

Problems encountered when selling cable trays



Overview

Cable trays may seem simple, but they directly affect safety, reliability, and maintenance. I've seen trays fail because of poor coatings, undersized supports, or rushed installations – all...

Key Takeaways

Selling cable trays involves challenges related to supply chain reliability, material costs, regulatory compliance, installation complexity, and market competition.

Supply Chain and Material Challenges

Cable tray sales are heavily influenced by raw material price volatility, particularly for steel, aluminum, and fiberglass, which can fluctuate due to global supply and demand pressures, affecting project budgets and profitability. Rising production and labor costs also increase manufacturing expenses, while supplier reliability varies, leading to potential delays or quality issues. Additionally, cable trays are bulky and heavy, making logistics and transportation costs a significant factor in pricing and delivery schedules.

Regulatory and Compliance Issues



Cable trays must comply with IEC standards such as IEC 61537 for mechanical load and corrosion resistance, and IEC 60332/60695 for fire performance. Meeting these standards is critical for safety and legal compliance, but different regions have varying codes, complicating sales and installation processes. Vendors must provide proper certification and test reports, and buyers often need to verify claims to avoid liability.

Installation and Technical Challenges

The complexity of installation can be a barrier for customers. Improperly installed trays can lead to operational inefficiencies, safety hazards, and increased maintenance costs. Certain environments, such as chemical plants or corrosive zones, require specialized materials like FRP, while heavy industrial loads may need galvanized or stainless steel, adding to the technical considerations for sales.

Market and Competitive Pressures

The cable tray market is growing, driven by construction, industrial electrification, renewable energy, and data center expansion. However, high competition and market saturation can pressure margins. Tariffs on imported metals and regional supply constraints can further affect pricing and profitability.

Additionally, delays in construction projects or supply chain disruptions, as seen during the pandemic, can reduce demand and complicate sales forecasting.

Financial and Strategic Considerations

Fluctuating material costs, installation requirements, and compliance obligations can make pricing and quoting challenging. Buyers often focus on upfront costs, but long-term considerations like lifecycle costs, maintenance, and durability are critical for customer satisfaction. Sales teams must balance competitive pricing with quality assurance and timely delivery to maintain credibility and profitability.

In summary, selling cable trays requires careful management of supply chain reliability, material costs, regulatory compliance, installation complexity, and market competition. Addressing these challenges proactively through vendor qualification, proper certification, and strategic pricing can improve sales success and customer satisfaction.

Article Content

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Our Solution: NCS designs installations with spacing, thermal-rated cables, and optimized cable tray systems that enhance airflow. We also consult with clients

Cable Trays Market Size, Share & Growth Trend Report 2035

The global cable trays market stood at USD 6.37 Billion in 2025 and may hit USD 17.60 Billion by 2035, with a CAGR of 10.70%.

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