy top EU marketplaces

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## The Premier Platforms for Building Material



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Total of **1000+** online marketplace platforms in EU

Procuring building and construction supplies is a pivotal aspect of any project, be it residential, commercial, or industrial.

Yet, navigating the expansive and competitive European market for these essentials presents its own set of challenges.

As a result, online marketplaces have emerged as a favored avenue for both buyers and sellers within this industry.

Here, we'll highlight the leading European marketplaces specializing in building and construction supplies, chosen for their prominence, credibility, and distinctive features.

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Amazon stands as the global leader in online retail, boasting an extensive array of products spanning various categories, including building and construction supplies. With operations spanning several European countries such as the UK, Germany, France, Italy, Spain, and the Netherlands, Amazon presents lucrative opportunities for sellers. Sellers benefit from accessing a vast and devoted customer base, leveraging services like Fulfillment by Amazon (FBA), and utilizing Amazon's advertising solutions.



eBay, renowned as one of the oldest and most esteemed online marketplaces, serves as a hub connecting buyers and sellers worldwide. Offering a diverse range of products, including building and construction supplies both new and used, eBay operates across several European countries like the UK, Germany, France, Italy, Spain, and the Netherlands. Sellers on eBay relish in global reach, flexible selling options, and a suite of eBay marketing tools.

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Specializing in home improvement and gardening products, ManoMano emerges as a dedicated online marketplace for building and construction supplies.

With operations spanning six European countries including France, Spain, Italy, Germany, Belgium, and the UK, ManoMano provides sellers with access to a niche and highly engaged customer base. Sellers enjoy dedicated support and advertising solutions tailored by ManoMano.



As a leading e-commerce platform in the UK, Cdiscount boasts over 22 million unique monthly visitors.

Offering a variety of kitchenware products, Cdiscount provides sellers with the opportunity to sell through their platform using Cdiscount Fulfillment services, which handle logistics, delivery, and after-sales services. Additionally, sellers can utilize Cdiscount Ads to enhance their exposure and drive conversions.

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Alibaba reigns as the largest online marketplace for wholesale trade globally, facilitating connections between buyers and sellers across various products, including building and construction supplies.

Operating worldwide, Alibaba extends its reach to several European countries like the UK, Germany, France, Italy, Spain, and the Netherlands. Sellers benefit from accessing a diverse customer base, cost-effective sourcing, and Alibaba's marketing tools.



Bricoman stands as a renowned marketplace in France, specializing in professional construction supplies. While its traffic may not match some competitors, it remains a go-to destination for industry professionals.

Offering a comprehensive catalog ranging from bricks and insulation to power tools and plumbing fixtures, Bricoman caters to every construction need. Sellers can tap into a specific and high-value audience on this platform, ensuring targeted exposure for their products.

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Leroy Merlin emerges as a specialized online destination for home improvement and gardening essentials, boasting a vast selection and attracting significant traffic, particularly from DIY enthusiasts.

Operating across several European countries, including France, Spain, Italy, and more, Leroy Merlin offers sellers access to a niche and loyal customer base, alongside free delivery and comprehensive marketing tools.



Renewed as premiere hub for building and construction supplies across Europe, specifically tailored to sellers seeking entry into the French and Polish markets.

Castorama boasts a formidable reputation, a dedicated clientele, and an extensive inventory. With a suite of services encompassing online shopping, delivery, installation, and post-sales support, remains committed to democratizing home improvement by affordable pricing, top-tier products, and cutting-edge solutions.

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The Brico logo features the word "Brico" in a bold, yellow, sans-serif font. A small red arrow points upwards from the letter 'i'.

Brico stands as a prominent marketplace catering to construction supplies in Belgium.

With its user-friendly interface and physical store presence, Brico garners significant traffic from individuals and contractors alike, seeking top-quality building materials.

Sellers leveraging Brico can tap into the Belgian market, showcasing their construction products to a diverse and engaged customer base.

The B&Q logo consists of the letters "B&Q" in a bold, orange, sans-serif font.

B&Q serves as a specialized online destination for home improvement and gardening essentials, encompassing building and construction supplies.

Operating in the UK and Ireland, B&Q boasts an extensive inventory exceeding 40,000 products from leading brands.

Sellers on B&Q benefit from access to a niche and loyal customer base, along with perks like free delivery and comprehensive B&Q marketing tools.

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Toolstation emerges as a specialized online marketplace for trade and DIY products, encompassing building and construction supplies. Operating in the UK, Ireland, France, and the Netherlands, Toolstation boasts an expansive inventory exceeding 20,000 products from leading brands.

Sellers gain access to a professional and loyal customer base, coupled with competitive prices and robust marketing tools, making Toolstation a favorable platform for sellers.



Wickes emerges as a specialized online hub for home improvement and gardening essentials, including a wide array of building and construction supplies.

Operating in the UK and Ireland, Wickes boasts a robust selection exceeding 15,000 products from esteemed brands.

Sellers on Wickes gain access to a dedicated and loyal customer base, coupled with enticing perks like free delivery and exclusive Wickes marketing tools.



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OBI stands as a specialized online marketplace offering a diverse range of home improvement and gardening essentials, including building and construction supplies.

Operating across several European countries, OBI provides sellers access to a dedicated and loyal customer base.

With competitive prices, OBI serves as an enticing platform for sellers aiming to expand their reach in the European market.



Bygghuset emerges as a specialized online marketplace tailored to the needs of home improvement and gardening enthusiasts, featuring a diverse array of building and construction supplies.

Operating in Sweden, Norway, and Finland, Bygghuset offers sellers access to over 10,000 products from renowned brands.

Sellers leveraging Bygghuset enjoy advantages such as reaching a niche and devoted customer base and competitive pricing.

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Bauhaus establishes itself as a specialized online marketplace for home improvement and gardening essentials, including building and construction supplies.

Operating across multiple European countries, including Germany, Austria, Switzerland, and more, Bauhaus offers sellers access to a dedicated and loyal customer base.

With competitive prices and effective marketing tools, Bauhaus presents an enticing platform for sellers aiming to tap into the European market.



Hornbach emerges as a specialized online hub for home improvement and gardening essentials, catering to building and construction supplies.

Hornbach serves as an excellent choice for sellers targeting the European market.

Operating across several European countries, including Germany, Austria, Switzerland, and more, Hornbach offers sellers access to a niche and loyal customer base, alongside competitive prices.

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Screwfix stands out as a specialized online marketplace catering to trade and DIY products, including building and construction supplies, in the UK and Ireland.

Offering an extensive selection exceeding 33,000 products from renowned brands, Screwfix provides sellers access to a professional and devoted customer base.

With perks like fast and free delivery and comprehensive marketing tools, Screwfix presents an enticing platform for sellers.



Brico Privé establishes itself as a specialized online marketplace for home improvement and gardening products, including building and construction supplies.

Operating in France, Spain, Italy, Portugal, and Belgium, Brico Privé offers flash sales and discounts on a diverse range of products.

Sellers can tap into a niche and engaged customer base, benefiting from high margins and exclusive Brico Privé marketing tools.

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Brico Cash emerges as another prominent player in the French construction supplies market. Despite potentially lower traffic compared to industry giants like Leroy Merlin, Brico Cash caters to a niche audience of bulk buyers.

Sellers can leverage this unique customer base to their advantage. With a user-friendly platform ensuring a seamless shopping experience and competitive prices delivering optimal value for investments, Brico Cash offers an appealing platform for sellers.



TradePoint serves as a specialized online marketplace for trade and DIY products, including building and construction supplies, operating in the UK and Ireland. With a vast inventory comprising over 12,000 products from leading brands, TradePoint provides sellers access to a professional and loyal customer base.

While offering competitive prices and marketing tools, sellers must navigate challenges such as limited reach, stringent policies, and associated fees.

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Gamma stands as a specialized online destination for home improvement and gardening essentials, encompassing building and construction supplies.

Operating in the Netherlands and Belgium, Gamma offers sellers access to a dedicated and loyal customer base.

With a vast selection exceeding 30,000 products from renowned brands, Gamma provides sellers competitive prices and effective marketing tools to thrive in the European market.



Praxis establishes itself as a specialized online marketplace for home improvement and gardening essentials, including building and construction supplies.

With a strong online presence and considerable traffic, Praxis offers sellers an opportunity to expand into the Netherlands market.

Boasting an inventory exceeding 60,000 products from leading brands, Praxis provides sellers access to a niche and loyal customer base and competitive prices.



Cross-border selling in Europe is a  
**complex and costly operation.**

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