

Why this report?

Omnichannel buying has disrupted the traditional buying process in the B2C market. However the construction industry is a very conservative one. To what degree are electrical installers buying at other channels than the traditional wholesale? And how much is spend per channel (DIY stores, Building merchants, online, direct from manufacturer and so on)? How will this develop in the future. The Q4 2016 report, purchase channels, provides detailed information on the current and future purchase channels of electrical installers and is essential for your marketing & distribution strategy.

Research characteristics

- Turnover & orderbook developments of electrical installers
- Special topic: Purchase channels
- Fieldwork conducted in Q4 2016
- Report in PowerPoint, PDF and hardcopy
- Extensive overview of the way installers buy the products they install

Methodology



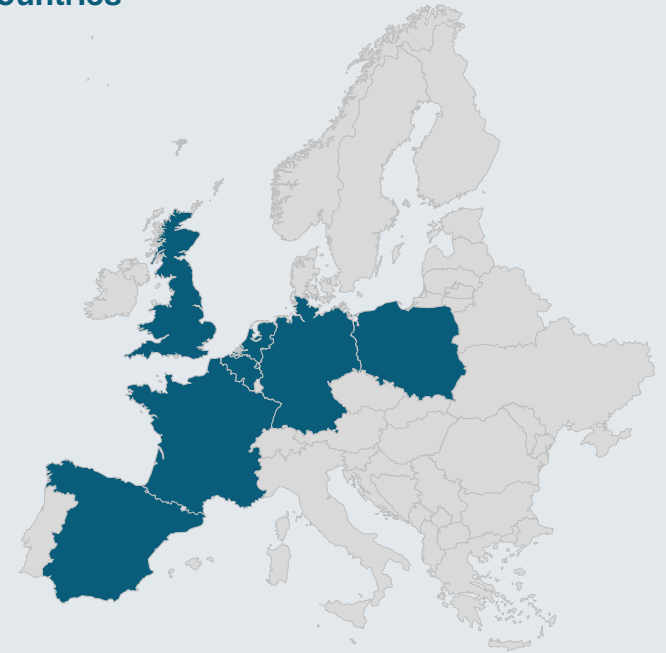
- Quantitative phone research:
- 200 successful interviews in Germany, France, UK, Poland and Spain & 100 successful interviews in Belgium and The Netherlands
- 1200 successful interviews with Electrical installers per quarter in total

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

- # of installers buying at different distribution channels
- Share of Wallet different distribution channels
- Reasons for buying at different distribution channels
- Turnover & order book developments