

Why this report?

For many companies targeting the electrical installers in Europe, it is important to have the full understanding of the purchase channels of electrical installers. One of the purchase channels is becoming more and more important: Direct buying at the manufacturer. The wholesale still has a strong position, but the study shows that European electrical are already buying direct from manufacturers. The Q3 2018 report provides very detailed insights in this topic.

Research characteristics

- Turnover & orderbook developments of electrical installers
- Special topic: Direct buying from manufacturers
- Fieldwork conducted in Q3 2018
- Insights for seven countries about one of the purchase channels for the European electrical installers.

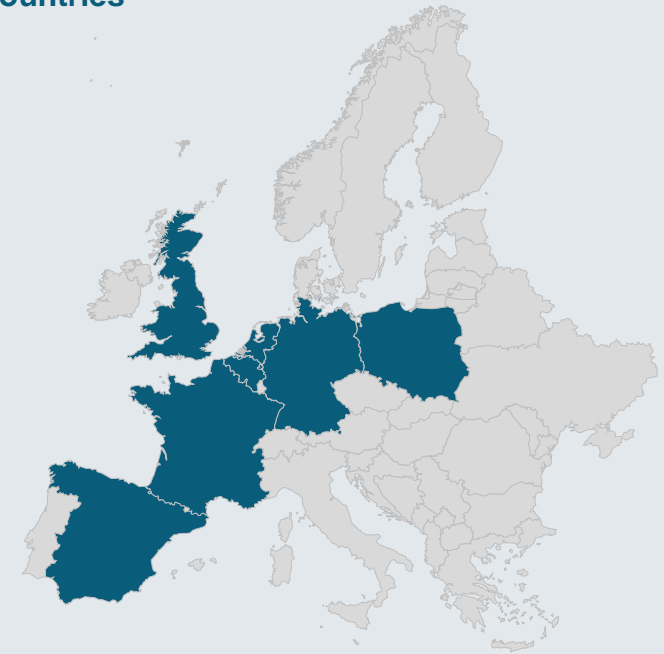
Methodology

- Quantitative phone research:
 - 175 successful interviews in Germany, France, UK, Poland and Spain & 100 successful interviews in Belgium and The Netherlands
- 1,075 successful interviews with electrical installers per quarter in total

Target group



Countries



Costs

The price for a full report is **€ 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

- The share of electrical installers buying at the manufacturer
- Reasons to order at the manufacturer
- Reasons not to order at the manufacturer
- Manufacturers where electrical installers buy directly the most.