

European Electrical Installation Monitor Q2-24

Theme topic: Smart & connected products

July-2024

A product by

USP Marketing Consultancy

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About European Electrical Installation Monitor

THE GOAL

To check and track the behaviour and trends in the European electrical installation market. This is done four times per year, by means of phone interviews with registered electrical installation companies, divided over six major European markets.

THE RESEARCH TOPICS

Fixed part: Economic developments of the installation companies in Europe (order book and turnover development)

Quarterly theme topics in 2024:

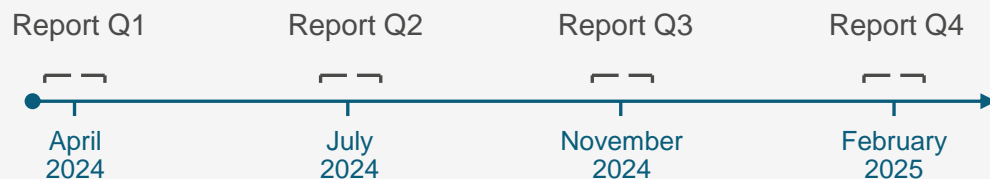
Q1: Sustainability

Q2: Smart buildings

Q3: Services in the installation market

Q4: Branding

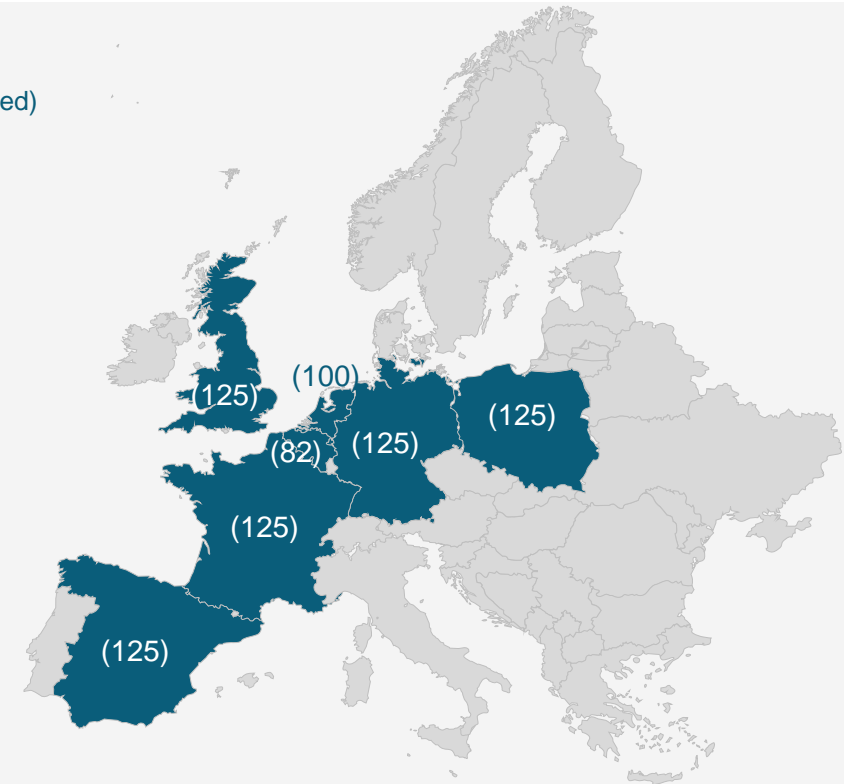
THE TIMELINE



COUNTRY SCOPE

(number of interviews conducted)

Background characteristics of the interviewed respondents can be found in the [appendix](#)



PROJECT TEAM



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About target group & methodology



Surveying electrical installation companies...

Interviewed companies need to provide electrical installation services, but they may also do other activities in addition (HVAC, plumbing, etc.). Most interviews are conducted with owners/ directors or purchasers of these companies.

... selected from a country-representative database

USP possesses an international database of electrical installation companies, which is constantly updated. Respondents are thus not part of a fixed panel; the sample varies from wave to wave.

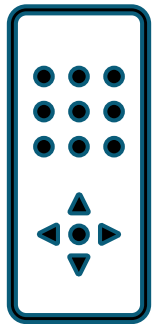
... through phone interviews, by native-speaking agents

Phone surveys are the best approach for obtaining a sufficient sample, in order to provide insights that can be relied on. These phone calls are made by fixed fieldwork partners, located in the respective countries.

... weighting the results based on company size groups

Country results are weighted so that all three company size groups* have an equal influence on the total. As typically most interviews are conducted with small companies, we believe it is important to correct in order for big companies to have an equal impact on the 'total' results. This way, the results are not heavily influenced by many smaller companies.

About the Q2 theme topic



Surveying the Smart & connected products topic...

This quarter we investigated the topic of smart building and smart products installations, by asking installers about their involvement with and opinion about smart products and buildings.

Smart products are intelligent - have sensors, are connected to the Internet and are being controlled via apps.

...allows orientation towards a better quality of living and working

To provide the necessary insights, we covered the following topics:

- Installers' involvement in smart product installation
- Smart products development
- Working remotely with smart products
- Smart product installation professionals
- Smart product leaders on the market

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Key takeaways

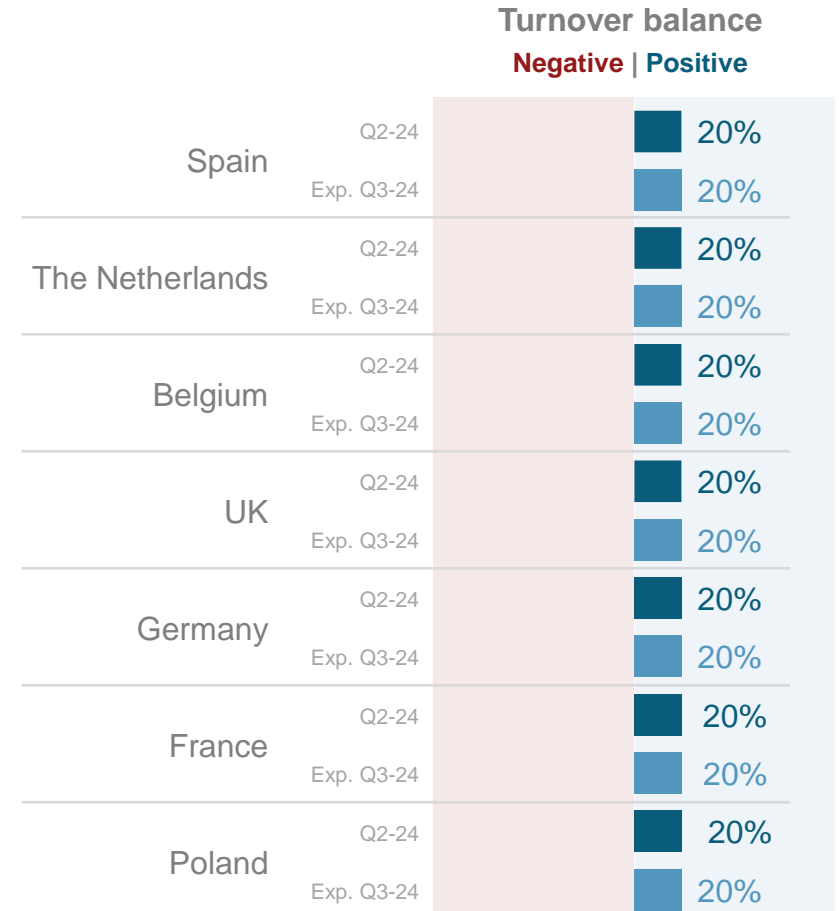
DUMMY DATA



Business Development

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Key takeaways



Smart buildings

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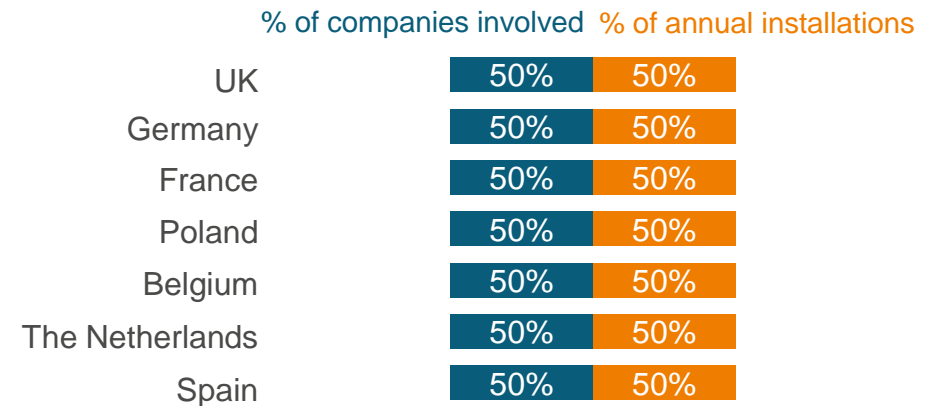
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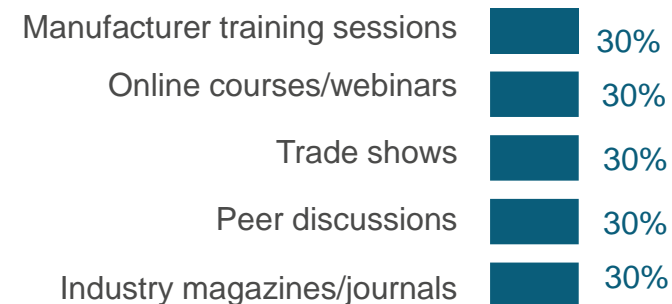
Smart building products installation

Q: Is your company **involved** in the installation of smart products? Q: What percentage of your **annual installations** are dedicated to smart systems?



Staying updated on smart products

Q: How do you stay updated on the latest developments and technologies in smart and connected products?



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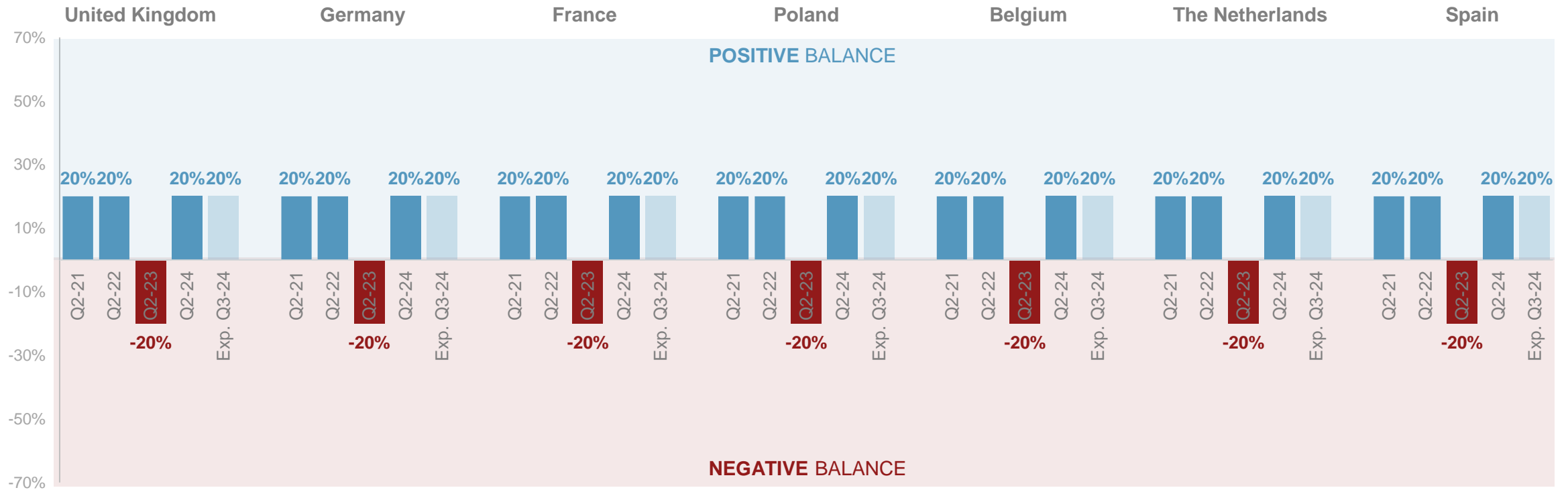
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DUMMY DATA

Turnover balance

Q: If you compare your turnover of Q4-23 to the same quarter last year, how did your turnover develop?

(% INCREASE minus % DECREASE)



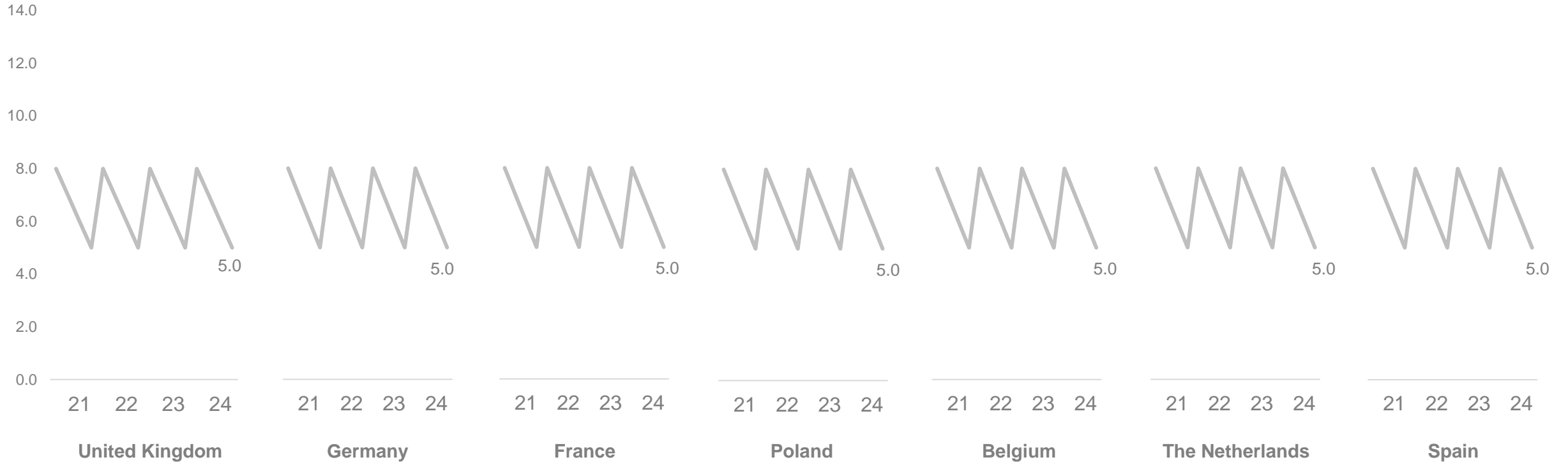
Important: The 2020 and 2021 data was obtained while governmental COVID-19-related restrictions were in effect in the respective countries.

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DUMMY DATA

Order book portfolio

Q: How big is your current order book portfolio? For how many months will you be able to keep your current staff working?
(MONTHS)



Important: The 2020 and 2021 data was obtained while governmental COVID-19-related restrictions were in effect in the respective countries.

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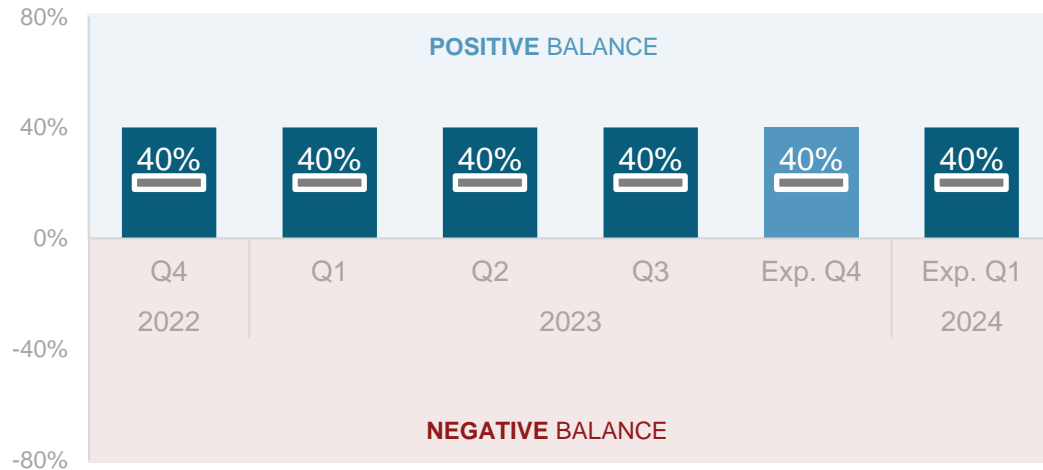
DUMMY DATA

Turnover balance

Q: If you compare your turnover of Q4-23 to the same quarter last year, how did your turnover develop? What are your expectations for the development in Q1-24?

TURNOVER BALANCE = % INCREASE minus % DECREASE)

— COMPARISON SAME QUARTER LAST YEAR



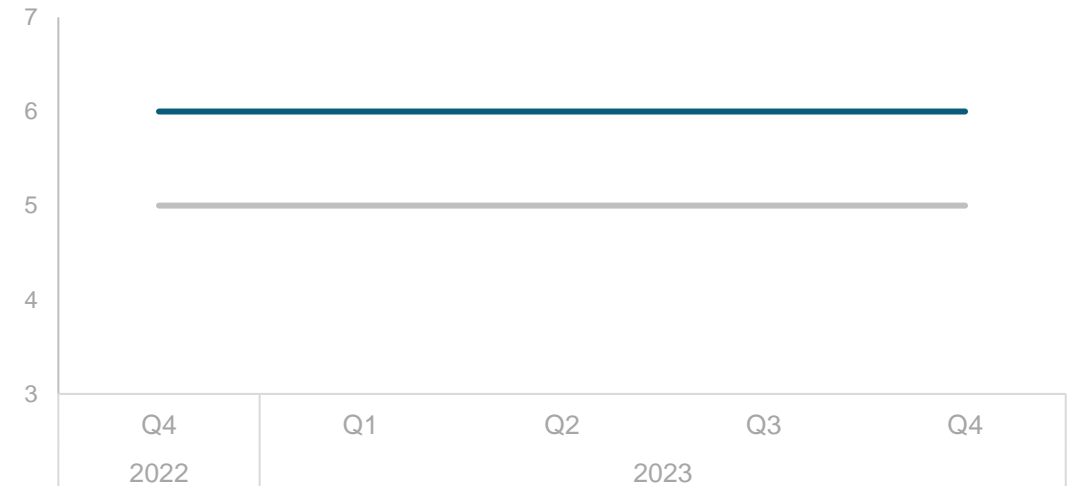
Detailed information regarding the turnover distribution can be found in the [appendix](#).

Order book portfolio

Q: How big is your current order book portfolio?

ORDER BOOK (MONTHS)

EU | THE UNITED KINGDOM



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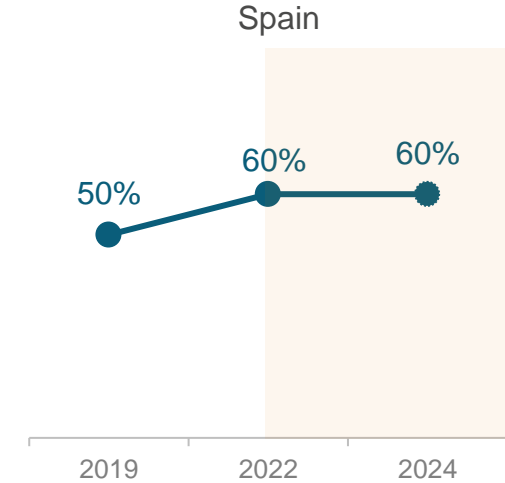
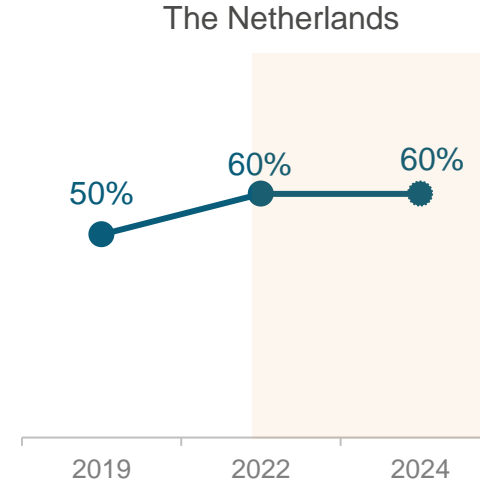
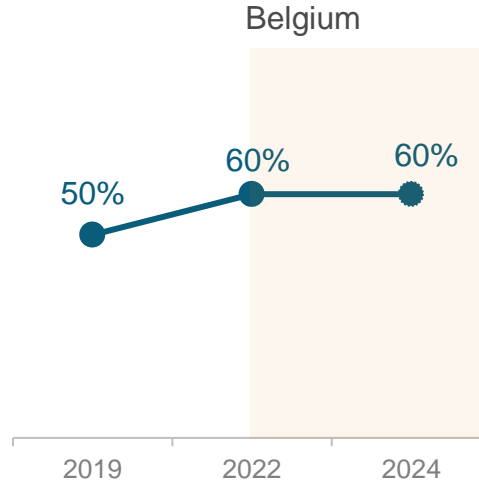
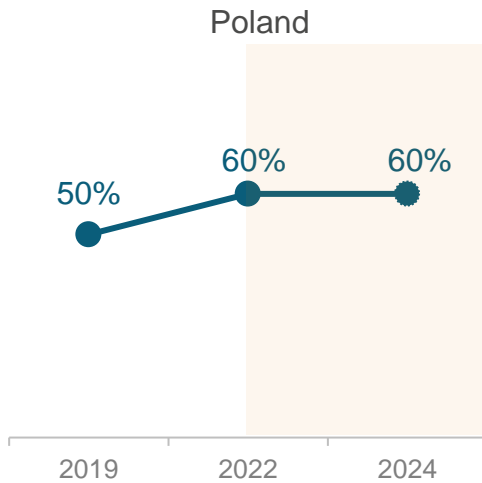
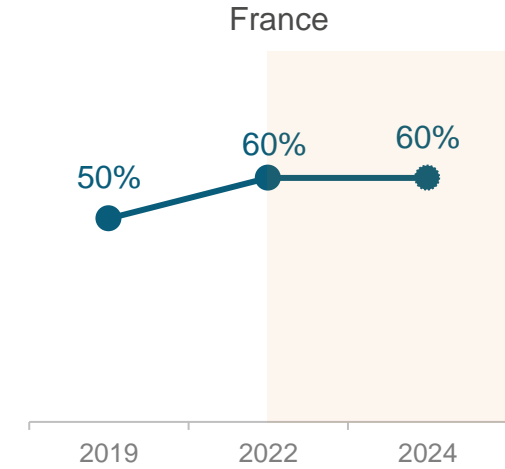
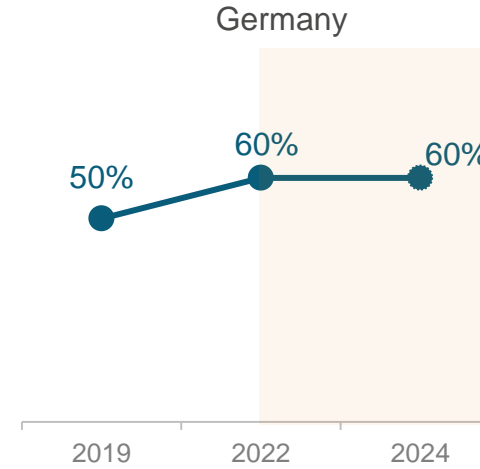
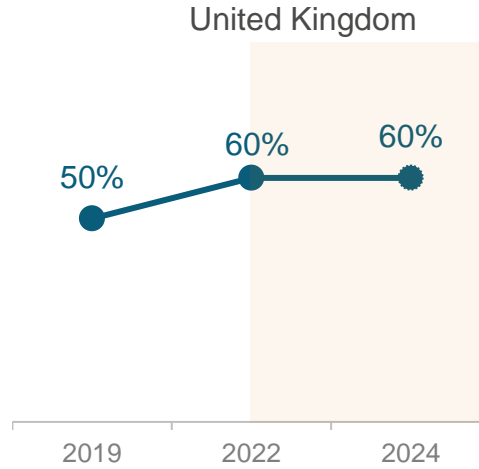
Appendix



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DUMMY DATA

Average % of companies
involved in **installation of smart building products**
(products that are connected to the internet and can communicate with other products in the system, or can be controlled via Internet or apps)

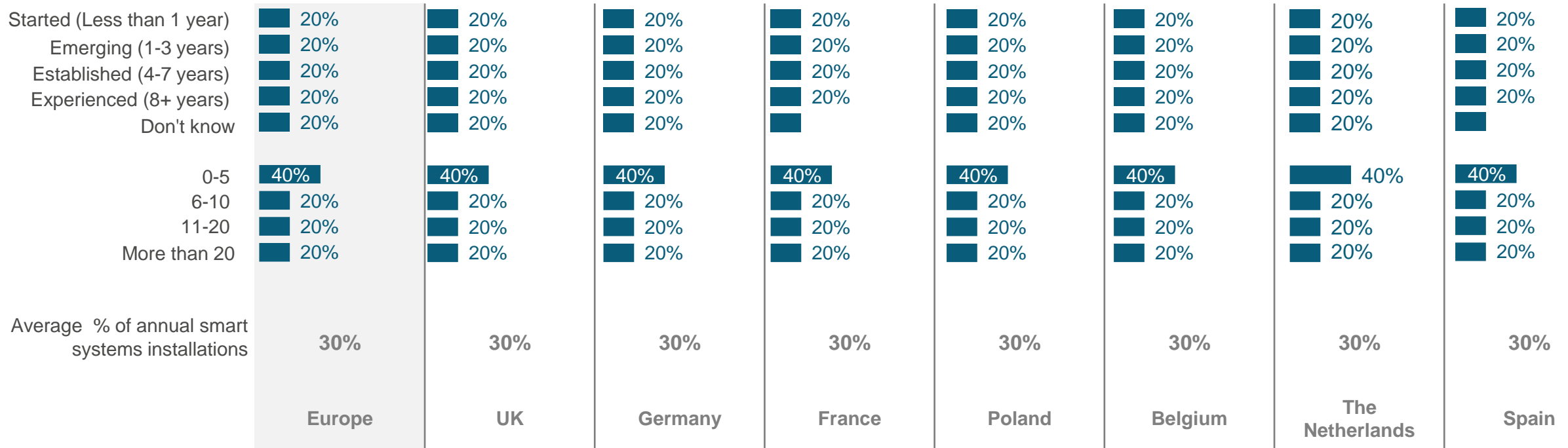


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DUMMY DATA

Involvement in the smart solution industry

Q1: How many years has your company been active in the smart solution industry?
 Q2: On average, how many smart product installations do you perform per month?



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DUMMY DATA

The frontrunning industry

Q: In your opinion which of the following industries is the frontrunner in terms of home automation and smart products and buildings?

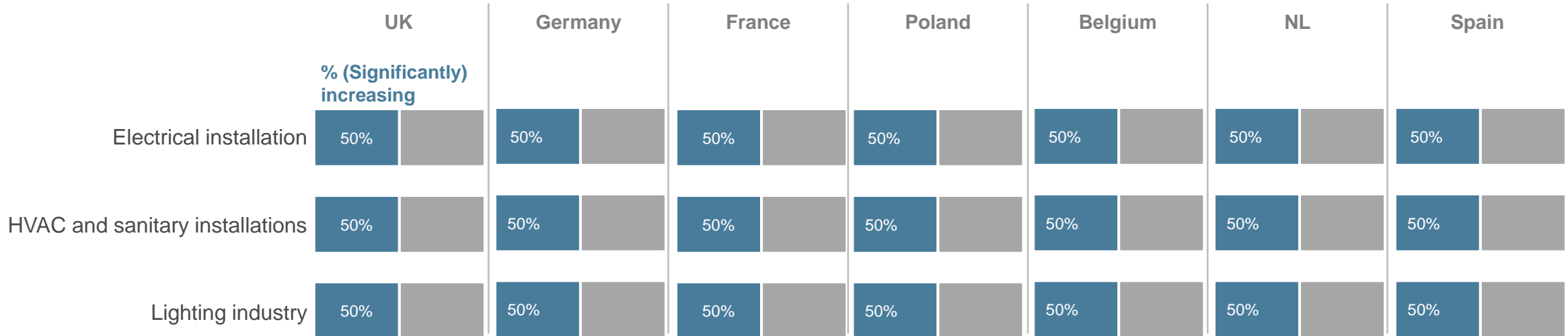
| | 2024 | | | | | 2022 | | | | | 2019 | | |
|-----------------|------------|----------|------|----------|-----|------------|----------|------|----------|-----|--|-----|-----|
| | Electrical | Lighting | HVAC | Sanitary | DK | Electrical | Lighting | HVAC | Sanitary | DK | Electrical & lighting industry HVAC Sanitary | | |
| UK | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 50% | 35% | 15% |
| Germany | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 50% | 35% | 15% |
| France | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 50% | 35% | 15% |
| Poland | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 50% | 35% | 15% |
| Belgium | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 50% | 35% | 15% |
| The Netherlands | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 50% | 35% | 15% |
| Spain | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 20% | 50% | 35% | 15% |

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DUMMY DATA

Request and demand from clients for home automation and smart products

Q: From your experience in the last years what is happening with the request and the demand from clients for home automation and smart products related to the following types of installations?

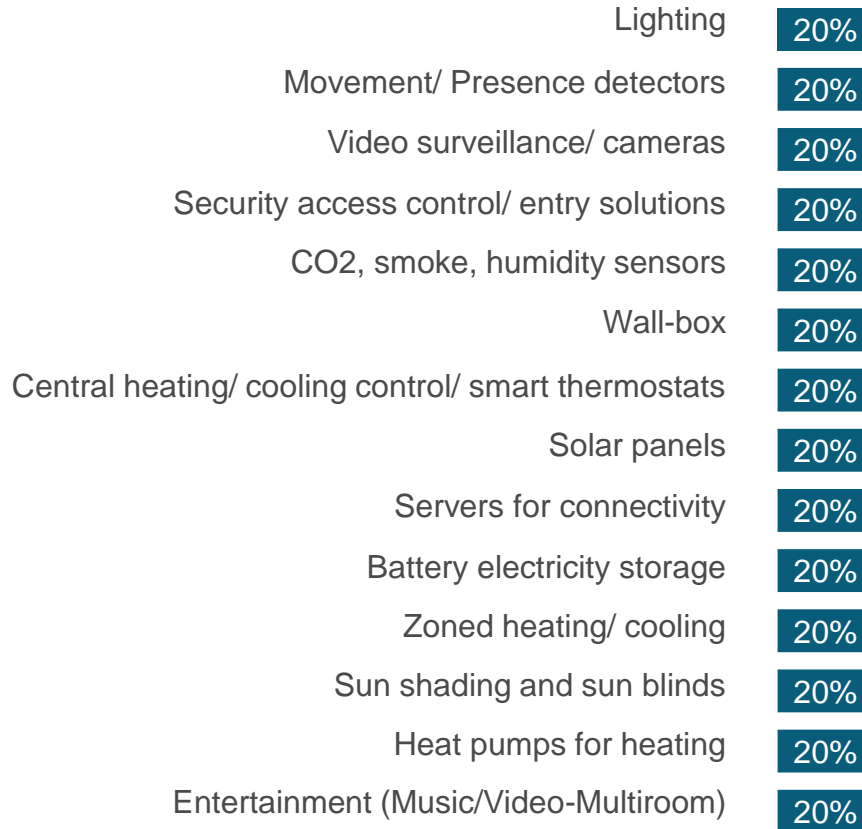


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DUMMY DATA

Installed smart building solutions

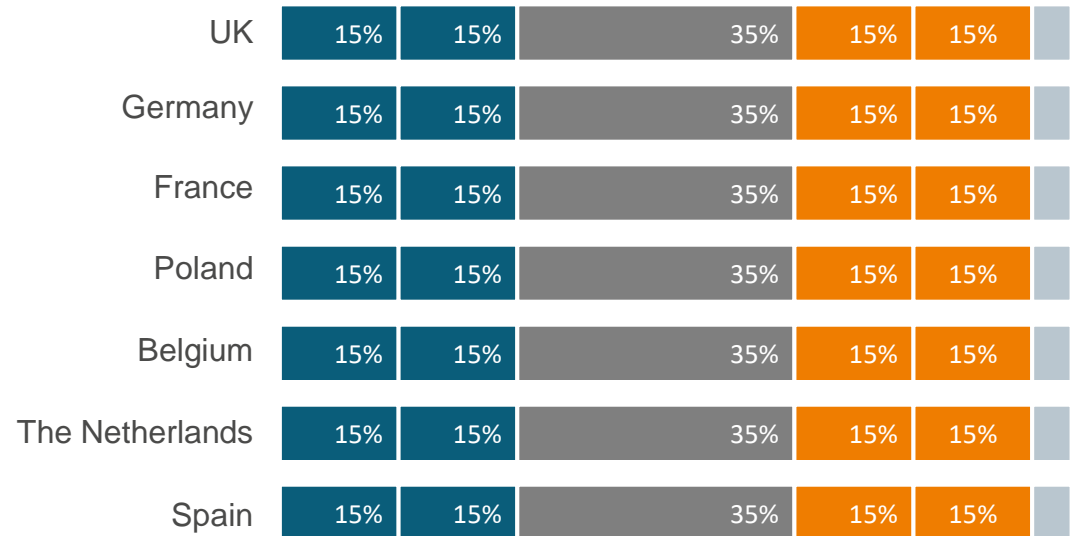
Q: Which of the following smart building solutions have you installed already?



Complexity of smart products installations

Q: How would you rate the complexity of installing smart and connected products compared to traditional electrical products?

Much Easier | Slightly easier | Same | Slightly more complex | Much more complex | Don't know



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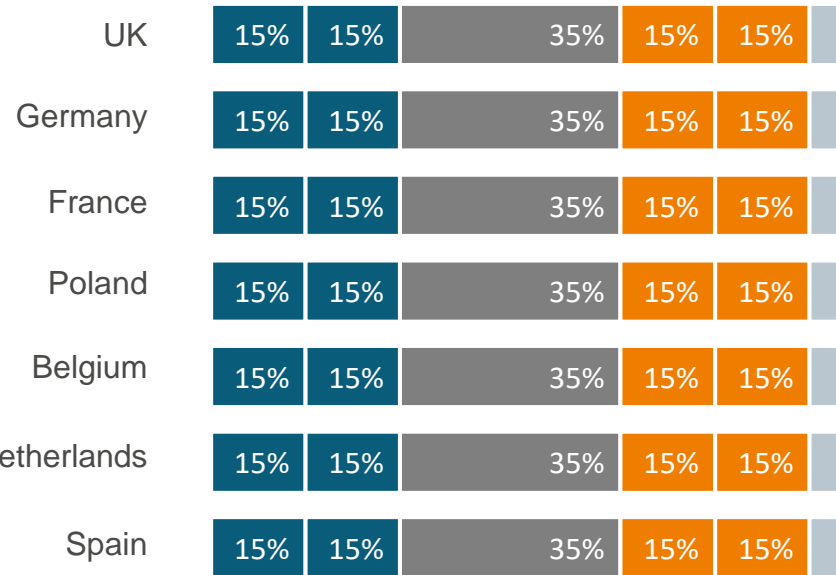
DUMMY DATA

Installers' sentiment

Q: To what extent do you agree with the following statements?

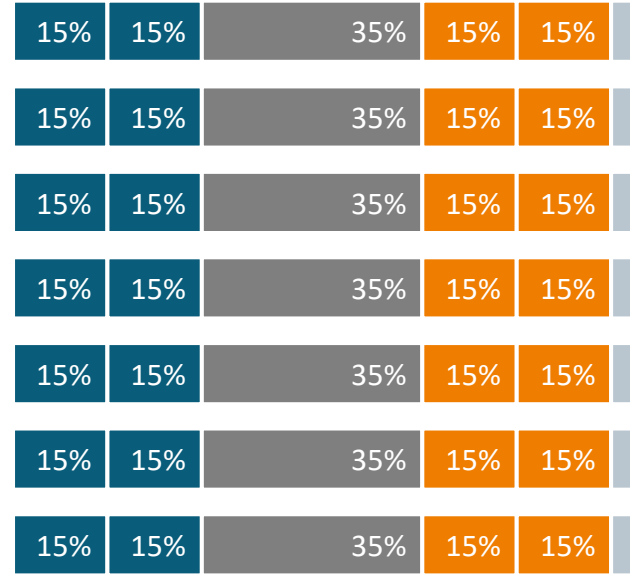
'I believe that manufacturers have to develop products that have an open software for integration and connection with other products.'

(Strongly) agree | Neutral | Disagree (strongly) | Don't know



'The smart home solutions should be plug and play in order to easily get them up and running.'

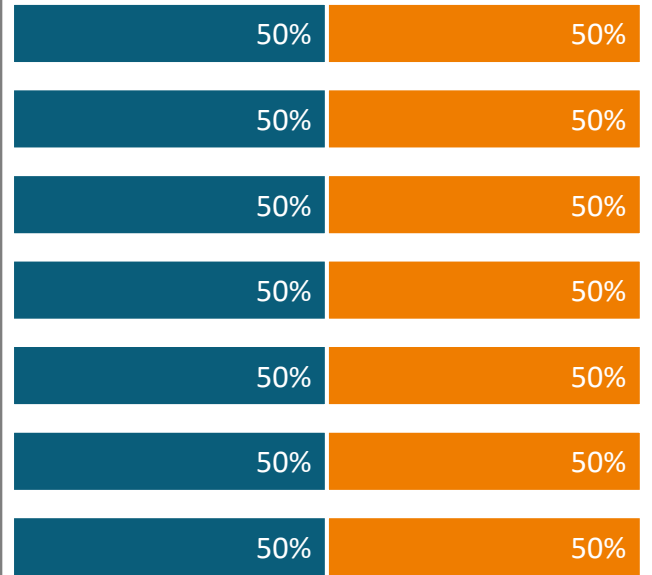
(Strongly) agree | Neutral | Disagree (strongly) | Don't know



Manufacturers' improvement

Q: Would it be of interest for you to receive a push message via the app of the manufacturer if a product fails and needs to be serviced?

Yes | No



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DUMMY DATA

Leaders in smart building solutions

Q: In your opinion, what manufacturers are considered the best in class for smart solutions/ products in your sector? [Top-1]



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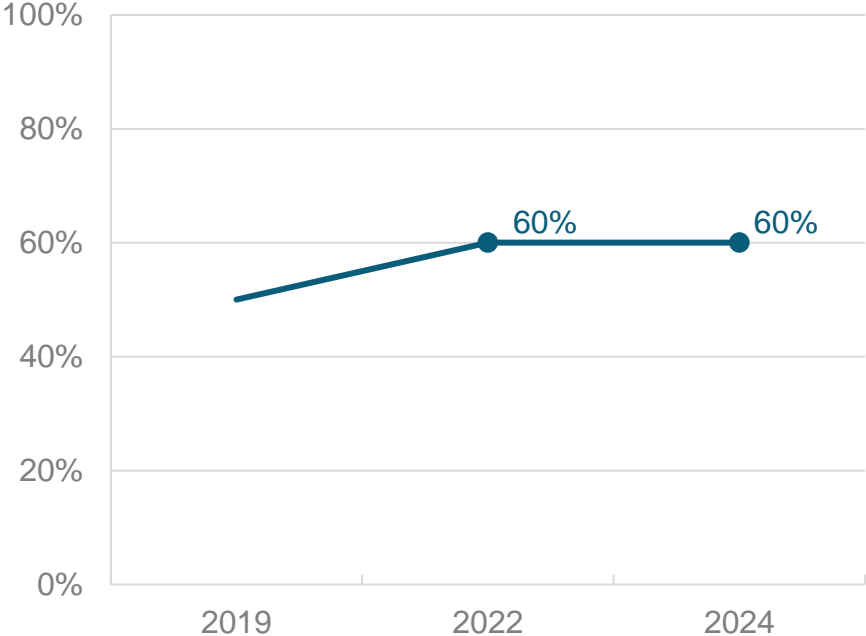


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DUMMY DATA

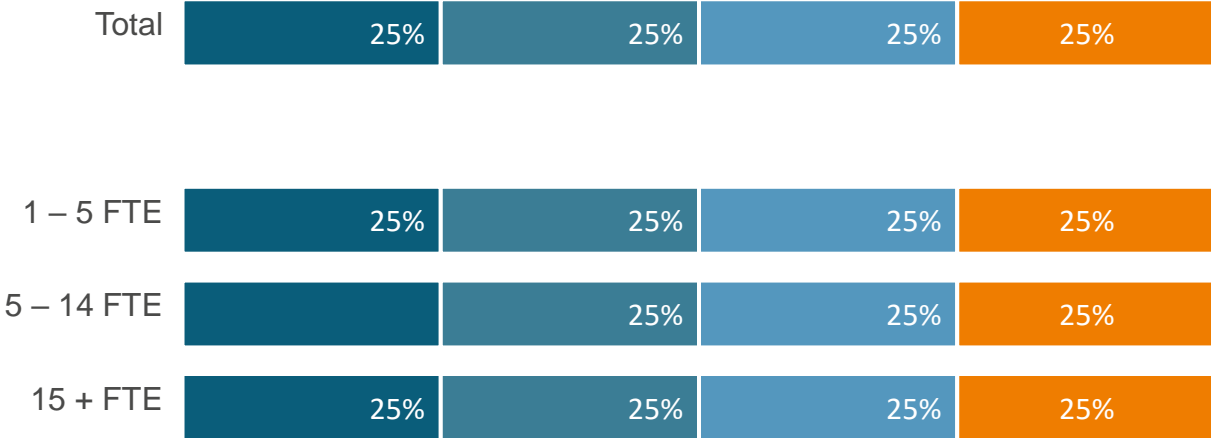
Smart products installations

Q: Is your company involved in the installation of smart products, which are connected to the Internet and can communicate with other products in the system, or can be controlled via Internet or apps?



2024

All projects involve smart products | Majority of the projects involve smart products | Small part of the projects involve smart products | None of the projects involve smart products



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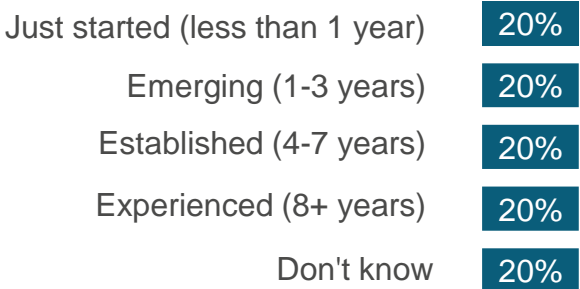
Base: n= 125, all installers

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DUMMY DATA

Involvement in the smart solution industry

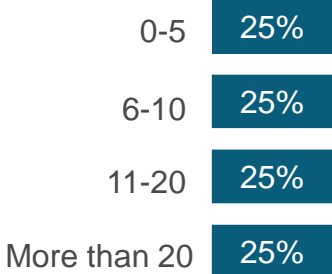
Q: How many years has your company been active in the smart solution industry?



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Monthly installations of smart products

Q: On average, how many smart product installations do you perform per month?



XX% of annual installations of UK electrical installers are dedicated to smart systems.

Distribution of smart product installations between residential and non-residential applications

Q: How would you distribute 100% of all smart and connected product installations in your company between residential and non-residential applications?



Base: n= xx, if involved in the installation of smart products

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DUMMY DATA

The frontrunning industry

Q: In your opinion which of the following industries is the frontrunner in terms of home automation and smart products and buildings?

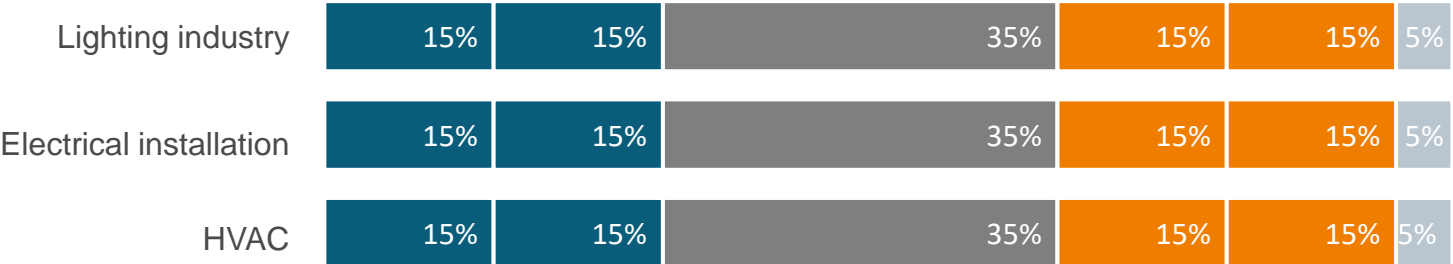
Electrical | Lighting | HVAC | Sanitary | Don't know



Request and demand from clients for home automation and smart products

Q: From your experience in the last years what is happening with the request and the demand from clients for home automation and smart products related to the following types of installations?

(Significantly) increasing | Remain the same | Decreasing (significantly) | Don't know



Base: n= 125, all installers

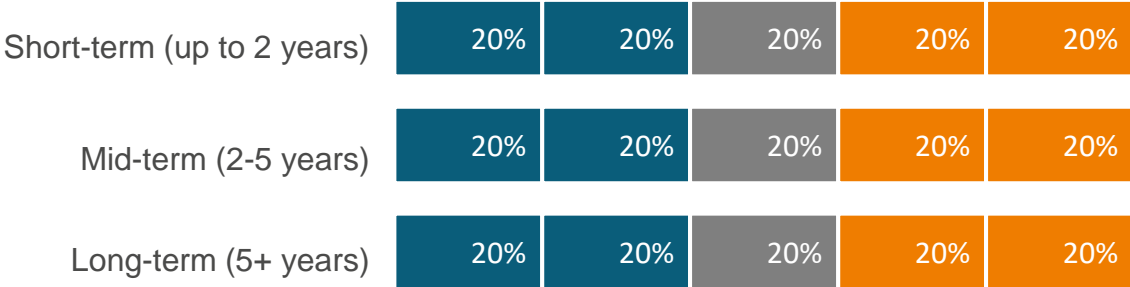
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DUMMY DATA

Demand for smart solutions in the future

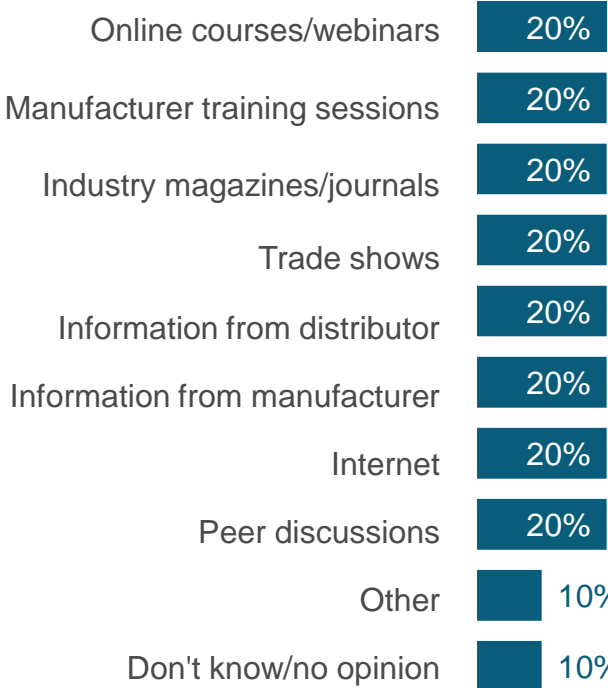
Q: Will the demand for smart solutions/ connected products increase, decrease or remain the same in the future?

(Strong >25%) | Increase 0-25% | Remain the same | Decrease | Don't know



Staying updated on the latest developments

Q: How do you stay updated on the latest developments and technologies in smart and connected products?



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DUMMY DATA

Bundled and combined products

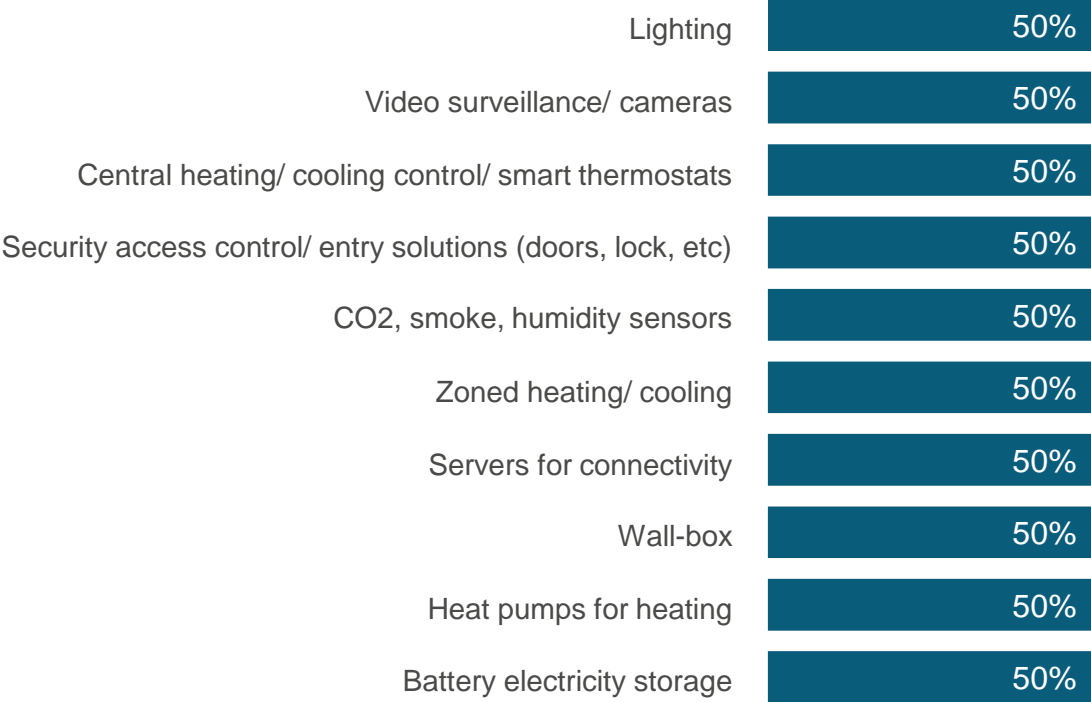
Q: When buying products for connected home (residential application) do you consider buying a bundled product from a single supplier or will you combine different products from different manufacturers that are compatible with your home automation system?

Bundled products | Compatible products | Don't know



Installed smart building solutions – Top 10

Q: Which of the following smart building solutions have you installed already?



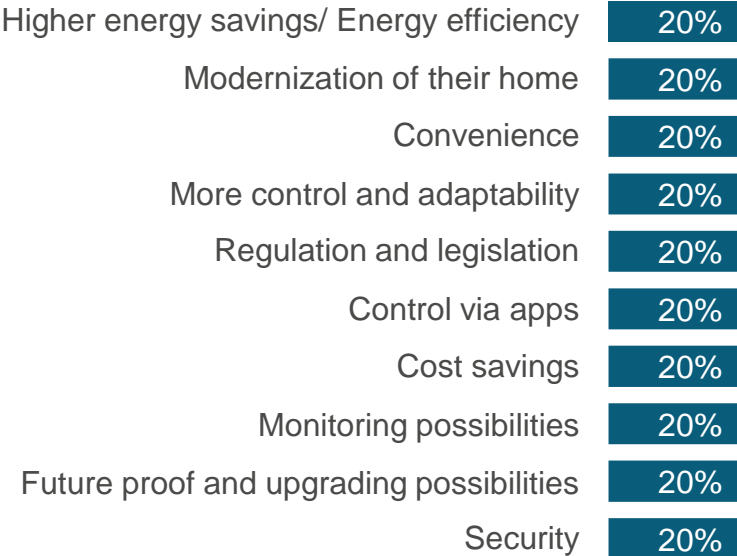
Base: n= xx, if involved in the installation of smart products

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DUMMY DATA

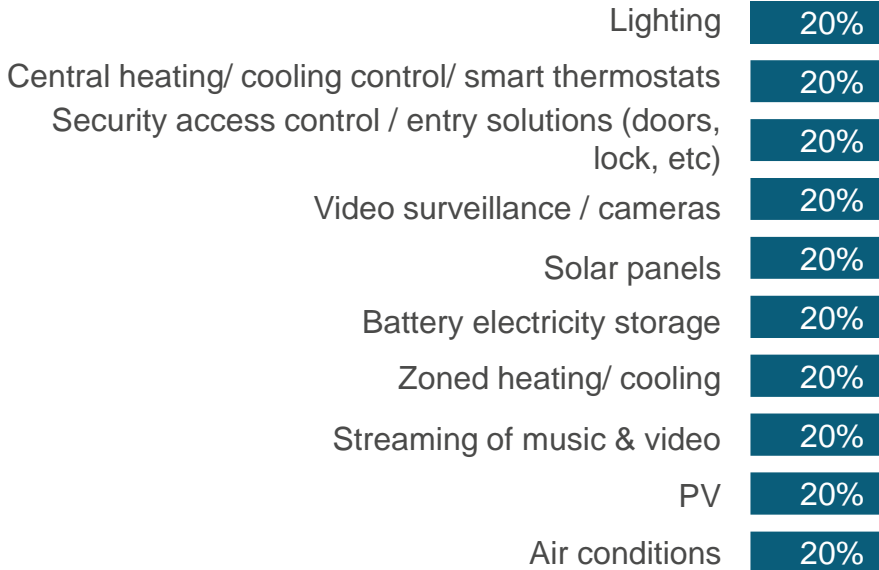
End users as drivers – Top 10

Q: Which end user needs are driving you as an installer to recommend and apply smart solutions?



Increasing demand in smart building solutions – Top 10

Q: In the last couple of years, for which specific smart building solutions have you noticed an increasing demand?



XX% of UK electrical installers train and support clients on using new smart products.

Base: n= xx, if involved in the installation of smart products

Base: n= 125, all installers

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DUMMY DATA

Complexity of smart products installations

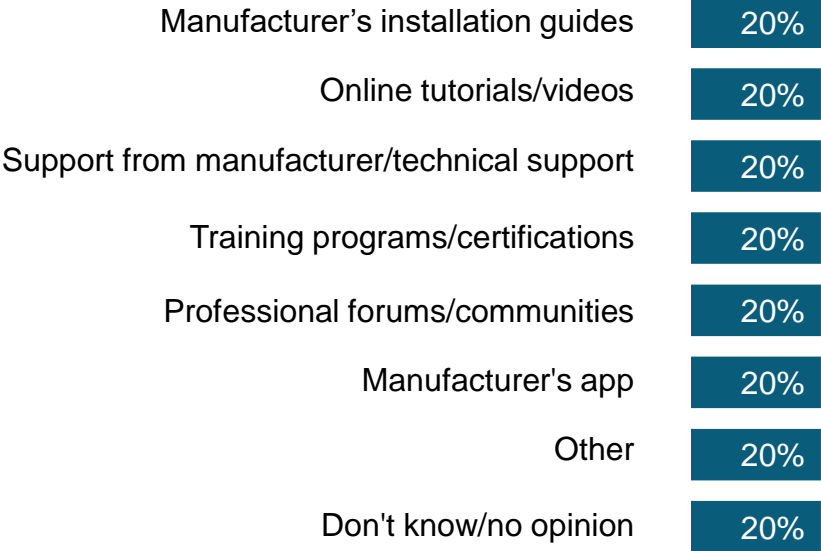
Q: How would you rate the complexity of installing smart and connected products compared to traditional electrical products?

Much Easier | Slightly easier | Same | Slightly more complex | Much more complex | Don't know



Helpful tools when installing smart products

Q: What tools or resources do you find most helpful when installing smart products?



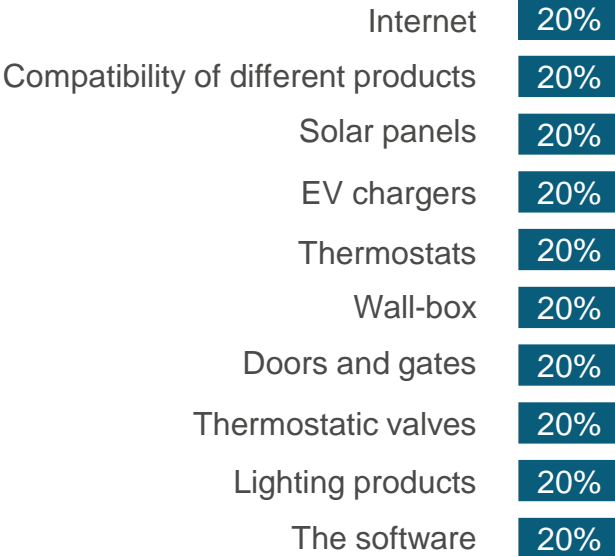
Base: n= xx, if involved in the installation of smart products

Base: n= 125, all installers

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Products causing problems

Q: Which products in the smart system/ building cause normally the problems you face?



Manufacturers' improvement

Q: Would it be of interest for you to receive a push message via the app of the manufacturer if a product fails and needs to be serviced?



DUMMY DATA

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DUMMY DATA

XX% of installers have experience working with smart products remotely

Experience with working with smart products remotely

Q: What is your experience with working from distance with smart products?

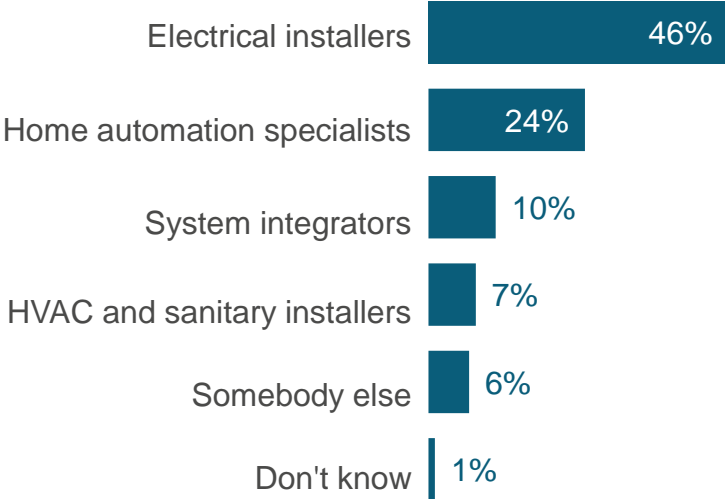
(Very) positive | Neutral | Negative (very) | Don't know



Base: n= xx, if have experience in working from distance

The most suitable professionals for installing smart home products

Q: In your opinion which professional group is the most suitable for installing smart products/ solutions?



Base: n= 125, all installers

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Installers' sentiment

Q: To what extent do you agree or disagree with any of the following statements. You can answer on a scale of 1 to 5, where 1 = Strongly disagree; 5 = Strongly agree

(Strongly) agree | Neither agree nor disagree | (Strongly) disagree | Don't know

I believe **that manufacturers have to develop products** that have an open **software for integration and connection** with other products.



The smart home solutions should be **plug and play** in order to **easily get them up and running**

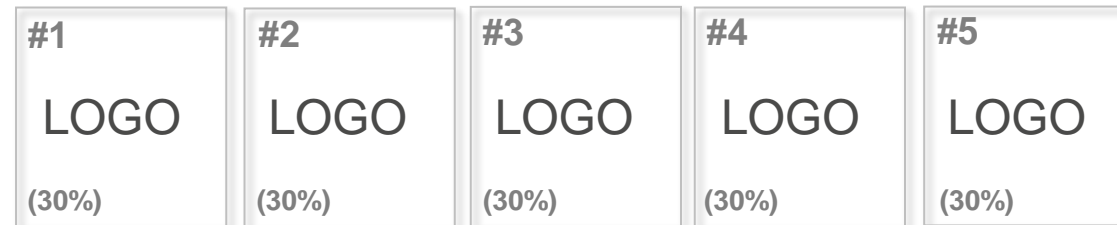


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DUMMY DATA

The best class manufacturers (Top-5)

Q: In your opinion, what manufacturers are considered the best in class for smart solutions/ products in your sector



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Respondents' background characteristics

DUMMY DATA

Job title of the interviewed respondents and the company size

Q: What is your position within the company?


Q: Yourself included, how many fulltime employees does your company have in total, in all branches?

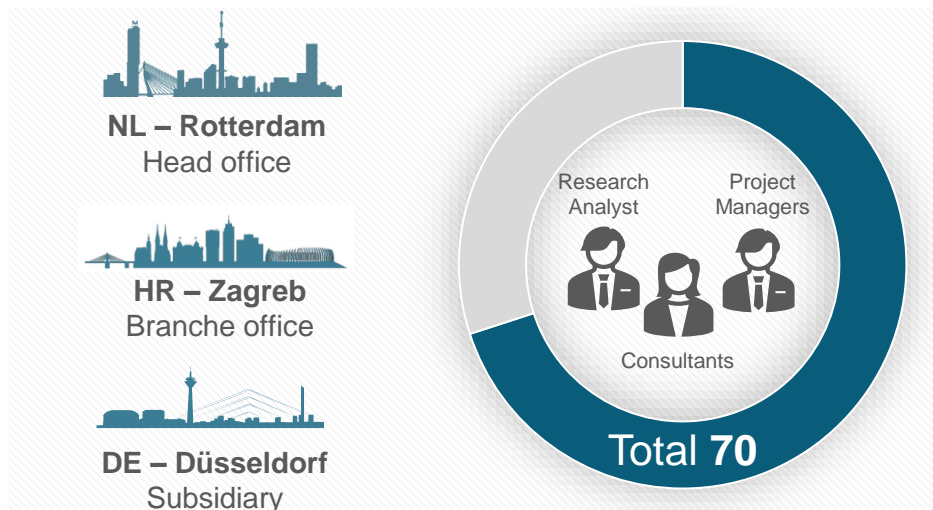
| | UK | Germany | France | Poland | Belgium | Netherlands | Spain |
|----------------------------|-----|---------|--------|--------|---------|-------------|-------|
| Owner / director / manager | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Project manager | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Engineer / designer | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Installer | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Calculator / work planner | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| Purchaser | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| 1 - 4 FTE | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| 5 - 14 FTE | 50% | 50% | 50% | 50% | 50% | 50% | 50% |
| 15+ FTE | 50% | 50% | 50% | 50% | 50% | 50% | 50% |

Q2 2024 data, unweighted

About USP Marketing Consultancy

USP Marketing Consultancy

-  Over 30 years internationally operating market research and consultancy agency specialized in the construction, DIY, installation and real estate market.
-  Multi-client and dedicated research.
-  Active in more than 30 countries per year.





























































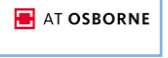





































Multi-client monitors of USP Marketing Consultancy

| | European Architectural Barometer | European Contractor Monitor | European Mechanical installation monitor | European Electrical Installation Monitor | European Painter insight Monitor | European Home Improvement Monitor |
|----------------------------|---|---|---|--|--|---|
| Target group | Architects | Contractors | HVAC installers | Electrical installers | Professional painters | Consumers |
| Methodology | Phone interviews | Phone interviews | Phone interviews | Phone interviews | Phone interviews | Online interviews |
| Interviews per time | 100-125 per country | 100-125 per country | 100-125 per country | 100-125 per country | 150-250 per country | 600 per country |
| Countries | <ul style="list-style-type: none"> Germany United Kingdom France The Netherlands Belgium Poland Spain Italy | <ul style="list-style-type: none"> Germany United Kingdom France The Netherlands Belgium Poland Spain Italy | <ul style="list-style-type: none"> Germany United Kingdom France The Netherlands Belgium Poland | <ul style="list-style-type: none"> Germany United Kingdom France The Netherlands Belgium Poland Spain | <ul style="list-style-type: none"> Germany United Kingdom France The Netherlands Belgium Poland Spain Italy Denmark Sweden | <ul style="list-style-type: none"> Germany United Kingdom France The Netherlands Belgium Poland Spain Italy Denmark Sweden Austria |
| Frequency | Quarterly | Bi-annually | Quarterly | Quarterly | Annually | Quarterly |
| Themes 2022 | Sustainability Trends in material usage Decision making Brand Health Scan | Prefabrication Digitalisation and BIM | Digitalisation and BIM Prefabrication Smart buildings and products Media orientation | Sustainability Smart buildings and products Services in the installation market | Trend tracking Sustainability Labour shortage Online buying Media orientation | Orientation; rise of digital natives Purchase Channels; online leaders Brand health check DIY vs DIFM; outsourcing jobs |

Multi-client monitors of USP Marketing Consultancy

| | European Handyman Monitor | European Garden Monitor | KeukenMonitor | BouwMonitor |
|----------------------------|--|--|---|---|
| Target group | Handyman | Consumers | Consumers | Construction, installation, real estate |
| Methodology | Phone interviews | Online interviews | Online interviews | Online interviews |
| Interviews per time | 200 per country | 800 per country | 3.600 | 600 |
| Countries | <ul style="list-style-type: none"> • Germany • United Kingdom • France • The Netherlands • Poland • Spain • Italy | <ul style="list-style-type: none"> • Germany • United Kingdom • France • The Netherlands • Belgium • Poland • Sweden • Austria | <ul style="list-style-type: none"> • The Netherlands | <ul style="list-style-type: none"> • The Netherlands |
| Frequency | Quarterly | Annually | Annually | Quarterly |
| Themes 2022 | Trend tracking Activities and product usage Purchase and decision behaviour Brand performance scans | Smart Garden Sustainable Garden City Gardening Health Gardening Outdoor living | Sustainability Smart Kitchens | Trend tracking |

A selection of USP Marketing Consultancy's clients

| Construction | Installation | DIY | Living & Real Estate |
|---|--|---|---|
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