

# Electrical Wholesalers – UK – 2023

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## This report looks at the following areas:

- The performance of the market over the last five years and the outlook for the next five years
- Developments in key end-use sectors and how they impact the electrical wholesalers sector
- New product areas and diversification opportunities
- The digitalisation challenge
- Financial performance of key industry players

Following a COVID-19 disrupted 2020, the market rebounded in 2021, with growth of 17%. This was followed by further estimated nominal growth of 7% in 2022, with this increase partly fuelled by inflation.

High costs across all areas of the business remain a key operational concern for electrical wholesalers. The continued combined pressures of inflation and higher borrowing costs are expected to impact demand in the housebuilding and home improvement sectors in 2023. Commercial and industrial end-use sectors also continue to face pressures amid economic uncertainty.

Wholesalers must remain agile, flexible and responsive in order to meet the needs of a fluctuating market.

Over recent years, electrical wholesalers have seen a rapid increase in online competition from the likes of Amazon and omnichannel retailers such as Screwfix and Toolstation. This has further exacerbated price pressures in the market. Demand for click-and-collect has remained strong post-COVID-19, and the need for speed, flexibility and agility in the market is higher than ever before. This requires wholesalers to invest not just in their online presence but also in their distribution operations to ensure speed and agility and provide greater product availability.

Wholesalers are offsetting some of the market challenges through increased product diversification, most notably in green energy, active energy efficiency



“On-demand delivery expectations by customers are growing and the need for speed, flexibility and agility in the market is higher than ever before. This requires electrical wholesalers to not just invest in their digital capabilities but also their distribution operations to meet the evolving market needs and provide greater product availability.”

**- Claudia Preedy, Principal Analyst**

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solutions and decarbonisation technologies. The increased deployment of alternative energy sources also increases the need for new functionalities (uninterruptible power supply, sensors, demand response solutions, etc), providing product diversification opportunities. Building automation and smart buildings offer further growth opportunities, particularly smart home technology solutions, connected devices and human machine interface products.



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