

Cable & Wire — Procurement Decision Chain

By Wilson · 10 pages · Full report available for \$180

The purest commodity — and the most dominant brand. Southwire commands 30%+ market share through distribution logistics, not brand loyalty.

What You'll Find Inside

- ✓ Southwire dominance — how logistics and distribution drive 30%+ market share
- ✓ Copper price dynamics — purchasing timing driven by LME copper futures, not brand
- ✓ Cable types — NM-B, MC, THHN/THWN, SEU, USE-2 market breakdown by construction type
- ✓ Distribution model — how wire moves from mill to distributor to job site
- ✓ Regulatory — NEC ampacity tables, conduit fill, and insulation temperature ratings
- ✓ Section 232 tariffs — impact on imported cable and domestic pricing

Preview

In cable and wire, brand barely registers as a decision factor — Southwire leads through logistics scale, not preference. Copper prices, NEC code requirements, and distributor inventory drive purchasing decisions more than any marketing effort.

\$180

Full 10-page report · Instant PDF download

Purchase at [gwgresearcher.com/product/cable-wire/](https://www.gwgresearcher.com/product/cable-wire/)