Topsoil Rises To The Top

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A new survey by market research specialists B2B International examines the soil industry and finds a highly respected supplier amidst a slowing market in the construction sector

Soil, like water, is the source of all life on our planet. Soil affects each of us in our everyday lives from the food we eat to our leisure pursuits and the foundations our houses and roads are built upon to the gardens we enjoy.

TOPSOIL products (Landscape 20 and Sports 10) are developed from the soil that adheres to the sugar beet delivered to British Sugarâ€™s factories and as such comes from the best agricultural soils in the country. The fundamental core of Topsoil's business is one of sustainability and this was found to be a key differentiator against the competition.
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The research was carried out in the final quarter of 2008 and involved speaking to key purchasers of soil including merchants, housing developers, sports pitch contractors and landscapers. The survey showed that the market is a nervous one, with the building trade experiencing a large downturn spurred by the current economic situation.Â

In a market squeezed by rising prices and where logistical problems are endless, coordinating deliveries that arrive on-site and on-time, opportunities for not delivering against customer needs are endless. However, in this highly demanding marketplace, Topsoil delivered near perfect overall satisfaction scores of 8.8 out of 10.

The reason for this excellent score is not only due to the delivery and security of supply but also down to the fact that they deliver an excellent quality and consistency of soil (certification to British Standards) while providing a professional, supportive and personal service.

In what is a highly fragmented marketplace, Topsoil is seen as a leading supplier.Â

In just a short space of time, Topsoil has risen from a new company upstart to be one of the key suppliers of topsoil in the UK.

B2B International Managing Director, Nick Hague, who was in charge of the research, was impressed with the brand infiltration and satisfaction levels of the marketplace.Â â€œTopsoil, the brand, is carving a nice niche for itself within this market backed by the trust and value that the British Sugar brand delivers. However I believe it is the fact that they offer a sustainable product at such a high quality that will drive future growth for this companyâ€•.

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B2B International
B2B is a specialist business-to-business market research agency providing custom-designed, individually tailored market research services to a broad range of industries from financial and food to chemicals and construction.Â We help clients enter a new market, build their position in a market, create a new brand, find out how satisfied customers or employees are, target markets more efficiently, develop a new product or test the effectiveness of an advertising campaign.

Our specialisation is borne out of 30 yearsâ€™ experience in business-to-business market research.Â From our European headquarters in the UK or our Asian base in China, or North American office in New York, our wealth of industry expertise means that we have managed over 5,000 custom-designed market research projects covering all different industry sectors throughout the world. www.b2binternational.com

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