



PRESS RELEASE

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Distribution of Electrical Products in Building Applications - UK 2009 - 2013

New AMA report provides a major review of the UK Electrical Products Distribution Market

The overall market for electrical products used in building applications is estimated at just over £12bn in 2008. Electrical wholesalers and direct sales are estimated to account for the largest share of the market at 26% each, specialist distributors also have a significant share, estimated at around 16%, while the retail sector and the trade catalogue/internet distributor channel are also significant.

A brief summary of the report is included on the following page.

Priced at £650, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at sales@amaresearch.com.

Editors Note:

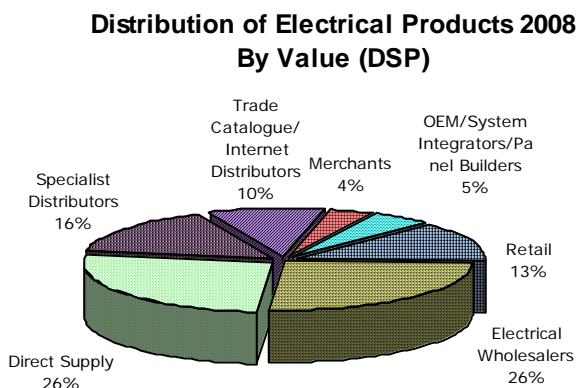
Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Chris Moore or Keith Taylor on (01242) 235724.

Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

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MAJOR REPORT ON THE ELECTRICAL PRODUCT DISTRIBUTION MARKET UK 2009



AMA Research have published a **new** report covering the "**Distribution of Electrical Products in Building Applications - UK 2009**". This report provides a unique analysis of electrical products distribution in the UK, reviewing individual product sectors in a wider context. It provides a review of the market in terms of market size, key sector trends, product mix, distribution trends and distribution mix, overall and for each product sector.

The overall market for electrical products used in building applications is estimated at just over £12bn in 2008, (although this excludes products used in mobile accommodation, automotive or utilities applications, also consumer electronic goods or office electronic equipment). A wide range of product areas are covered and broadly grouped these include: electrical accessories, lighting and security, heating and ventilation, tools and test equipment, automation products, data networking and built-in domestic appliances. Most electrical product sectors are relatively mature markets and therefore market growth is relatively steady, at around 3% per annum.

The distribution of electrical products is complex and involves a number of routes to market, due to the wide range of products covered, with products often passing through more than one distribution channel. **Electrical wholesalers and Direct sales are estimated to account for the highest share of the market at 26% each.** Specialist distributors also have a significant share, estimated at around 16%, due to their dominance in certain sectors, particularly security & fire. Retail sales account for around 13%, the majority of which are through the DIY multiples, although electrical retailers and specialist retailers are also strong. The trade catalogue/internet distributor channel, which includes electronic component distributors and industrial products distributors, has grown in recent years and is now estimated to account for around 10% of the market.

Key distribution trends include; online sourcing and through catalogue operations, intense competition and multi-channel distribution, broadening of product ranges, consolidation through acquisitions and mergers, product development and a stronger emphasis on energy efficient and sustainable products.

A mature market, growth in the electrical products market will depend on a number of external factors such as: housebuilding and construction levels, increased usage of electrical and electronic appliances, raw material and energy prices and legislation, all of which should provide value growth in the medium term, although increasing competition levels and price pressures may affect the market negatively.

AMA Research's report "**Distribution of Electrical Products in Building Applications - UK 2009**" is available in hard copy or electronic format for £650 and can be ordered online at www.amaresearch.co.uk or by calling 01242 235724.