

Why this report?

Due to changes in purchase channels and the fact that the market is becoming more omnichannel, the role of the wholesale is changing. How are electrical installers valuing the traditional wholesale and how do they see their role in the future? On what aspects should the wholesale continue to develop in order to stay relevant? The Q2 2017 report, changing role of the wholesaler, answers these questions and many more. Need to know information for your marketing and distribution strategy.

Research characteristics

- Turnover & orderbook developments of electrical installers
- Special topic: Changing role of the wholesaler
- Fieldwork conducted in Q2 2017
- Report in PowerPoint, PDF and hardcopy
- Overview of the way installers value the traditional wholesale channel and their future expectations

Methodology



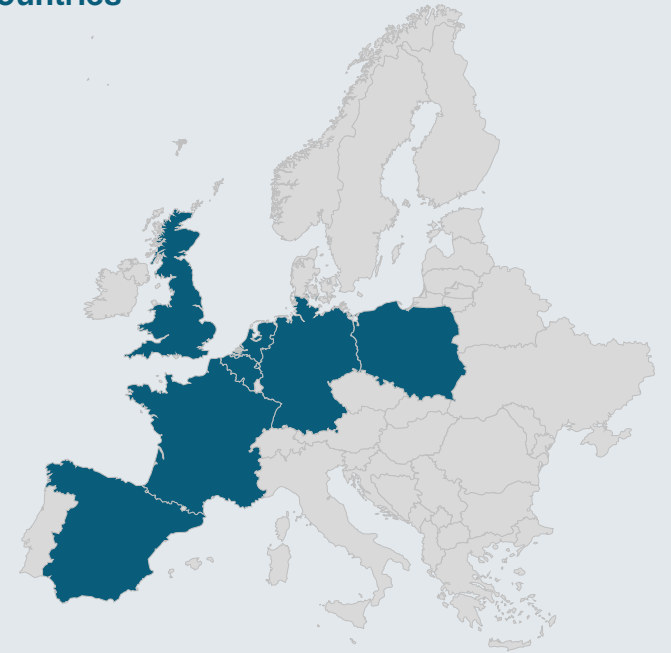
- Quantitative phone research:
- 200 successful interviews in Germany, France, UK, Poland and Spain & 100 successful interviews in Belgium and The Netherlands
- 1200 successful interviews with Electrical installers per quarter in total

Target group



Electrical installers

Countries



Costs

Total report **Changing role of the wholesaler:**

€ 4,000

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is 14,000 euro.

Examples of the research questions

- Likelihood installers stop buying at traditional wholesale
- Evaluation performance wholesalers on several aspects
- Expected aspects of improvement for wholesalers
- Turnover & order book developments