

**Why this report:**

Pricing strategies are very important for manufacturers and wholesalers. Especially as products are available via multiple (online) channels. What are the opinions and experiences of electrical installers regarding pricing? If any, what types of price/ bonus agreements do they have with wholesalers and/ or manufacturers? For what product groups? What elements are covered in a price agreement? These and many more questions are answered in this Q4 2020 report.

**Most common price agreements with wholesalers**

**1**

**Fixed discount**  
(percentage)

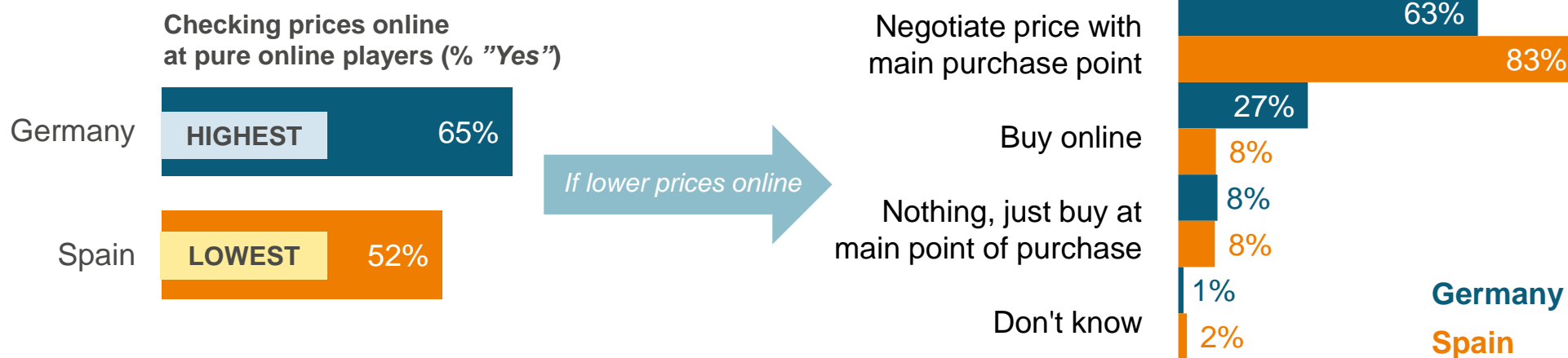
**2**

**Volume discounts**  
(in case of larger projects or larger orders)

**3**

**Discount for individual orders or items**

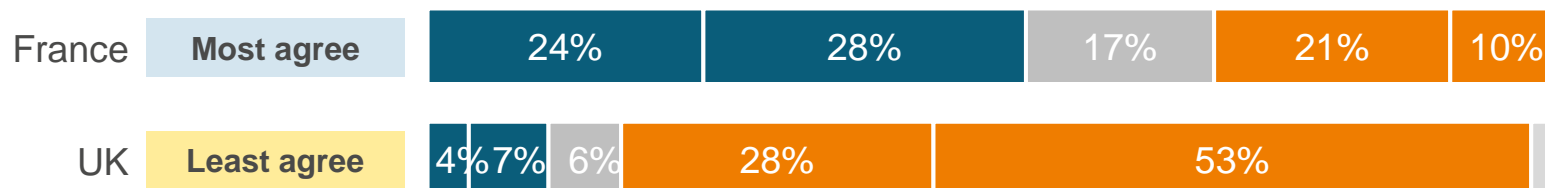
**Checking prices online**



**Statement:**

**“Annual bonus agreements strongly influence my brand decision”**

(STRONGLY) AGREE | NEUTRAL | (STRONGLY) DISAGREE | DON'T KNOW



**Key research questions:**

- Main purchase channel and main store of electrical installers;
- Types of price agreements electrical installers have with wholesalers;
- For which product groups price agreements are arranged;
- Annual bonus agreements electrical installers have with manufacturers;
- Checking prices at pure online players;
- Turnover and orderbook developments of electrical installers;
- The impact of COVID-19 on 2020 turnover of the installers;

**Countries covered in the report:**

The United Kingdom, Germany, France, Poland, Belgium, the Netherlands and Spain.

**Methodology:**

The report is based on 755 successful telephone interviews with electrical installers in 7 countries.

**Interested?**

The full report is available now for 4,000 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 14,000 Euro.

**Contact**

Dirk Hoogenboom | Research Consultant  
 Mobile +31 6 52098924  
 E-mail [Hoogenboom@usp-mc.nl](mailto:Hoogenboom@usp-mc.nl)  
 Website [www.usp-mc.nl/en](http://www.usp-mc.nl/en)