

IC Market Tracking  
Bioclimatic Pergolas  
in Europe TOP 7  
2018

# Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2020** based off of our econometric forecast model.
- ✓ **A competition analysis** containing detailed **market shares** in terms of:
  - The total market
  - Price segments
  - Distribution channels
  - Competition Analysis
- ✓ **Graphic representation, interactive charts and tables** which allow for rapid application and utilization of the provided data.





Material (Blades)	Price Segment (pro m <sup>2</sup> )	Side Protection	Business Segment
Aluminium	Economy (<400€)	ZIP-Screens (in %)	Residential
Wood	Medium (400€-800€)	Glass Panels (in %)	Non-residential
Others	Premium (>800€)	Other Types of Panels (in %)	<b>Distribution Channel</b>
Type of System	Construction Type		Direct
Retractable Blades	Stand-alone		Indirect
Fixed Blades	Leaning on Wall		
	Other Types		

For each segment, the total market development for the last two years and forecasts for the next three years are available + competition analysis for total quantity and total value by country for the last two years

# Definition and Demarcation

## Material (Blades)

Aluminium

Material from which blades (slats) are made

Blades (slats) are made of extruded or other type of aluminium

Wood

Blades (slats) are made of different types of wood

Others

Steel, PVC, etc.

## Type of System

Retractable Blades

Blades (slats) can rotate and can be fully or partly moved

Fixed Blades

Blades (slats) can only rotate

## Abbreviations

CAGR

Compound Annual Growth Rate over the period 2017 - 2021

Avg. Share

Average Share over the period 2017 - 2021

## Price Segments

Price segments has to be considered as sell-in prices, excl. VAT.  
No POS prices.

Economy (<400€)

Medium (400€-800€)

Premium (>800€)

## Construction Type

Stand-alone

Construction is equipped with 4 or more columns

Leaning on Wall

Construction is supported by wall and equipped with columns

Other Types

Embedded, etc

## Side Protection

Panels or screens for additional comfort and protection

ZIP-Screens (in %)

Bioclimatic Pergolas equipped with additional ZIP-Screens for wind, sun, and rain protection

Glass Panels (in %)

Bioclimatic Pergolas equipped with additional panels made of glass

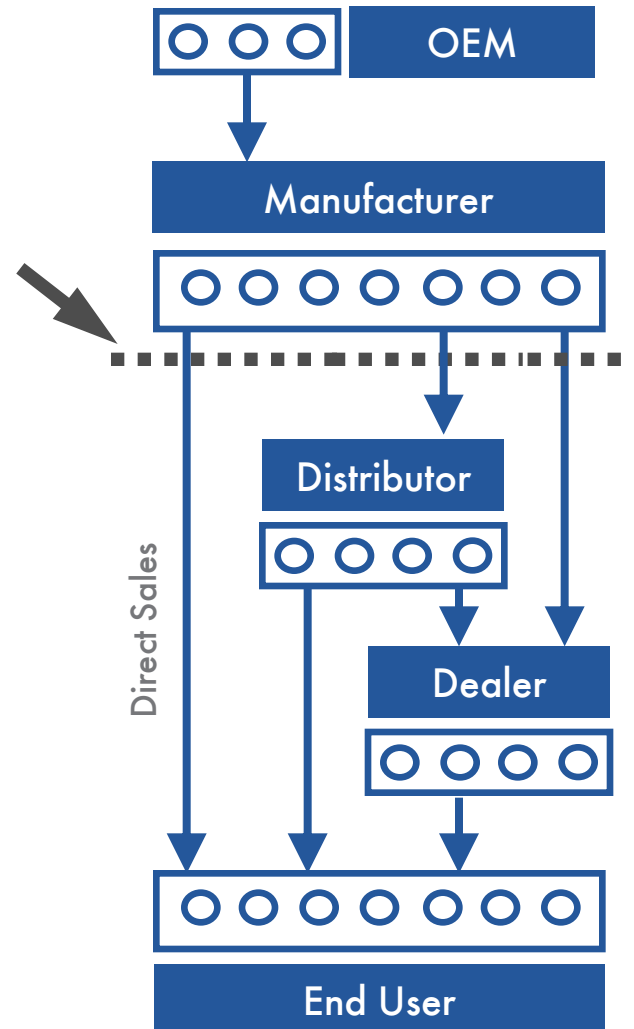
Other Types of Panels (in %)

Curtains, fixed walls

# What Do We Measure in Our Reports?

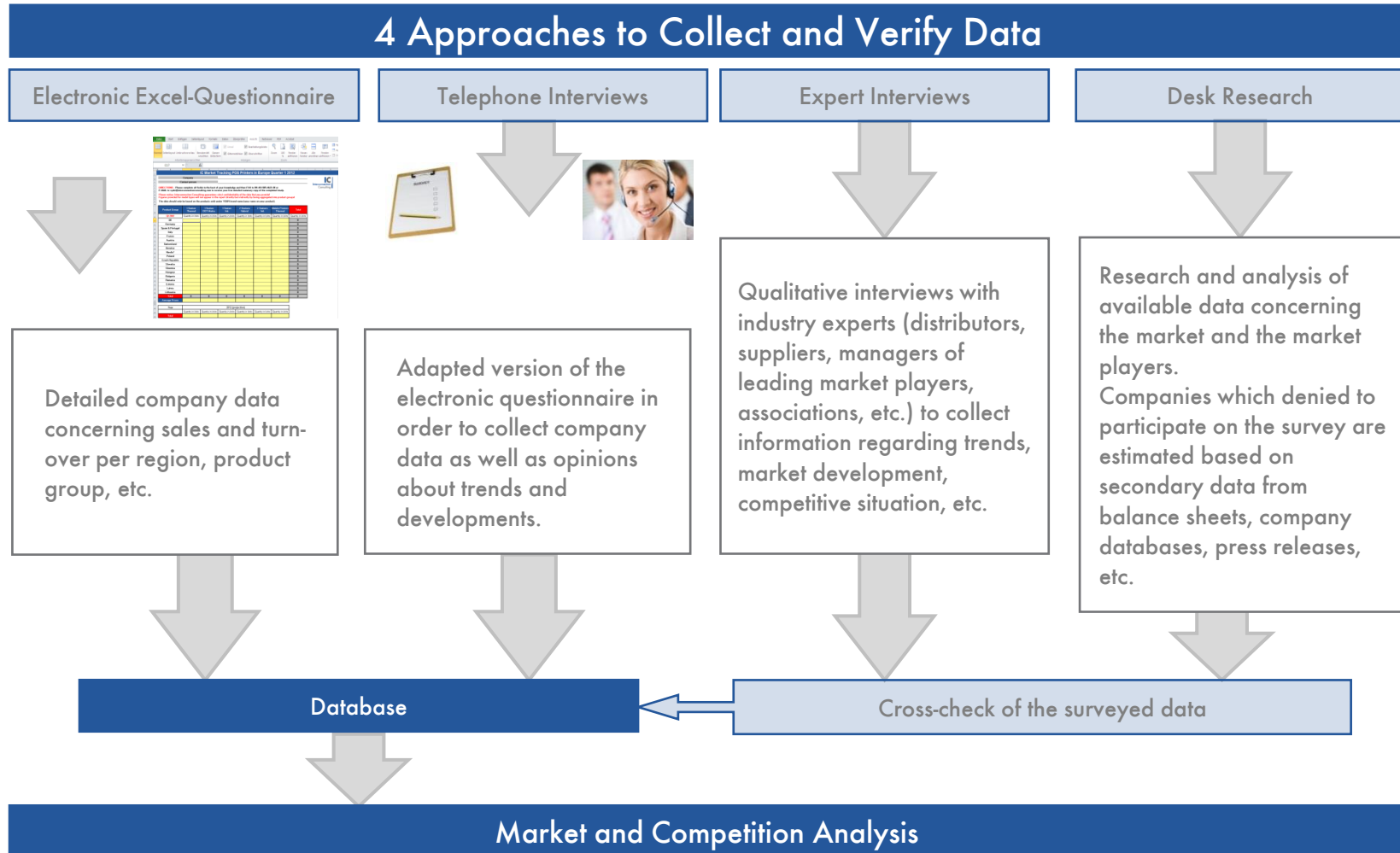
Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.



# Description of the Report

*The IC Market Tracking® is modularly built and consists of the following sections:*

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.



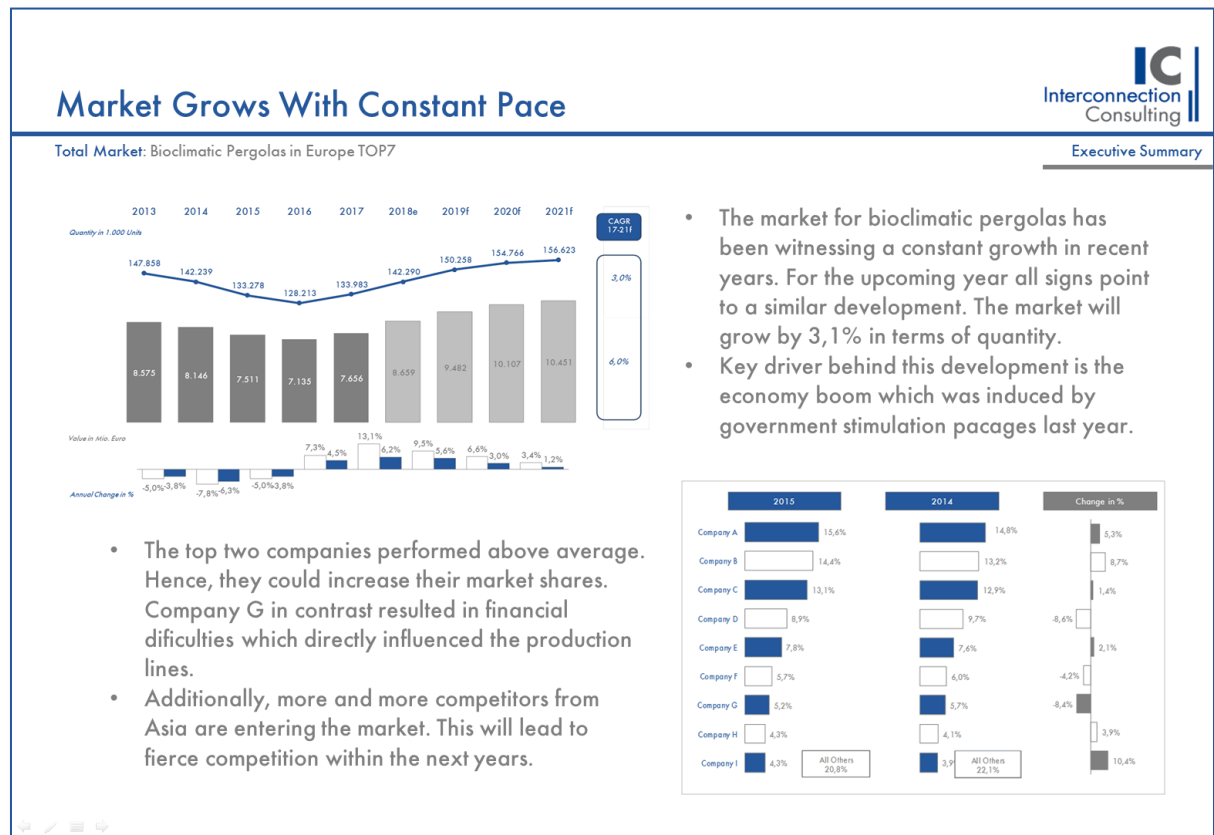
# Content of the Report \*

1. Executive Summary	(ca. 10 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Regional Market Analysis and Forecast	(ca. 20 pages)
5. Competition Analysis	(ca. 20 pages)
6. Tables, Facts and Figures	Pivot Table

\* Pages based on single country report

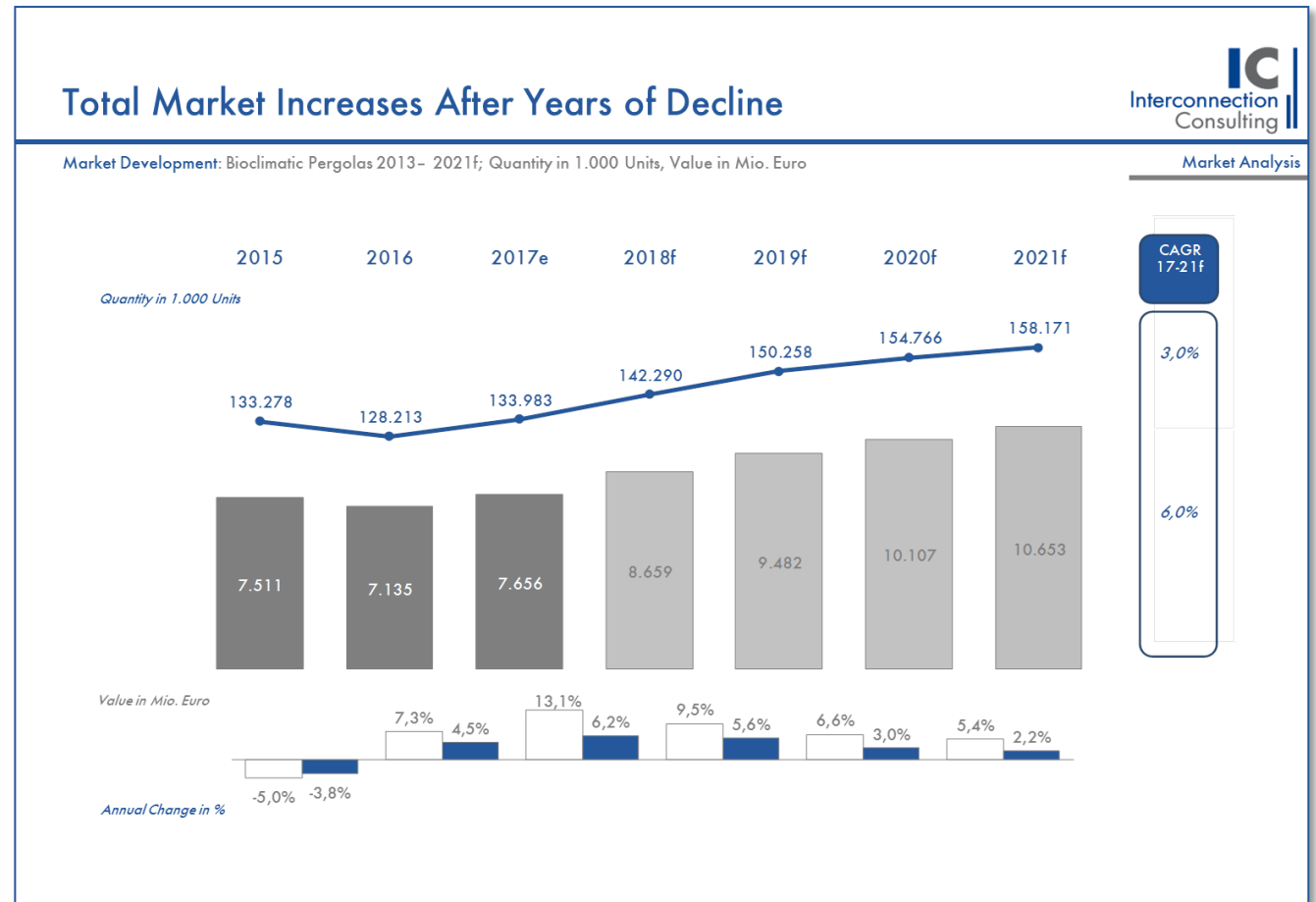
# Executive Summary at the Beginning of the Report

- The executive summary comprises all relevant information of the report in precise manner. Forecast and
- competition situation is highlighted
- *This chart shows dummy figures.*

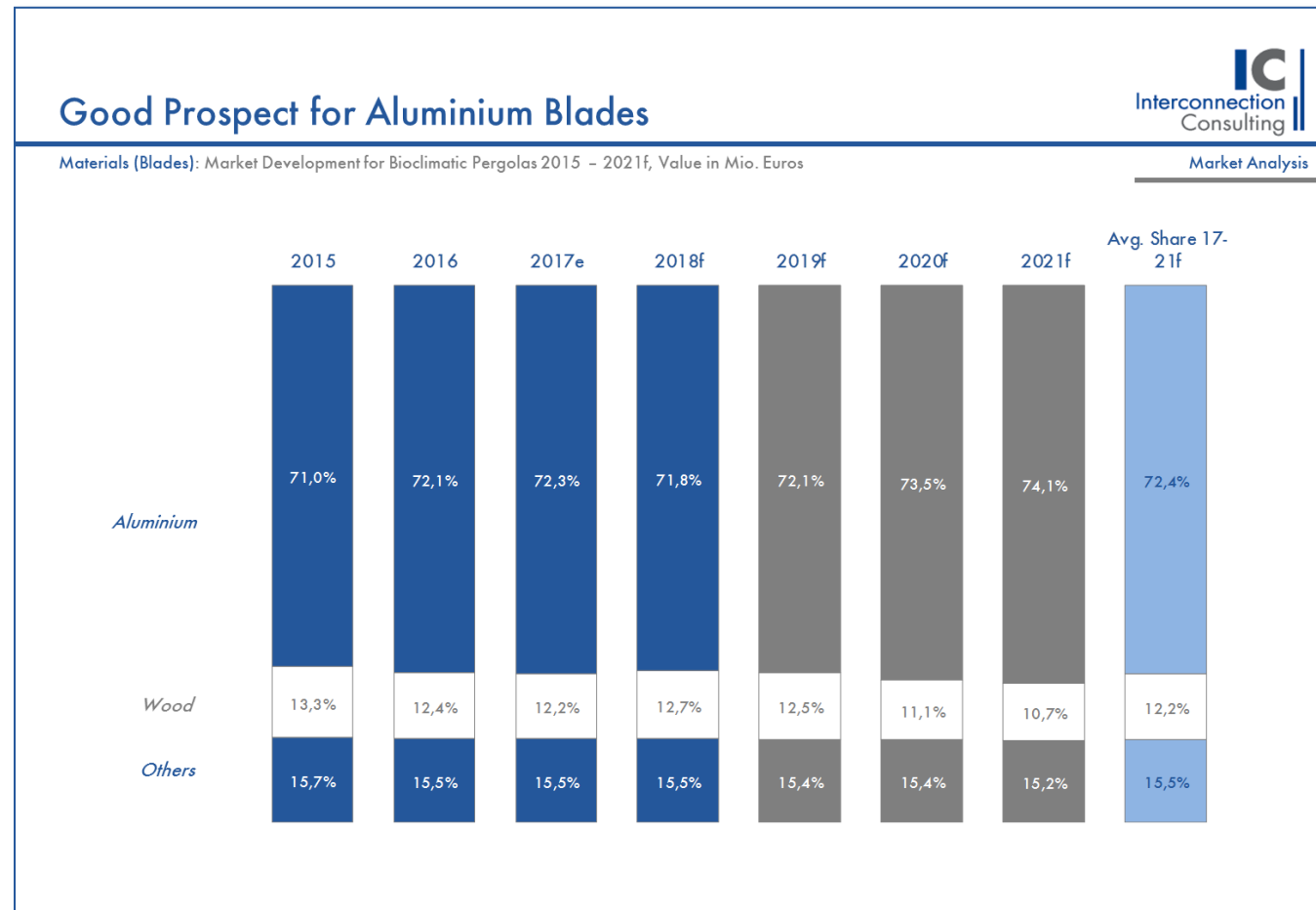


# Total Market Development and Forecast

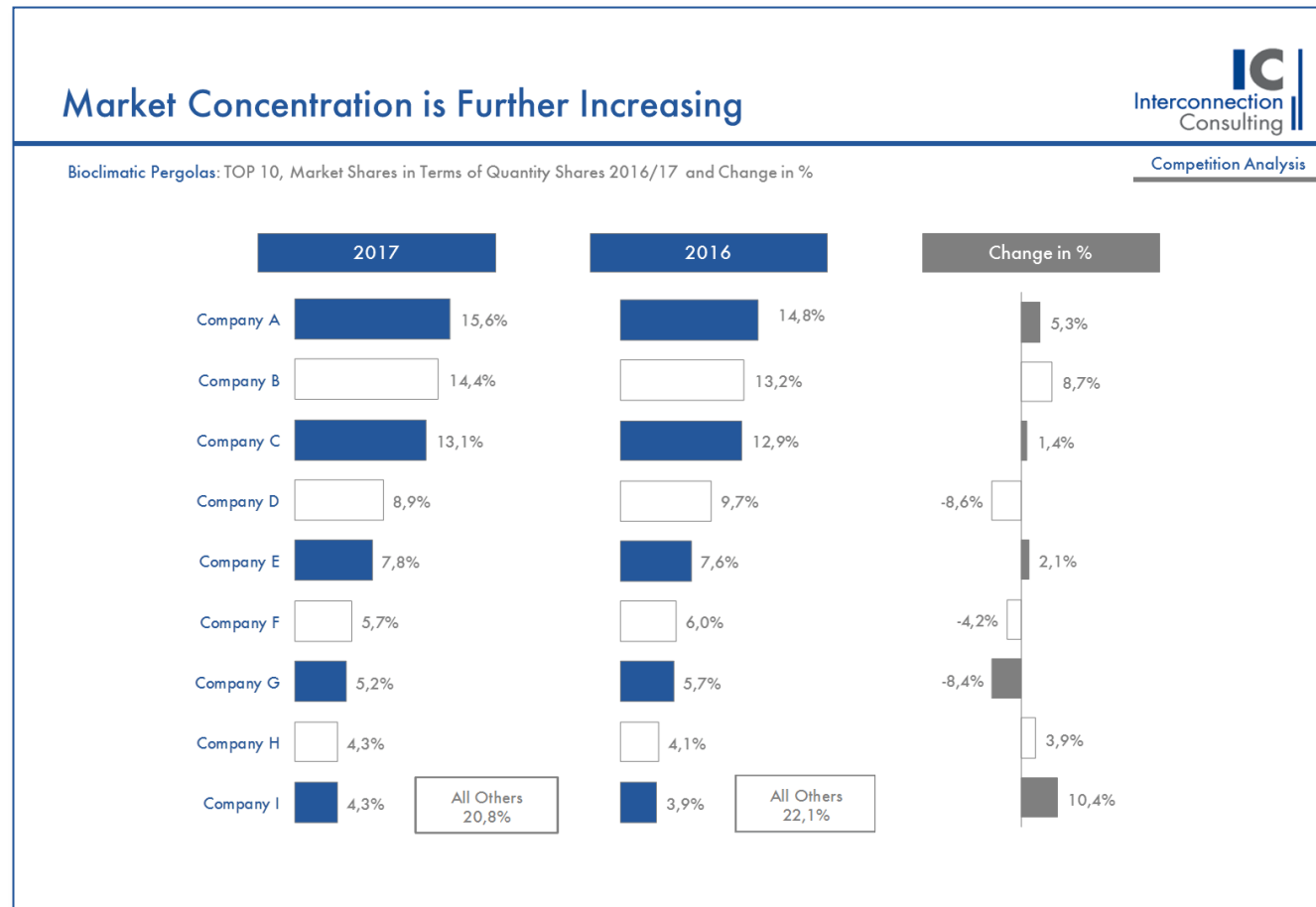
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows dummy figures.*



- Overview of the Product Group Segmentation, Distribution Channels, price Segments as well as a Forecast for the upcoming three years.
- *This chart shows dummy figures.*



- Detailed description of the most important Companies in the examined market by reference to market shares, changes, BCG-Portfolios, etc.
- *This chart shows dummy figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modelling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

## How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	<b>A</b>
Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
<b>Segment A</b>	18.592
<b>Segment B</b>	8.434
<b>Segment C</b>	5.310
<b>Segment D</b>	3.290
<b>Segment E</b>	1.332
<b>Total</b>	<b>36.958</b>

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology		
Segments	A	B	C
<b>Segment A</b>	3.290	5.452	7
<b>Segment B</b>	5.310	8.925	21
<b>Segment C</b>	8.434	10.794	
<b>Segment D</b>	18.592	14.624	13
<b>Segment E</b>	1.332	2.229	6
<b>Total</b>	<b>36.958</b>	<b>42.025</b>	<b>47</b>

# Investment Plan for Your Market Research

IC Market Tracking® Bioclimatic Pergolas in Europe TOP7 2018

Prices & Conditions

IC MT Bioclimatic Pergolas	Single Issue	Subscription*
Europe TOP 7	7.950,-	<b>IC SUBSCRIPTION 20 % PRICE ADVANTAGE</b>

\* **IC Subscription:** 20% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

Price includes an interactive PDF Document. All prices shown exclude sales tax

# Your Advantages as a Subscription Customer

Please choose between Subscription\*  
or Single issue

**Subscription\***  **Single Issue**

*As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:*

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue taking into account the **scale of discount**
- **Annually updated reports** on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline**: answering of questions with regards to the report and on methodological issues relating to market research
- **Easy termination**: After 2 issues each subscription can be terminated easily




- Interconnection is the leading institute for market data in the furniture industry.
- Our studies support the leading companies in defining targets and marketing strategies, including competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.



# Our Market-Intelligence Tools

### Market Analysis




- Market Volume
- Market Shares & Entry
- Competition Analysis

### Distribution Analysis



- Channel Map
- Distribution Matrix
- Margins

### Customer Insight




- Focus Groups
- Buying Motives
- Customer Benefits

### Market Forecasts




- Indicator Models
- Life Cycle Models
- Econometric Analysis

### Brand Analysis




- Brand Scorecards
- Brand - Triangle
- Brand Affinity

### Customer Satisfaction




- Importance/Satisfaction Portfolios
- Customer Loyalty
- Customer Typology

### Price Research



- Price-Sales-Function
- Price-Simulation-Tool
- Optimal Pricing

### Web**verstärker**



- E Commerce Insights
- Search Engine Marketing
- Web Channel Analysis

# References

**FeBa**  
Fenster und Türen



**EGE**  
FENSTER · TÜREN · FASSADEN

**Internorm**

**weru**  
Fenster und Türen fürs Leben

**SCHÜCO**

dorma  
kaba

ALLEGION

Fenster, Türen und Glasanbauten  
**FINSTRAL**

**Aldra**  
Fenster, Türen und mehr.



SAINT-GOBAIN

**DRUTEX**  
ENGINEERED FOR YOU

**woundwo**  
sonnenschutz

**REHAU**  
Unlimited Polymer Solutions

**OKNOPLAST**

**EHRET**

**DELTA  
DORE**

**heroal**



**Schenker  
Storen**

**DICKSON**  
innovative textiles for your world

**ALUKON**  
SYSTEM

**GRIESSER**

**LAKAL**

If there are any questions please  
do not hesitate to contact us!

**Interconnection Consulting**  
Getreidemarkt 1, A-1060 Wien

**Dr. Stefano Armandi – Market Analyst**

Tel: +43 1 5854623 -54

Fax: +43 1 5854623 -30

[armandi@interconnectionconsulting.com](mailto:armandi@interconnectionconsulting.com)

**Dr. Frederik Lehner – Managing Director**

Tel: +43 1 5854623 -11

Fax: +43 1 5854623 -30

[lehner@interconnectionconsulting.com](mailto:lehner@interconnectionconsulting.com)

Interconnection Consulting  
Vienna • Bratislava • Lviv • Buenos Aires • Oberstdorf

[www.interconnectionconsulting.com](http://www.interconnectionconsulting.com)



we show you the way

# Factsheet: Bioclimatic Pergolas in Europe Top 7

## Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 75/ per Country
- Optional: Hard Cover

## Prices

Detailed Information about prices, special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



## Options of ordering – Fax:+43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

## Content of the Market Report

### Structure of the Study

#### Language of the report

English, German

#### Introduction, Market Structure & Executive Summary

Definition and demarcation of product groups, regions and methodology; summary of study results

#### Market Drivers

Key economic factors influencing the market: consumer behaviour, main economic indicators etc.

Import & export statistics

#### Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, system types and distribution channels

#### Competition Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region and for system for the last two years.

### Market Structure

#### Material (Blades)

Aluminium, Wood, Other

#### Distribution Channels

Direct, Indirect

#### Price Segments

Economy, Medium, Premium

#### Construction Types

Stand-Alone, Leaning on Wall, Other Types

#### Business Segment

Residential, Non Residential

#### Side Protection

ZIP Screens, Glass Panels, Other Types of Panels

#### Type of System

Retractable Blades , Fixed Blades

### Methodology

#### Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analysed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by internal market analyses.

FAX: +43 1 585 46 23 30



Yes, we would like to order the following market reports

**IC Market Tracking® Outdoor Sun Protection 2018**

(Please print out the order form and mark your desired countries for the report)

IC Market Tracking  
Europe TOP7

Bioclimatic Pergolas

**IC SUBSCRIPTION  
20 % PRICE ADVANTAGE**

Single Issue

€ 9.950,-

- Subscription (20% Price Advantage)\*
- Single Issue
- We would like to order ..... additional hard copies, each for € 150.
- Translation in another language (price on request)

\*) Annual Price; The Subscription is valid for at least two years (order year and the following year) and can be cancelled after the second year, no later than 31.12 in the year in which the last report has been received. If the subscription is not cancelled it continues automatically for the next year. Changes of prices must be announced by Interconnection at the latest 6 weeks before the end of the year. All prices shown exclude sales tax.

Scale of Discount

- > From € 5,000 5%
- > From € 9,000 10%
- > From € 14,000 20%
- > From € 19,000 30%
- > From € 24,000 40%

# Order Form

## Billing Address: (Please fill in the data completely)

Company: \_\_\_\_\_

First Name: \_\_\_\_\_

Surname \_\_\_\_\_

Address: \_\_\_\_\_

Post code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

VAT identification number \_\_\_\_\_

E-Mail \_\_\_\_\_

## Delivery Address: (only necessary if different from the Billing address )

Company: \_\_\_\_\_

First Name: \_\_\_\_\_

Surname \_\_\_\_\_

Address: \_\_\_\_\_

Post code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Payable after receipt of invoice without discount. General terms of business apply, as agreed; any disputes arising will be settled before a competent Vienna court of law. We claim copyright protection for the work. Distribution to third parties, duplication, publication or revision, even in part, is not permitted. In case of violation the company or persons placing the order agree to pay a contract penalty of one hundred thousand Euros in each case.

---

Date

Name

Signature