



European Electrical Installation Monitor Q1-2025

Theme topic: Training needs

April 2025

A product by

USP Marketing Consultancy

Index

About European Electrical Installation Monitor

Key takeaways

Profile of the electrical installer

Business development

Theme topic – Training needs

Cross country summary

United Kingdom

Germany

France

Poland

Belgium

The Netherlands

Spain

Denmark

Sweden

Appendix



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 seven major European markets.

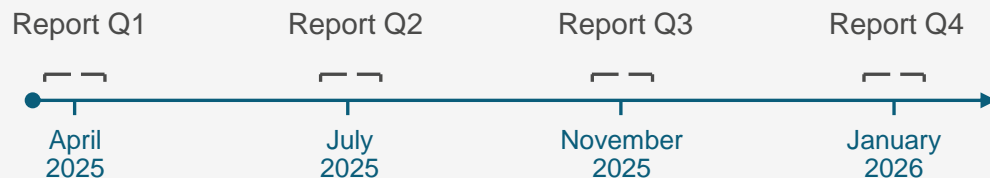
THE RESEARCH TOPICS

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

Quarterly theme topics in 2025:

- Q1: Training needs
- Q2: Media orientation
- Q3: Purchasing channels
- Q4: BIM/New digital tools

THE TIMELINE

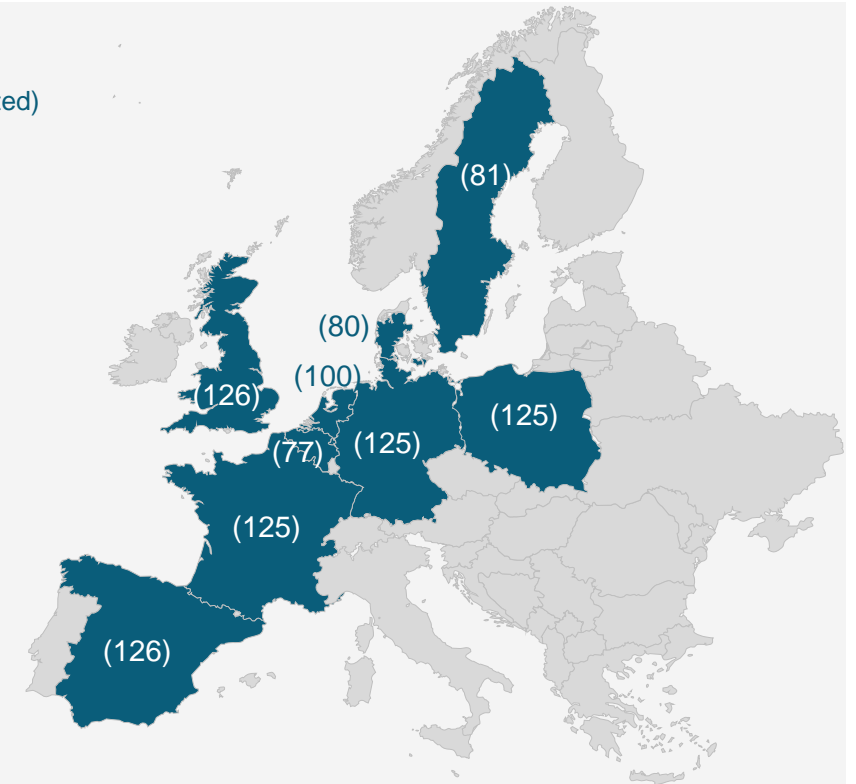


COUNTRY SCOPE

(number of interviews conducted)

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

The standard report includes 7 countries, with Denmark and Sweden available as optional additional - bringing the total to 9 countries



PROJECT TEAM



Maja Markovic

Project Manager

+31 682834333
m.markovic@usp-mc.nl



Valentino Vlahovic

Senior Research
Analyst

-
vlahovic@usp-mc.nl

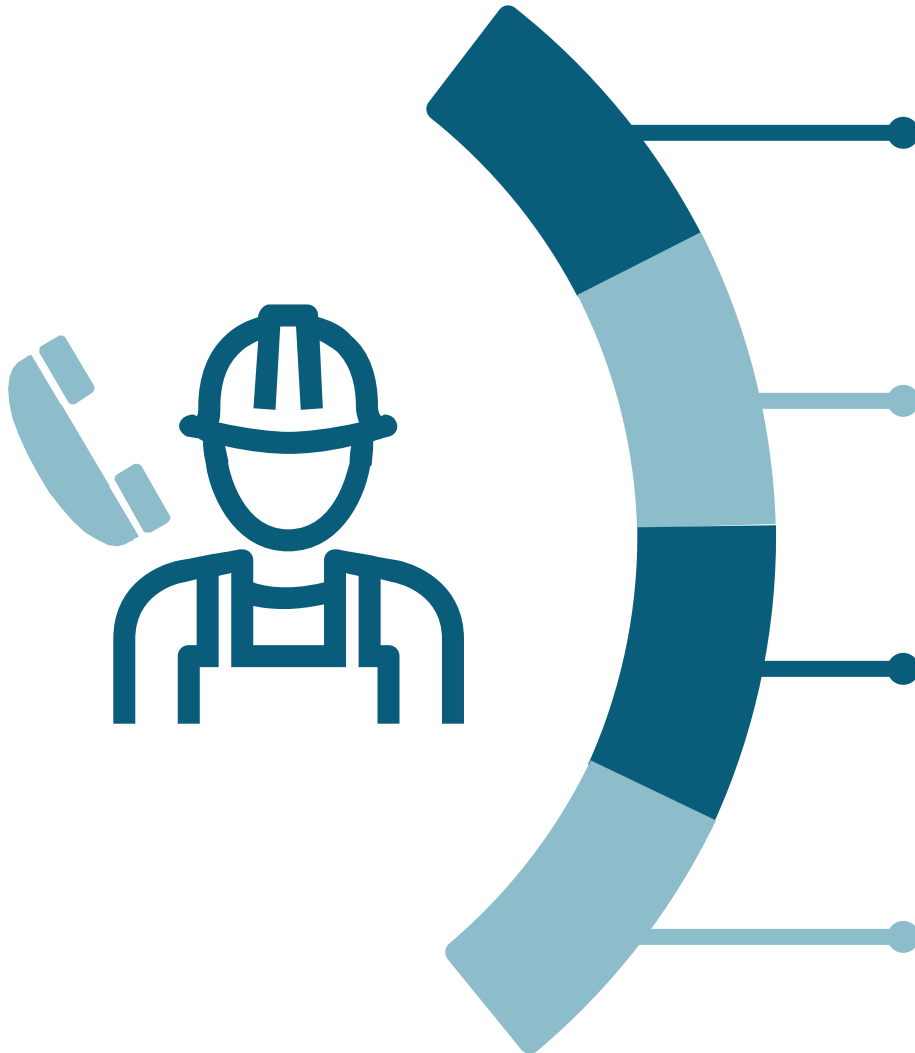


Dirk Hoogenboom

Research consultant

+31 652098924
hoogenboom@usp-mc.nl

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 Q1 2025 theme topic



Surveying the training needs topic...

Technical developments are growing rapidly and topics like home automation, sustainable solutions and energy transition are more and more becoming part of the electrical installation sector. To keep up with all these developments, it is important for installers to keep their knowledge and skills up to date by means of trainings/ courses that they can follow.

...allows for better understanding how you can best support installers in this area

To provide insights into installers' training needs, we looked at this topic from various angles and mapped out:

- To what extent installers follow trainings;
- For which electrical product groups trainings are mostly needed;
- The share of online versus face-to-face trainings;
- Installers' preferences on how and when trainings are organised;
- Installers' perception of the labour shortage and potential solutions for it

About the Q1 2025 theme questions

Respondents were asked the following questions about training needs:

- Looking at the last 12 months has the number of training courses increased, decreased or stayed the same compared to a year before?
 - Why has your company not attended training?
 - Approximately how many of the face-to-face and online/ digital trainings has your company attended last year (2024)? And approximately how many days in total have you/ your employees spent on training last year (2024)?
- How has training impacted your company's work in the past year?
- How do you expect the format of your company's training to evolve?
- What is the best period of the year when you would prefer training to be organised?
- Who primarily organizes your training?
- What would be the most relevant topics for training for you and/or your employees? For the selected topics, which format do you prefer?
- What are your most preferred ways of training in general?
- What issues have you encountered in past training sessions that made them less useful?
- How does manufacturer training impact your purchasing decisions?
- Would you be interested in a manufacturer certification program? If yes, what is the ideal training time commitment?
- How is your company's training typically financed?
- How much do you spend on average per year per employee on training?
- Does your company experience a shortage of labour (professional electrical installers) in your own work practice? Do you expect to be confronted with a shortage of labour in your practice in the coming five years?

Index

About European Electrical Installation Monitor

Key takeaways

Profile of the electrical installer

Business development

Theme topic – Services in the installation sector

Cross country summary

United Kingdom

Germany

France

Poland

Belgium

The Netherlands

Spain

Denmark

Sweden

Appendix



Key takeaways

DUMMY DATA



Business Development

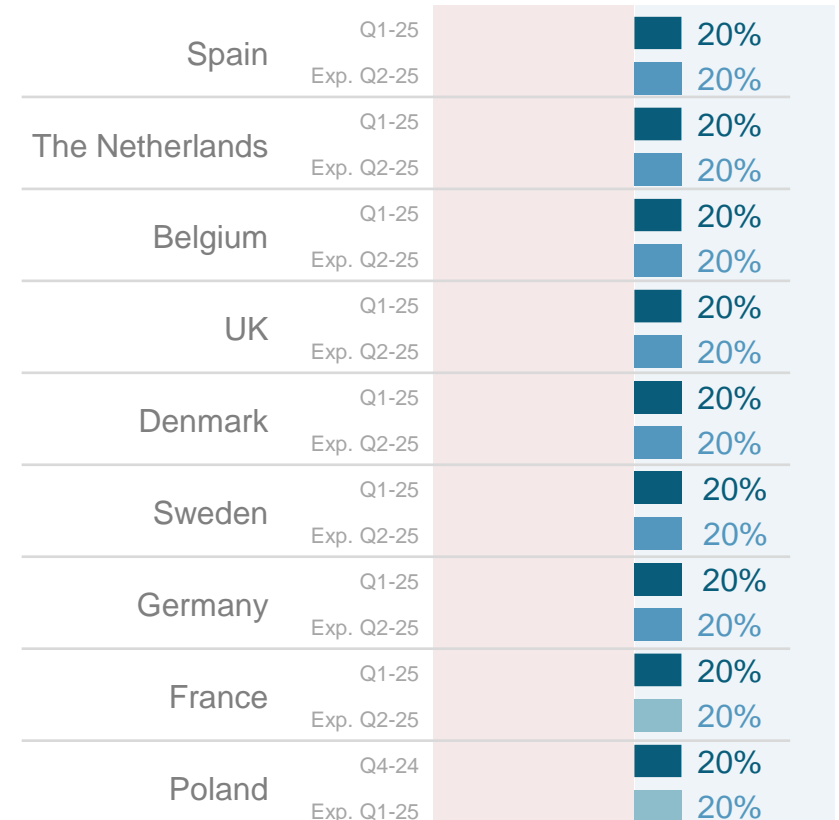
Installers in most of the countries had a negative Q1-2025, when compared to Q1-2024, but expectations for Q2-2025 are more optimistic

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Across Europe, the majority of electrical installers face an ongoing labour shortage

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Turnover balance
Negative | Positive



Key takeaways



Training needs

There is a strong overall engagement with training; The UK, Sweden, and the Netherlands lead in participation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Training delivery varies widely by country

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Timing matters

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

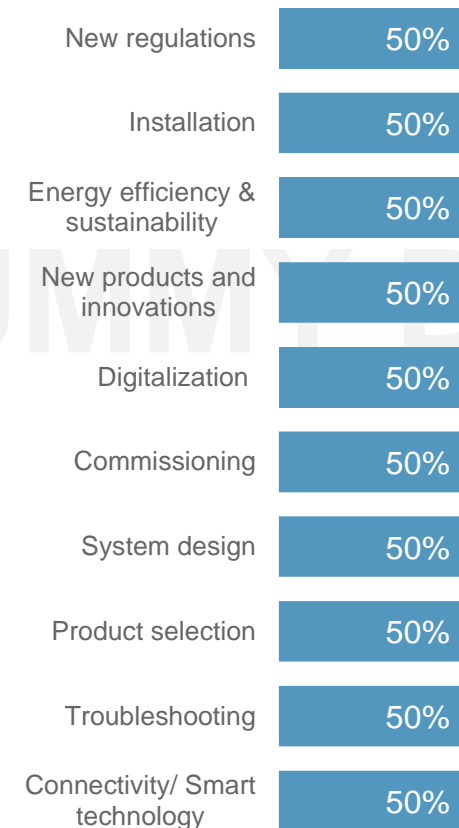
Hybrid formats are the future; “New regulations” dominate interest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Training by manufacturer has limited influence on change in purchasing behaviour

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Top 10 relevant topics for electrical installer



DUMMIEDATA

Index

About European Electrical Installation Monitor

Key takeaways

Profile of the electrical installer

Business development

Theme topic – Training needs

Cross country summary

United Kingdom

Germany

France

Poland

Belgium

The Netherlands

Spain

Denmark

Sweden

Appendix



Electrical installation companies offer various electrical services

Larger companies are installing more EV charging stations than the smaller ones.

Electrical installation **activities** installers are involved in [Q1 2025]

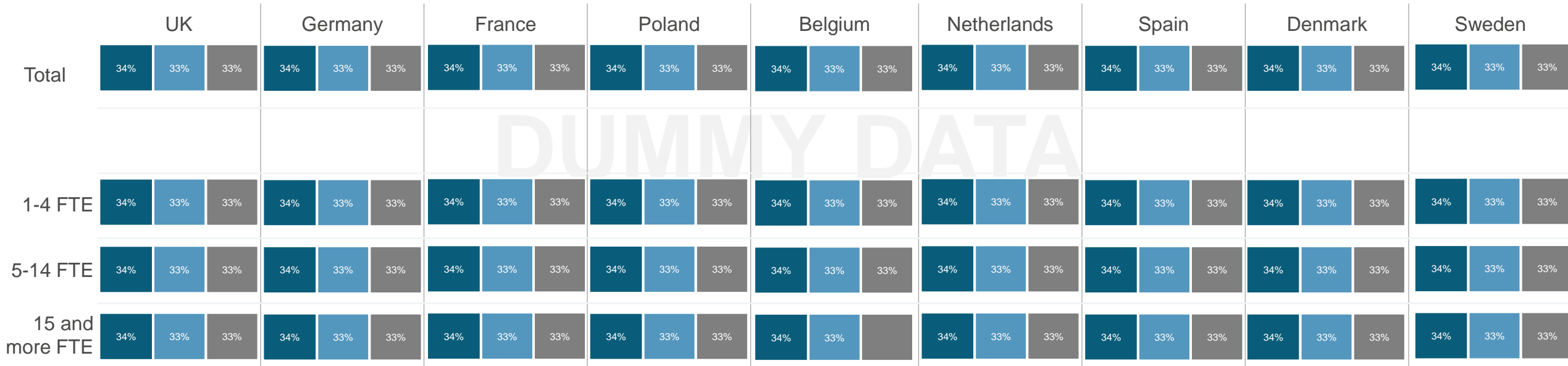
Q: Does your company do the following activities?

	UK	Germany	France	Poland	Belgium	Netherlands	Spain	Denmark	Sweden
Electrical installation (cabling, panels, switches & sockets)	50%	50%	50%	50%	50%	50%	50%	50%	50%
Lighting and luminaries	50%	50%	50%	50%	50%	50%	50%	50%	50%
EV charging stations	50%	50%	50%	50%	50%	50%	50%	50%	50%
Smart & connected systems	50%	50%	50%	50%	50%	50%	50%	50%	50%
Solar cell, solar collectors installation	50%	50%	50%	50%	50%	50%	50%	50%	50%
Heat pumps	50%	50%	50%	50%	50%	50%	50%	50%	50%
Average # of activities	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Turnover distribution per **project type** in [Q1 2025]

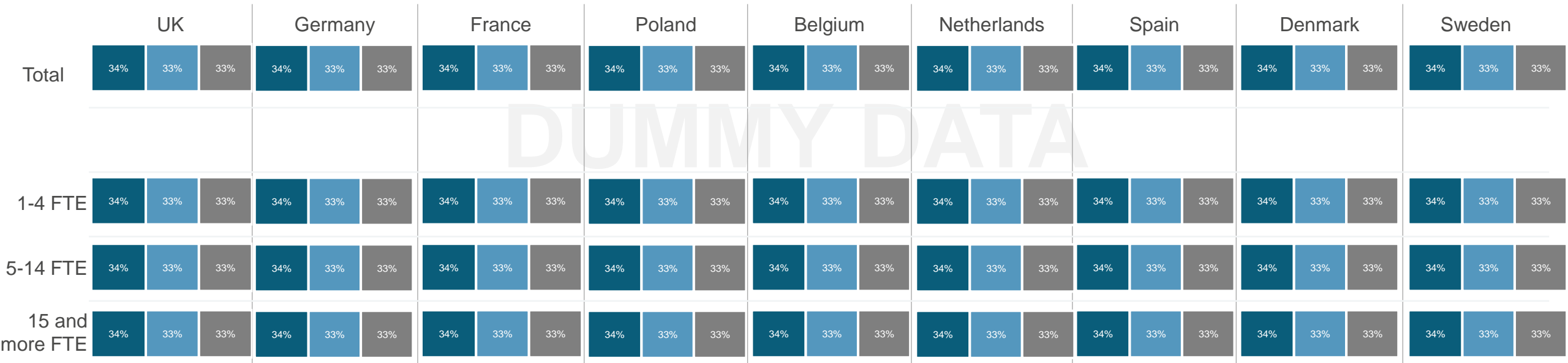
[New build](#) | [Renovation](#) | Maintenance (planned/ ad-hoc)



Lorem ipsum dolor sit amet, consectetur adipiscing elit

Turnover distribution per **segment** in [Q1 2025]

Residential | Commercial | Industrial | Infrastructural



Index

About European Electrical Installation Monitor

Key takeaways

Profile of the electrical installer

Business development

Theme topic – Training needs

Cross country summary

United Kingdom

Germany

France

Poland

Belgium

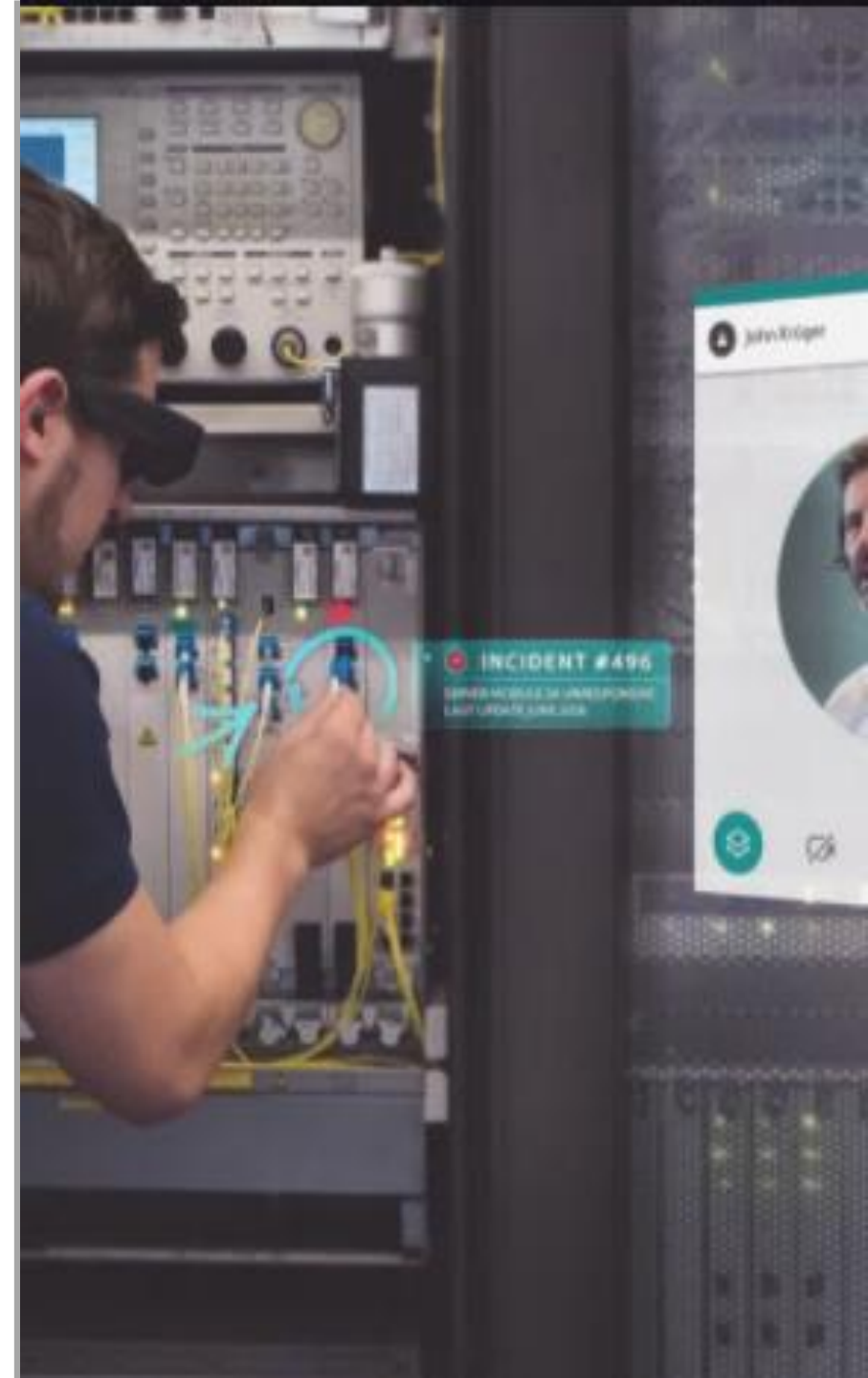
The Netherlands

Spain

Denmark

Sweden

Appendix



Research questions **Business development**

THE RESEARCH QUESTIONS

- *If you compare your turnover of Q1-25 to Q1-24, how did your turnover develop?*
- *What are your expectations for the development in Q2-25?*
- *How big is your current order book portfolio? For how many months will you be able to keep your current staff working?*

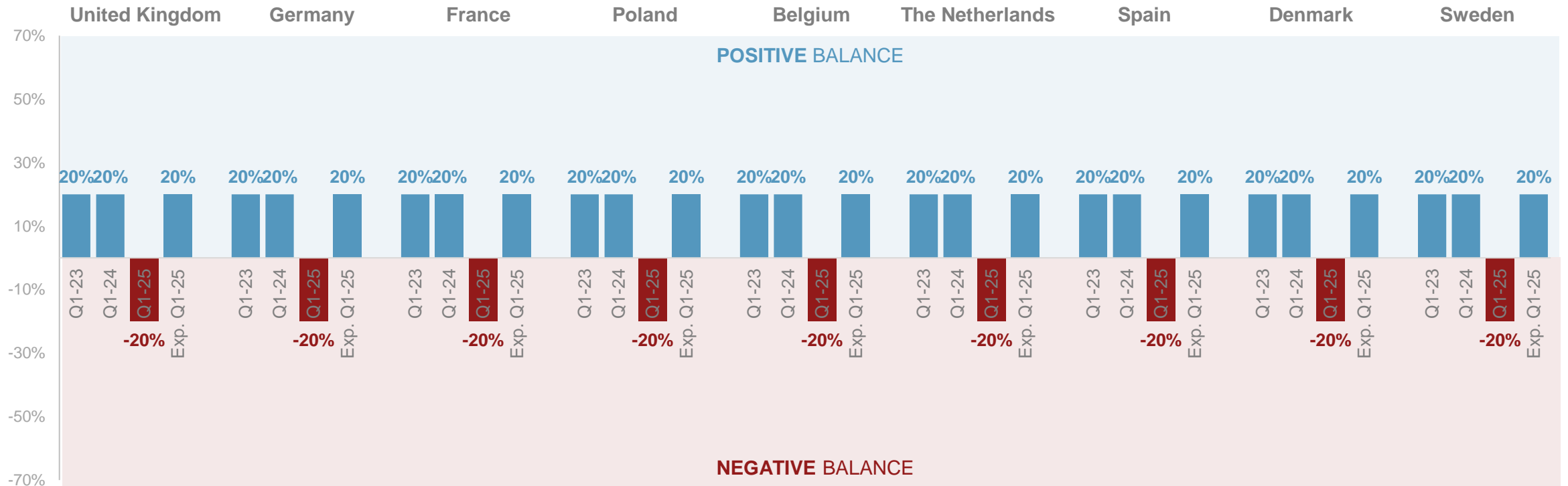
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Turnover balance

Q: If you compare your turnover of Q1-25 to the same quarter last year, how did your turnover develop?

(% INCREASE minus % DECREASE)

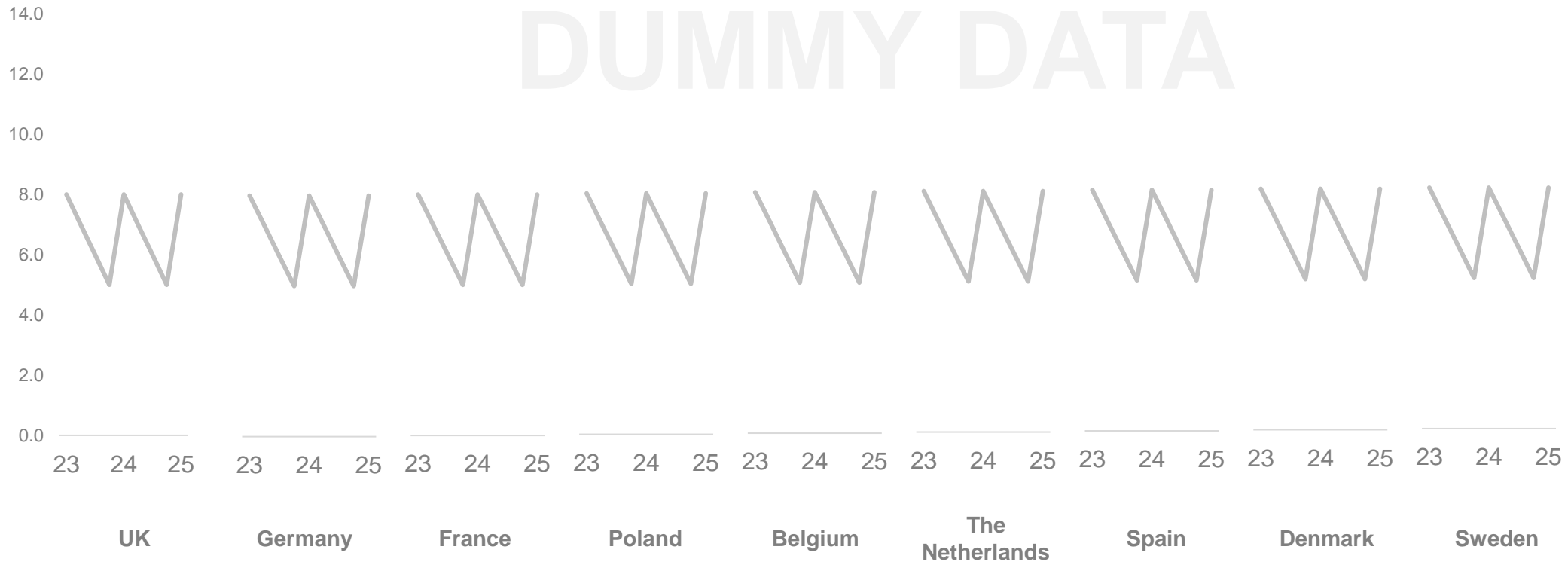


Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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)

DUMMY DATA



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

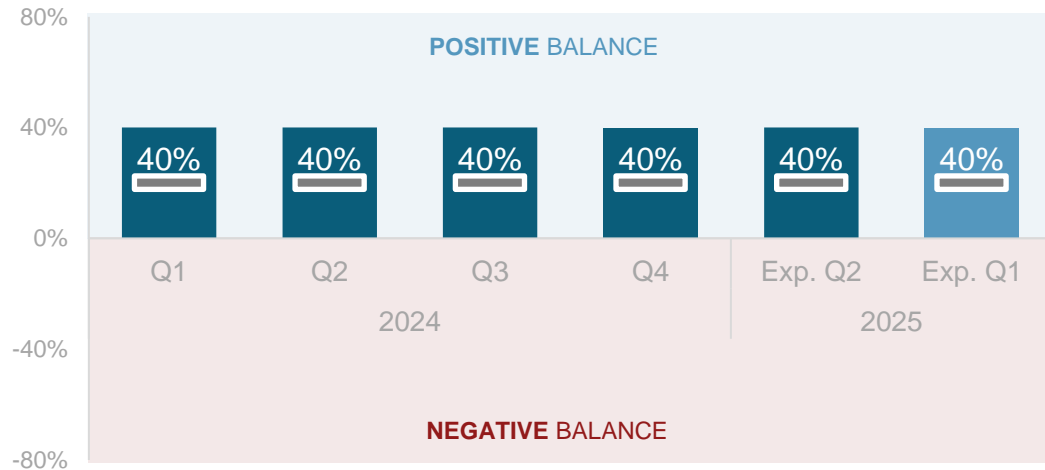
DUMMY DATA

Turnover balance

Q: If you compare your turnover of Q1-25 to the same quarter last year, how did your turnover develop? What are your expectations for the development in Q2-25?

TURNOVER BALANCE = % INCREASE minus % DECREASE)

— COMPARISON SAME QUARTER LAST YEAR



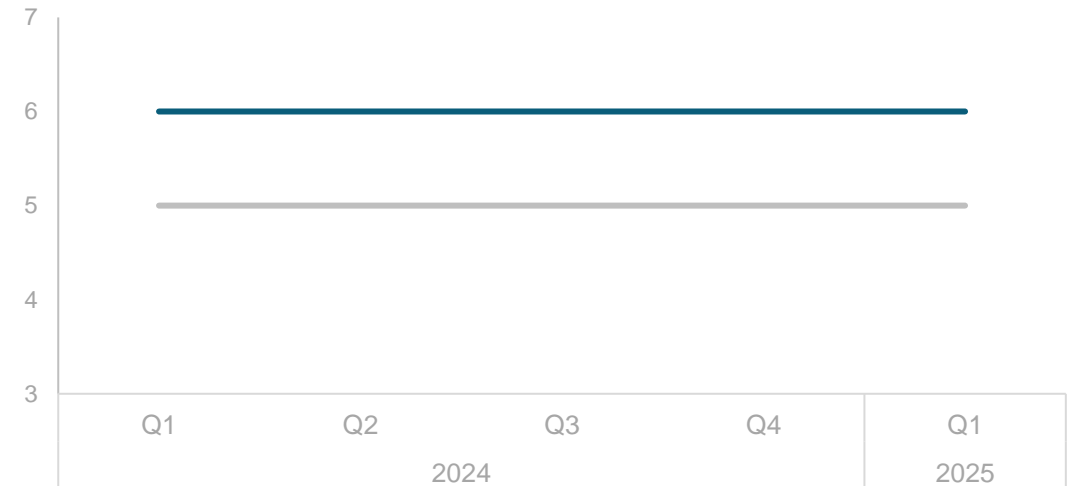
Detailed information regarding the turnover distribution can be found in the [appendix](#).

Order book portfolio

Q: How big is your current order book portfolio?

ORDER BOOK (MONTHS)

EU | THE UNITED KINGDOM



Index

About European Electrical Installation Monitor

Key takeaways

Profile of the electrical installer

Business development

Theme topic – Training needs

Cross country summary

United Kingdom

Germany

France

Poland

Belgium

The Netherlands

Spain

Denmark

Sweden

Appendix



Training Needs & Preferences of European Electrical Installers



Attended training in 2024

50% (1-4 FTE) 50% (5-14 FTE) 50% (15+ FTE)

20 # of attended trainings

10 Face-to-face

10 Online/ digital

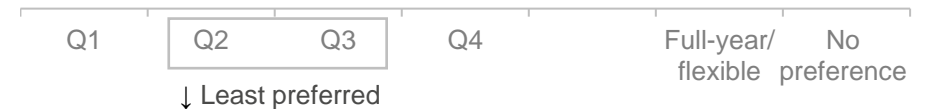
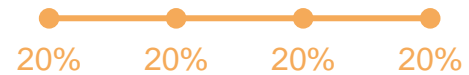
Average annual training spend per employee: €XY

Top topic: Lorem ipsum

Providers: Lorem ipsum

XY% is interested in certification program by manufacturers

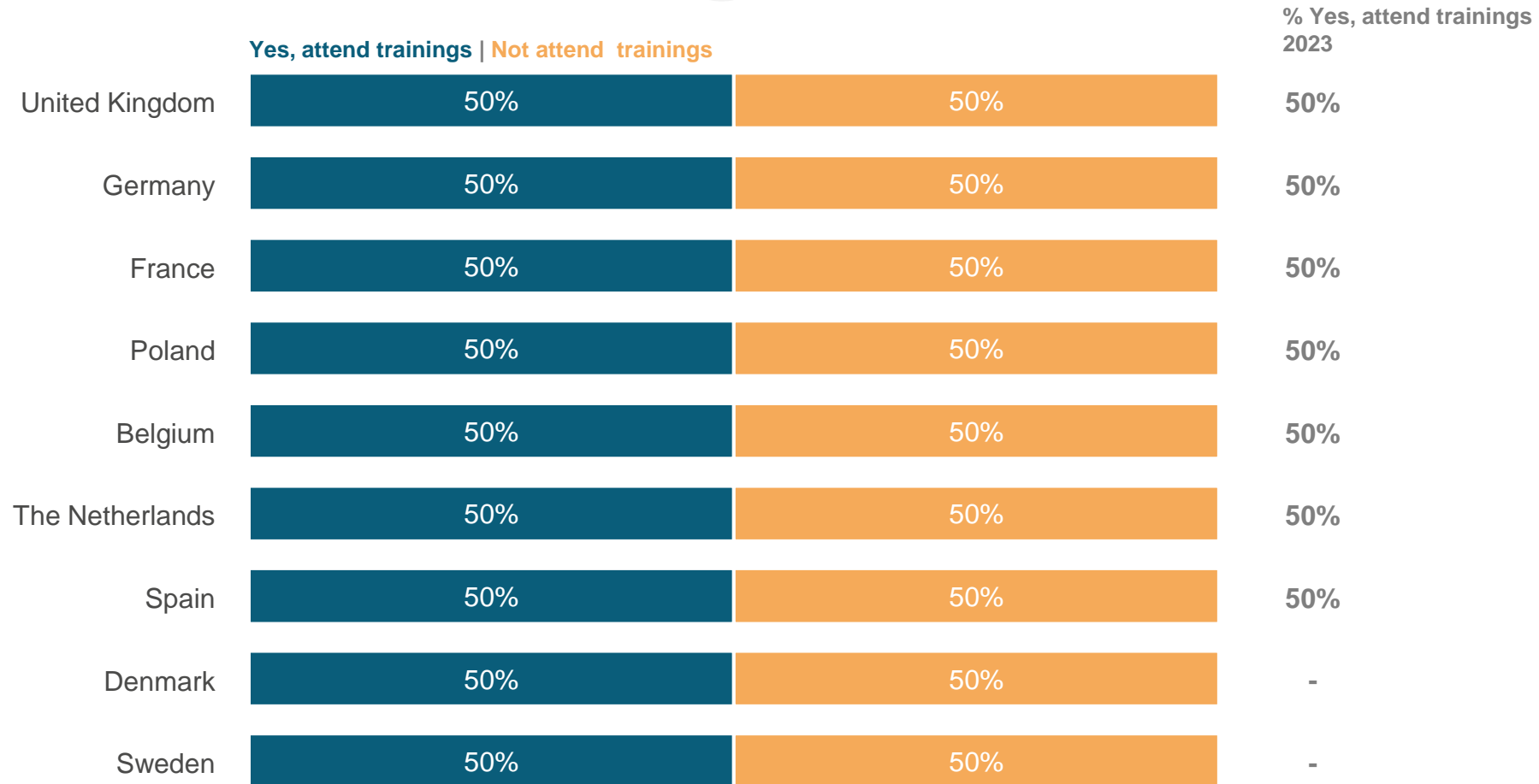
DUMMY DATA



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Key facts about trainings in general

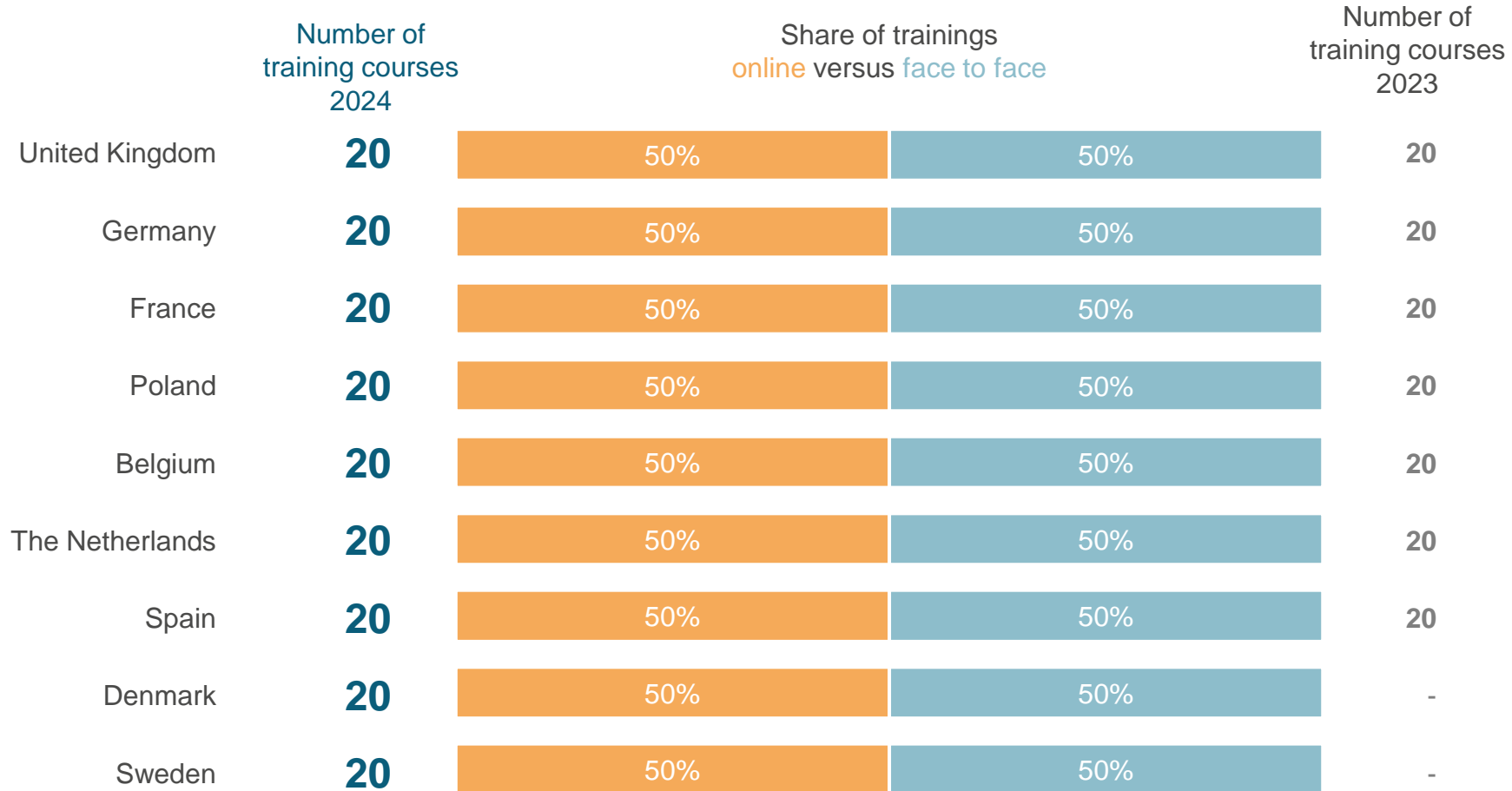
DUMMY DATA



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Key facts about training



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

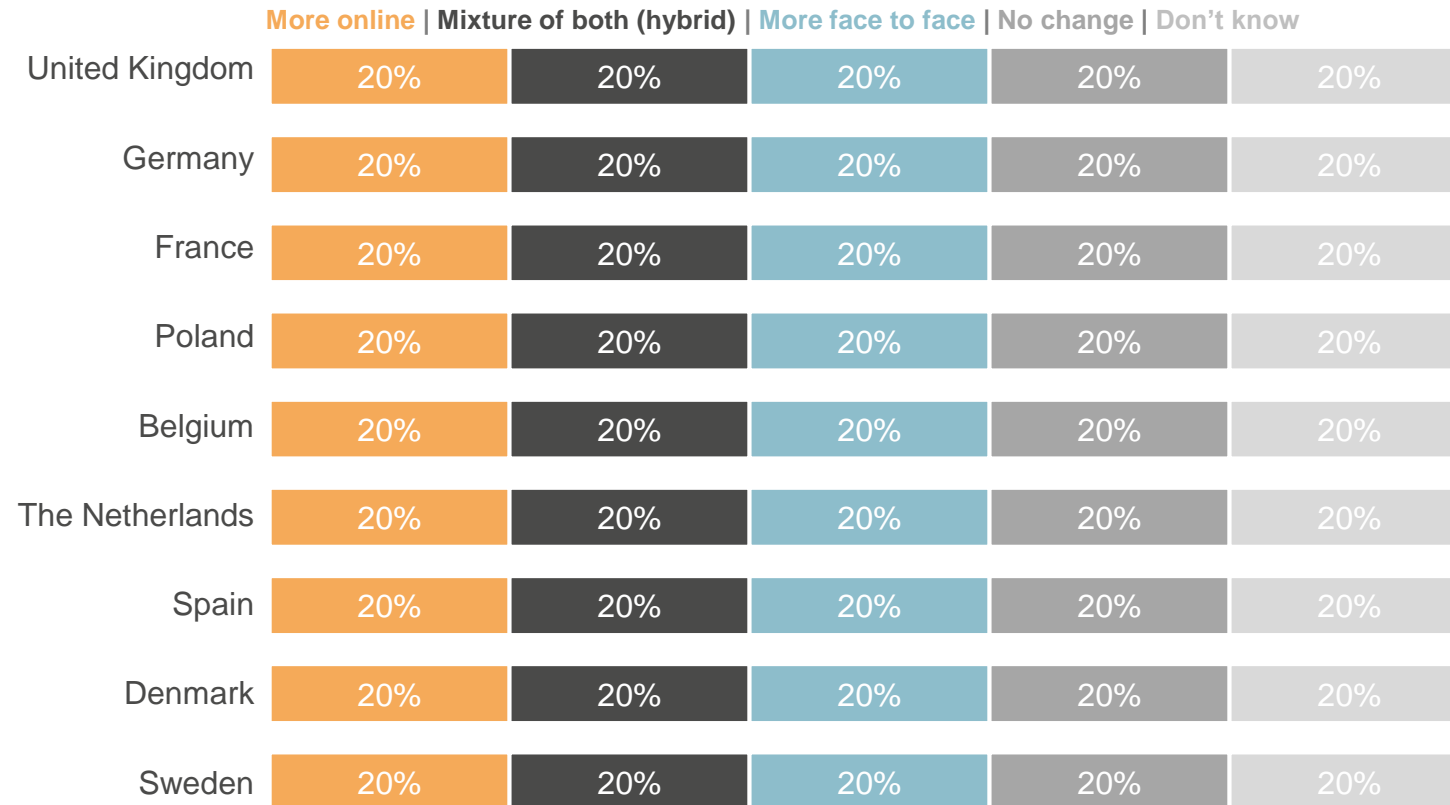
Training provider

	Wholesaler	Manufacturers	Industry associations	Internal trainings	Others	Don't know
United Kingdom	20%	20%	20%	20%	20%	20%
Germany	20%	20%	20%	20%	20%	20%
France	20%	20%	20%	20%	20%	20%
Poland	20%	20%	20%	20%	20%	20%
Belgium	20%	20%	20%	20%	20%	20%
The Netherlands	20%	20%	20%	20%	20%	20%
Spain	20%	20%	20%	20%	20%	20%
Denmark	20%	20%	20%	20%	20%	20%
Sweden	20%	20%	20%	20%	20%	20%

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Expected training method



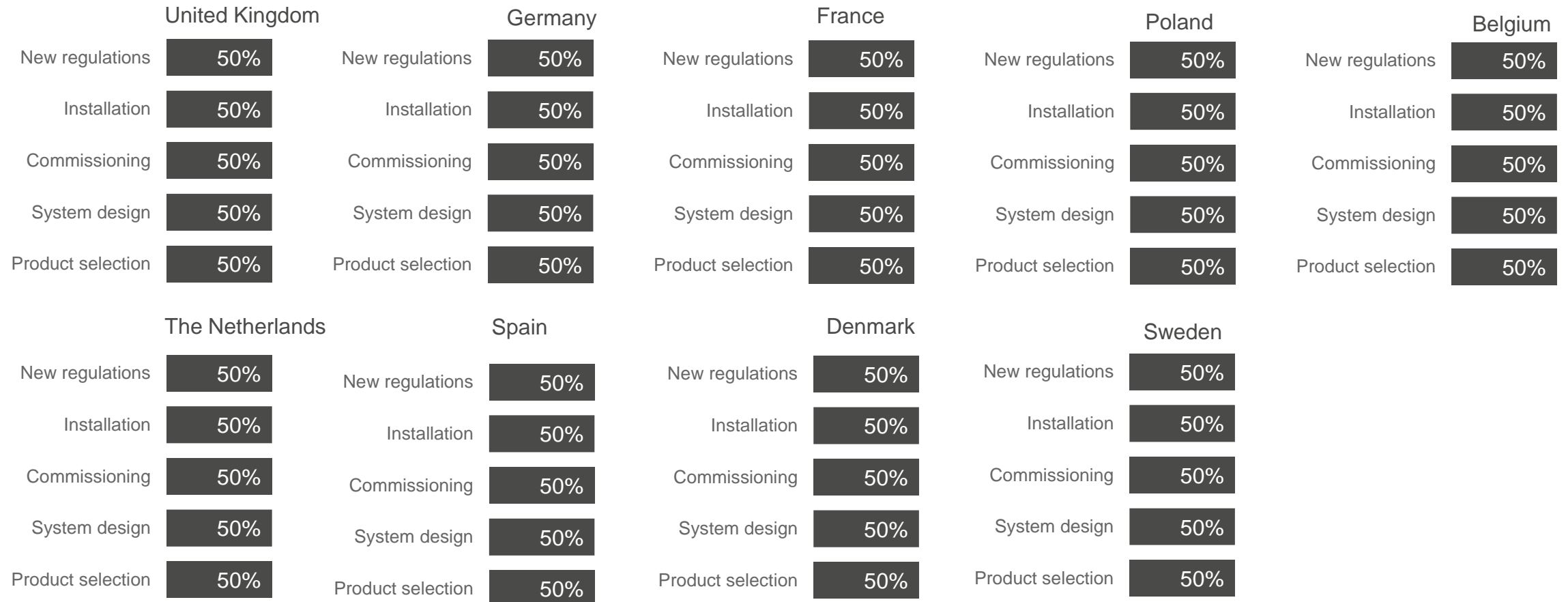
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Best topics for trainings – Top 5

Meanings of the bar colours:

Training mainly preferred online | Training mainly preferred face to face | No preference in the training method



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Training timing preferences

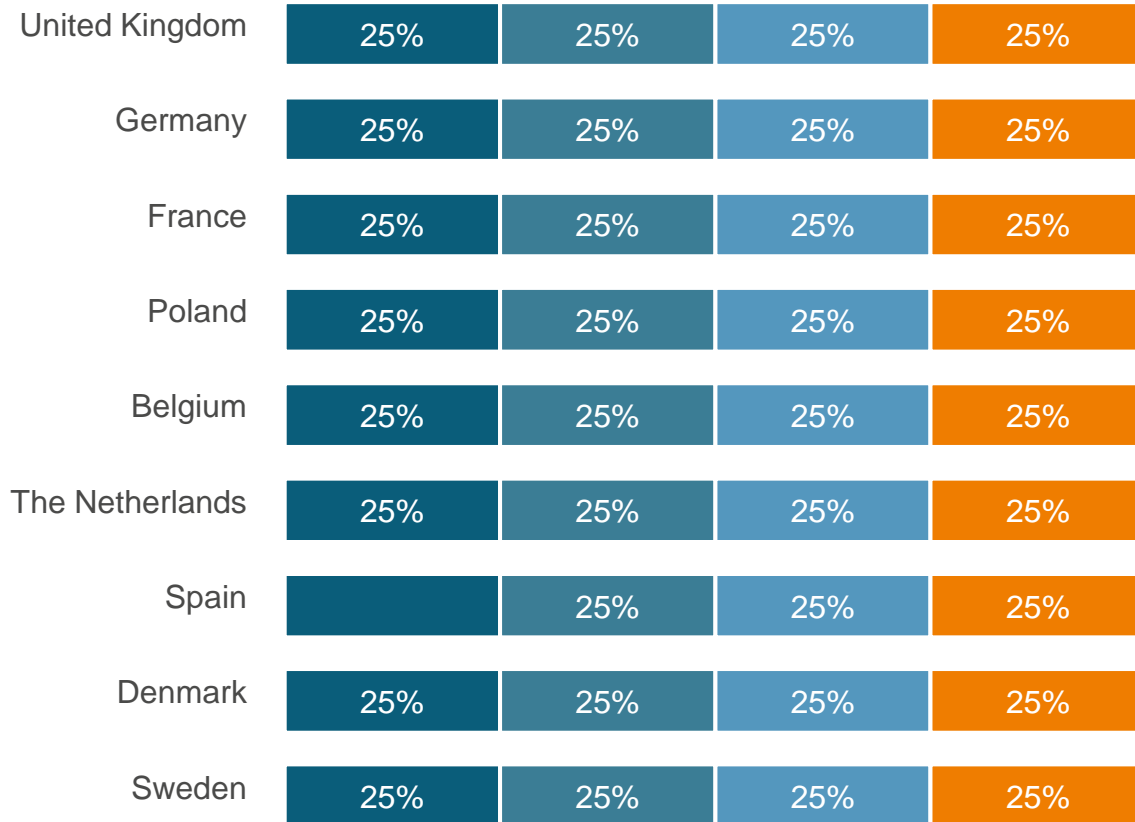
	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)	Full-year/Flexible	No preference	Don't know
United Kingdom	20%	20%	20%	20%	10%	10%	
Germany	20%	20%	20%	20%	10%	10%	
France	20%	20%	20%	20%	10%	10%	
Poland	20%	20%	20%	20%	10%	10%	
Belgium	20%	20%	20%	20%	10%	10%	
The Netherlands	20%	20%	20%	20%	10%	10%	
Spain	20%	20%	20%	20%	10%	10%	
Denmark	20%	20%	20%	20%	10%	10%	
Sweden	20%	20%	20%	20%	10%	10%	

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

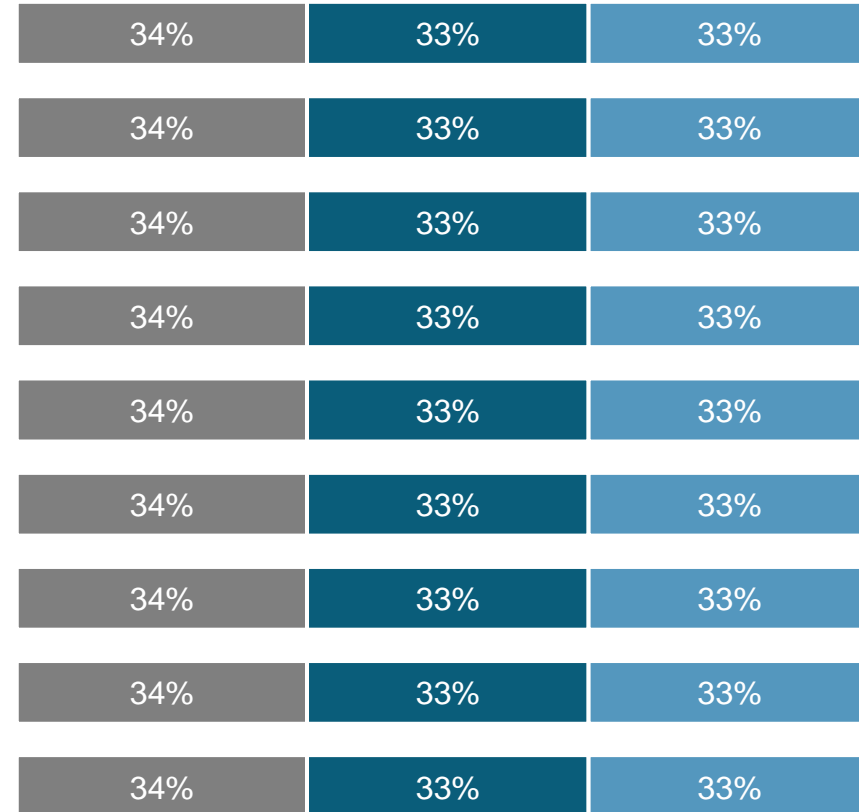
Interest in certification program from manufacturers

Yes, up to 2 days | Yes, 1 day max | Yes, on demand | Not interested



Impact of manufacturers training in purchase decision

No change | More likely to buy from that brand | Switch completely to that brand



Index

About European Electrical Installation Monitor

Key takeaways

Profile of the electrical installer

Business development

Theme topic – Training needs

Cross country summary

United Kingdom

Germany

France

Poland

Belgium

The Netherlands

Spain

Denmark

Sweden

Appendix



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Attended trainings in last 12 months

Looking at the last 12 months has the number of training courses increased, decreased or stayed the same compared to a year before.

50% of the electrical installers attended training in 2024.

Increased | Remained the same | Decreased | Not attend any trainings | Don't know



Base: n= 126, asked to all the respondents

Organization of training

Who primarily organizes your training?

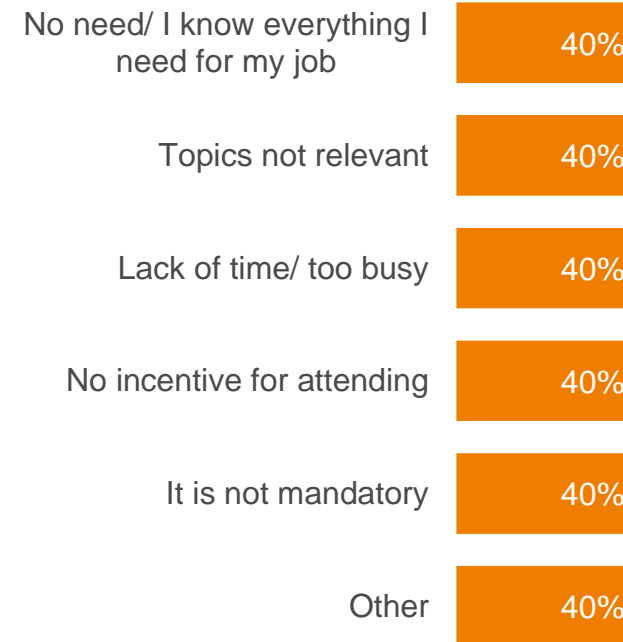
Wholesaler | Manufacturers | Industry associations | Internal trainings | Others



Base: n= xy, asked to all who have attended training

Reasons of not attended any trainings

Why has your company not attended training?.



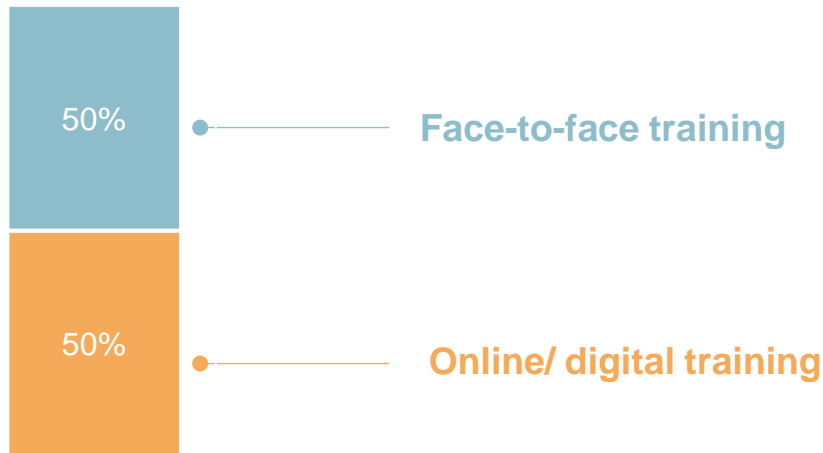
Base: n= xy, asked to all who have not attended training

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Training courses in 2024

Approximately how many of the face-to-face and online/ digital trainings has your company attended last year (2024)?



Base: n= XY, asked to all who have attended training

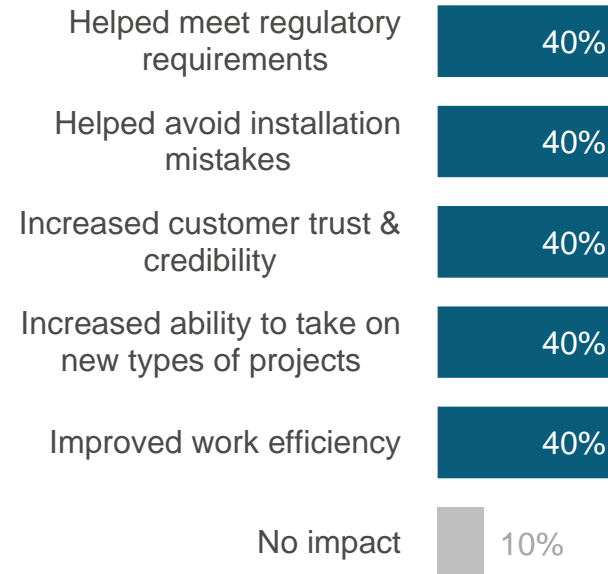
Training days per year

And approximately how many days in total have you/ your employees spent on training last year (2024)?



Impact of the training

How has training impacted your company's work in the past year?



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Expected format of training

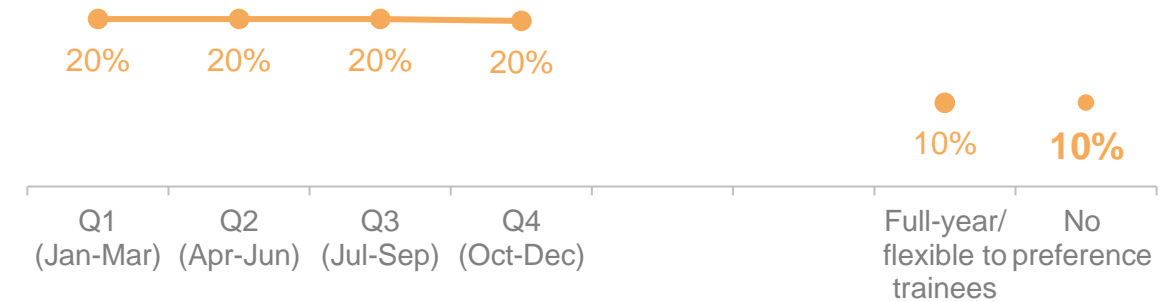
How do you expect the format of your company's training to evolve?

More online/digital | More face-to-face | Both | No changes | Don't know



Best period for training

What is the best period of the year when you would prefer training to be organised?



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

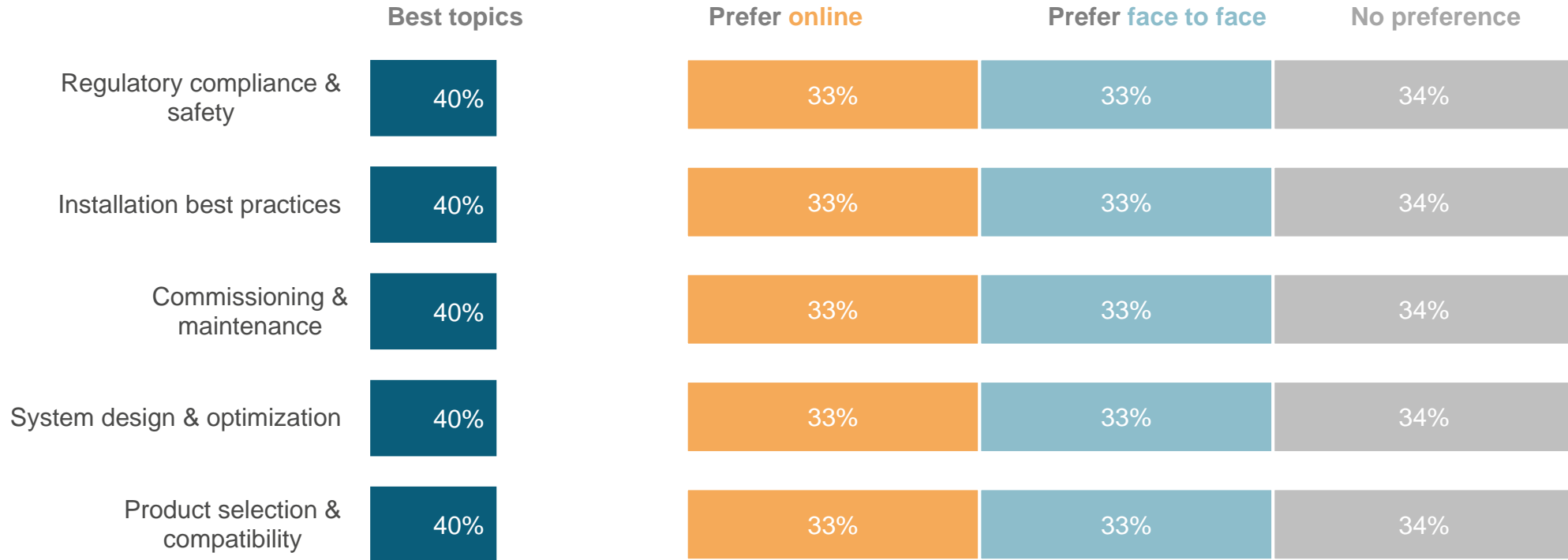
DUMMY DATA

Most relevant topics for training - TOP 5

What would be the most relevant topics for training for you and/or your employees? [Choose up to 5]

Preferred format of training

For the selected topics, which format do you prefer?

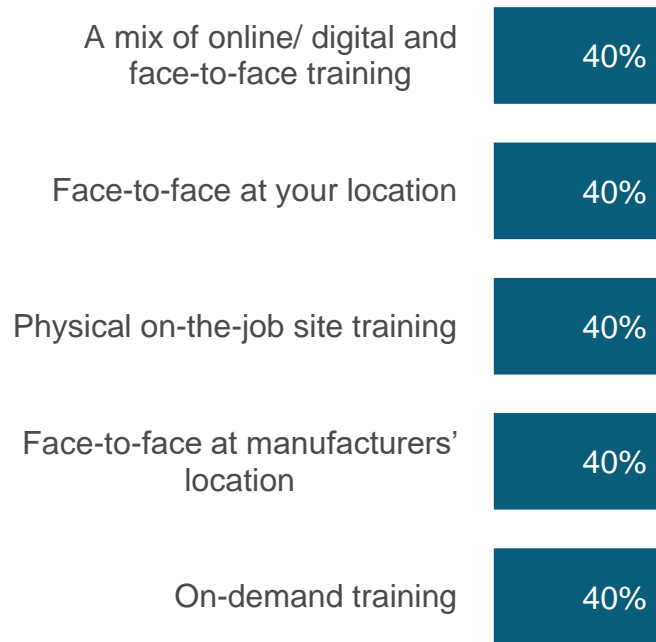


Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Preferred ways of training in general - TOP 5

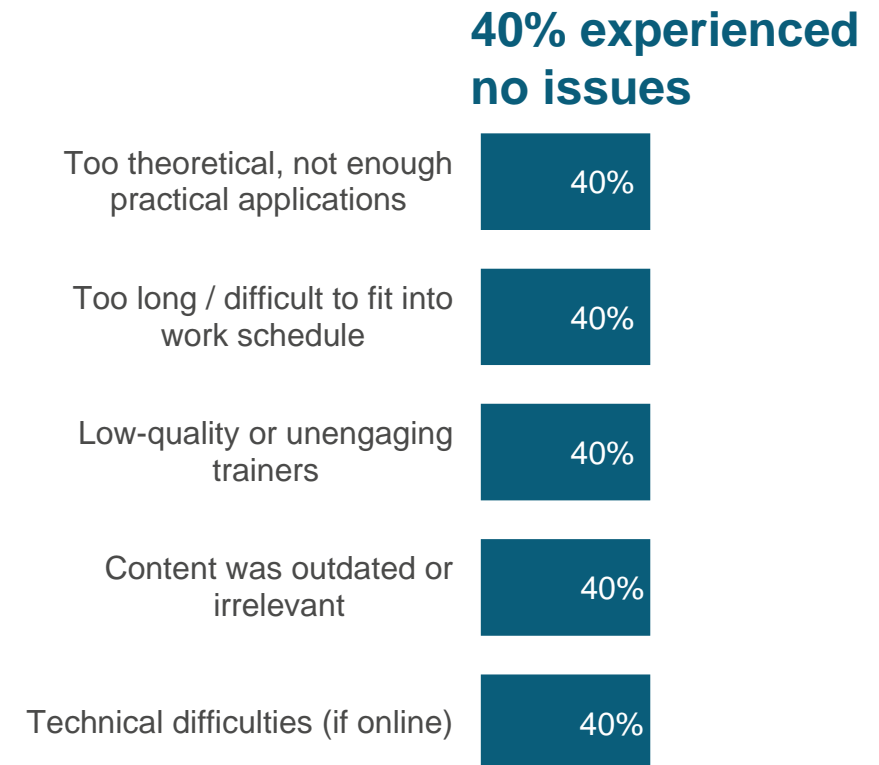
What are your most preferred ways of training in general?



Base: n= 126, asked to all the respondents

Pain points of training sessions - TOP 5

What issues have you encountered in past training sessions that made them less useful?



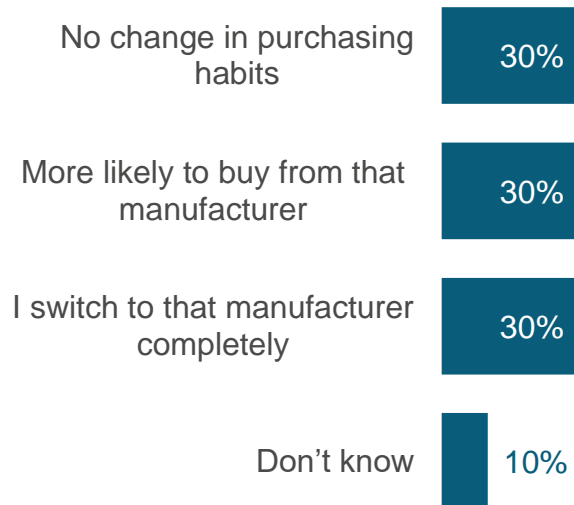
Base: n= XY, asked to all who have attended training

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Impact of manufacturer training in purchase decisions

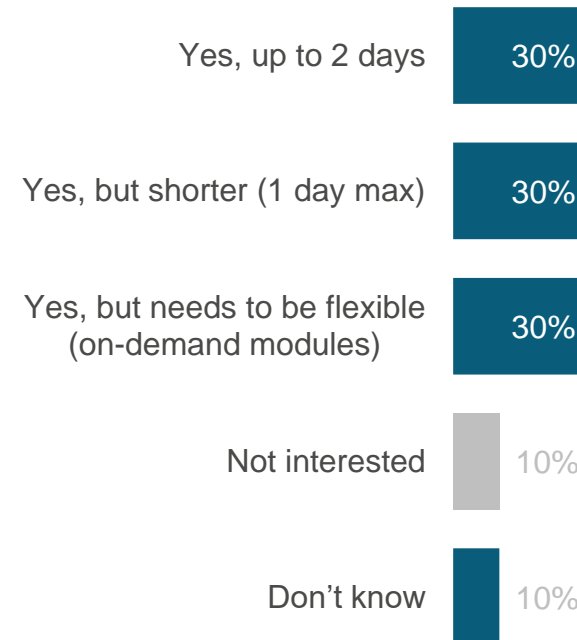
How does manufacturer training impact your purchasing decisions?



Base: n= XY, asked to all who have attended training

Ideal training time of manufacturer certification program

Would you be interested in a manufacturer certification program? If yes, what is the ideal training time commitment?



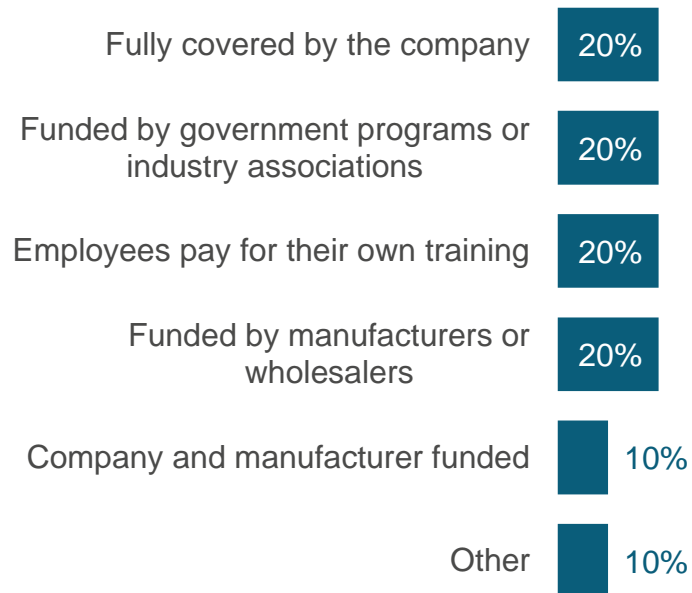
Base: n= 126, asked to all respondents

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DUMMY DATA

Finance of company training

How is your company's training typically financed?

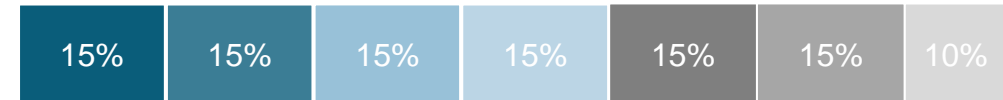


Base: n= XY, asked to all who have attended training

Average spending on training

How much do you spend on average per year per employee on training?

£0 | £1- £85 | £86-£210 | £211-£420 | £421-£850 | £850+ | Don't know/ Don't want to report



Base: n= XY, asked to all who have attended training

Index

About European Electrical Installation Monitor

Key takeaways

Profile of the electrical installer

Business development

Theme topic – Training needs

Cross country summary

United Kingdom

Germany

France

Poland

Belgium

The Netherlands

Spain

Denmark

Sweden

Appendix

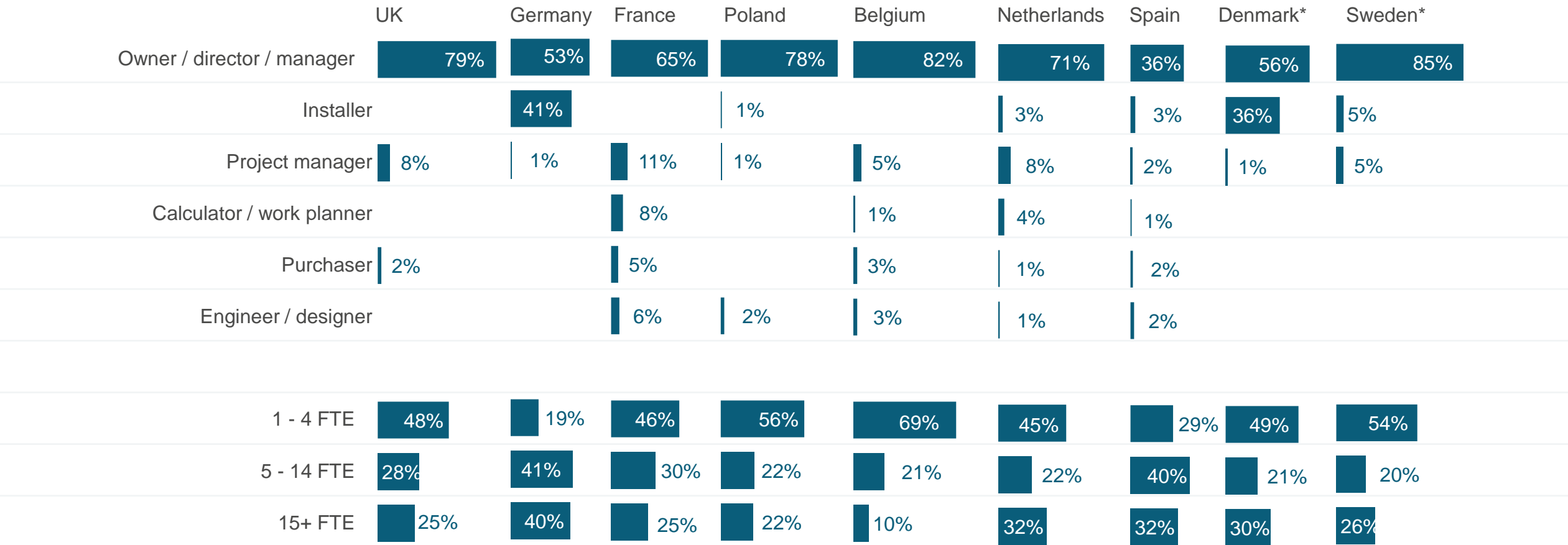


Respondents' background characteristics

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?



Q1 2025 data, unweighted

*The standard report includes 7 countries; Denmark and Sweden are optional



USP Marketing Consultancy Corporate Presentation 2025

About USP Marketing Consultancy



Over 30 years internationally operating market research and consultancy agency specialized in the construction, DIY, installation and real estate market.



Dedicated research and market reports.



Active in more than 30 countries per year.

Head Office



NL - Rotterdam

Branch Office



HR - Zagreb

Subsidiary



DE - Dusseldorf



Our Services

USP

DEDICATED MARKET RESEARCH

Our main business area is conducting dedicated, ad-hoc market research worldwide for key stakeholders supplying the construction, installation, home improvement and real estate

MARKET REPORTS

Benefit from a wide variety of ready-made market reports covering a range of topics like BIM, prefab, sustainability, buying behavior and much more, through the eyes of key stakeholders in the value chain

OUR ADDED VALUE

With our 30 years of experience in the industry, USP can do more than just deliver data. Our mission is to provide insights and advice you can build on. We are a sparring partner, instead of a data provider.

OUR GEOGRAPHIC SCOPE

Our reports cover multiple key markets worldwide and in multiple countries at the same time, ensuring comparability and reliability.

Dedicated Market Research



Market Reports



56.750
Phone interviews



66.400
Online interviews



78
Group discussions



1.778
In-depth interviews



1.778
Number of projects



13.600
Phone interviews



26.400
Online interviews



82
Customers



78
Number of market reports

Dedicated Market research



Branding

The more distinct your brand is, the more valuable it will be. Especially in the construction, installation and home improvement market segments, as product differentiation is decreasing and the stakeholders are traditional and relatively brand loyal. USP has 30+ years of experience conducting branding researches in the construction, installation and home improvement markets, both B2B and B2C.



Customer Satisfaction

USP has been conducting many customer journey studies annually, both B2B and B2C, qualitative and quantitative, in the construction, installation and DIY segments. Understanding your customers journey from orientation & inspiration all the way to services and retention are vital to increase your sales and marketing effectiveness.



Customer Journey

Understanding your target groups and being able to use a good segmentation & persona's can greatly increase marketing and sales effectiveness. USP frequently conducts segmentation studies for key stakeholders in the construction, installation and home improvement markets, both B2B and B2C, qualitative and quantitative.



Product Development

As product development plays a vital part in the growth of any business, it's not a surprise that USP frequently gets request to conduct product development studies, both B2B and B2C. Whether it's a concept test or a evaluation of a pre-production product, you can rely on our 30+ years of experience conducting these types of studies in the construction, installation and DIY markets.



Segmentation

Understanding your target groups and being able to use a good segmentation & persona's can greatly increase marketing and sales effectiveness. USP frequently conducts segmentation studies for key stakeholders in the construction, installation and home improvement markets, both B2B and B2C, qualitative and quantitative.



Market Size

To know if further growth is possible and whether your sales are developing in line with market volume, it is important for your business or organisation to understand the total market size and the share of your brand(s). With our track record of 30+ years in conducting market size studies in the construction, installation and home improvement industries, we can assist you in the entire process.



Market Exploration

Perhaps you plan to enter a new market with your product or service? In that case, you need to understand exactly what is going on in that market. We use a range of methods to identify the market characteristics and combined with our three decades of experience conducting market research in the construction, installation and DIY industry, we can deliver insights and advice to build on.



Pricing

USP can lean on 30+ years of market expertise in the construction, installation and home improvement markets to assist you with any kind of pricing studies. Whether it's how to maximize revenue and ROI or what price levels are best suited for a new product launch, USP can provide the insights and advice.



Driver Analysis

Driver analysis can provide insights into the relevance and most important drivers for all of the relevant stakeholders in the construction, installation and home improvement business value chain. Our customers often use this information to develop new products and services. USP has over three decades of experience conducting driver analysis, providing insights and advice to our customers, both B2B and B2C

304 dedicated project in 2023/2024

Tailor-made projects, driven by your information needs

More than just a data provider, advice & insights based on facts and over 30 years of experience in the industry

Worldwide coverage

B2B, B2C, qualitative and quantitative research or a combination of both

Within our market specialism, all types of researches can be conducted

Targeting the right audience, with the right questions at the right time

Market reports

	Target group	Methodology	Total interviews	Countries	Frequency	Themes 2025
European Architectural Barometer	Architects	Phone interviews	3,400		Quarterly	Orientation, sustainability, prefab & industrialization, BIM and new digital tools
European Contract Monitor	Contractors	Phone interviews	2,050		Bi-annually	Orientation, future of construction
European Mechanical Installation Monitor	HVAC Installers	Phone interviews	2,600		Quarterly	Sustainability, services, purchase behavior, training needs
European Electrical Installation Monitor	Electrical installers	Phone interviews	3,000		Quarterly	Training needs, orientation, purchase behavior, BIM and new digital tools
European Painter Insight Monitor	Professional painters	Phone interviews	2,300		Annually	Brand health check and efficiency & innovation
European Home Improvement Monitor	Consumers	Online interviews	26,400		Quarterly	Orientation; rise of digital natives, Purchase Channels; online leaders Brand health check, DIY vs DIFM; outsourcing jobs
European Handyman Monitor	Handymen	Phone interviews	3.400		Annually	Trend tracking, Activities and product usage, Purchase and decision behaviour, Brand performance scans
European Garden Monitor	Consumers	Online interviews	6.400		Annually	Smart Garden, Sustainable Garden, City Gardening, Health Gardening, Outdoor living

A selection of USP Marketing Consultancy's clients

USP

Construction

ASSA ABLOY

3M

FLEX
Das Original

Kingspan

VELUX®

TOOLSTATION

BMI

FESTOOL

fischer

KNAUF

DAW

amtico
flooring

Forbo

ROCKWOOL

covestro

REYNAERS
aluminium

WD-40

PPG

BOLTON

AkzoNobel

SIG

Wienerberger

SAINT-GOBAIN

Jika®

Installation

ABB

BOSCH

GIRA

DORN
BRACHT

GRUNDFOS

hager

sonepar

Schneider
Electric

LG

PIPELIFE

KALDEWEI

mitsubishi
ELECTRIC

legrand

TRILUX
SIMPLY YOUR LIGHT.

SAMSUNG

VIESSMANN

Vaillant

REHAU

EMERSON

wavin

GEBERIT

DAIKIN

signify

ROTHENBERGER

Home Improvement

adeo

Orkla
House Care UK

Dulux®

tesa

33

GROHE

Villeroy & Boch

MTD
Paint & Coatings World

Bostik
smart adhesives

KÄRCHER

hansgrohe

UNILIN
FOR SMART LIVING

AkzoNobel

NEWAGE
PRODUCTS

StanleyBlack&Decker

maxeda
DIY Group

DELI HOME

BRIGGS & STRATTON

cromology

Ideal

ShurTech
Brands

Yale

BOLTON
ADHESIVES

PPG

Client's testimonials on market reports

CATRIN KLEIN

Head of Customer & Market Insights at Hilti



The Contractor monitor reports that we receive from USP provide insights that are fact-based and highly relevant. The reports are easy to assimilate with our internal audience and set foundation for deeper discussions.

DANIEL ANGELOVSKI

Group Insights Manager at Velux



The specialized insights in the Home Improvement Monitor are a great source of input for our industry analysis.

MIRYAM SALVADOR

Global Channel Director at Schneider Electric



Their specialized insights on construction and installation markets allow us to make go-to-market decisions based on factual data. Their customer-centric approach helps us put customer needs at the centre of our decisions.

DALIA GONCIAUSKAITE

Marketing Manager Architectural at Covestro



USP is professional, responsive, didactic, and voluntary. It was easy to exchange my thoughts with them.

HARDY JAESCHKE

Senior Manager Market Research, Market Intelligence at Vaillant Group



The USP reports help us better understand different B2B target groups, better assess their business situations and enrich our range of knowledge enormously.

ARMIN DIPPING

Senior Manager strategic and international Marketing at Gira



With the Electrical installation monitor reports we receive from USP we get an overview and first insights on behaviour, relevant topics and trend in the electrical installation industry.

CAROLINE ROQUE

EMEA Consumer and Market Insights Manager at 3M Consumer Business Group



The USP team has very strong expertise in the construction and home improvement markets. We are using their detailed home improvement monitor reports very extensively.

JUSTYNA

GUDOWSKA-POHLING
AC EMEA Customer Insights Manager at PPG



USP delivered the company good, useful business recommendations and insights, which have accelerated business growth.

Client's testimonials on dedicated research

USP

GORDON
MURRAY-SMITH



Market Intelligence and Insight
Manager at BMI

USP is a trusted supplier of BMI as they understand our business, are professionals, and are pleasant to communicate with.

PAUL O'DWEYER



Global Consumer Market
Development Manager
at Bostik

Good working relationship between the project team, strong knowledge of the insights and findings from the fieldwork, presented and communicated very clearly in the report.

JOOST MAARSE



Global Lead Circular
Economy
at Grundfos

Delivered as promised and great regular communication towards us as a client.

HENDRIKJE
BUDENBERG



Responsible Marketing &
Communication BU Technical
Insulation at Saint-Gobain
Technical Insulation

With USP there is always a good personal contact and the research results were great.

FEDERICO ITRI



Associate Commercial
Excellence Manager EMEA
at ASSA ABLOY Opening
Solutions

We have a really good cooperation with USP, always great to do research projects together.

SUZANNA
LAMMERTS
VAN BUEREN



Director Business Development
Northern Europe at Somfy

USP thinks along and were able to, besides delivering the insights, brainstorm about the business opportunities.

OLGA KOLOS



Electrician Program Director,
Global at Schneider Electric

We work with USP regularly, they are flexible and provide us with good results.

KATERINE
BRUUN
NIELSEN



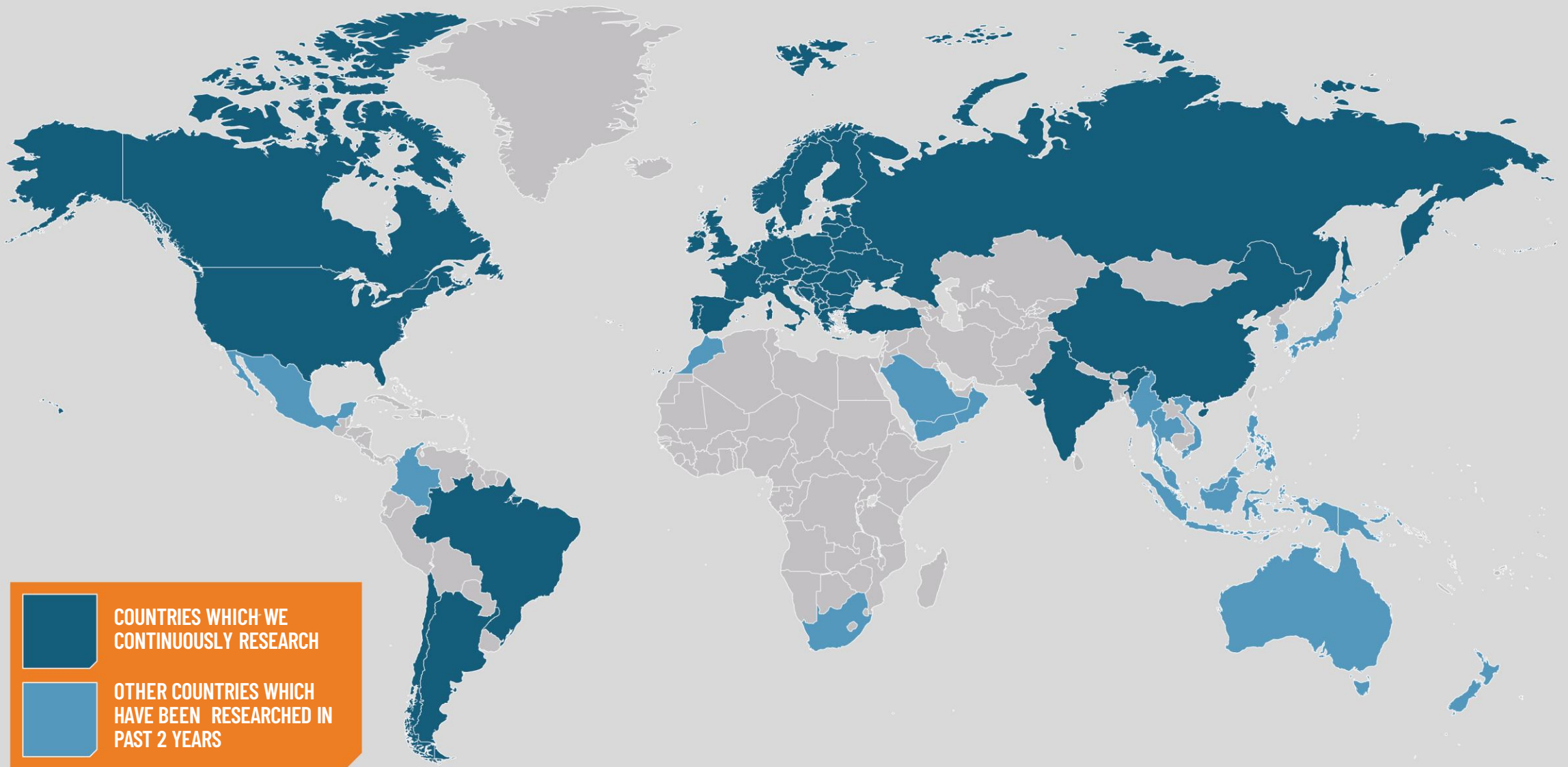
Group insights Manager at Velux

USP always works very structurally and professionally, and we always feel in good hands.

*For more testimonials you can visit our [website!](#)

Our scope

USP



USP Marketing Consultancy

© 07 April 2025, USP Marketing Consultancy B.V.

The information in this publication is strictly confidential and all relevant copyrights, database rights and other (intellectual) property rights are explicitly reserved. No part of this publication may be reproduced and/or published without the prior written permission of USP Marketing Consultancy B.V.