

EDA State of the Sector Survey Wholesaler Feedback: Q2 2025 April





State of the Sector Survey Wholesaler Feedback: Q2 2025 April

These are the responses from EDA Wholesaler businesses as part of the Q2 EDA State of the Sector Survey 2025.

The results were presented at the EDA's Talking Shop on Friday 9 May 2025.

This survey attracted 74 responses, a 29% response rate.

As of 1 May 2025 the EDA has 256 wholesaler members, plus the head offices of the 4 buying groups.

There is a separate survey for EDA Manufacturers.

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[Q25: Has there been any change in demand for the following products in Q1 2025 compared to Q4 2024?. **Page 1 of 2**](#)

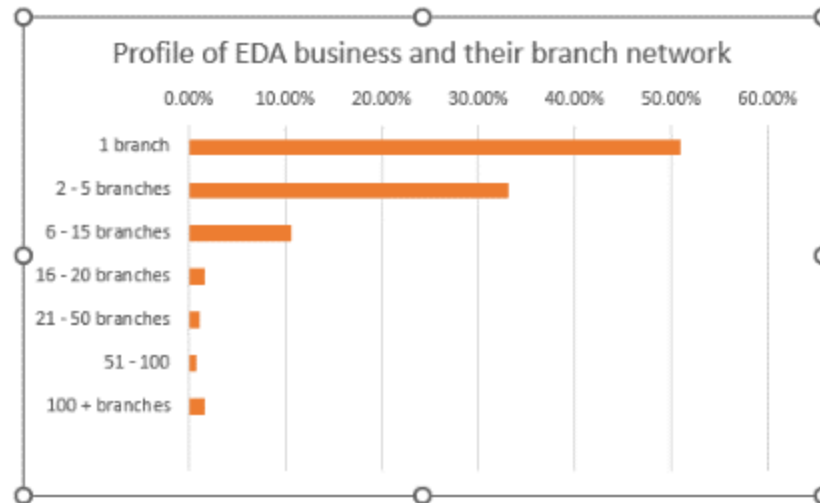
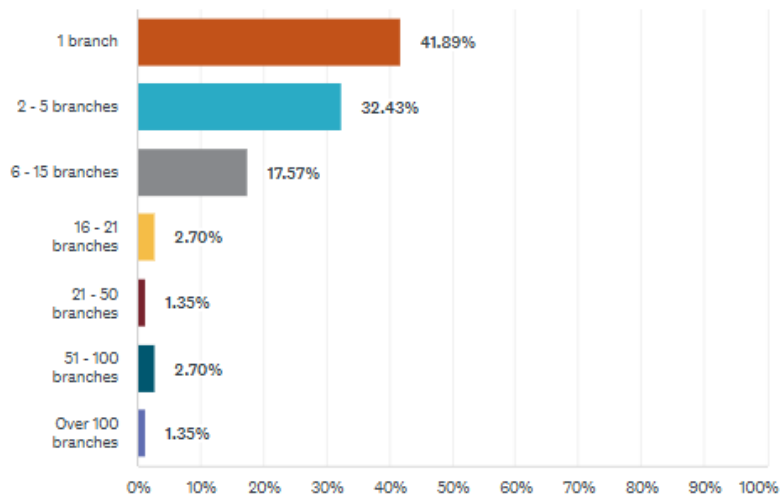
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[Q26: How do you anticipate sales volumes \(like for like sales\) will change](#)

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Q1: How many branches do you have?

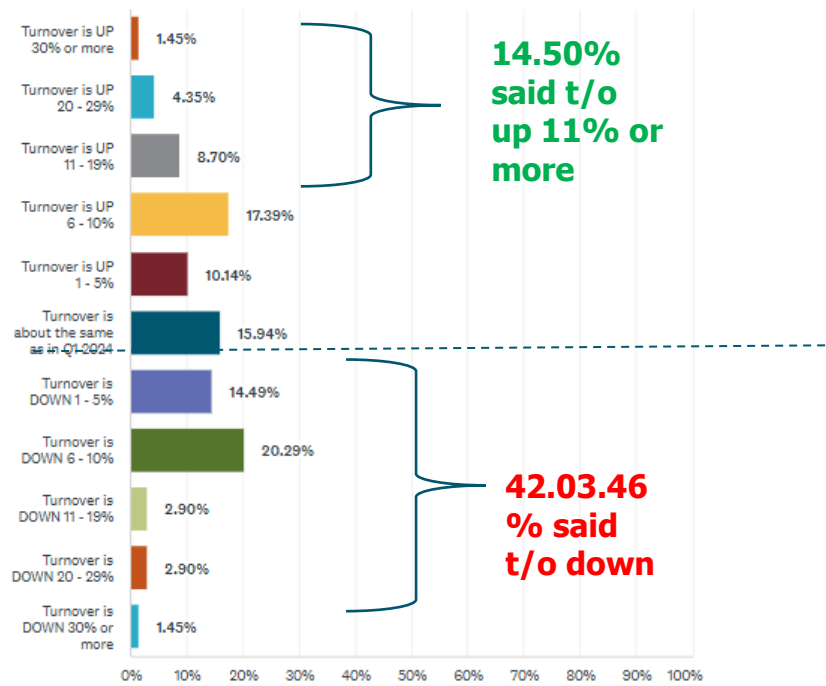


As at 1 May 2025 the EDA has 257 member wholesalers, plus 4 buying group head offices. Collectively, EDA wholesalers run 1,894 branches across the UK.

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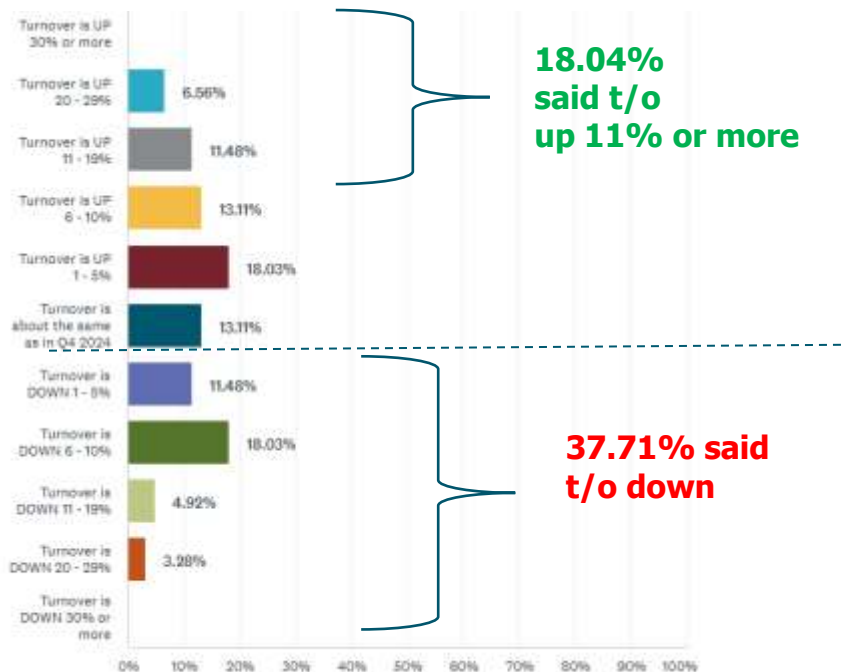
Q2: How does turnover in Q1 2025 compare with Q1 2024?



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Q3: How does turnover in Q1 2025 compare with Q4 2024?

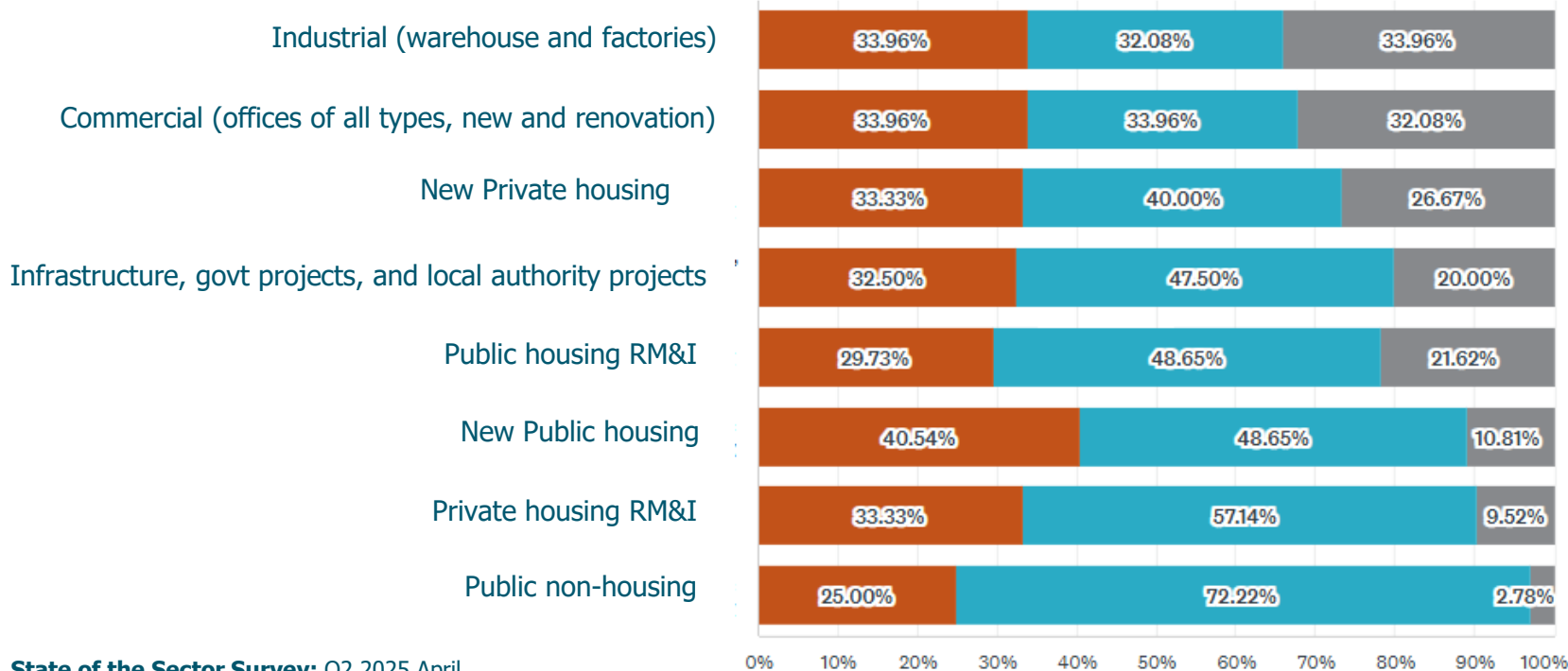


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Q4. Have you experienced a change in turnover in Q1 2025 compared to Q4 2024 for the following sectors? **Ranked by growth (grey band)**



Decline No change Growth



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Q4: Comments on particular areas of growth

“EV charging points”

“Renewables”

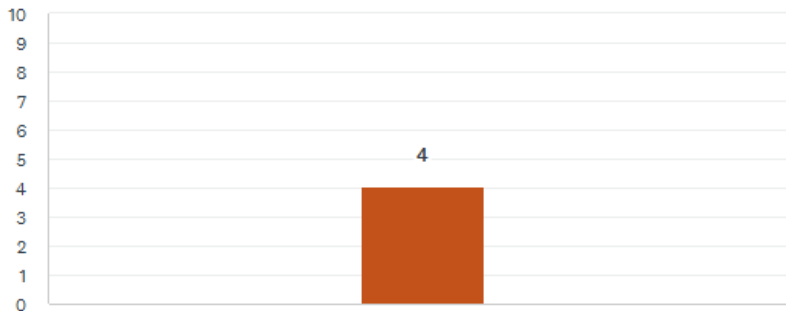
Q5: If you have experienced a downturn in the traditional Repair, Maintenance and Improvement (RM&I) in the Private Housing sector (excluding renewables such as EV and solar PV), please tell us more about how much demand has **decreased.**



10 = Significant Decrease

5 = Moderate Decrease

1 = Small Decrease



Explanation:

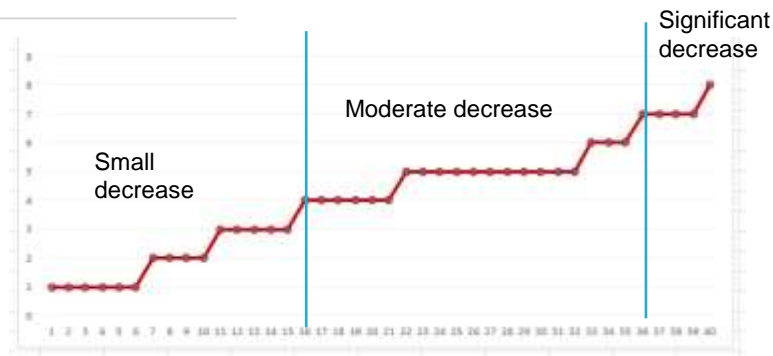
Survey Planning Group were concerned about the decline in RM&I in the Private Housing Sector. Are other wholesalers experiencing the same decline?

40 people responded, producing an average score of 4, which represents a moderate decrease, however there was quite a distribution of responses as you see from the graph.

A score of 7 – 10 is a significant decrease

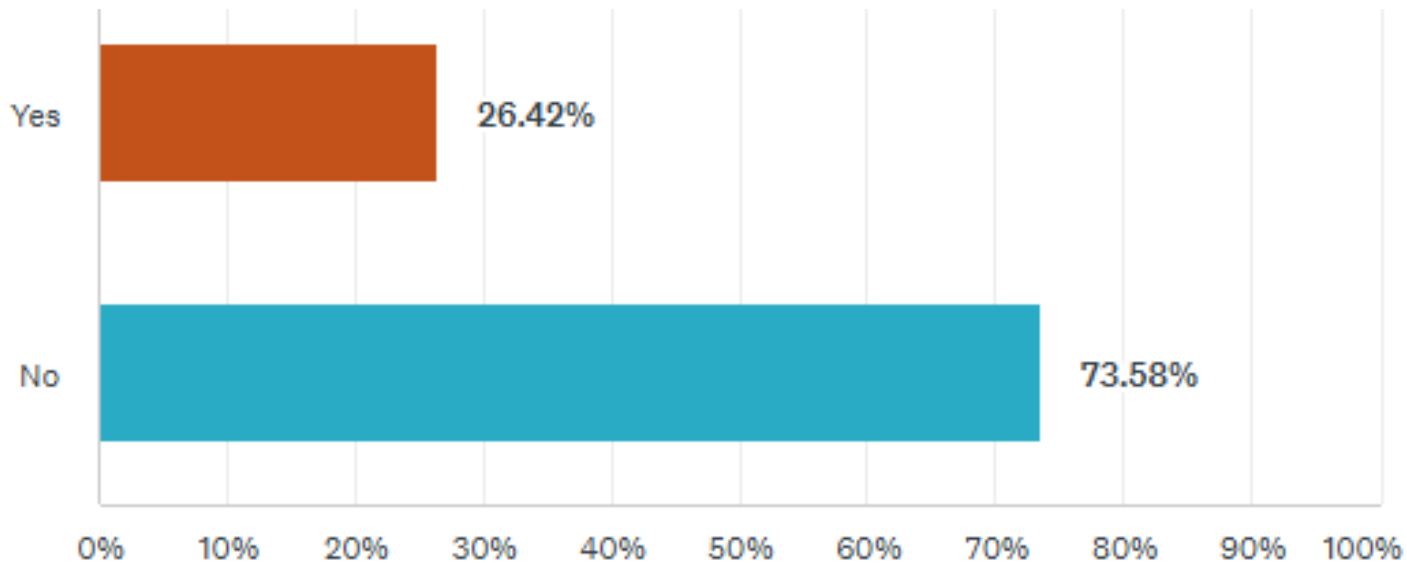
A score of 4 – 6 is a moderate decrease

A score of 3 or less represents a small decrease



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Q6: Are you planning to diversify into other areas to mitigate the impact of the downturn in RM&I business?



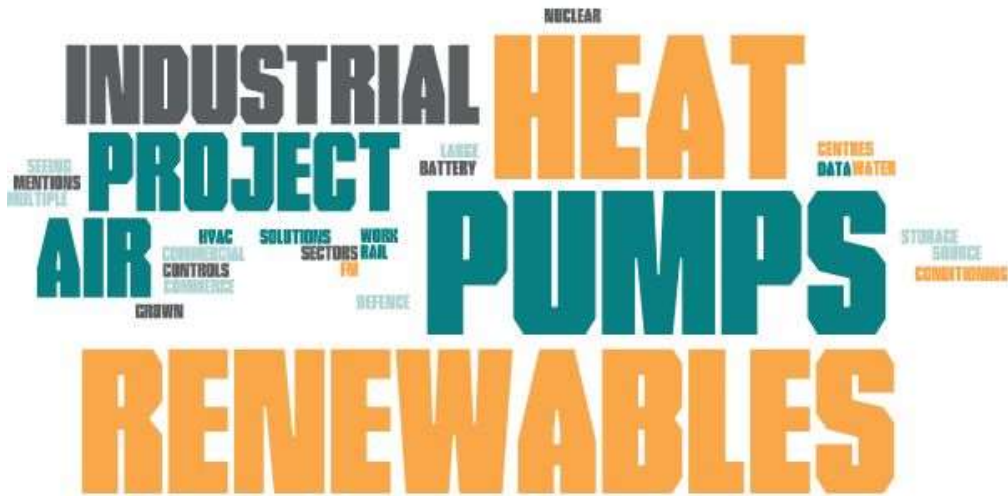
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Q7: Which areas are you diversifying into?

“Aim to cover all contractor, maintenance, end user sectors to lessen the impact of a downturn in any one particular market”

Actual responses below, and expressed as a word cloud:

- Project solutions
- Project work, battery storage, heat pumps
- Air source heat pumps
- Renewables (*multiple mentions*)
- Renewables, HVAC
- Air conditioning and heat pumps
- Industrial & Commercial sectors
- Industrial controls
- E-commerce
- Seeing large grown in FM
- Nuclear, Data Centres, Defence, Rail, Water, Renewables



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Q8: How do you see business from the RMI Private Housing Sector evolving in 2025?

Negative Outlook

Flat at best

Decreasing due to uncertainty

Downturn

Unfortunately, the confidence in 2025 has returned to uncertainty

It will continue to decline

Don't see it evolving, less money in people's pockets so they are not spending on their properties

Stagnant/No Change

I believe it will stagnate.

staying much the same

STAGNANT

No change

Static

Flat

No change

Not certain

Slow Growth

slow

Slowly

Slowly

Continue to be very slow.

Positive Outlook

Growth in private housing to improve value.
Alternative to moving due to prices

Before Trump Tariffs I was optimistic for a return to growth h2 2025. Now I think that we may see growth in volume but deflation from increase dumping.

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Q9: Comments about the performance of RMI Private Housing Sector and its impact on your business

“House builders using national wholesalers to set up direct pricing.”

“Too many contractors travelling greater distances and using low budget products.”

“One hand a decline is not a good thing, however it forces a focus on other potential areas for growth.”

“Very poor. Contractors focused on RMI are having to diversify.”

“Small impact in decreased turnover for that area of the business.”

Q10: Your Operational Challenges: please tell us which 3 operational challenges are your most pressing at this time?

	April 2024	July 2024	October 2024	January 2025	April 2025
1	A downturn in demand	Online prices making margins tight	Online prices making margins tight	Inflation in business overheads and passing these on to customers	Inflation in business overheads and passing these on to customers + Upward pressure on all wages driven by the increases in National Living Wage and National Minimum Wage on my overall wage bill
2	The impact of increases in National Living Wage and National Minimum Wage on my overall wage bill	A general downturn in demand	A general downturn in demand	Online prices making margins tight	Online prices making margins tight
3	Attracting and retaining staff	Increasing competition for work	Inflation in business overheads	Upward pressure on all wages driven by the increases in National Living Wage and National Minimum Wage on my overall wage bill	Difficulties attracting and recruiting staff

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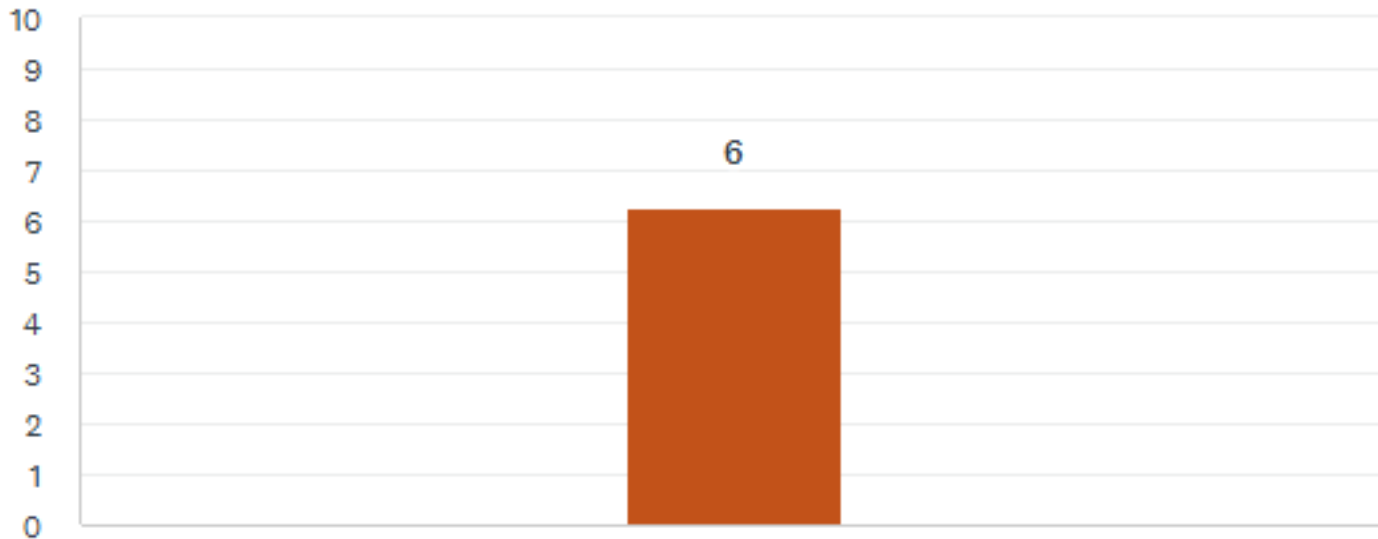
Q10: Comments on operational challenges

“I could tick 5 or 6 of these boxes”

“The negative effect on investment decisions of falling business confidence.”

“Rents, Rates, NI, wage increases have put a huge burden on our business meaning we can't give the pay rises we normally do or would like.”

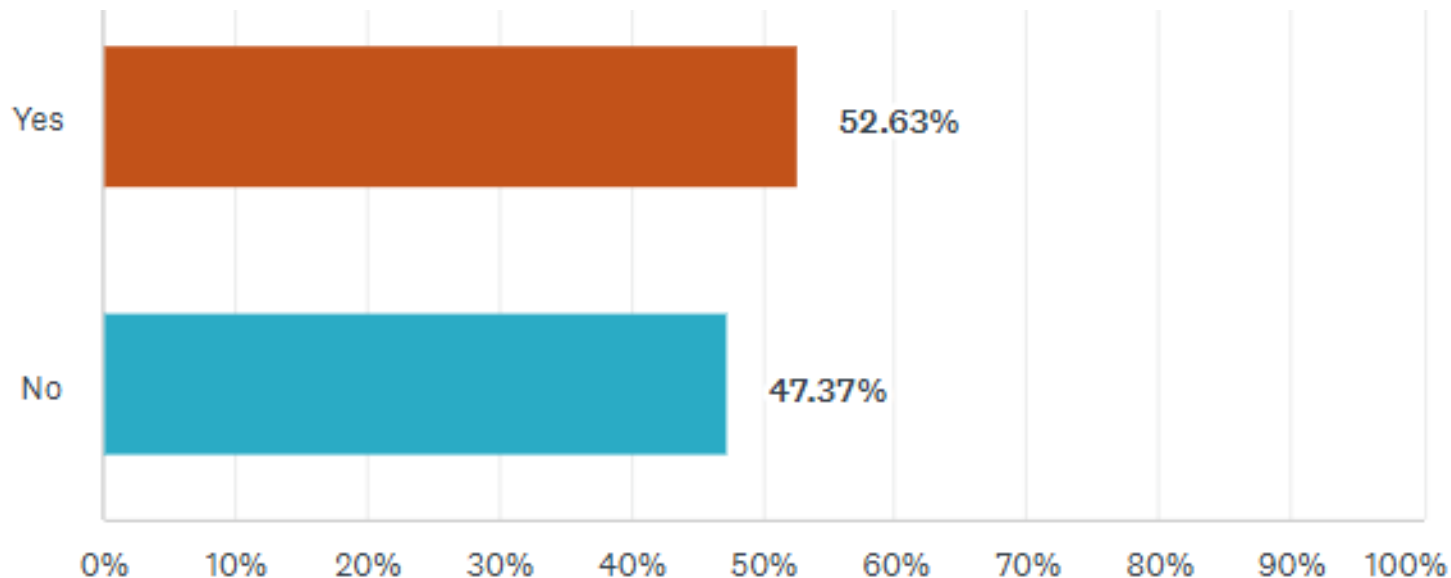
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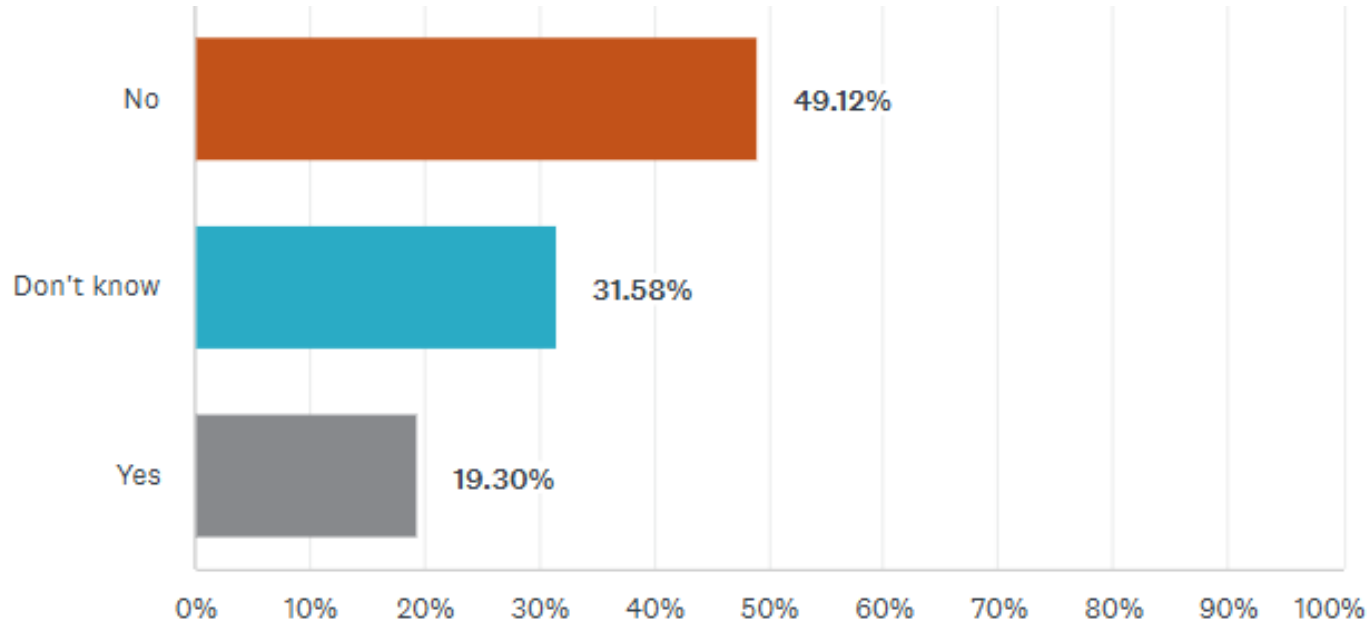


Q12: Are you aware of your contractor customers becoming "influencers" and creating video content about electrotechnical products for their social media channels?



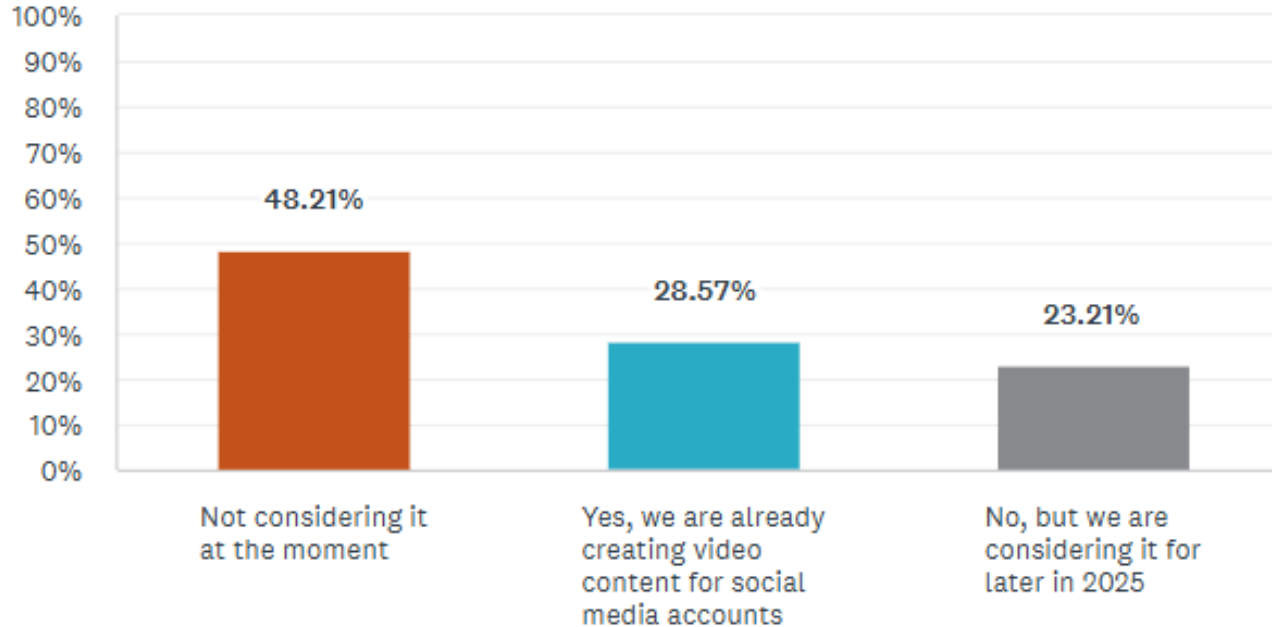
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Q13: Are you experiencing any change in demand for products as a result of content created by contractor "influencers"?



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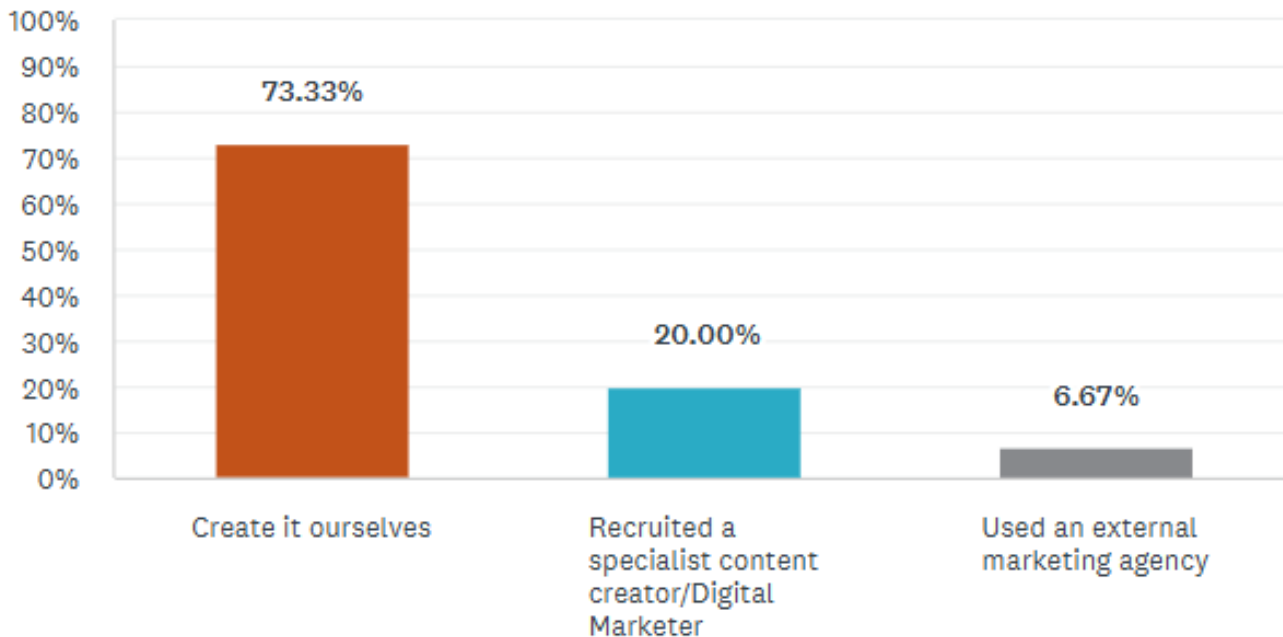
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Q15: How do you, or how are you planning to, create your video content?

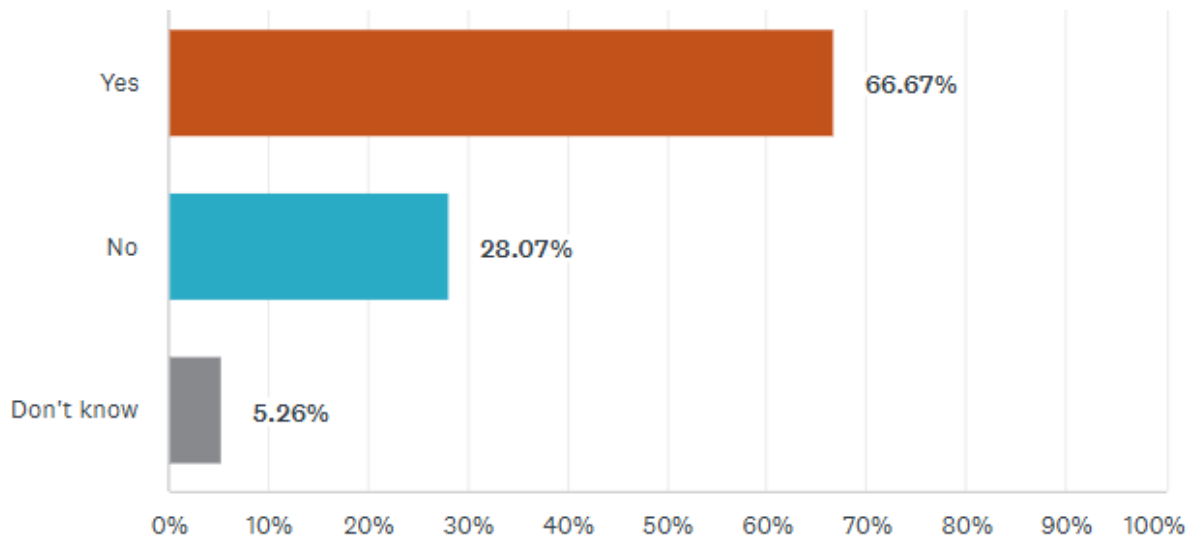


“We have engaged an external person to leverage our User Generated Content (UGC) and create more content with the help of AI.”

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Q16: In previous surveys, wholesalers reported customers paying later than expected. Did this continue in Q1 2025?

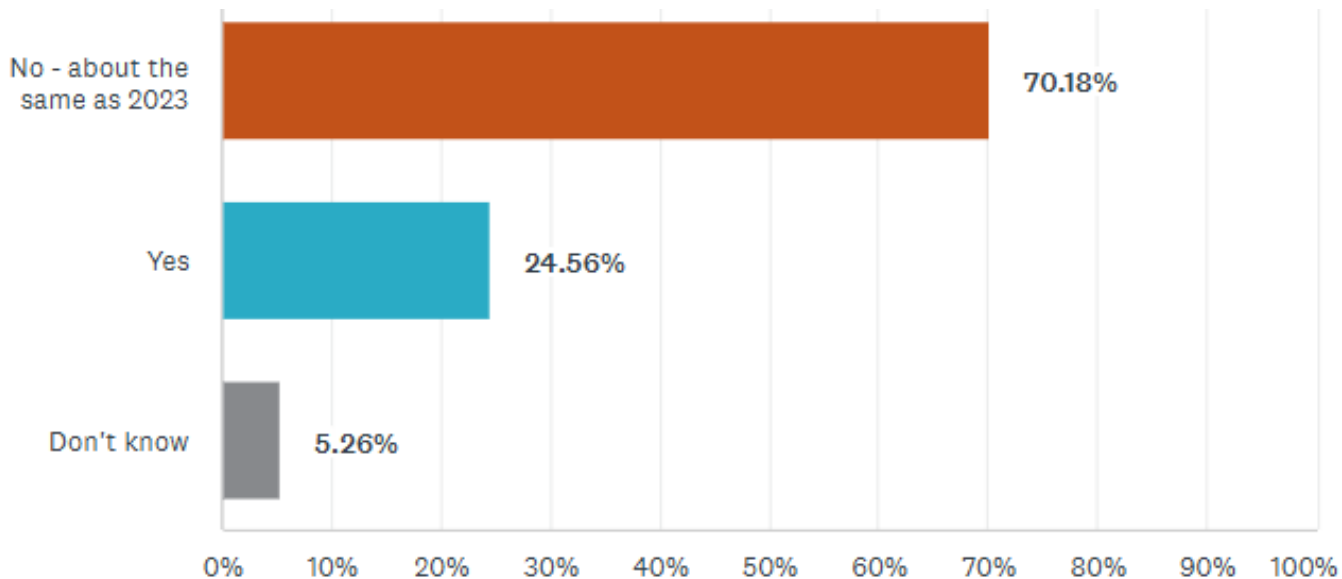


“Surprisingly, this is not growing and continues to be about the same % of turnover as 2024”

“A small number of extended payment lead times but generally OK”

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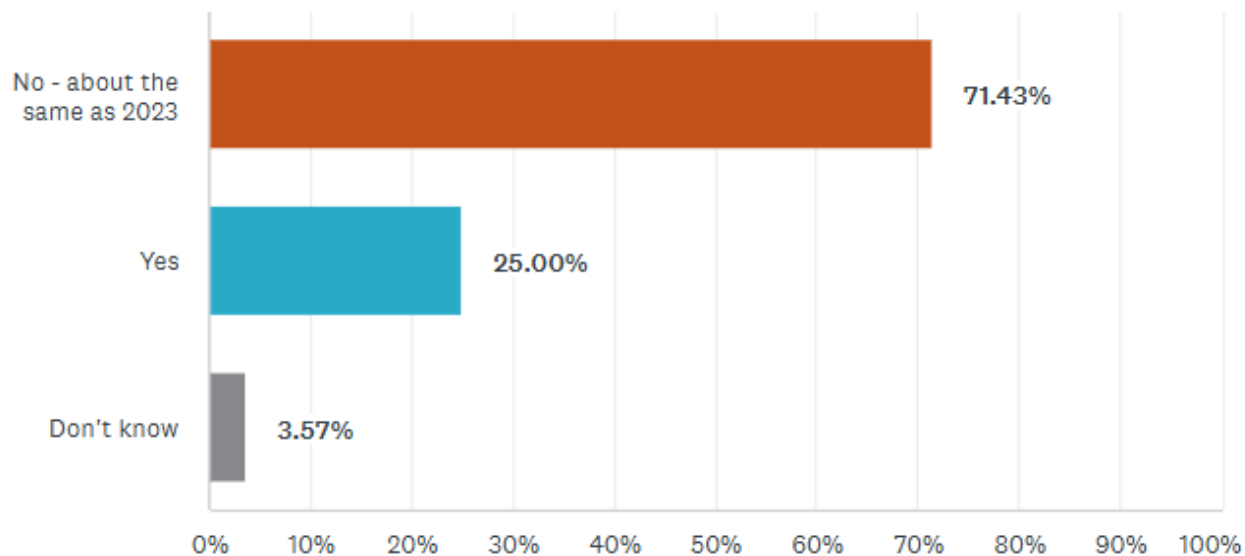
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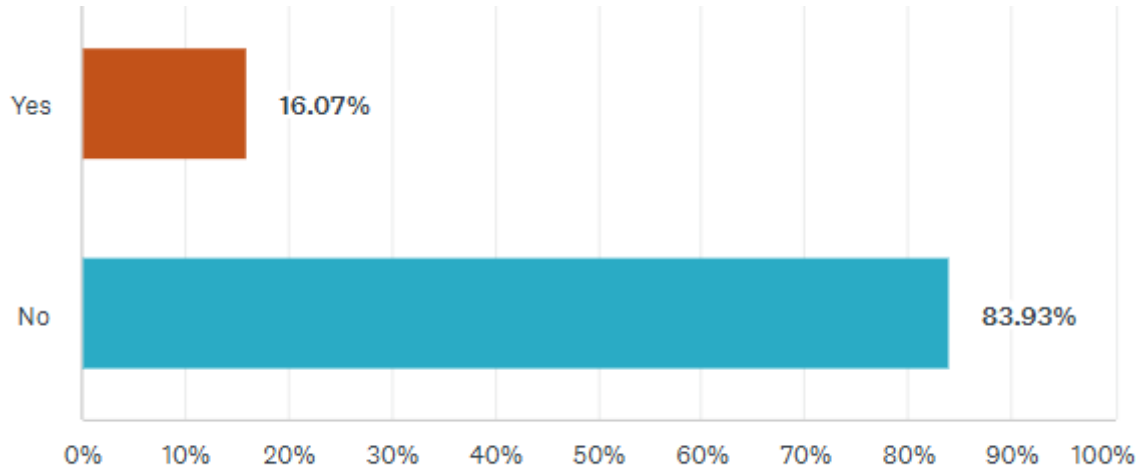


Q18: In 2024 did you experience a higher number of contractor businesses falling into administration compared to 2023?



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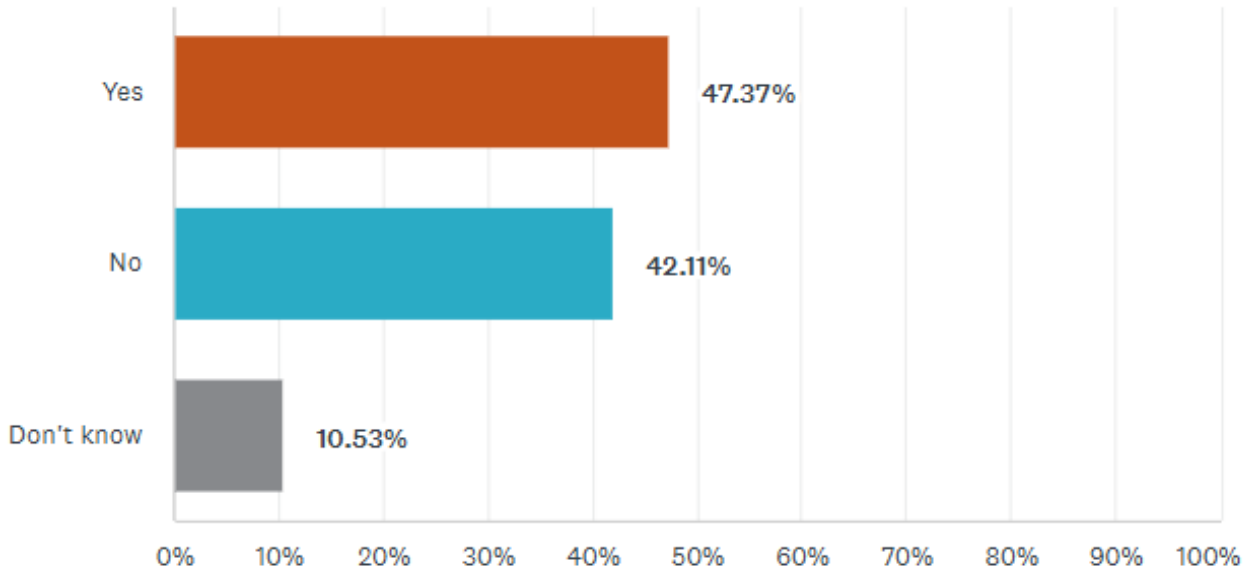
Q19: Previously, EDA businesses predicted that the worst impact of the ISG collapse would be felt by the UK's electrotechnical sector in H1 2025. Have you started to see the impact?



- We have started to see the impact but it was minimal across our customer base
- One contractor customer of our failed (immediately) as a result of ISG and one paid slowly (but that has since sorted itself out). No further impact so far
- Not involved with ISG directly, so have been effected as yet.
- Just one customer affected to date
- Have recovered all outstanding debts

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Q20: As we move towards the end of the academic year, is your business considering recruiting an apprentice?

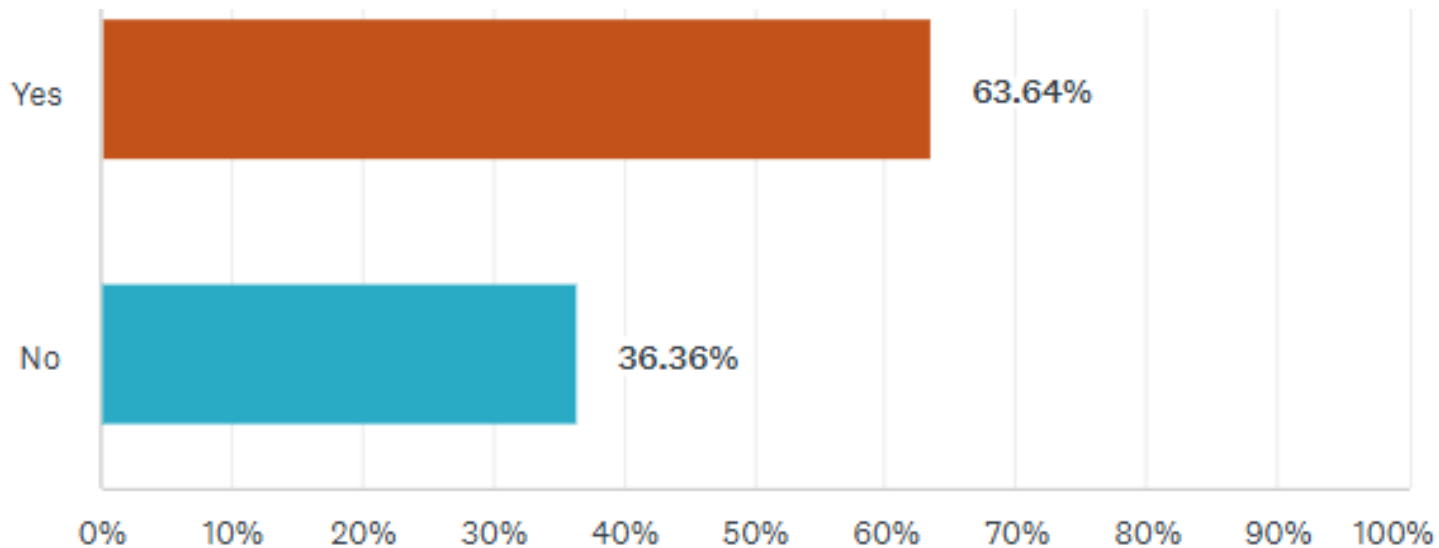


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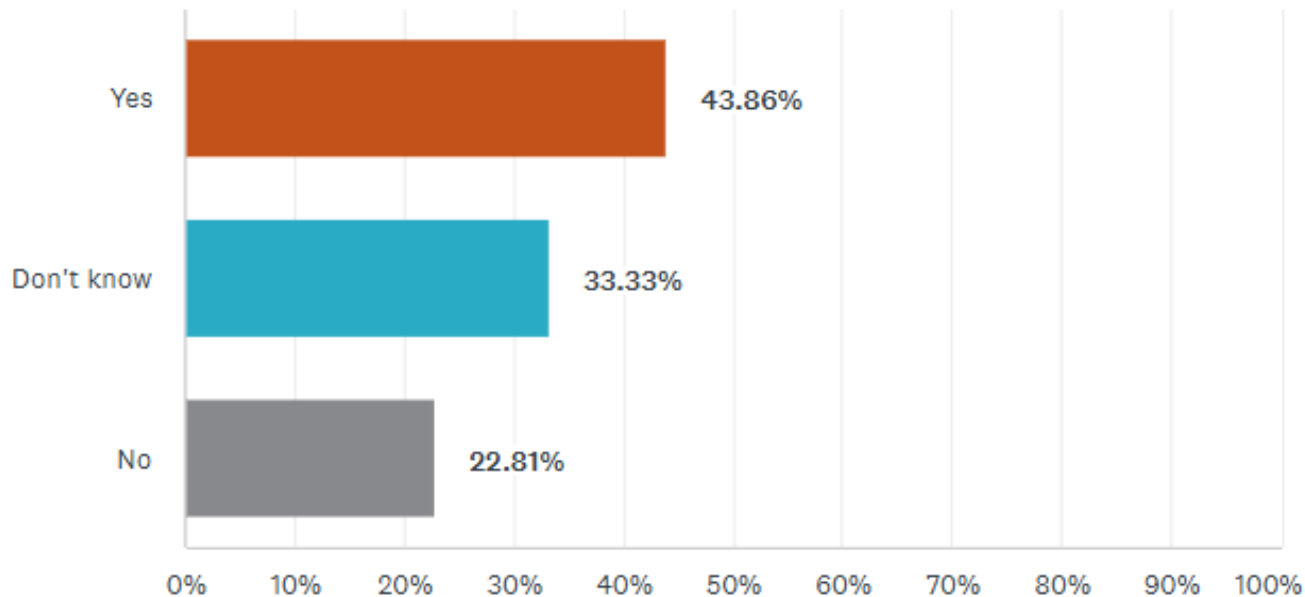
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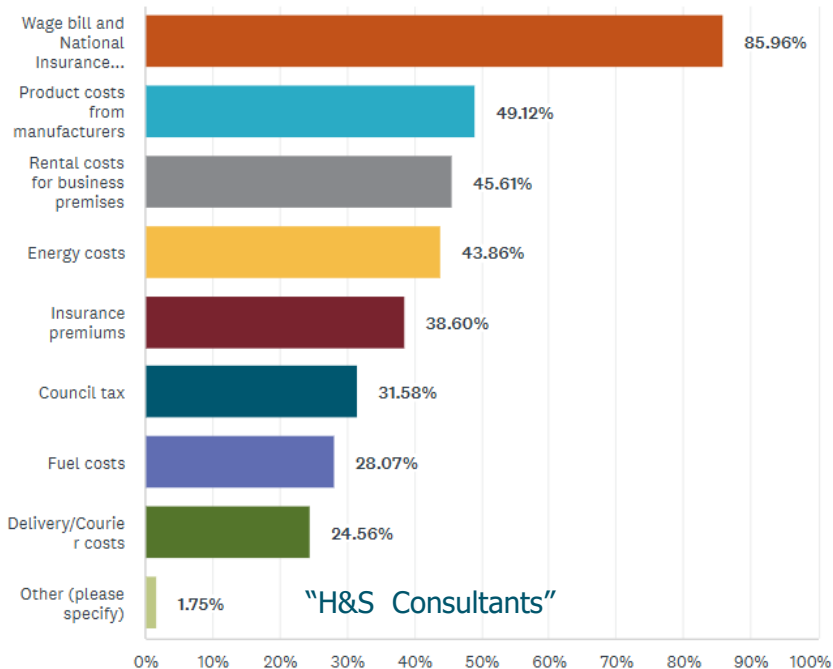


Q22: Are you seeing an increase in the use of dropshipping platforms by manufacturer suppliers?



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Q23: In which areas of your business are you most concerned about inflation and rising costs?



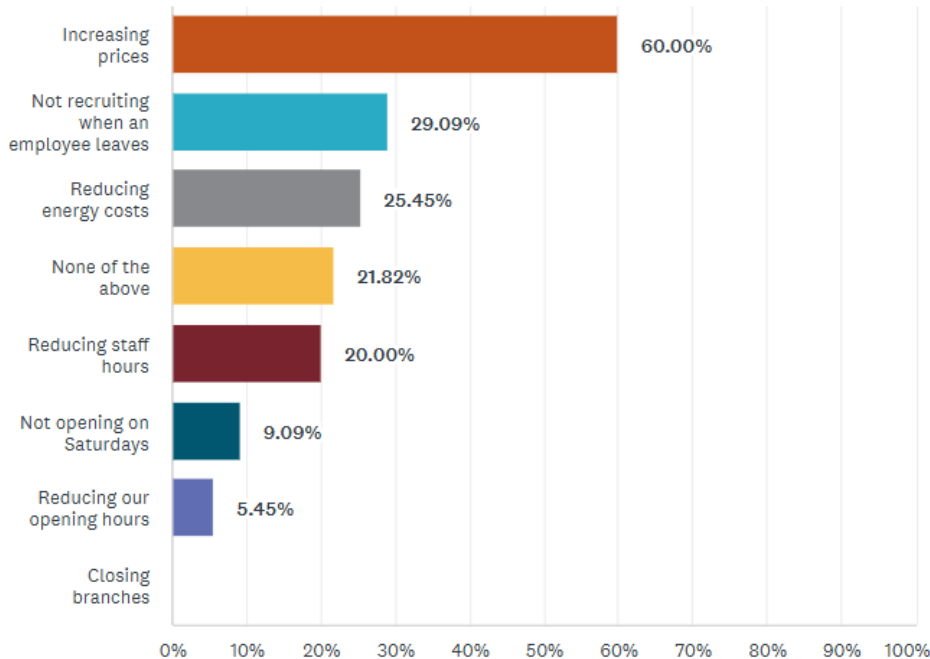
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Q24: Businesses are facing increased costs in a number of areas including National Insurance, National Living Wage, Insurance Premiums, fuel costs, energy costs etc.

What plans, if any, are you making to reduce the impact of these increases on your business? Please tick all that apply.



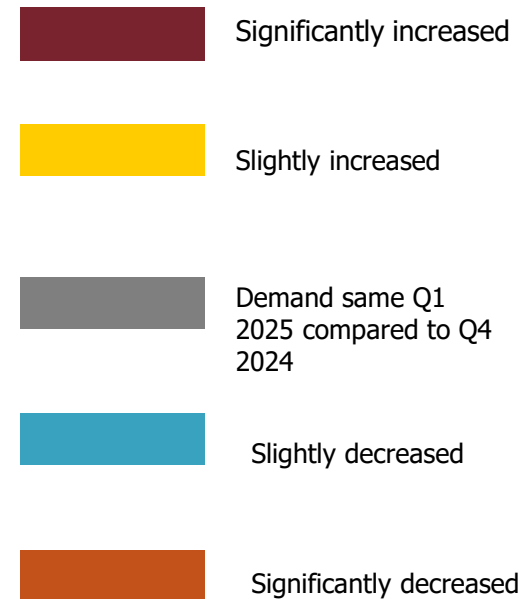
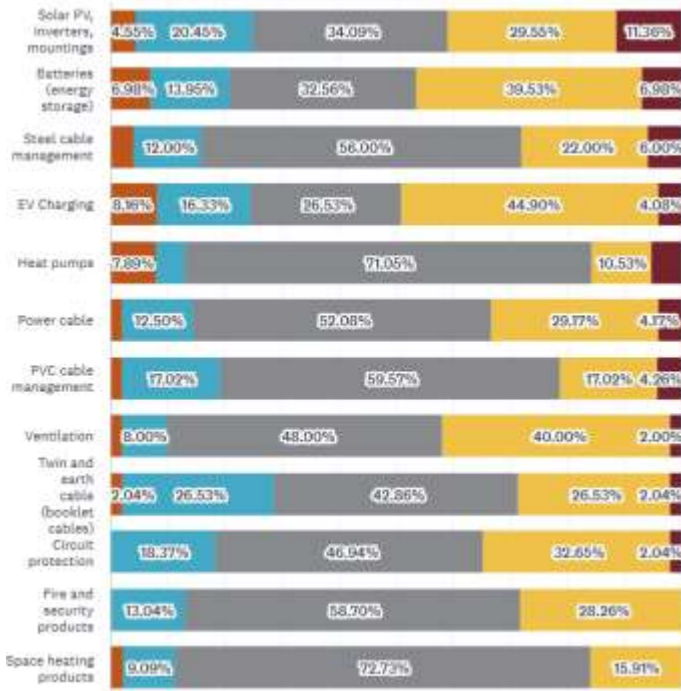
Comments on managing business costs

- Engage with all areas of the business in personal development. Improve our customer experience and continue to grow. Look for efficiencies at head office.
- Overall reduction in profitability, additional costs not able to pass on due to competitive market pricing
- We are analysing and reducing all costs to the business where possible.
- Buying better as a partnership with other Buying group members

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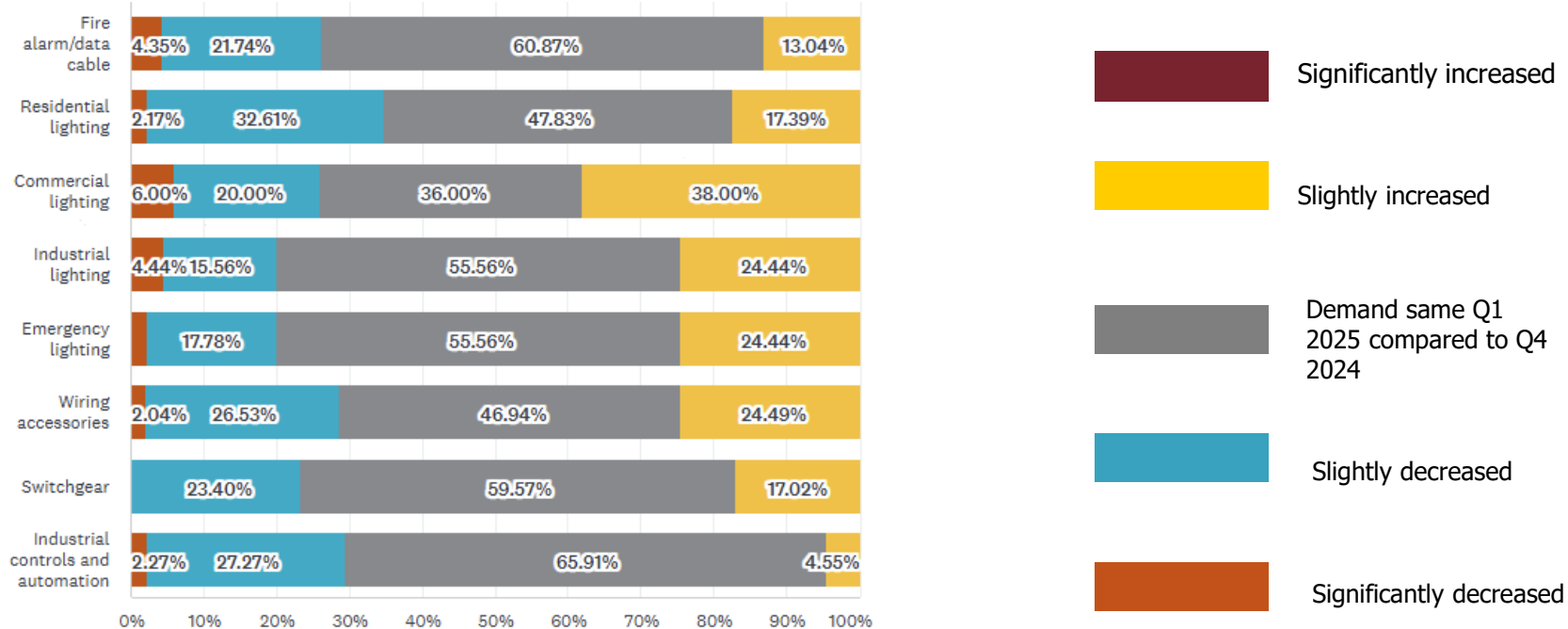
Q25: Has there been any change in demand for the following products in Q1 2025 compared to Q4 2024? Ranked by **Significantly Increased**. Page 1 of 2



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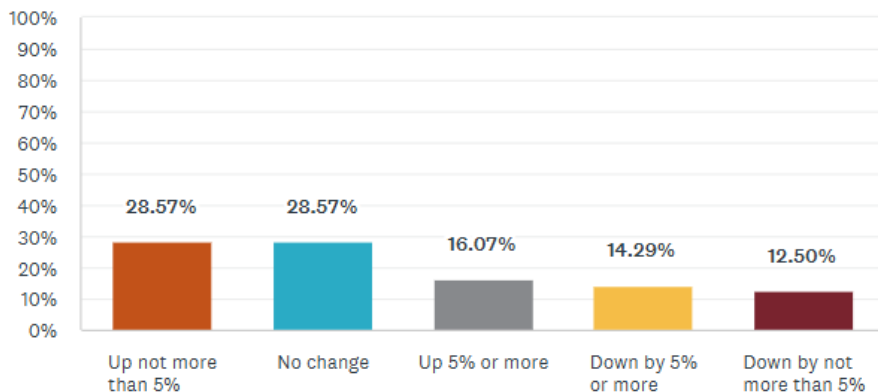
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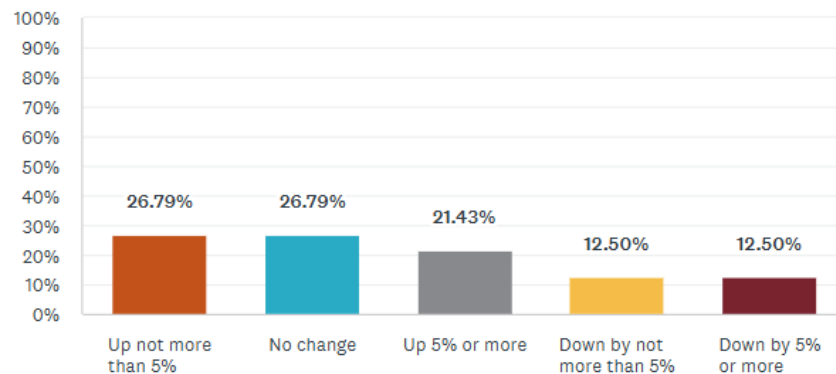
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Q26: How do you anticipate sales volumes (like for like sales) will change...

During Q2 2025



During 2025



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