



PRESS RELEASE

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Electrical Wholesale Market – Western Europe 2010-2014

New AMA report provides a major review of the Electrical Wholesale Market in the main countries of Western Europe

“Forecasts over the next few years in the electrical wholesaling market indicate modest recovery at best in most West European markets, reflecting a combination of increases in new housebuilding levels, public sector works and a steady recovery in consumer spending feeding through into rising demand for electrical products. New market opportunities are also emerging with the electrical sector adopting variable levels of involvement in renewable energy/heating technologies, which offers major growth opportunities, while IT/communications also continues to attract significant investment.”

The report reviews developments in **Germany, France, Belgium** and the **Netherlands**, and a brief summary of the report is included on the following page.

Priced at £775, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at sales@amaresearch.co.uk.

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.**

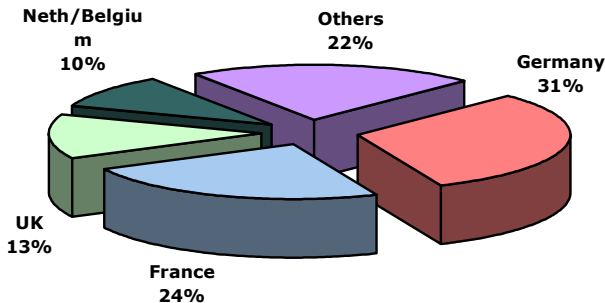
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Chris Moore or Andrew Hartley on (01242) 235724.

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.

AMA Research Ltd
Montpellier House
Montpellier Drive
Cheltenham
Gloucestershire GL50 1TY
Tel: +44 (0)1242 235724
Fax: +44 (0)1242 262948
E-mail: andrewhartley@amaresearch.co.uk
Website: www.amaresearch.co.uk

MAJOR REPORT ON THE ELECTRICAL WHOLESALE MARKET – WESTERN EUROPE 2010-2014

European Union – Electrical Wholesale Market – by Major Country 2009



The Eurozone generally has had a difficult period with particular problems in Greece, Spain and Ireland – the latter 2 experiencing particularly severe downturns in their construction markets after strong housing booms over the last decade.

However, 2010 is beginning to see some optimism, with Germany, France and the UK all experiencing some economic growth, and a more buoyant construction sector, which is helping to feed through into increased demand for electrical products.

In terms of the **overall** electrical wholesale market within the European Union countries (**excluding** recent accession countries), there are various estimates of market size. Typical estimates are around **€28-30 billion** (Euros), equivalent to around **£25 billion** (Sterling) at mid-2010 exchange rates. This estimate represents a decline of at least 10-15% across many EU markets, though others have suffered smaller declines.

The market size in Germany is estimated at over **€9 billion**, with Sonepar the leading distributor. In France, the market is now around **€7 billion**, and is heavily dominated by Sonepar and Rexel.

There can be substantial variations in estimates of market size/mix by country for several key reasons:-

- Variation in definitions of 'electrical wholesalers' – some countries include TV/electrical appliance distributors, electronic components distributors etc.
- Range of products sold by 'electrical wholesalers' – electrical appliances is a key sector of difference between countries within the overall distribution of electrical products – a major factor for the relatively low share in the UK.
- Variations in the relative significance of electrical wholesalers within the overall distribution of electrical products and role of competing channels.
- Some wholesaling companies include non-wholesaling activities within their operations.

Forecasts over the next few years in the electrical wholesaling market indicate modest recovery at best in most West European markets, reflecting a combination of increases in new housebuilding levels, public sector works and a steady recovery in consumer spending feeding through into rising demand for electrical products. New market opportunities are also emerging with the electrical sector adopting variable levels of involvement in renewable energy/heating technologies, which offers major growth opportunities, while IT/communications also continues to attract significant investment.

AMA Research's report "**Electrical Wholesale Market – Western Europe 2010-2014**" reviews developments in Germany, France, Belgium and the Netherlands, and is available in hard copy or electronic format for £775 and can be ordered online at www.amaresearch.co.uk or by calling 01242 235724.