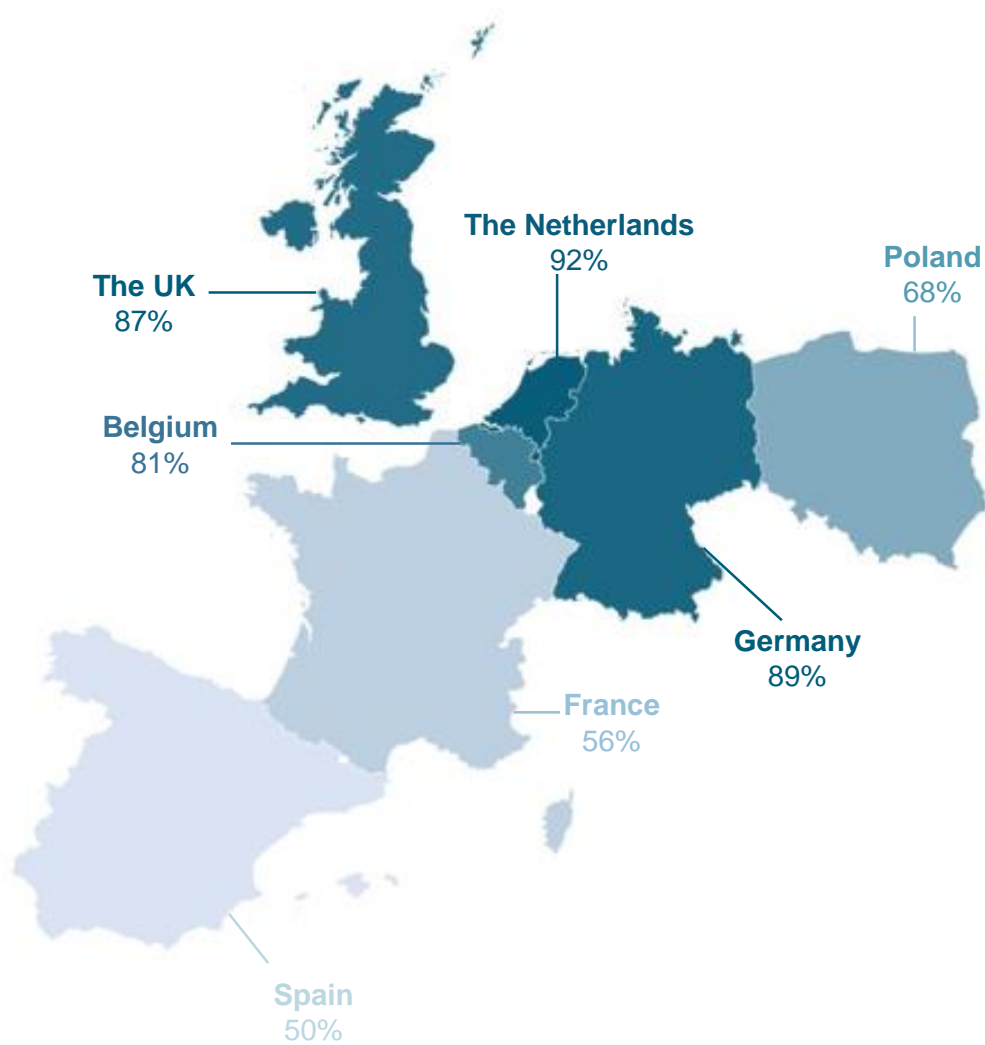


Online buying is something which is nowadays completely embedded into our society, both for consumers as well as for professionals/ on a business level. But what's the view of the electrical installer on this topic? Via what channels do they buy online? Which products and why (not)? These, and many more questions are answered in the latest Q4 2019 report of the European Electrical Installation Monitor. This report provides need to have information about the online purchase behaviour of the European electrical installer.

Share of electrical installers buying online

Share of electrical installers buying (sometimes) online at one or more of the following channels: specialised installation wholesale, directly from manufacturer, DIY store and/ or pure online shop.



Type of product most bought online

In general, taking all channels and countries together into account.



Lighting and luminaries

Most important reasons for buying online

In general, taking all channels and countries together into account.



Cheaper



Time saving

Key research questions:

- Where do electrical installers buy their products?
- What share of electrical installers buy (sometimes) online?
- Via what channels (wholesalers, manufacturers, pure online shops etc.) do they buy online?
- What installation related products are bought online?
- Why do installers buy (not) online?
- Turnover and orderbook developments of electrical installers.

Countries covered in the report:

The UK, Germany, France, Poland, Belgium, the Netherlands and Spain.

Methodology:

The report is based on 950 successful telephone interviews with electrical installers in 7 countries.

Interested?

The full report will be available from the beginning of March for 1,750 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 6,000 Euro.

Contact

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