



IC Market Forecast® Global Flooring 2022

Company Profiles



Interactive Dashboards



Market Drivers



automatically updated



defining growth potential since 1998

more than just a report – A TOOL FOR SUCCESS!

Detecting Market Potential



GEO-Maps



Benchmarks



Strategic Workshops



on request

What Do You Get - Your Benefits at a Glance

Content of the Report

Market Data, Insights and Expertise...



MARKET ANALYSIS

- Historical market data from 2018 – 2021 for the total market development as well as
 - Product Groups
 - Customer Segments
 - Distribution Channels
 - Business Segments
- Forecasts from 2022 – 2025 for the total market as well as each analyzed product group and segment
- Annually updates of the data

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



Market Analysis

Market Volume

Market Growth

Trends

Market Shares

What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

Market Intelligence Tool Access and Deliverables



ONLINE-COCKPITS

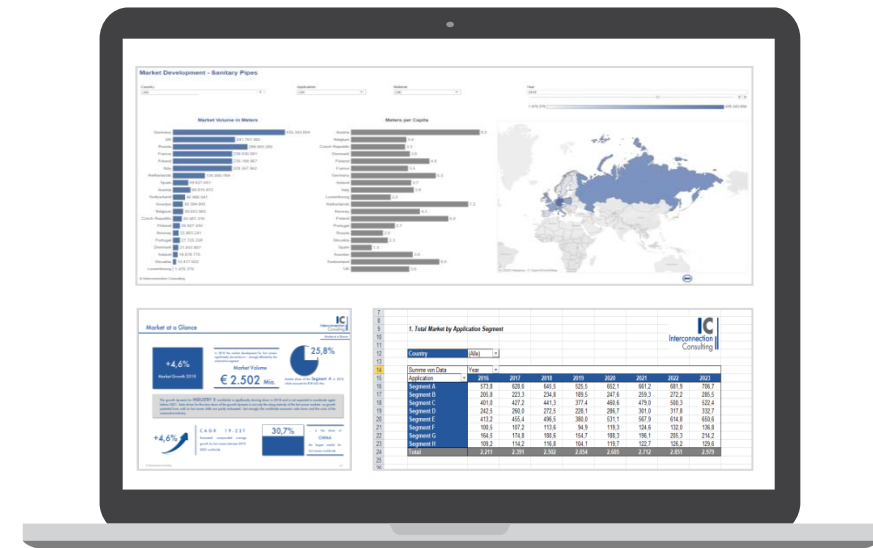
- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

- Executive report including key facts of the report and background information about forecasts and trends
- Infographics summarizing the market and providing regional comparisons and contrasts already integrated within Tableau

RAW DATA -TABLES

- Downloadable tables from MIS as xls. cvs. jpg. or other formats for your own integration
 - Graphs
 - Raw Data



Market Intelligence Tool and Reports



Online
Dashboards

Executive Reports

Product Groups

Textile Floor Coverings	Tiles
Elastic Floor Coverings	Stone
Luxury Vinyl Tiles	Concrete
Parquet and Real Wood Flooring	Others
Laminate	

Business Segment

New Construction	Renovation
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Customer Segment

Residential	Non-Residential
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Distribution Channel

Direct	Indirect
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Available Countries



Market Structure - Interpretation

Product Groups	
Textile Floor Coverings	Tiles
Elastic Floor Coverings	Stone
Luxury Vinyl Tiles	Concrete
Parquet and Real Wood Flooring	Others
Laminate	

Business Segment	
New Construction	Renovation

Customer Segment	
Residential	Non-Residential

Distribution Channel	
Direct	Indirect

Available Countries	
Europe:	
• Austria	• Netherlands
• Belgium	• Poland
• Czech Republic	• Romania
• France	• Slovakia
• Germany	• Spain
• Hungary	• Sweden
• Italy	• Switzerland
	• UK
Rest of the world:	
• Turkey	• Russia
• Saudi Arabia	• China
• UAE	• Vietnam
• Rest of Gulf Area	• India
• Qatar	• USA
• Oman	• Canada
• Kuwait	• Argentina
• Egypt	• Brazil

- Market data is available for each country separately as well as aggregated for the country package purchased.
- Each country report includes data for product groups, business segments, customer segments and distribution channels separately as well as aggregated for the total market of flooring in terms of quantity.
 - Additionally, data for product groups are presented in terms of value as well.

Product groups

Textile Floor Coverings

Textile flooring material is made by connecting threads made of natural fibers like wool and cotton or synthetic fibers like polyester. It looks and feels soft like a carpet but performs like a sheet vinyl wood.

Elastic Floor Coverings

Elastic flooring or called artificially composed floors, like rubber, plastic, PVC, vinyl. Elastic floor has good thermal conductivity, small thermal expansion and excellent impact shock absorption, thus it can be an ideal option in sports flooring.

Luxury Vinyl Tiles

A product that looks like real wood and stone flooring. It has a scratch resistant surface and waterproof making it ideal for any room in your home. The LVT is made up of multiple thin layers so that the flooring is still flexible but very durable and easy to look after.

Parquet and Real Wood Flooring

Parquet (wood based product) including small mosaic of wood pieces. The parquets are usually geometrical or angular, however, sometimes also in squares, triangles and lozenges shapes. It is distinguished into 2 different main groups of real wood, including solid wood floorings and multilayer (engineered), both of them are different in construction methods. Cork flooring is also included in this category.

Laminate

Laminate used similar design like wood but doesn't have real wood top layer it is included 4 layers: black, core, design and wear layer. Because of its multi-layer structure it offers more advantages like resisting from scratches, scuffs, stains and moisture.

Concrete

Concrete flooring is the basic flooring material which is being poured onto the gravel to create strong foundation. Only counted when it is not covered by other flooring types.

Tiles & Stone

Tile flooring is well known in various types such as ceramic, quarry, mosaic, clay, quartz and stone. It is usually square or rectangular in shape and generally manufactured in piece of hard-wearing materials. Stone flooring can come from different types like limestone, clay, granite, pebble and only that is durable from high temperature.

Others

Other flooring types that do not belong to any of the types above, such as glass and plexiglass, gym flooring.

The Unique Mix of Methods and Approaches for Reliable Market Analysis



SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



Survey with Manufacturer & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts.



Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**
“Only who talks with the industry knows what’s going on!”

The Market Intelligence Tool

Dashboards - The Best Way to Work with Data

A picture says more
than 1000 words

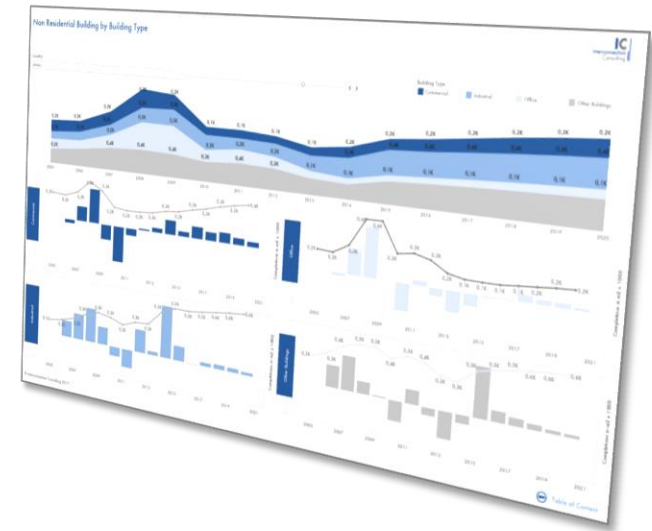
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive
Dashboards

- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online
accessibility

- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file

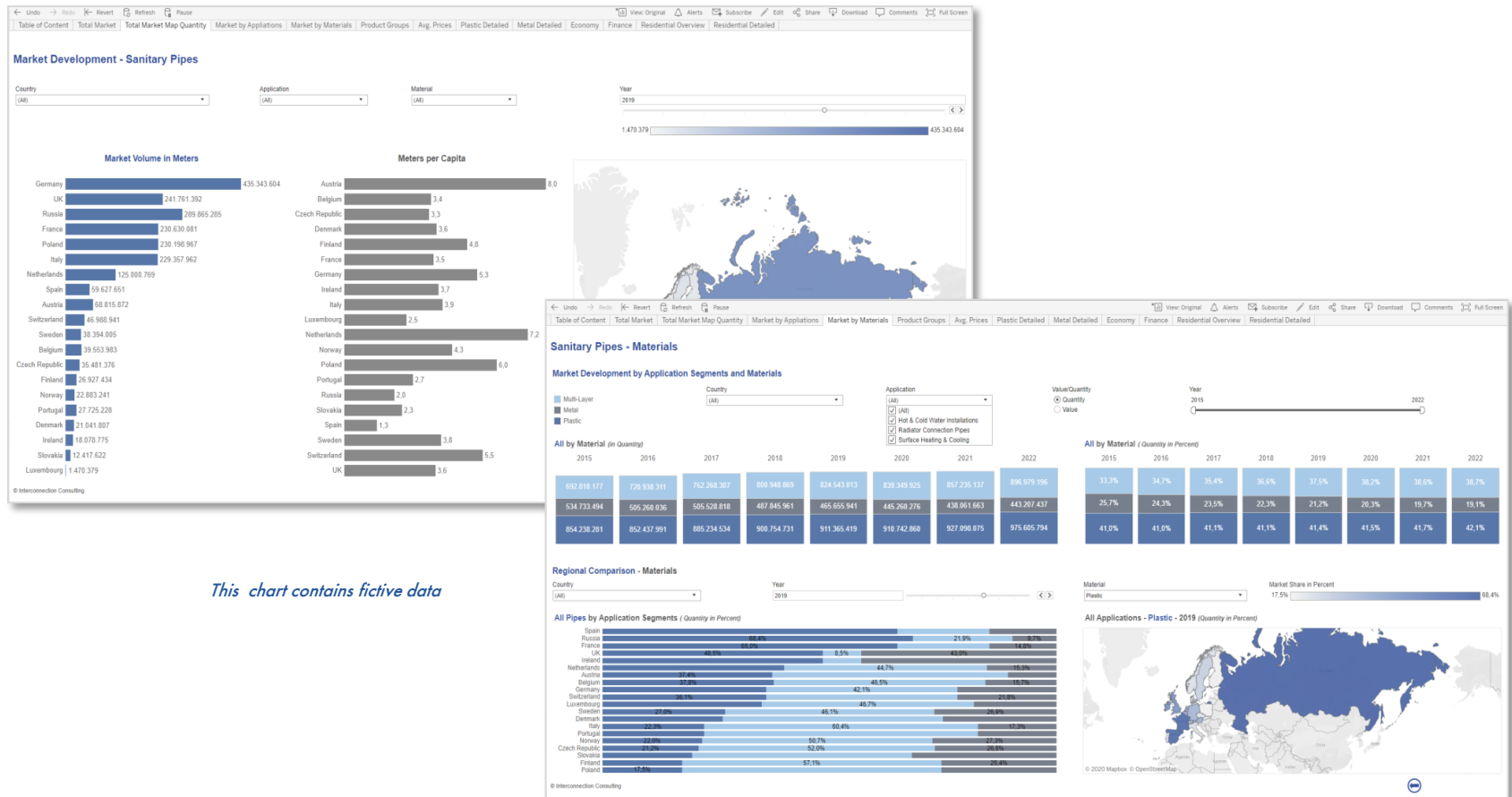


Usability of the Market Intelligence Tool

Let's Put it in a Video...



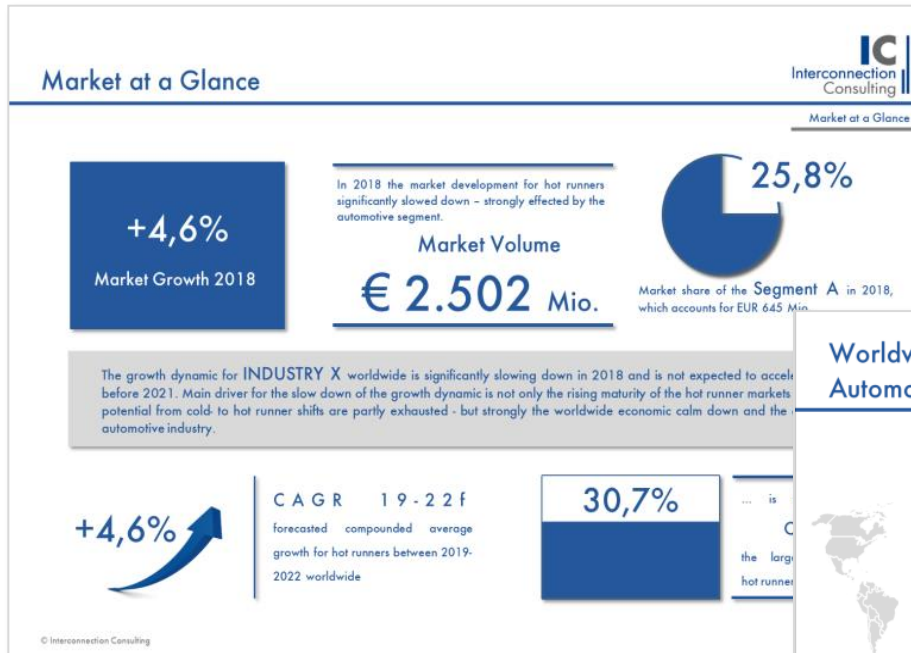
Sample Cockpits for Market Analysis Data



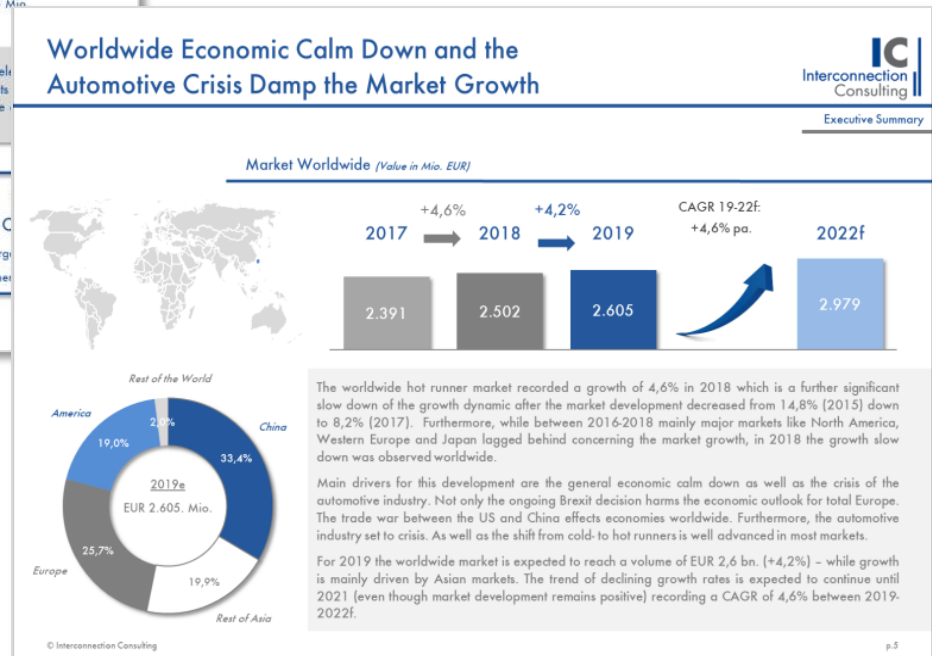
This chart contains fictive data

Additional Deliverables

Executive Summary and Pivot-Tables



Executive Summary as part of Tableau (fictive data)



Executive Summary as part of Tableau (fictive data)

Investment Plan for Your Market Research

	Subscription *
1 Country	€ 2.999,-
3 Countries of Your Choice	€ 6.999,-
5 Countries of Your Choice	€ 9.999,-
10 Countries of Your Choice	€ 14.999,-
All Countries	€ 35.999,-



Available Countries

- Austria
- Belgium
- Czech Republic
- France
- Germany
- Hungary
- Italy
- Netherlands
- Poland
- Romania
- Slovakia
- Spain
- Sweden
- Switzerland
- UK
- Russia
- Turkey
- Saudi Arabia
- UAE
- Rest of Gulf Area
- Egypt
- China
- Vietnam
- India
- USA
- Canada
- Argentina
- Brazil

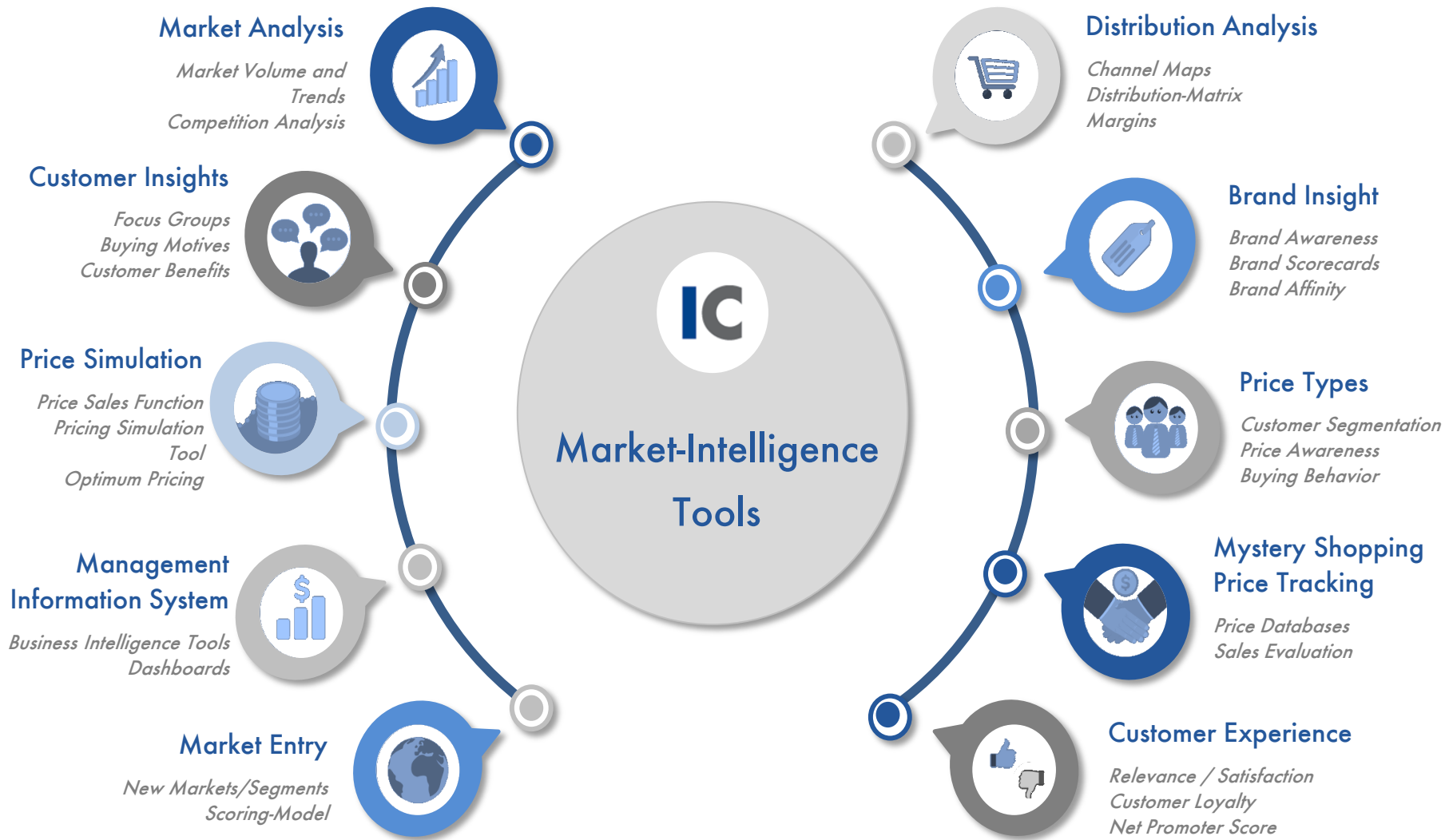
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- The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of an subscription.
- In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit (Software for Online Dashboards) is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 500,- per license per year.

Chosen References





Our Market-Intelligence Tools



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

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we show you the way

Yes, we would like to order the IC Market Forecast® Global Flooring 2022

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