



**IC Customer Insight®**

**Kitchens in Germany  
2024**

# Methodical Profile – IC Customer-Insight® Kitchen in Germany 2024

- The IC Customer Insight® Kitchen in Germany provides you with all the necessary information for an efficient brand policy. On the subject of kitchen, the study evaluates brand awareness the study evaluates the purchasing and usage behavior of various product groups, brand awareness and the use of kitchens and kitchen appliances, buyer and information behavior, and customer segmentation based on prices types.
- All questions are evaluated separately for the various customer segments (age, product groups, etc.). This allows the results to be viewed in a differentiated manner.
- Only buyers of kitchens are surveyed.



## Population

Individuals 18 years and older, who have bought a kitchen themselves and homeowners

## Sample Size

Germany: N = 1.000  
*(20% individuals who bought in the last 3-5 years a kitchen and 80% Homeowners)*

## Survey Method

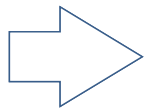
Representative online survey  
Survey duration: approx. 15 min.

## Survey Period

May 2024 (or on request)

# The Results of the Study will Give you Answers to the Following Questions...

- Which **brands** are in use / are always shortlisted / are avoided / are chosen when money is no object / are well-known (aided/unaided)?
- How does the **buying process** work? Where do customers inform themselves about the products? Which channels are preferred and which recommendations are trusted?
- Which role does **price & brand** play? How are the different types of buyers distributed per country and per product segment: Bargain Buyer, No-Risk Buyer, Brand-Loyal Buyer, High-Risk Buyer, Low-Interest Buyer?
- Details on the **use of different kitchen styles, countertop material, kitchen layout, and kitchen front material / color preference**: What are the purchasing barriers and what is currently in use in terms of kitchens in Germany and where is the trend going?



*Pro-orderers are able to influence the questionnaire/survey topics*

# The IC Customer-Insight Provides You with Answers to...

Evaluated topics within the scope of the survey

Buying- / Usage Behavior

BRANDS	
Brand Awareness	Which brands of kitchens do you know spontaneously? Which of the following kitchen brands do you know?
Brand Image	Which characteristics would you assign to brand XY?
Superior / Inferior Brands	Which brand would you buy if money was no object? Which brand would you definitely not buy?
etc.	What brand is your current kitchens/kitchen equipment from? Have you ever seen catalogs/advertising material from brand XY?

BUYING DECISION	
Where information obtained? How are individual information channels evaluated?	Source of Information
Who makes the buying decision and how strong is the influence on the purchase decision?	Decision Maker/Influencer
Which criteria are decisive for the purchase?	Buying Criteria
Price sensitivity, related price awareness, etc.?	etc.

# Study of the Customer-Insight® - Kitchens

## IC Customer-Insight® – Kitchens

Population = Individuals in Germany, 18 years and older, who have bought in the last 3-5 years a kitchen (n=200) and home owners (n=800)

Representative according to age and gender



## Representative online survey – CAWI (Computer Assisted Web Interviews)

Anonymized survey approx. 15 min (30 questions)



## Survey Topics

Buying and Usage Behavior

Brand Awareness

Customer Journey

Price Behavior

# Customer-Insight® Kitchens – Survey Topics:

## Buying & Usage Behavior, Brand Awareness and Price Behavior

Buying and Usage Behavior			
Importance of the kitchen and usage	Reasons for replacement	Kitchen equipment	Current and future kitchen lighting
Utilitarian Entertainment Relaxation	Aesthetic vs. Practical reasons	Current, future equipment and requirements	

Current use, willingness to change, future use, reasons for change and barriers (for countertop material)			
Kitchen style	Worktop material		Material and color preference of the fronts
Design-Kitchens	Natural stone	laminare	Matt
Classical Kitchens	Ceramics	Wood	High gloss
Farmhouse Kitchens	Glass	Granite	Glass
	Stainless steel		Coating
		L-Shaped	U-Shaped
		L-Shaped with island	
		U-Shaped with island	
		Kitchenette	

Brand Awareness	Price Behavior
TOP Brands of kitchens and kitchen equipment	<ul style="list-style-type: none"> <li>✓ Customer typologies by price and buying behavior (price types)</li> <li>✓ Planned budget and actual expenses</li> </ul>
<ul style="list-style-type: none"> <li>✓ Aided / unaided</li> <li>✓ Superior / Inferior Brand</li> <li>✓ Brand image</li> <li>✓ Brand usage / Potential Set</li> </ul>	

# Customer-Insight® Kitchens – Survey Topics:

## Customer Journey

Customer Journey			
Information behavior	Experience / expectation with/to Service	Planning Service	Place of purchase
for inspiration for purchase	Online / stationary trade	Use / experience / expectation / preference of personal consultation vs. artificial intelligence.	Online vs. offline purchase
Information sources and usefulness	Expectation/price willingness with/at after-sales services	Purchase decision maker / influencer	
	Delivery, assembly, equipment instruction		



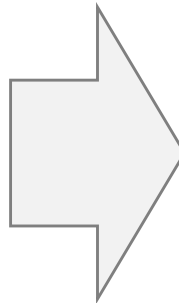
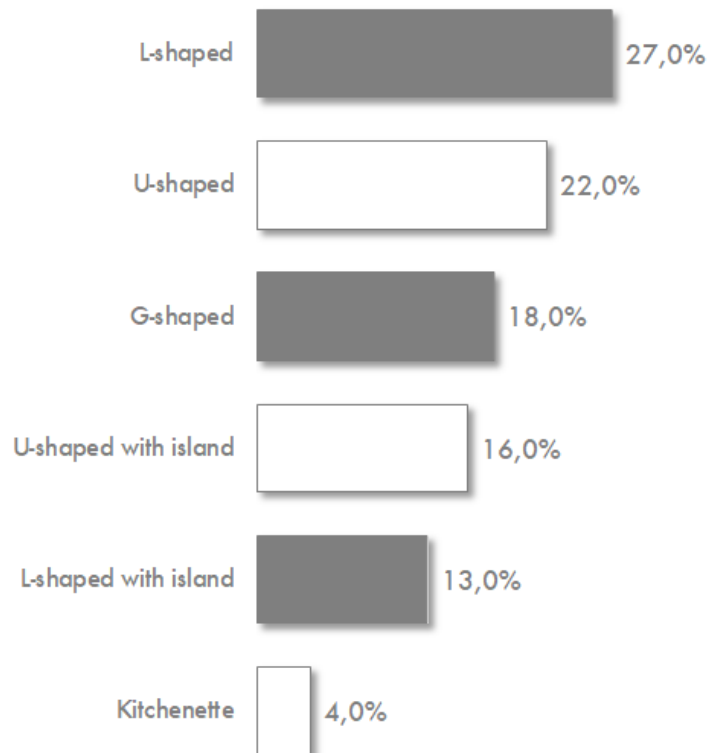


# Who Changes has Reasons, Who doesn't also

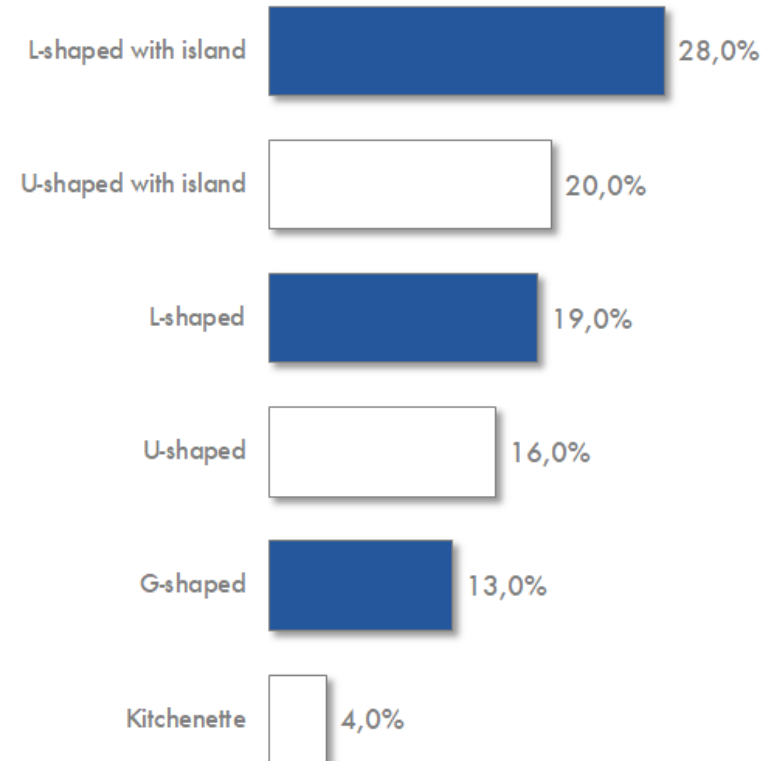
Kitchen-Layout: Scheme of evaluation current use, future use, reasons for and barriers to change

Buying- / Usage Behavior

## Evaluation of current usage (in %)



## Evaluation of future usage (in %)



A detailed survey of current and future usage and the reasons for or barriers to change yields highly valuable insights regarding motives, market drivers and long-term trends!



# Five Price Types with Very Different Behavior

Customer segmentation based on price types

Price Types



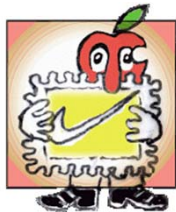
## Bargain-Buyer

Interest in special offers, special rates, discounts and bonuses. Buys because of, rather than in spite of the price and sometimes even buys pointless things just because they are cheap and that in all price ranges.



## No-Risk-Buyer

Loss-averse buyers – increasingly see the risk of purchase they want avoid. Avoidance strategies: personal advice, fair price, active information gathering.



## Brand-Loyal Buyer

Has price idea, but is very open-minded for brand, image and quality. Compares products, not so much the prices, and is eager to innovations. Often spends more than planned.



## High-Risk Buyer

Little interest in price negotiations or discounts, what counts is the brand's promise of quality. Prices are disregarded as long as the overall experience is right. Quality has its price.

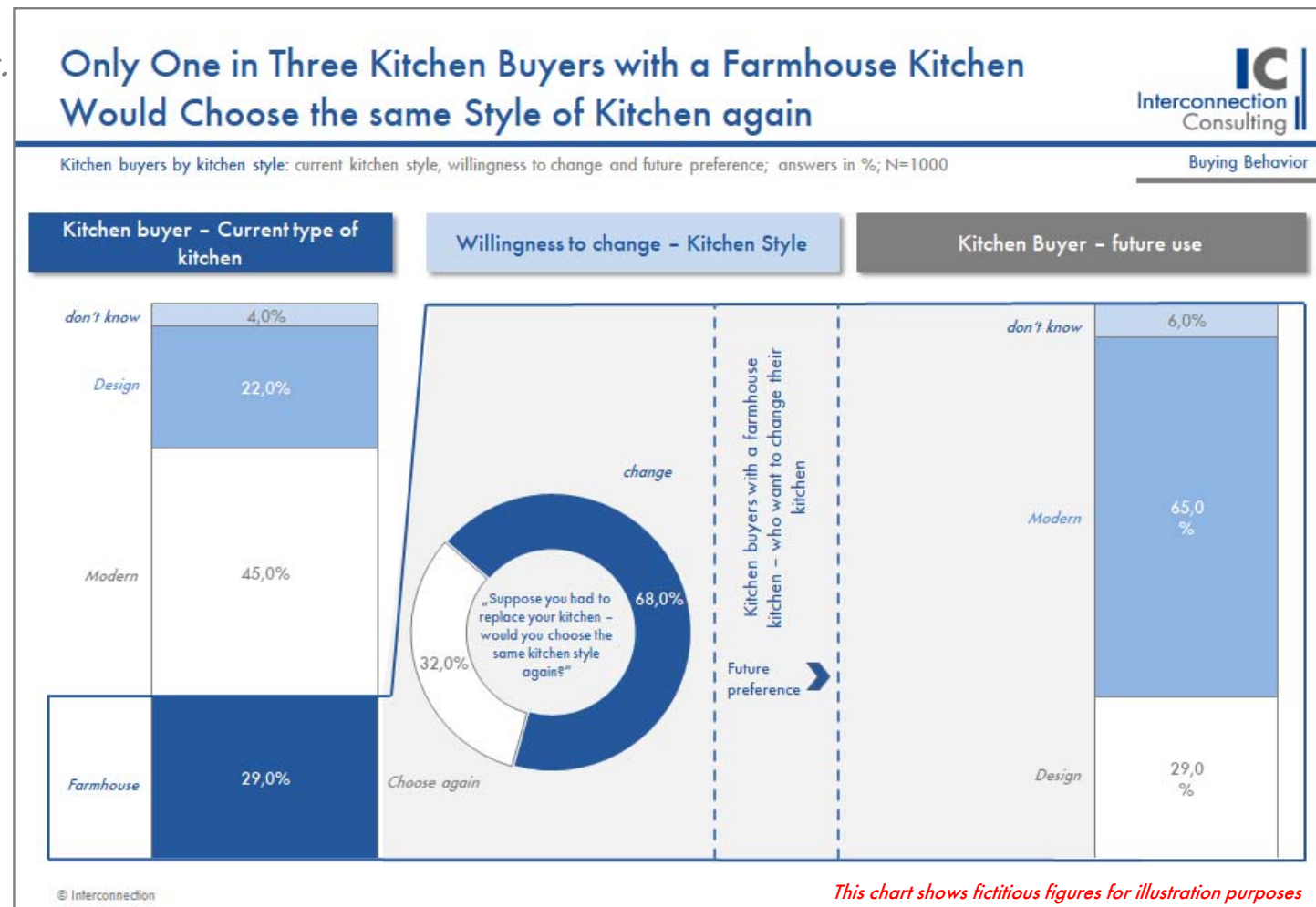


## Low-Interest Buyer

Very unemotional. Sees himself as well informed and buys to satisfy a current need. Little interest in prices and virtually no price comparisons.

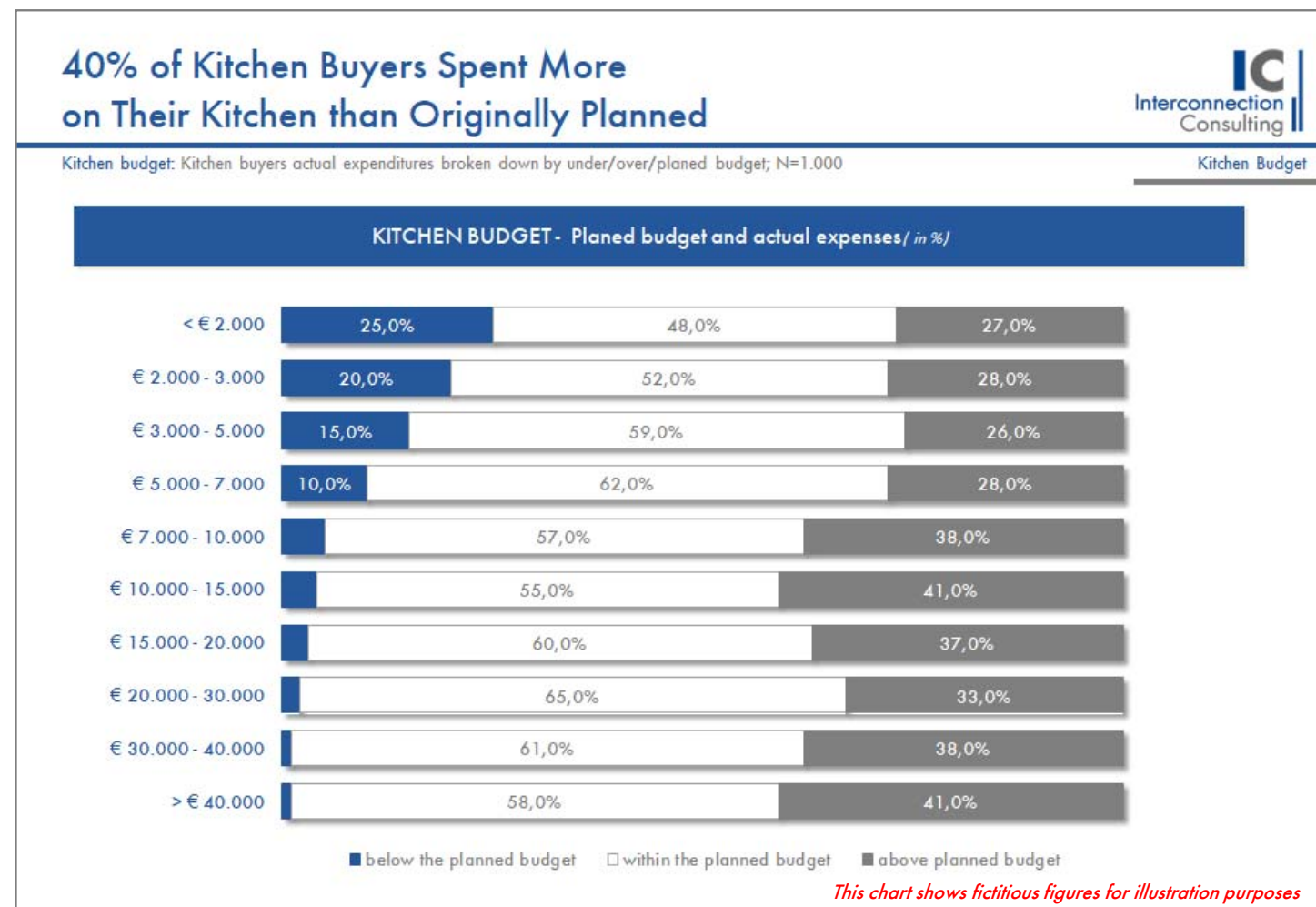
# What is the Percentage of the Different Types of Kitchen Styles?

- Analysis of the proportion of different types of Kitchen styles (design, modern, farmhouse) and future customer preference.
- *This example chart shows fictitious numbers.*



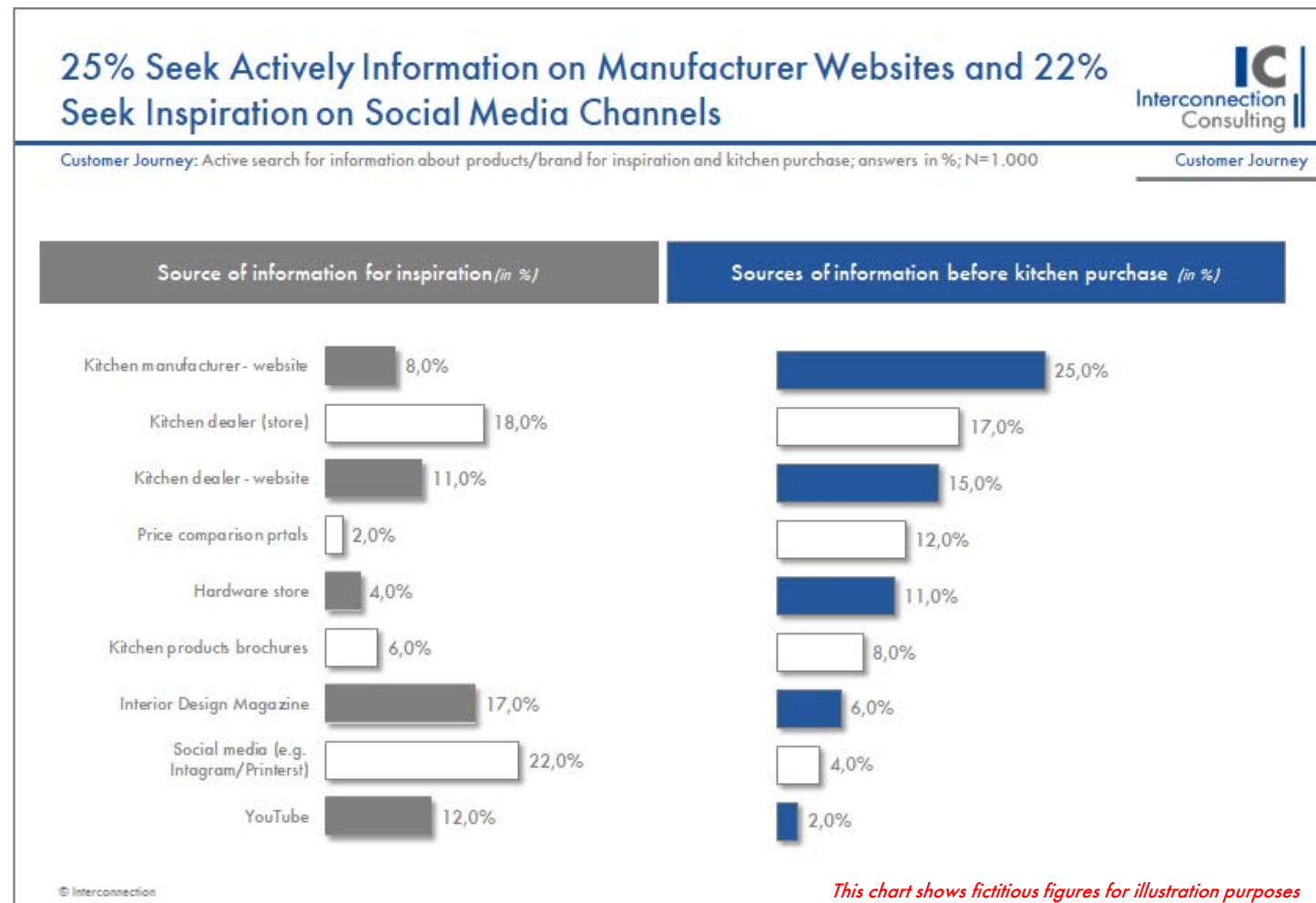
# How Much Do Kitchen Buyers Spend on Their Kitchens?

- Analysis of the planned budget when buying a kitchen and the actual expenses.
- *This example chart shows fictitious numbers.*



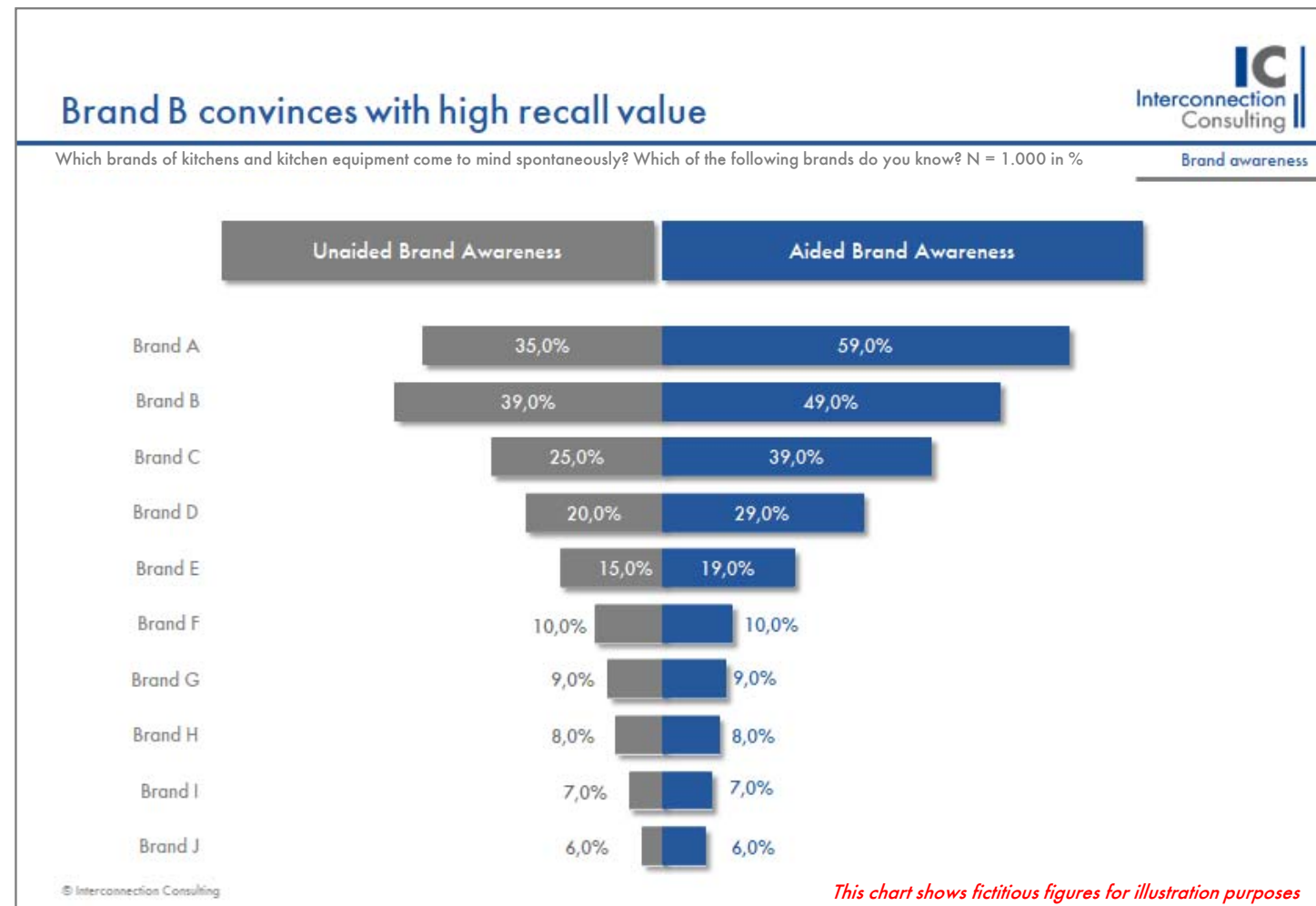
# What Sources of Information Do Kitchen Buyers Use for Inspiration and for the Purchase of a Kitchen

- Analysis of information behavior before buying a kitchen and for inspiration.
- *This example chart shows fictitious numbers.*



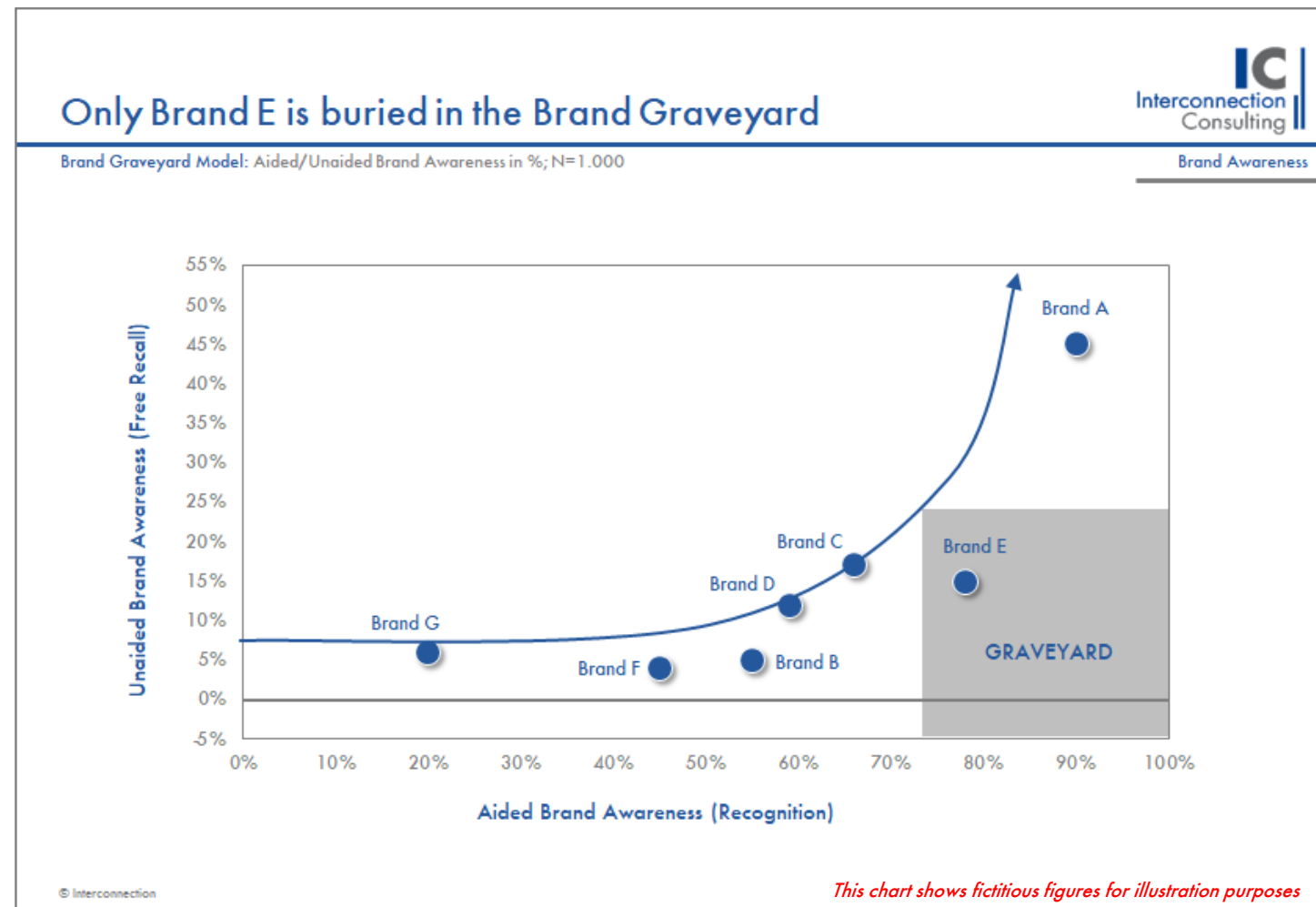
# Brand Awareness Analysis of TOP Brands

- Analysis of brand awareness according to recall and recognition values.
- *This example chart shows fictitious numbers.*



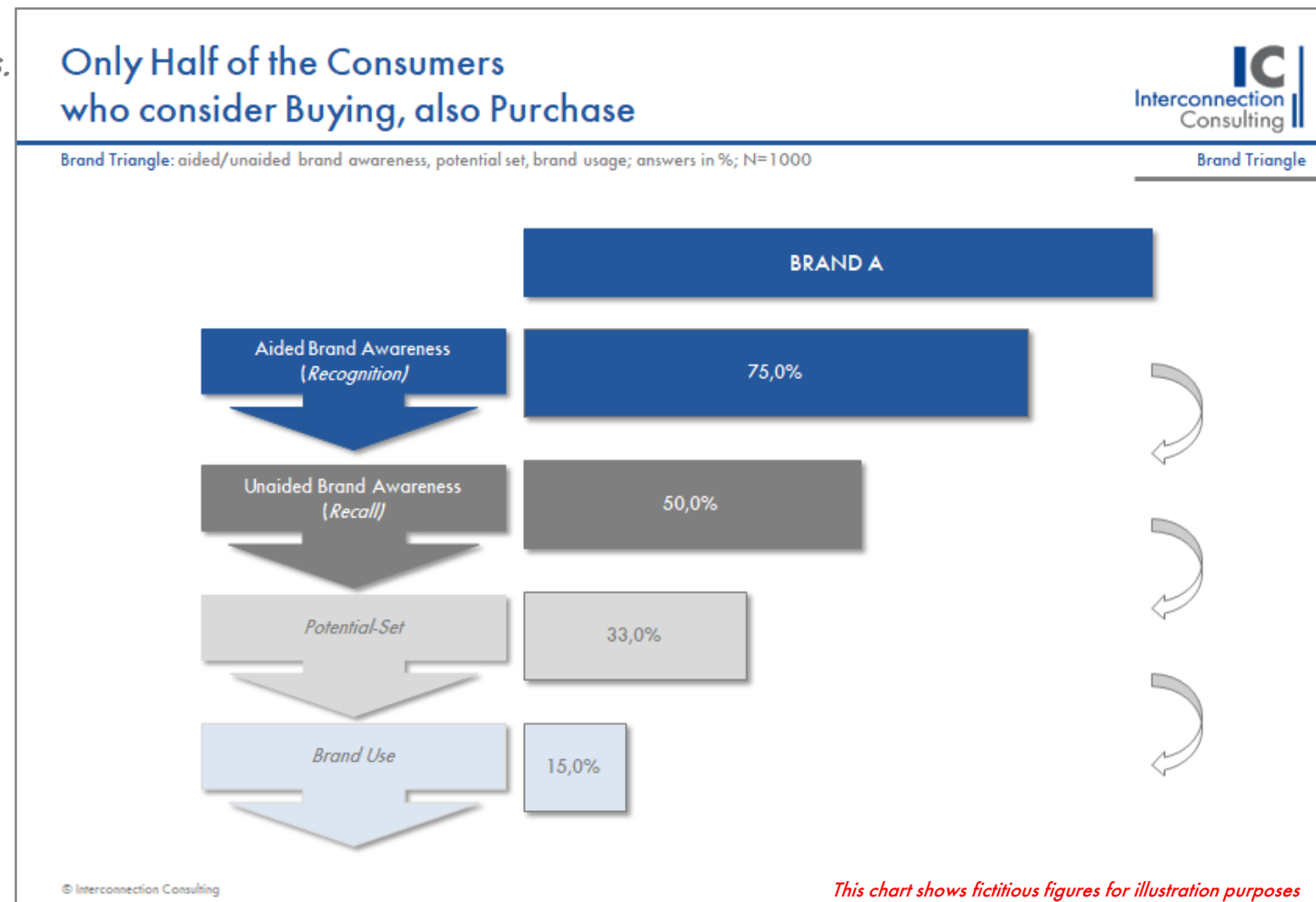
# Which Brands is Located in the Brand Graveyard?

- Strategic analysis of brand equity using the Brand-Graveyard Models.
- *This example chart shows fictitious numbers.*



# Analysis of Brand Values of the TOP Brands

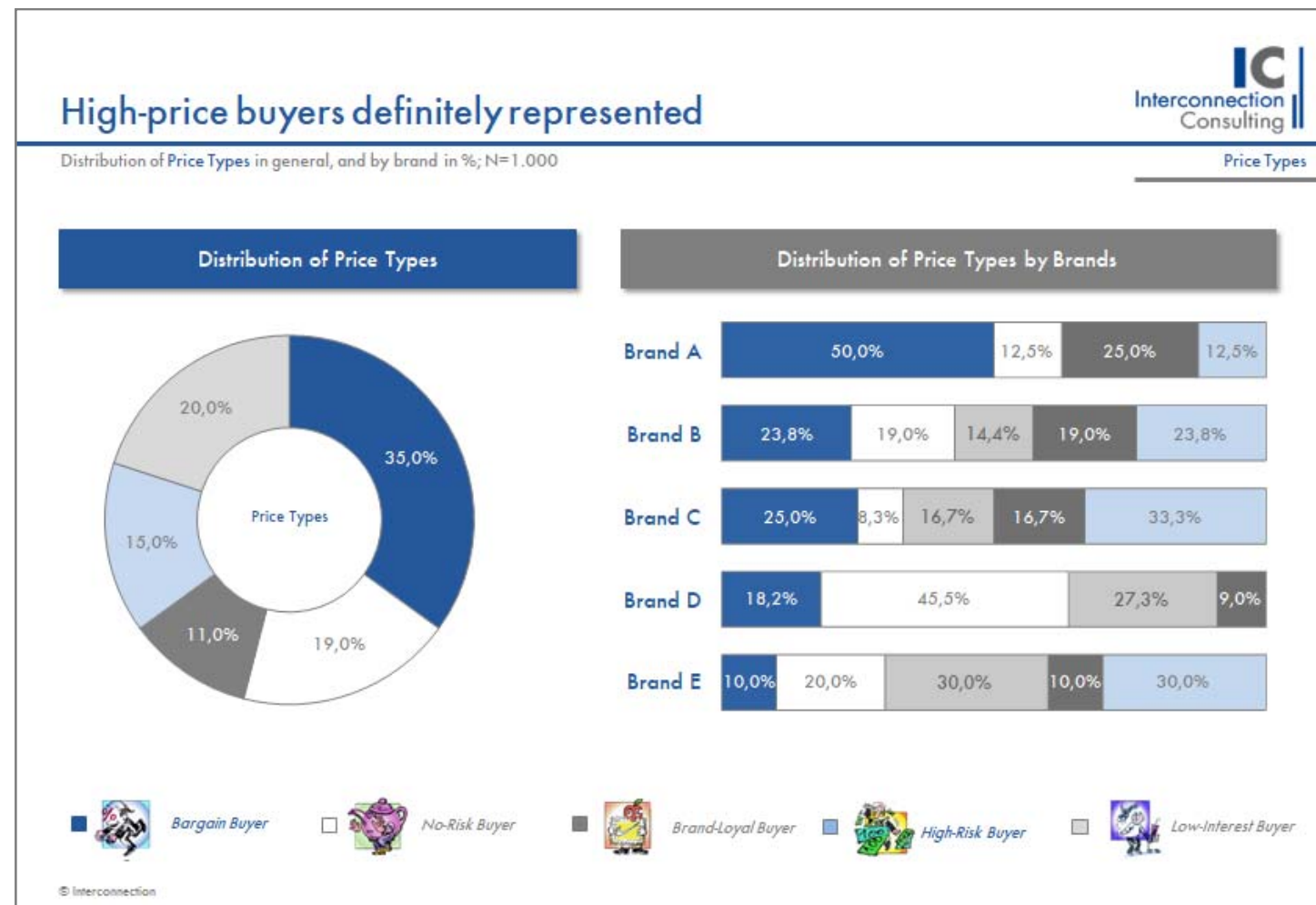
- Analysis of brand awareness based on aided and unaided awareness as well as inferior and superior brands, potential set and actual brand usage.
- *This example chart shows fictitious numbers.*





# Price Types – Customer Segmentation Based on Consumer Price Behavior

- Analysis of the five price types for kitchens, as well as specific to individual brands.
- *This example chart shows fictitious numbers.*



# Investment Plan

## Customer Behavior in Kitchens

IC Customer-Insight® Kitchens 2024	IC Subscription*	IC Single Issue
GERMANY Online Survey (N=1.000)	€ 6.900,-	+25% for Single Issues

\*IC Subscription: 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> of 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 the 31<sup>st</sup> of December.

Price includes an interactive PDF in electronic form. All prices shown exclude sales tax.

*„Interconnection gives a reliable picture of the current market situation on which we can base the planning of our strategies. Accuracy, professionalism and flexibility are Interconnection's values.“*

Ms. Birgit Haupt  
Director of Marketing, Danwood

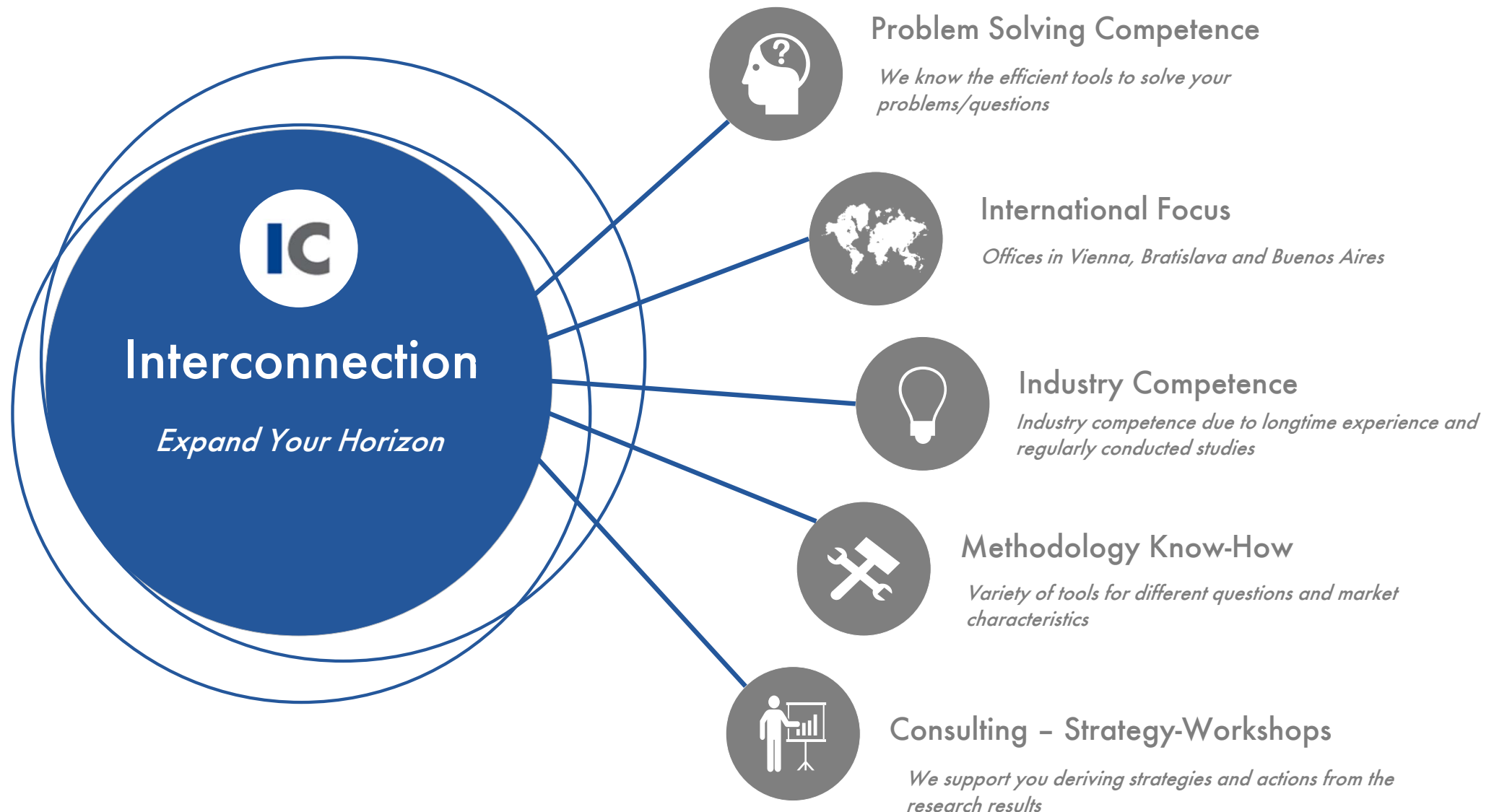


# Your Advantages as a Subscription Customer

*As a subscription customer of the Customer Insight 'Mattresses and Slatted Frames', you will receive the chosen report automatically at a reduced price upon publication of a new issue with the following benefits:*

- **25% price advantage** for IC Standard Subscription compared to single issue
- **Updated reports** every year 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
- **Flexible subscription packages:** Alternating countries, product change, etc., if possible. Conditions on request.
- **Easy termination:** After 2 issues each subscription can be terminated easily

# Interconnection Provides Data for Corporate Decisions



# Our Market-Intelligence Tools



# Contact Information

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

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

**Mag. Panorea Kaskani- Neuromarketing Consultant**  
Tel: +43 1 5854623 -27  
[kaskani@interconnectionconsulting.com](mailto:kaskani@interconnectionconsulting.com)

Interconnection Consulting  
Vienna • Bratislava • Buenos Aires • Oberstdorf

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





E-Mail: [office@interconnectionconsulting.com](mailto:office@interconnectionconsulting.com)



## According to the offer we order...

(Please, print out the order form and mark your desired products)

### Customer Insight® Kitchens 2024

☐ Germany – Subscription\* – Price per year: ..... EUR 6.900,-

	Single Issue	Subscription*
25% price advantage		✓
Interactive PDF	✓	✓
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

#### \*Subscription:

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 31<sup>st</sup> December. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> 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.

#### Billing Address:

Company: \_\_\_\_\_ Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ Country: \_\_\_\_\_  
 VAT identification number.: \_\_\_\_\_ email: \_\_\_\_\_

Date

Name

Signature

## Terms of Payment

Payable after receipt of invoice without discount or via Credit Card. 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. All prices shown exclude sales tax. Interconnection reserves the right to use the client's logo as reference until revocation.