


### Why this report?

The report provides key insights in the current situation when it comes to the direct ordering from the manufacturer. In recent years, many HVAC installers and plumbers decided to buy directly at the manufacturer. USP Marketing Consultancy really see an increase in this ordering behaviour and decided together with his clients to investigate this topic. This report on ordering from manufacturers is very interesting, especially because this report shows the perspective of the HVAC installers & plumbers. The country factsheets, splits and comparisons are made in the report.


#### Research characteristics

- Turnover and orderbook developments
- Special theme: Direct ordering from manufacturers
- Fieldwork conducted in Q3 2018.
- An exclusive in-depth overview of the current development of [direct ordering from the manufacturer](#).

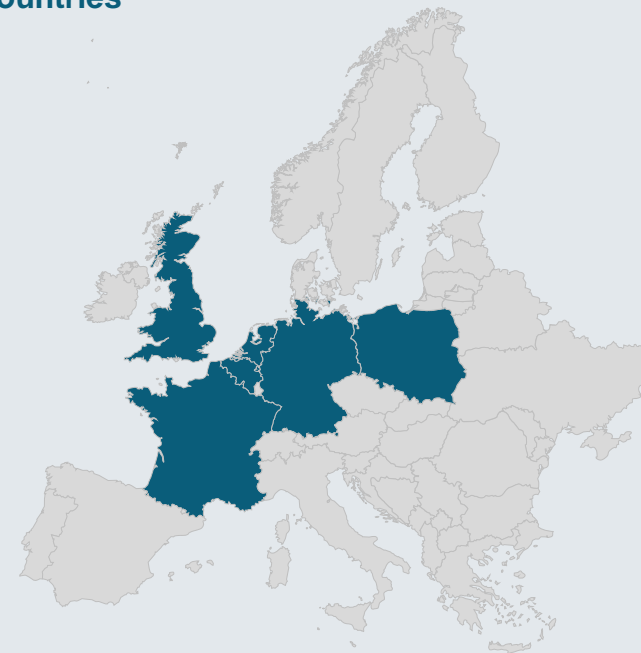
#### Methodology

-  Quantitative phone research:  
Quantitative phone research  
(150 - 175 interviews per country)

#### Target group

-  HVAC installers and plumbers.

#### Countries



#### Costs

Total report Purchase channels: **€ 2,500**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is 8,400 euro.

#### Examples of the research questions

- Development of order book and turnover of installers
- Current situation of the direct ordering behaviour of HVAC installers and plumbers
- How this has developed in the last two years
- Future expectations for 'Direct ordering from manufacturers'.

