



European Electrical Installation Monitor 2026:

Understanding how electrical installers adapt and shape your market

Europe's electrical market is changing - and installers are at the centre

Europe's electrical market is entering a new phase of structural change.

Manufacturers must navigate:

- Margin pressure reshaping product and brand selection
- Skilled electrician shortages driving project prioritisation
- Rapid electrification (EV charging, heat pumps, renewables) increasing system complexity
- Growing influence of wholesalers, distributors, and digital channels
- Increasing digitalisation of installation, design, and maintenance workflows
- Fragmented electrician media and engagement landscape

Market transformation is happening at the installer level



Installers are the main decision makers for products and brands

Specification does not guarantee installation.

Brand choice is increasingly made on-site, under pressure.

Installer behaviour is shifting - but how far?

- Switching brands based on price/availability?
- Prioritising “better jobs” over planned ones?
- Adapting to digital and AI-driven workflows?

Influence is shifting beyond direct brand control.

**The key question is no longer “what do installers think?”,
but “how do they actually decide TODAY?”**

European Electrical Installation Monitor

Understanding how Europe's electrical installers work, adapt, and decide



Countries



Target group

Representative sample of Electrical Installers



Methodology & total number of interviews

Phone interviews
1.050 interviews



Report theme

2026: Installers support needs and adaptation to emerging trends

Key trend tracking (every year):

- Includes yearly tracking of business development, BIM usage, prefab adoption, product usage, labor shortage, and installer profile.



Benefits

Yearly report and presentation with Q&A by a USP expert

- Anticipate the installers needs and market shifts & base your strategy on representative, comparable insights.

Online dashboard



Price

Single report: **€ 6.500**

EEIM 2026: More strategic, more actionable, more relevant

A refreshed monitor built around today's installer market realities



More STRATEGIC ADVISORY, not repetitive tracking



Topics aligned with the CHALLENGES SHAPING 2026–2028 decisions



CONTINUITY RETAINED - with sharper, more relevant insights



HIGHER RELEVANCE for commercial, channel and product teams



LOWER INVESTMENT, with stronger strategic value

NEW for 2027: EEIM Brand Scan (pre-announcement)

Who really wins in your category?

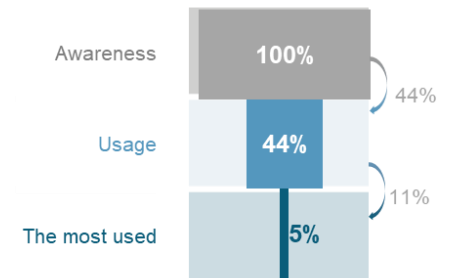
What you get:

- Brand funnel: awareness → usage → the most used brand
- Spontaneous brand associations: innovation | partnership | sustainability
- Insights at **product category level**

Why it matters:

- ✓ See where you **win (or lose) vs. competitors**
- ✓ Support **brand, product and channel decisions**

Will be available as an additional EEIM module in 2027, based on subscriber demand per category



Contact your EEIM team to **pre-register interest and prioritise categories**

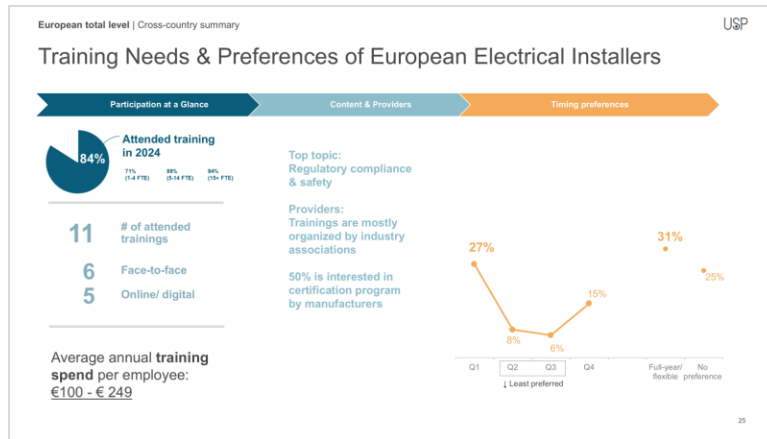
Why manufacturers choose EEIM

Stronger installer insight for better commercial decisions

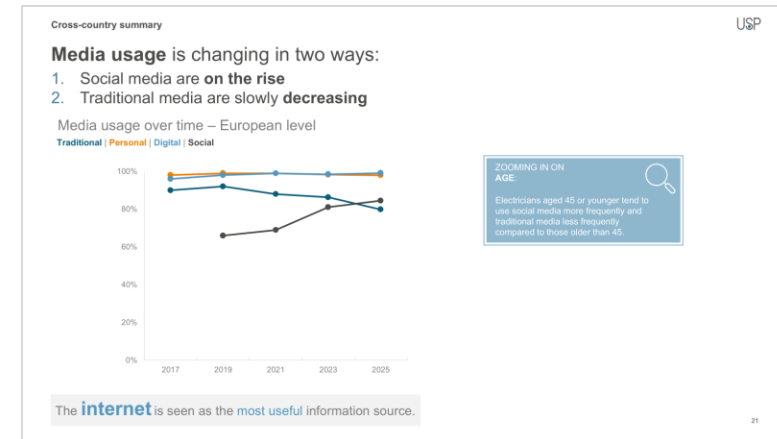
- ✓ Understand how **installers actually make decisions**
- ✓ Track **emerging trends** shaping your 2026–2028 strategy
- ✓ Anticipate **substitution risk and shifting brand dynamics**
- ✓ Strengthen **product, channel and communication decisions**
- ✓ Use **strategic reporting** that is easier to share internally

A sneak peek into previous EEIM reports....

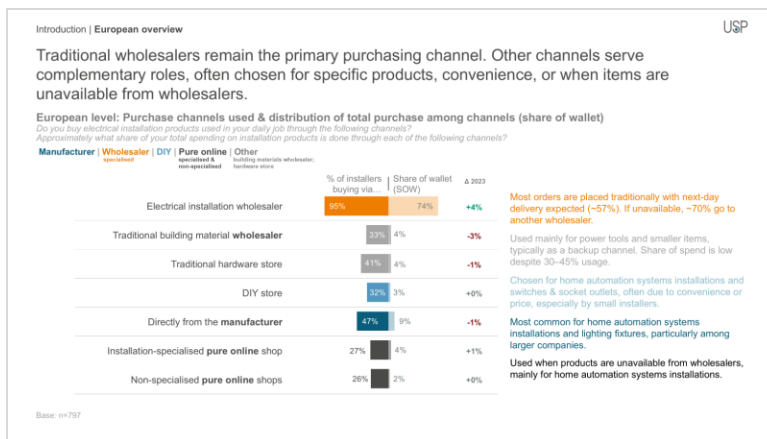
Training needs:



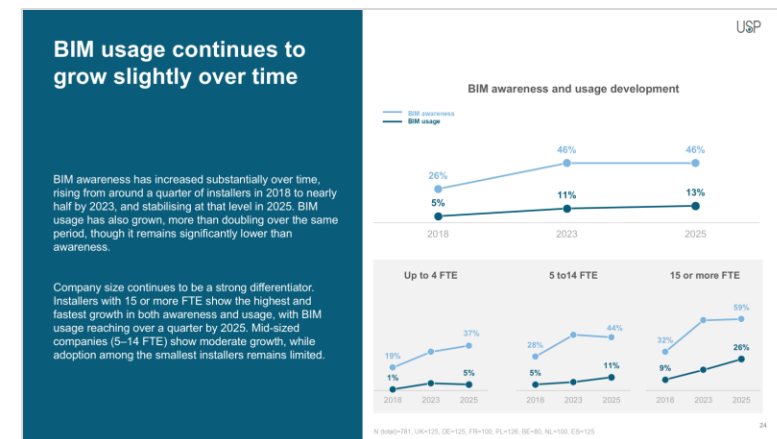
Media orientation:



Purchase channels:



BIM and digital tools:



Your trusted EEIM contacts:

Let's explore how EEIM can support your business



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Connect the full construction decision chain



- **European Architectural Barometer**

- **Contractor Monitor**

- **Handymen Insight monitor**

- **Painter Insight monitor**

- **European Mechanical Installation Monitor**

- **European Electrical Installation Monitor**

<Channel dynamics captured through installer, contractor and homeowners' perspectives>

- **European Home Improvement Monitor**

Client Testimonials

How clients value our market monitors

GIRA

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 trends in the electrical installation industry.



Céline Pineau

Consumer insight researcher at Hager

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



Hardy Jaeschke

Senior Manager Market Research

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



Gordana Faust

Market Intelligence Specialist, Rothenberger

The cooperation was perfect in every way, the project managers from USP have a lot of knowledge and are very reliable.



Renato Di Rubbo

Head of global Marketing Piping systems at Geberit

We value USP for the highly competent consulting, the pragmatic and uncomplicated process, and the high quality of its inputs.



Miryam Salvador

Global Channel Director

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



Trusted by industry leaders

Supporting growth across construction, installation and home improvement

Construction



Installation & Home Improvement



About USP Marketing Consultancy

Trusted insights for over 30 years



30+ years of international market research and consultancy experience



Specialised in construction, installation, DIY and real estate



Active in 40+ countries annually



Focused on trends, market developments and actionable insights



A strategic partner, not just a data provider

At USP, we deliver the insights you can truly build on.

Head office



The Netherlands – Rotterdam

Branche office



Croatia – Zagreb

Subsidiary



Germany – Düsseldorf



USP Marketing Consultancy

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