

EDA State of the Sector Survey Wholesaler Feedback: Q2 2026 (April 2026)





State of the Sector Survey Wholesaler Feedback: Q2 2026

These are the responses from EDA Wholesaler businesses as part of the Q2 2026 EDA State of the Sector Survey.

The results were presented at the EDA's Talking Shop Live Online, Friday 24 April 2026.

This survey attracted 78 responses, a 29% response rate.

On 1 April 2026 the EDA has 267 wholesaler members, plus the head offices of the 4 buying groups.

There is a separate survey for EDA Manufacturers.

State of the Sector Survey: Q2 2026 (published 24 April 2026)

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[**Q17:** What actions has your business taken in response to supply chain disruption?](#)

[**Q18:** If the conflict were to continue to the end of 2026, have your suppliers given you an indication of how long would they would be able to assure continuity of supply?](#)

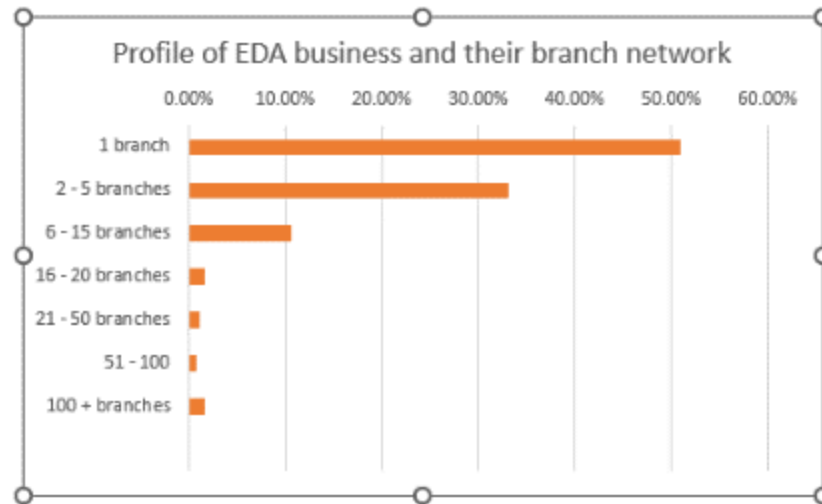
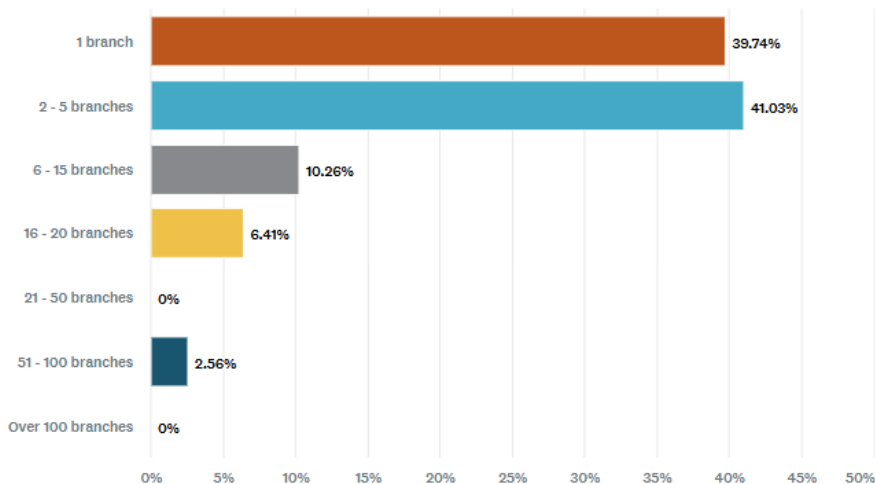
[**Q19:** Comments about product supply.](#)

[**Q20:** In our Q3 2025 survey we explored the topic of delays caused by problems at the Building Safety Regulator. Recently we have been informed of changes and improvements at the BSR. Have you seen the impact of these improvements in relation to project start rates?](#)

[**Q21:** How do you anticipate sales volumes \(like for like sales\) will change during Q2 2026 and in 2026?](#)



Q1: How many branches do you have?

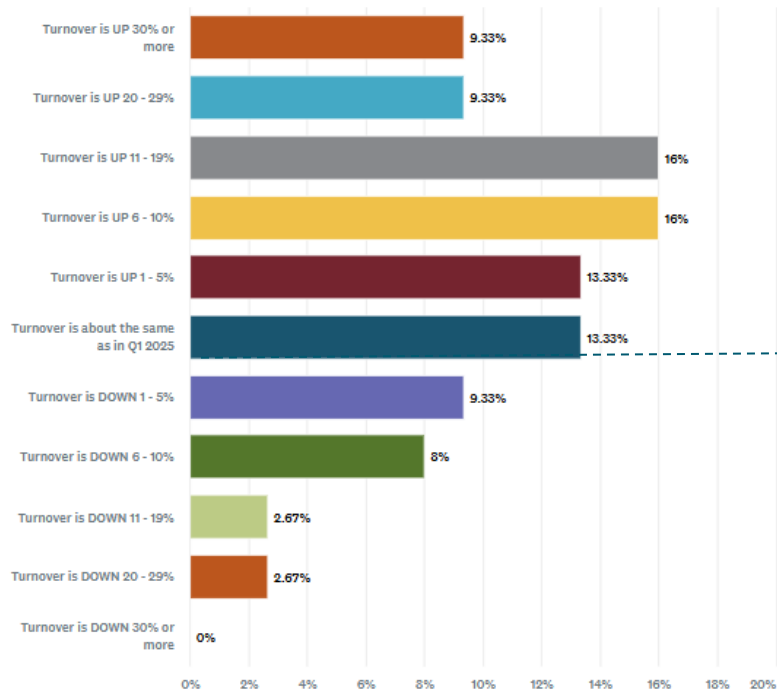


On 1 April 2026 the EDA has 267 wholesaler members, plus the head offices of the 4 buying groups. Collectively, EDA wholesalers run 1,916 branches across the UK.

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Q2: How does turnover in Q1 2026 compare with Q1 2025?



34.66%
said t/o
up 11% or more
(previous survey:
22.86%)

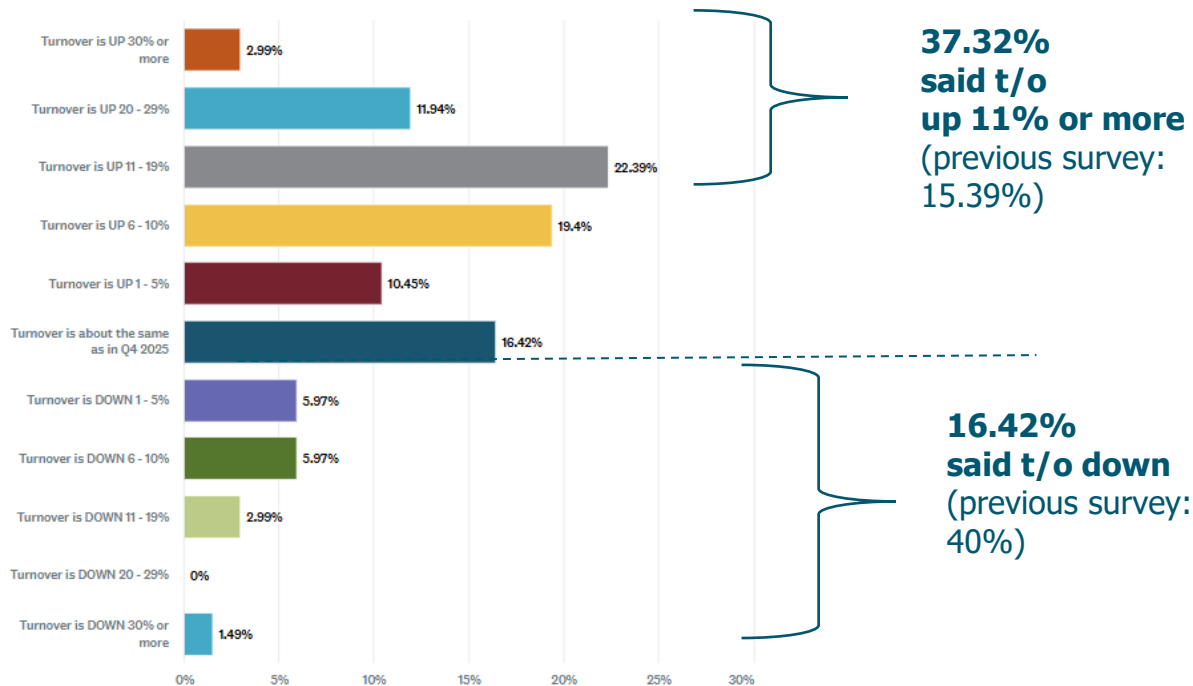
"Turnover has increased but margin is under heavy pressure from on-line sellers and wholesalers desperate for business."

22.67%
said t/o down
(previous survey: 30%)

"Down 5.8% - driven by an unusually large Jan 2025 figure which was a number of large lighting projects kicking off in commercial sector."

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Q3: How does turnover in Q1 2026 compare with Q4 2025?



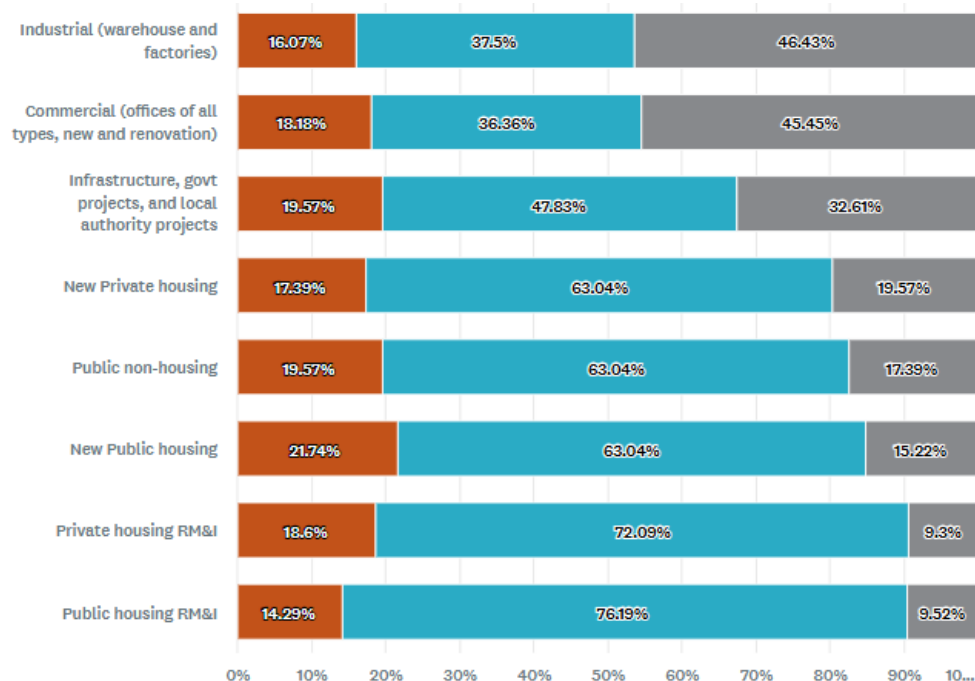
"Q1 is always better than Q4 because of Xmas."

"Down 8.9% due to strong Q4 2025 result"

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Q4. Have you experienced a change in turnover in Q1 2026 compared to Q4 2025 for the following sectors? Ranked by growth (grey band)

Decline No change Growth



Comments on particular areas of growth:

"Renewable projects, EV Chargers."

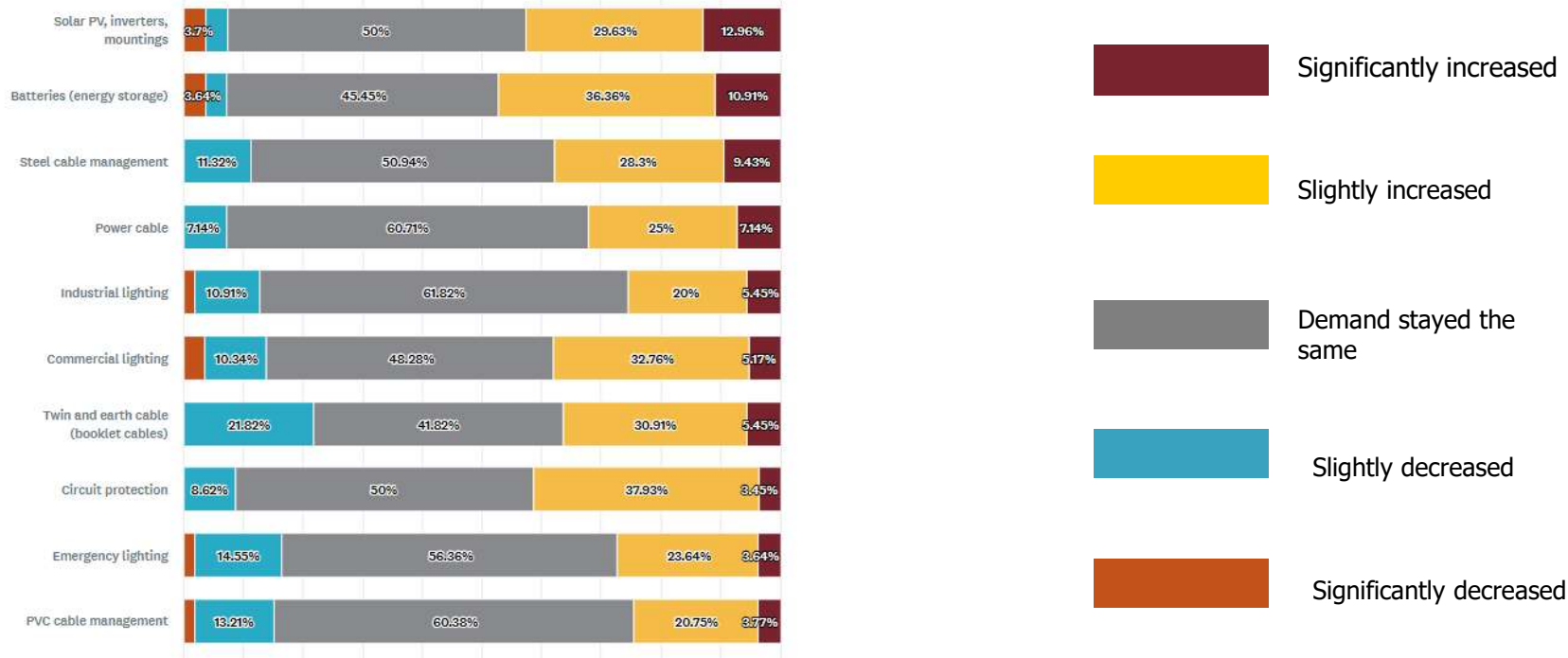
"Commercial, steel cable management and power cables. Private housing with heat pumps, PV and battery storage."

"Renewables."

"Data centres."

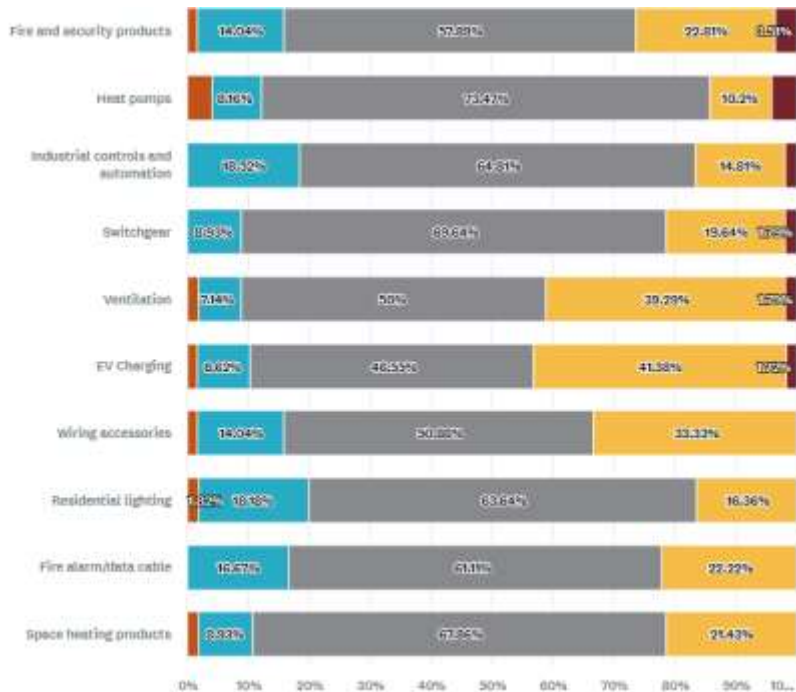
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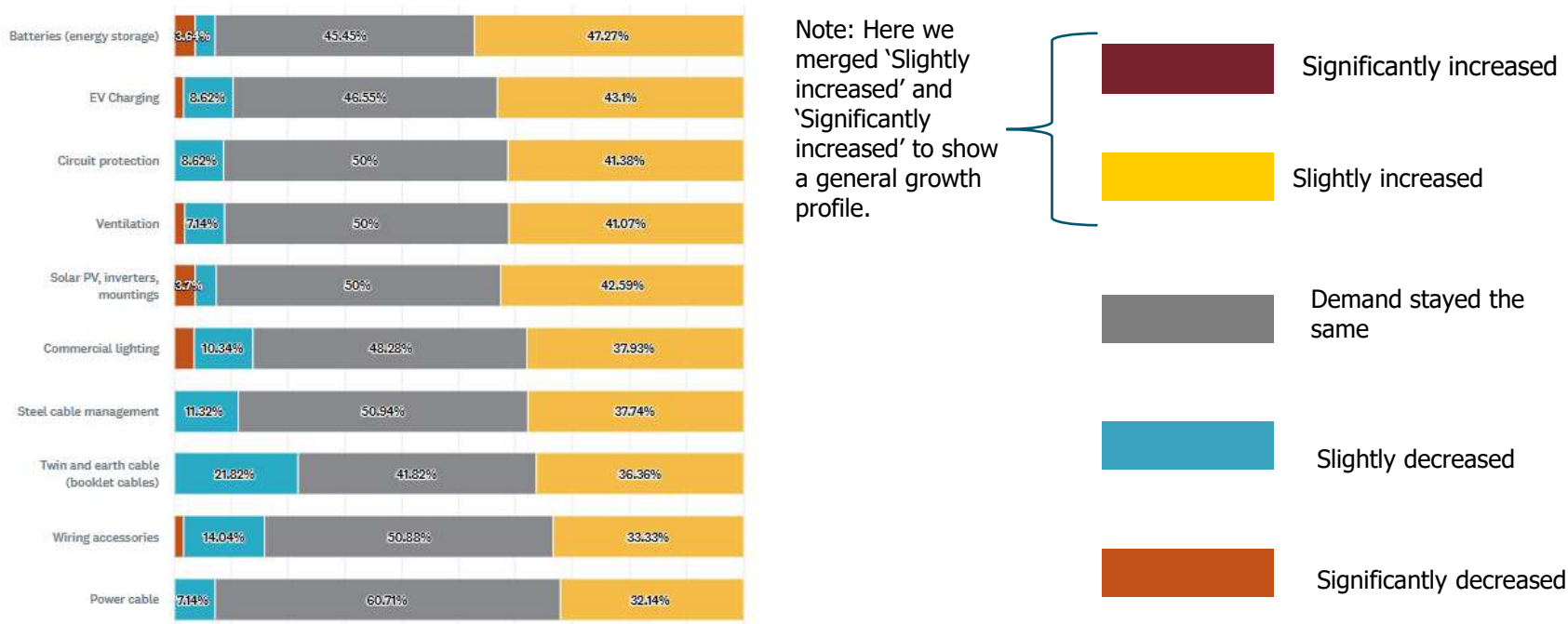
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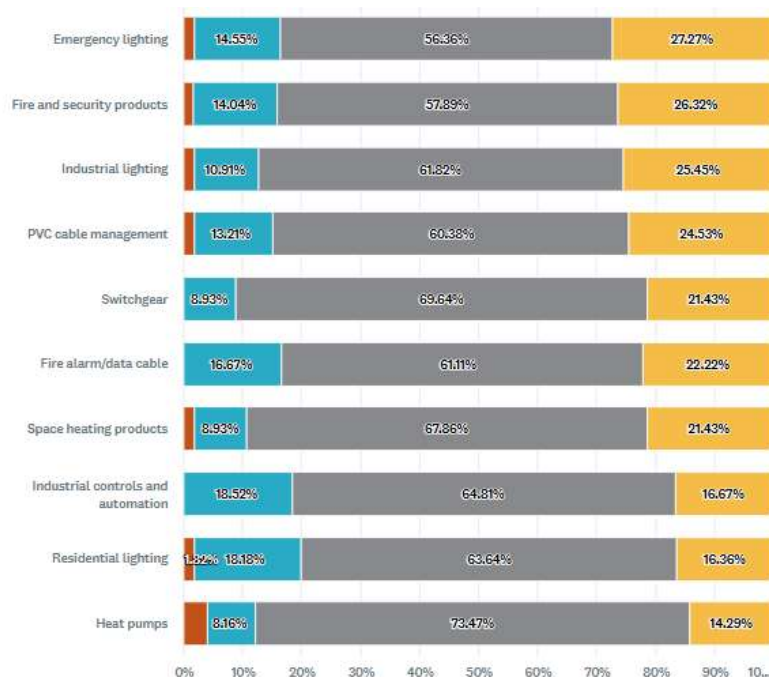
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State of the Sector Survey: Q2 2026 (published 24 April 2026)

Q5: Has there been any change in demand for the following products in Q1 2026 compared to Q4 2025? Merging 'Significantly increased' and 'Slightly increased'. Page 4 of 4.



Note: Here we merged 'Slightly increased' and 'Significantly increased' to show a general growth profile.



Significantly increased



Slightly increased



Demand same in Q4 2025 compared to Q3 2025



Slightly decreased



Significantly decreased

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Q6: Your Operational Challenges: please tell us which 5 operational challenges are your most pressing at this time?

	April 2025	July 2025	October 2025	January 2026	April 2026
1	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	Online prices making margins tight	Increasing business overheads	Increasing business overheads	Increasing business overheads
2	Online prices making margins tight	Inflation in business overheads and passing these on to customers	Delays to project starts	Downturn in market demand	Middle East Crisis
3	Difficulties attracting and recruiting staff	Upward pressure on all wages driven by the increases in National Living Wage and National Minimum Wage on my overall wage bill	Downturn in market demand	Delays to project starts + A slowdown in my traditional market segments	Downturn in market demand
4		A slowdown in the start of projects	Cash flow related issues	Difficulties attracting, recruiting or retaining staff	Difficulties attracting, recruiting or retaining staff
5		Product price increases and passing these on to customers	Difficulties attracting, recruiting or retaining staff	New competitors entering the market	Delays to project starts

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Q6: Comments on operational challenges

"Rising costs, in particular staff costs, outstripping our ability to retain profit as the internet chips away on the other end."

"Continual price erosion caused by online re-sellers."

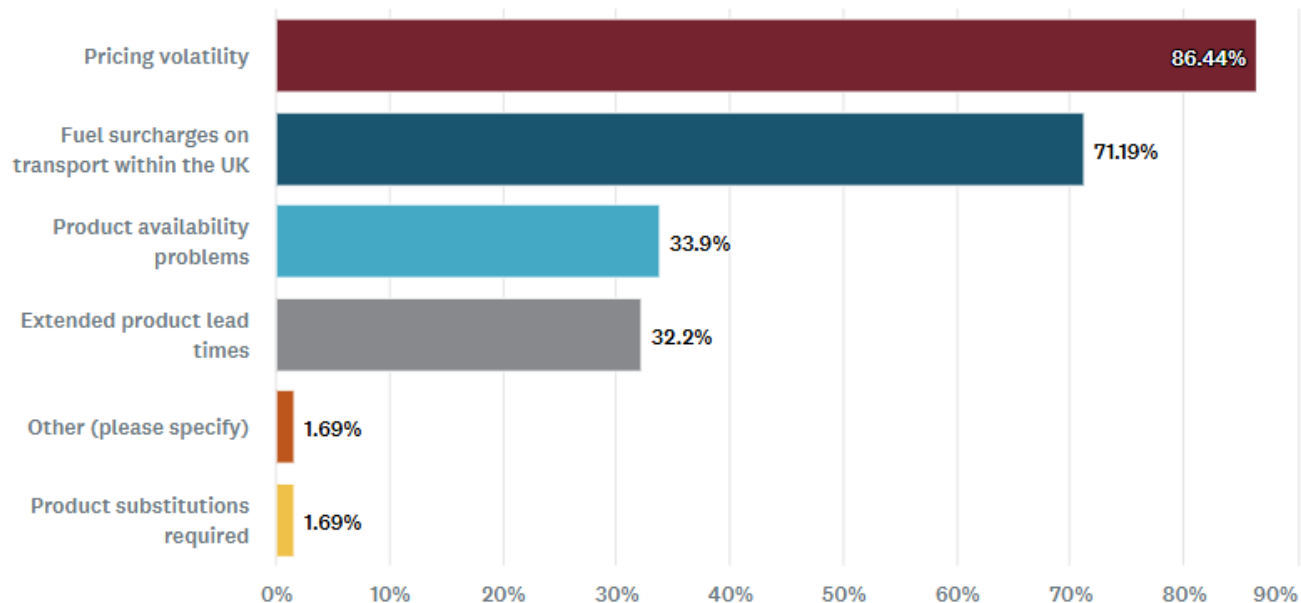
"Continued legislative burdens from the government, increasing admin workload."

"Middle East crisis probably makes top 5 in 3-6 months time if not resolved."

"Dealing with fast growth."



Q7: Wholesalers: As a result of the Middle East conflict, which of the following have you experienced? Please tick all that apply.



"Some suppliers delaying price increases and multiple price increases already year to date. Likely delayed price increases to go higher than expected or surcharges."

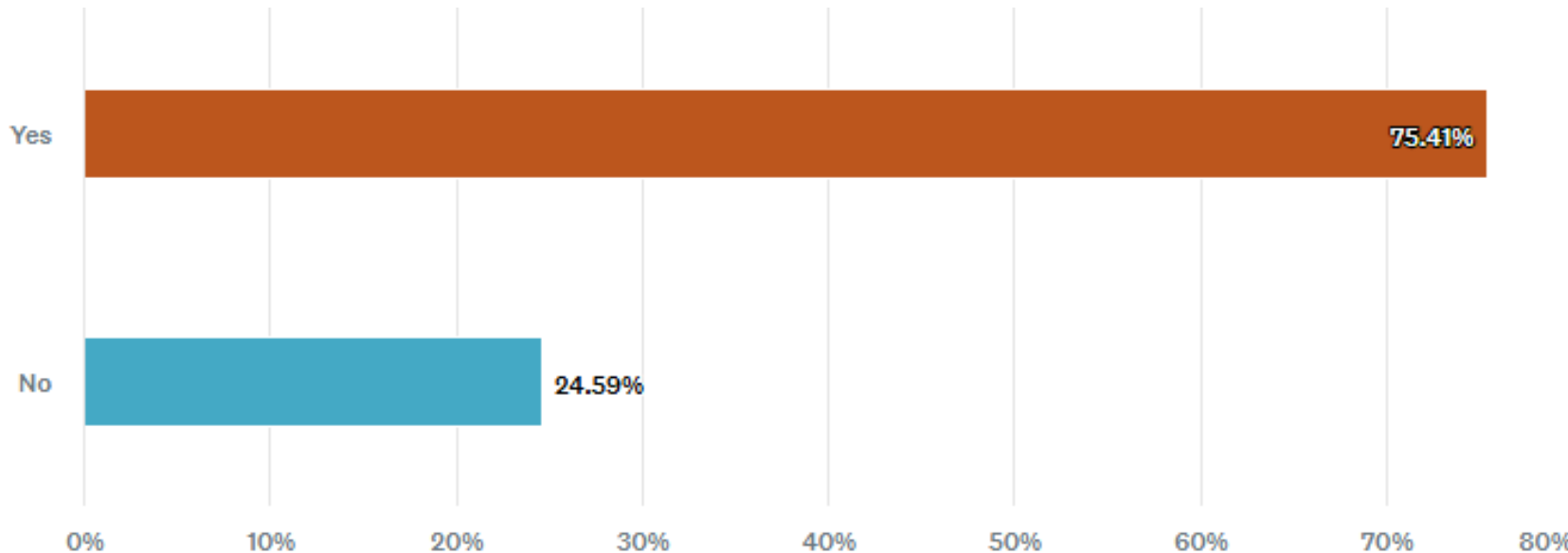
"Increased demand for renewable products"

"Customers' spending confidence. Likely impact on running costs e.g. bills"

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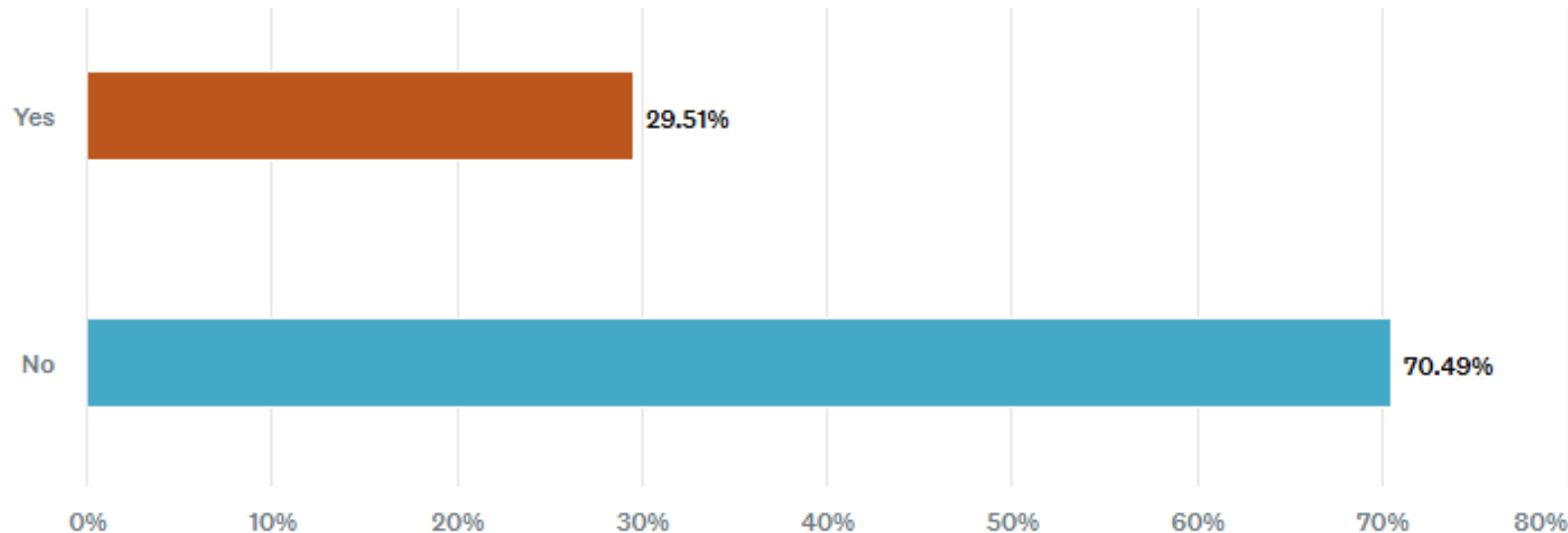
Q8: Have any of your manufacturer suppliers already notified you that they will be introducing price increases as a result of the Middle East crisis?



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Q9: Do you have a contingency plan in place for dealing with the volatility of costs which may result from the ongoing Middle East crisis?



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Q10: If applicable, what does that contingency planning involve?

- Constantly monitoring incoming costs and acting proportionately within our own pricing structure
- Bulk ordering fast moving lines prior to increases with a view to increasing margin when price increases take hold in the market
- Raising Prices / Put our prices up / Passing on invoice costs
- Reviewing existing contracts
- Alternative suppliers
- Sourcing from alternative suppliers
- Increase selling prices where necessary
- We must only purchase from EU GB companies
- FYI no supplier has cited the middle east crisis as the main reason but they have done price increases.
- Contingency plan would be buying more of certain stock to hold margin in the future.

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Q11: As the Middle East crisis unfolds, where do you see the biggest risk for your business?

1 of 2

Increased Costs / Rising Prices

- Price increases (multiple responses)
- Prices slowing down business
- Rising costs impact confidence and reduce sales and profits
- Higher price, decreased demand
- Decline in demand due to higher prices
- Price increase, raw material shortages
- Fuel cost & delayed delivery times transport costs
- Fuel costs/energy costs (multiple responses)
- Fuel costs increasing transportation costs...lead times, fuel availability, increase in costs
- Cost of living
- Indirect cost increases
- Price increases to operational costs
- Increase in min wage from April
- Rapidly rising overheads
- The oil price increase will lead to increased prices on plastic...
- Increased prices, steel shortages
- Shipping delays, price rises

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Supply Chain / Availability / Shortages

- Pricing and remaining competitive...
- Potential difficulties in stock availability
- Slowing of supply chain
- Availability & Price Increases
- impact on cash flow
- Price inflation, stock shortages
- Availability
- Main areas are consistency of product availability
- Shortages
- Supply chain availability and price increases
- Supply from China
- Price and Product availability
- Stock Availability Transport Costs



Q11: As the Middle East crisis unfolds, where do you see the biggest risk for your business?

2 of 2

Lead Times / Delays / Logistics

- Extended lead times due to panic buying / delays in shipping
- Delay receiving goods
- Supply lead times and pricing volatility
- Delayed deliveries
- Fuel cost & delayed delivery times
- Indirect cost increases and stock lead times

Cash Flow / Payment Issues

- Availability & price increases, impact on cash flow
- longer payment time from customers
- Slow payment from contractors

Demand Reduction / Project Slowdown

- Projects being put on hold
- Project cancellations...
- Reduction in demand for all sectors

Economic Conditions / Uncertainty

- Economic slowdown , market uncertainty
- UK recession
- Project cancellations... risk of company's liquidating...

Competition / Margin Pressure

- Pricing and remaining competitive with larger entities such as Screwfix whilst retaining a margin...

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Q12: As the Middle East crisis unfolds... how will this impact your contractor customers?

1 of 2

Loyalty / Shopping Around

- When prices rise contractors shop around
- Struggling to get increases over to builders/end clients. Shopping around more.
- They might go elsewhere who has stock
- They will shop around

Struggling businesses

- Lack of work, staff being laid off
- Increased costs
- Negatively / Won't help, but everyone will be struggling
- If they are carrying out works, on a price, they could make losses and this would impact our collections and ultimately our payments to suppliers. Any businesses already under stress could fail.
- Hard to say, depends on their level of planning

Pricing / Cash flow

- Lack of understanding affects their pricing
- Price increase, pressure to keep to costs previously quoted and cash flow issues
- Price increases / Price (multiple responses)
- Price increases will be passed on
- Increased cost & possible reduced availability
- Cash flow, jobs being postponed, cost issues

Deliveries to contractors

- Possibly fewer deliveries
- More site deliveries

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Q12: As the Middle East crisis unfolds... how will this impact your contractor customers?

2 of 2

Demand Reduction / Project Slowdown

- Slow down of work due to increase in borrowing money.
- Cash flow, jobs being postponed, cost issues
- Less business
- Fewer projects, investment delay.
- Fear in the market makes customers wary
- Delivery dates not being fulfilled, completion of projects being overdue and overbudget
- Expected fall in activity levels

Miscellaneous

- Hopefully with our management it won't affect them
- Still unknown but we will have to work with them to supply products to suit their requirements that are available.
- As ever the wholesaler will bear the brunt as manufacturers increase the cost but contractors don't want any increases.

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Q13: How important is your role in helping your contractor customers navigate supply chain disruption?

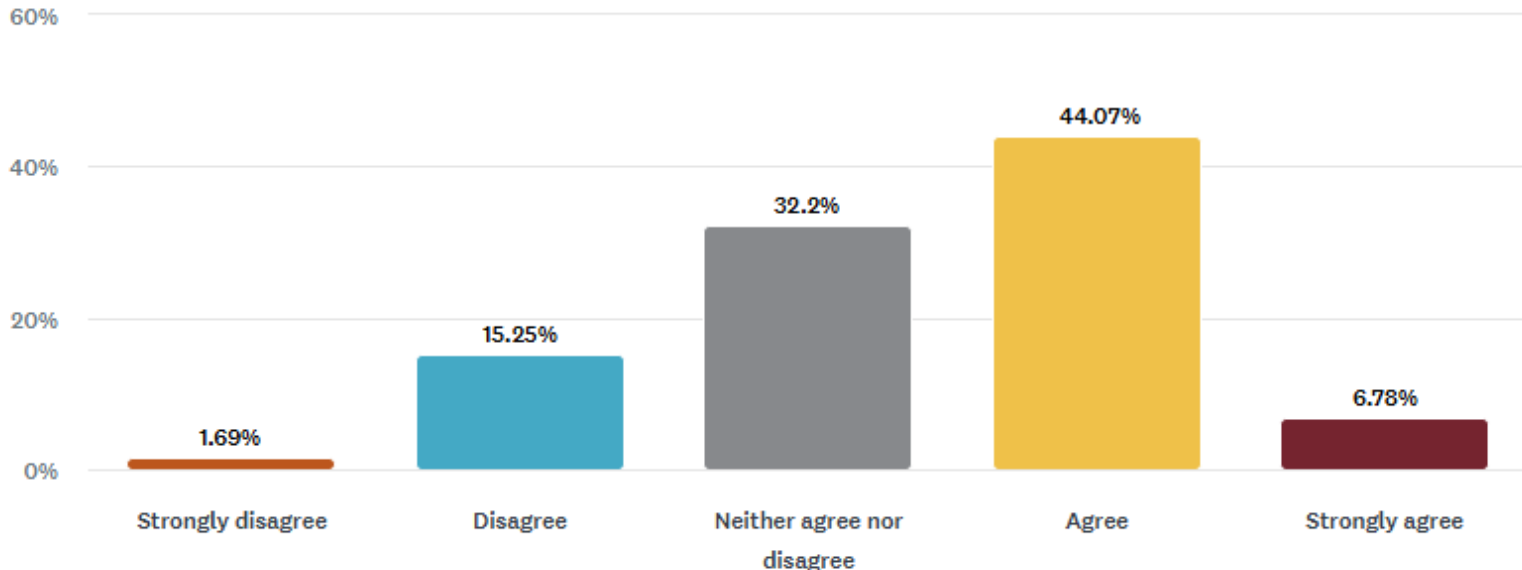
Where 1 is not at all important and 10 is extremely important.



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Q14: To what extent do you agree with this statement:

"My manufacturer suppliers are keeping me well informed about current or potential impacts on product supply and costs"?



"Manufacturers need to communicate with the wholesalers as soon as a potential issue arises. If we don't know the details it makes forward planning very difficult."

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Q15: What do you see as the wholesalers' role in helping your manufacturer suppliers plan demand better?

Not wholesaler role

- I do not see the wholesaler having a significant role in this.
- None (multiple responses)
- We can tell them about upcoming projects, but they should be coming to see us to discuss their own demand concerns.
- Demand has not increased greatly so the suppliers should be in a good position to manage expectations.

Manufacturer led

- Happily will respond to any information requested
- Difficult question as demand will move around all suppliers now based on there stock and pricing situation
- The large jobs, the Manufacturer should be leading this information

Collaborators

- We need to work more closely with suppliers to plan stock requirements over the short - medium term whilst the crisis goes on
- Keep them informed of contractor requirements and up our stocks
- Advice on upcoming projects / Advising on specific issues
- Accept price increases and work with them
- Clear communication
- Keep them informed with feedback from our customers
- To be effective communicators and realistic expectation management.
- We try to give as much notice as possible
- Forward ordering so key suppliers have guaranteed orders in place and not bulk buying for immediate delivery as others attempt to stockpile and control the market
- Providing forward orders where possible (multiple responses re forward ordering, call off)
- Forward order schedule, on time payments
- Place stock orders, advise of demand
- Keeping good stock levels

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Q15: What do you see as the wholesalers' role in helping your manufacturer suppliers plan demand better?

"We are seeing moves by many suppliers to review costs over the next few months. As it stands, we are not experiencing significant product shortages. In the main the communication I have received on lead times and stock levels from suppliers is that it is currently not a major issue but it could be in the near future."



Q16: Given the fluid situation, what additional steps are you taking to manage expectations within your contractor customer base? 1 of 2

- Being transparent and passing on as much information as possible.
- Being as transparent as possible with delays and price increases.
- All we can do is advise them on rising costs and lead times. We are also increasing our stock levels.
- Over stocking / Holding more stock / Maintain good levels of inventory
- As in the Covid pandemic, we are increasing our stock holding to maintain continuity of supply to contractors
- Purchasing additional stock before price inflation. Especially when it comes to PV products.
- Notifying them of upcoming increases. Sharing things like copper charts to show them the trends. Generally making sure they are aware of what's happening.
- Very mixed bag on real information and not just scaremongering. However more is coming though given there is no end in sight to the Middle East Problems
- Greater communication with key accounts to assess demand moving forward.
- We are just using our normal policy of being honest and working with them where needed.
- Forward ordering with manufacturers.
- Stock updates to what they purchase consistently
- we are informing contractors of the future price increases

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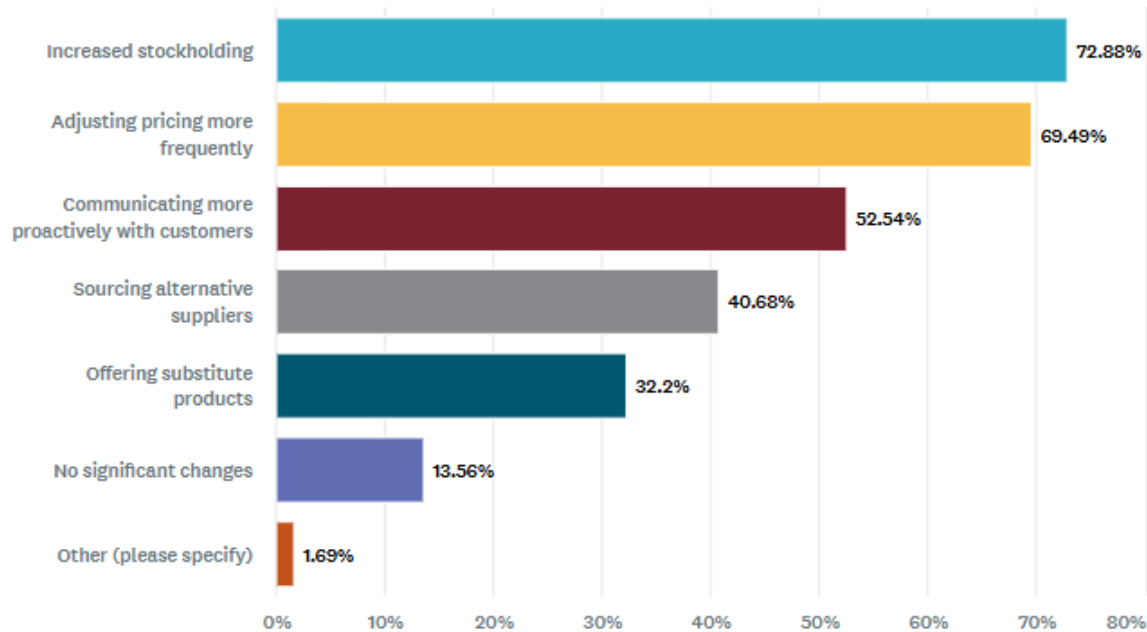


Q16: Given the fluid situation, what additional steps are you taking to manage expectations within your contractor customer base? 2 of 2

- Managing customer expectations on cost and delivery is a challenge. Our own transport costs are increasing, although it is difficult to pass that on.
- Pre-warned all customers of potential price increases, giving them an opportunity to stock up prior
- Communicating supplier price increases as they are notified.
- Monitoring delivery schedules to optimise routes.
- Keep them informed
- None so far. It is what it is!

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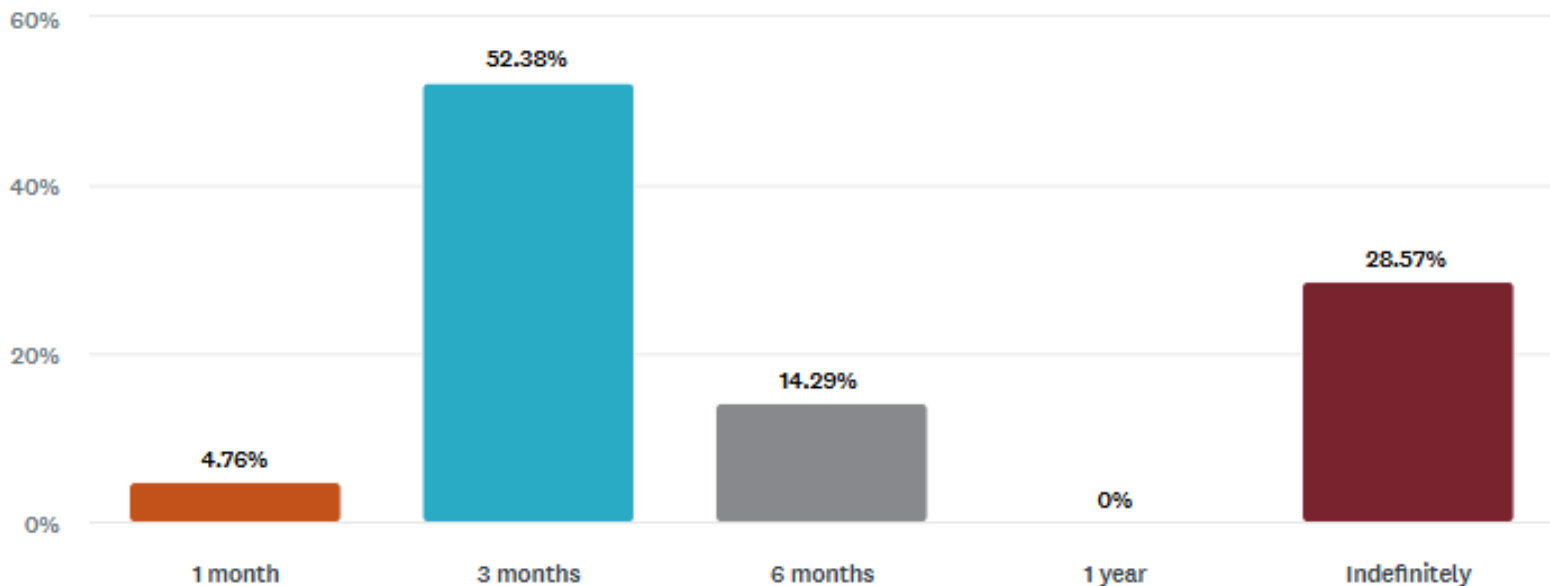
Q17: What actions has your business taken in response to supply chain disruption?



“Nothing as yet, but this will change.”

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Q18: If the conflict were to continue to the end of 2026, have your suppliers given you an indication of how long would they would be able to assure continuity of supply?



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Q19: Comments about product supply.

No communication / no information received

- Supply issues have not been indicated by our supply chain so far.
- We have not had any real engagement on this subject with suppliers
- We have not had that conversation
- Not had any communications as such
- Not aware of any change as yet
- No information provided on this topic.
- No communications about this.
- Nothing has been given
- No notifications yet
- No
- no indication given
- No indications given
- no indications as yet
- No they haven't
- I have not received any notification to date

Unclear or uncertain outlook from suppliers

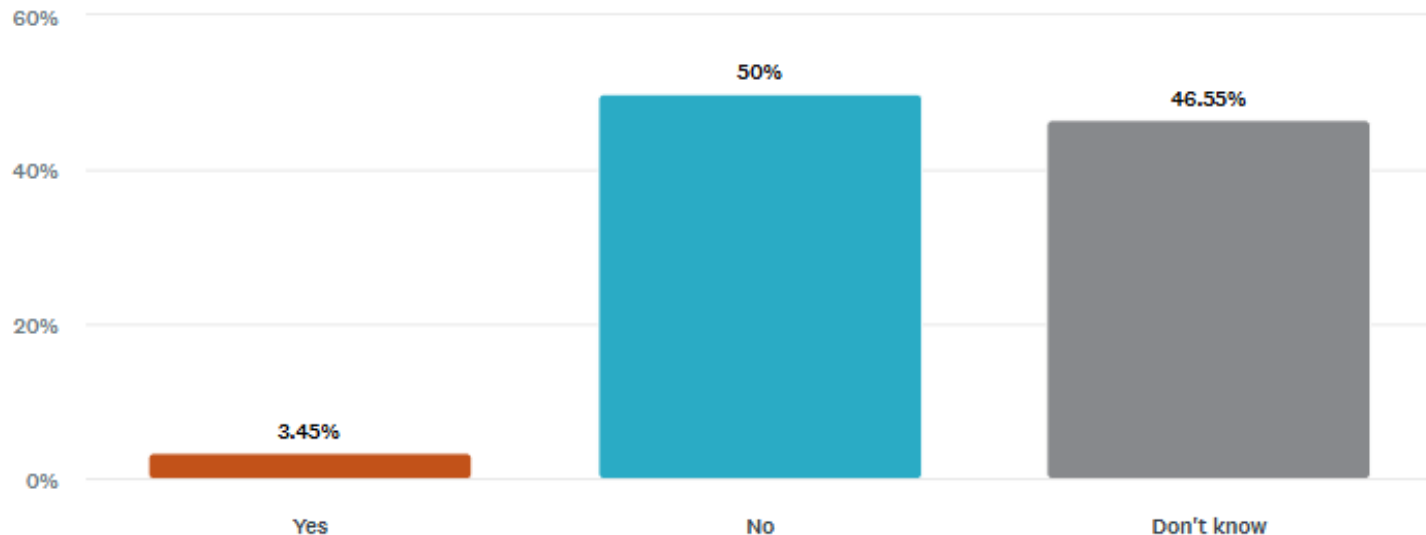
- The fallout relating to supply continuity remains unclear, oil based commodities will continue to increase in price and availability reduce.
- Most suppliers I have spoke with do not seem to have a clear picture of what things will look like if the conflict is extended
- Manufacturers have not indicated any information on the long term effects.
- Answers on this aren't transparent from most

Broader strategic or structural concern

- A more opinionated response about systemic issues rather than immediate communication.
- To much manufacturing in China. We do not plan as a nation. Long term is essential for growth and governments should give tax incentives to manufacture in the Uk.

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Q20: In our Q3 2025 survey we explored the topic of delays caused by problems at the Building Safety Regulator. Recently we have been informed of changes and improvements at the BSR. Have you seen the impact of these improvements in relation to project start rates?

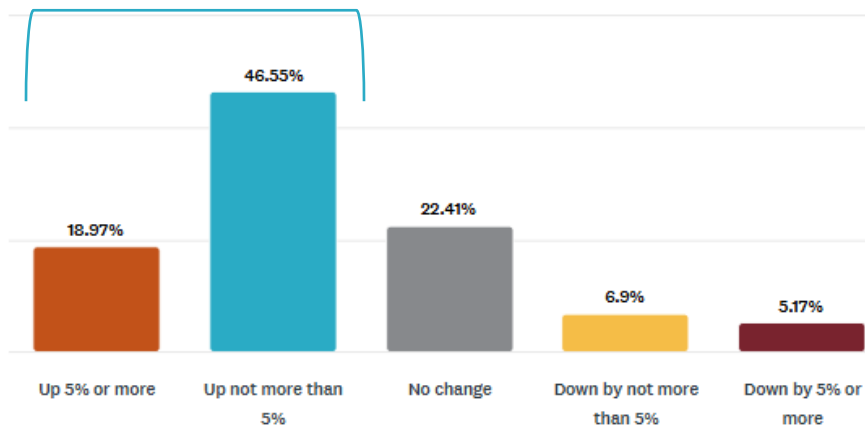


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Q21: How do you anticipate sales volumes (like for like sales) will change during Q2 2026 and in 2026?

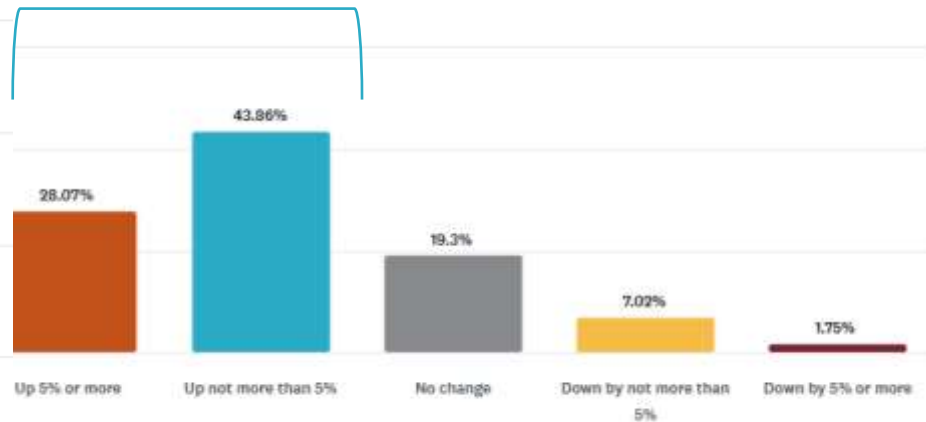
During Q2 2026

66% predict sales volume will increase



During 2026

72% predict sales volume will increase



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