



IC Company Profiles

Top 200 Window
Producers in Western &
Eastern Europe 2018

- ✓ Detailed Information about the **200 largest window manufacturers** in Europe, illustrated by **company profiles** with the following key facts:
 - Development of sales in terms of value and quantity (domestic, export share in 1.000 units), as well as production capacity
 - Sales volume by frame materials, customer & business segments, distribution channels, glazing and opening types in %
 - Information about Suppliers of Glass, Fittings and Profiles
 - Contact details
- ✓ **Market shares for all segments** (frame material, customer & business segment, distribution channel and opening types) by region for 2016 and 2017.
- ✓ Additionally, you will receive an overview of the **total market** and all corresponding product groups, as well, **forecasts** for the upcoming three years.



Top 200 Window Producers in Western & Eastern Europe

Western Europe

Eastern Europe

Top 100 in

Top 100 in

Frame Materials	Distribution Channel	Business Segment	Customer Segment	Opening Types
Wood	Direct	New Construction	Residential	Casement inside
PVC		Renovation	Non-Residential	Casement outside
Metal	Indirect			Tilt & Turn
Wood/Metal				Vertical Sliders
PVC/Metal				Simple Sliders
				Large Sliders
				Fixed Glazing

Window Manufacturers of the following Countries are Included

Western Europe

GER	AUT	SUI	ITA
FRA	GBR	IRE	POR
NED	NOR	SWE	FIN
DEN	ESP	BEL	

Eastern Europe

CZE	POL	SVK	ROM
CRO	BIH	HUN	BUL
SLO	SRB	UKR	RUS



Price Categories

Budget

Window prices up to 200 € ex works; measured in terms of quantity, without transportation and installation

Medium

Window prices from 200 - 400 € ex works; measured in terms of quantity, without transportation and installation

Premium

Window prices from 400 € ex works; measured in terms of quantity, without transportation and installation

Distribution Channels

Indirect

Wholesale trade, retail trade and all other forms of trade in which goods are purchased and sold by a third party

Direct

Direct sales to the end user, also by own sales rep.; Others: Internet, etc.

Customer Segments

Residential

Residential Construction including 1-family, 2- family dwellings and flats

Non-Residential

Non-Residential buildings such as buildings for education, health, industry, storage, office, commercial, agricultural and other purposes.

Opening Types

Casement Inside

A window that is hinged at the side and swings inward

Casement Outside

A window which either tilts inwards at the top or turns inwards at the side

Tilt & Turn

A window which either tilts inwards at the top or turns inwards at the side

Vertical Sliders

Window that has one or more sashes and moves only in the vertical direction

Simple Sliders

A window that has one or more sashes and moves by sliding horizontally only

Large Sliders

A window that has one or more sashes and moves by sliding horizontally only

Fixed Glazing

These windows are not to be opened

Value

Turnover is stated in 1.000 Euro. Values are always real net-turnovers (not list prices)

Quantity

As there is no broadly accepted European Standard, turnover in quantity has been expressed in the German standard, defining one window unit as a statistical window with the size of $1,3 * 1,3 \text{ m} = 1,69 \text{ sq.m}$. As in many regions, companies are not prepared to quantify their window output in terms of size at all (e.g., window output is quantified in weight), transformation into window units is sometimes very difficult. We tried our best to provide reliable figures, nevertheless the turnover expressed in value may provide more significant information of the sales volume than the turnover expressed in quantity in some cases.

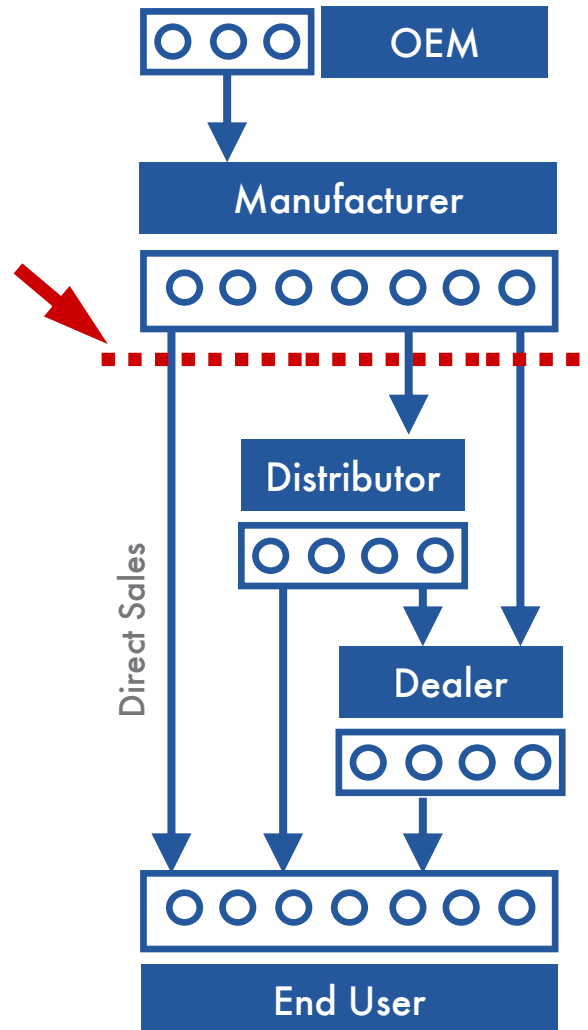
Not included: Roof windows, glazed facades, conservatories



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.



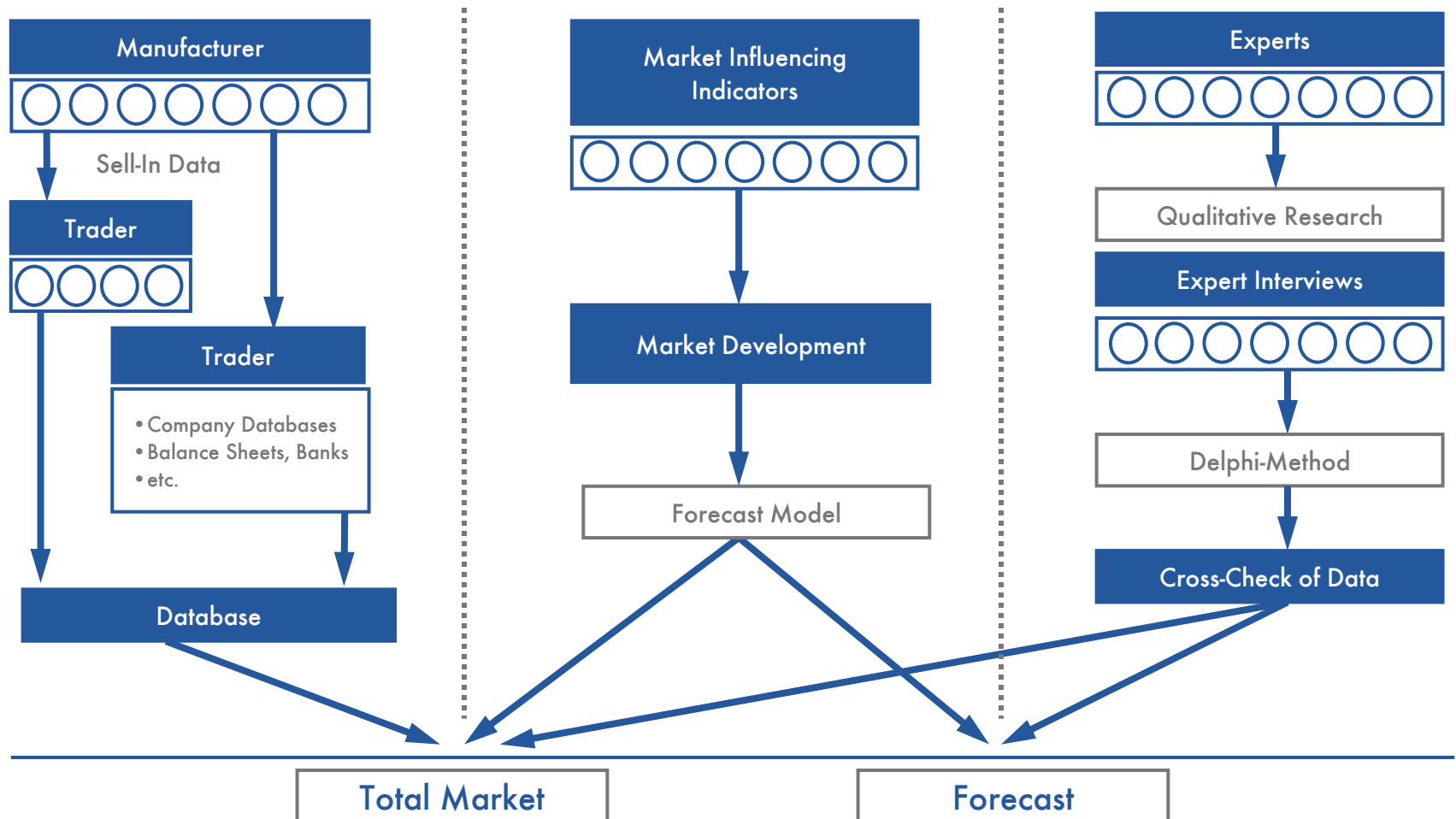
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

How Do We Conduct Our Research?

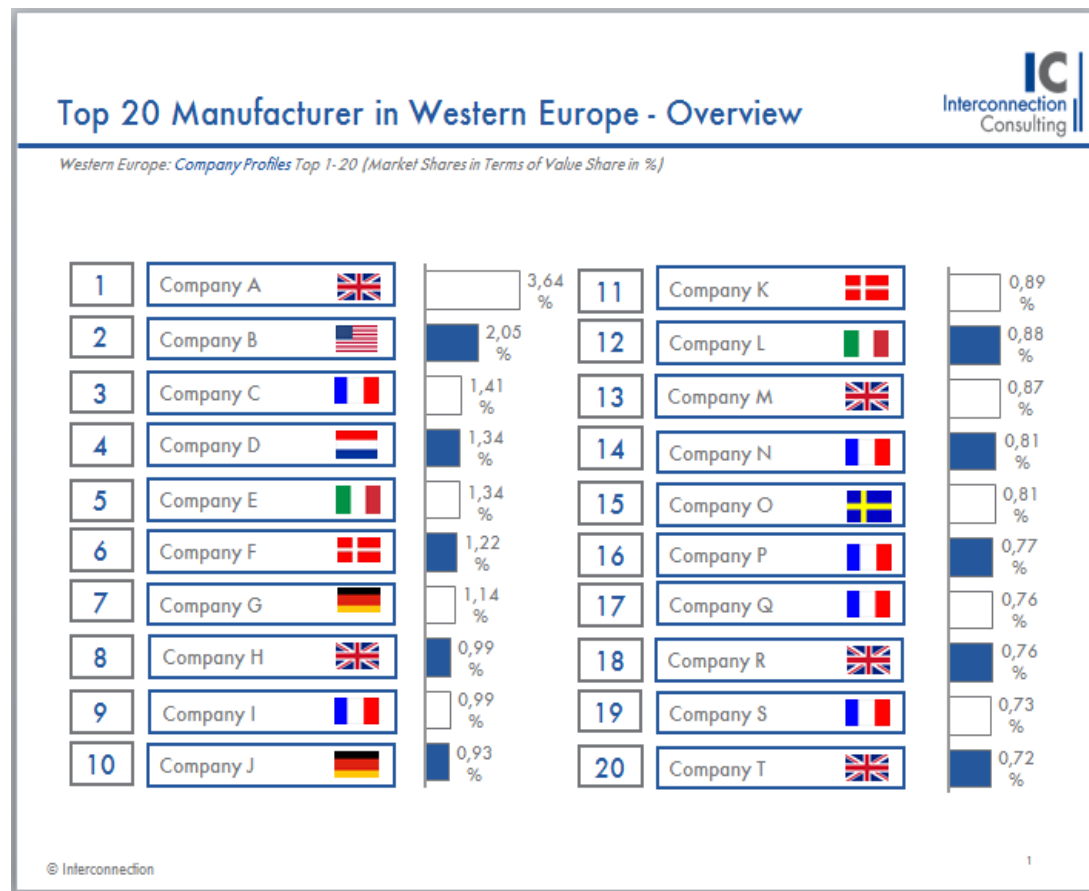
Description Structure of Survey Methodology

Methodology



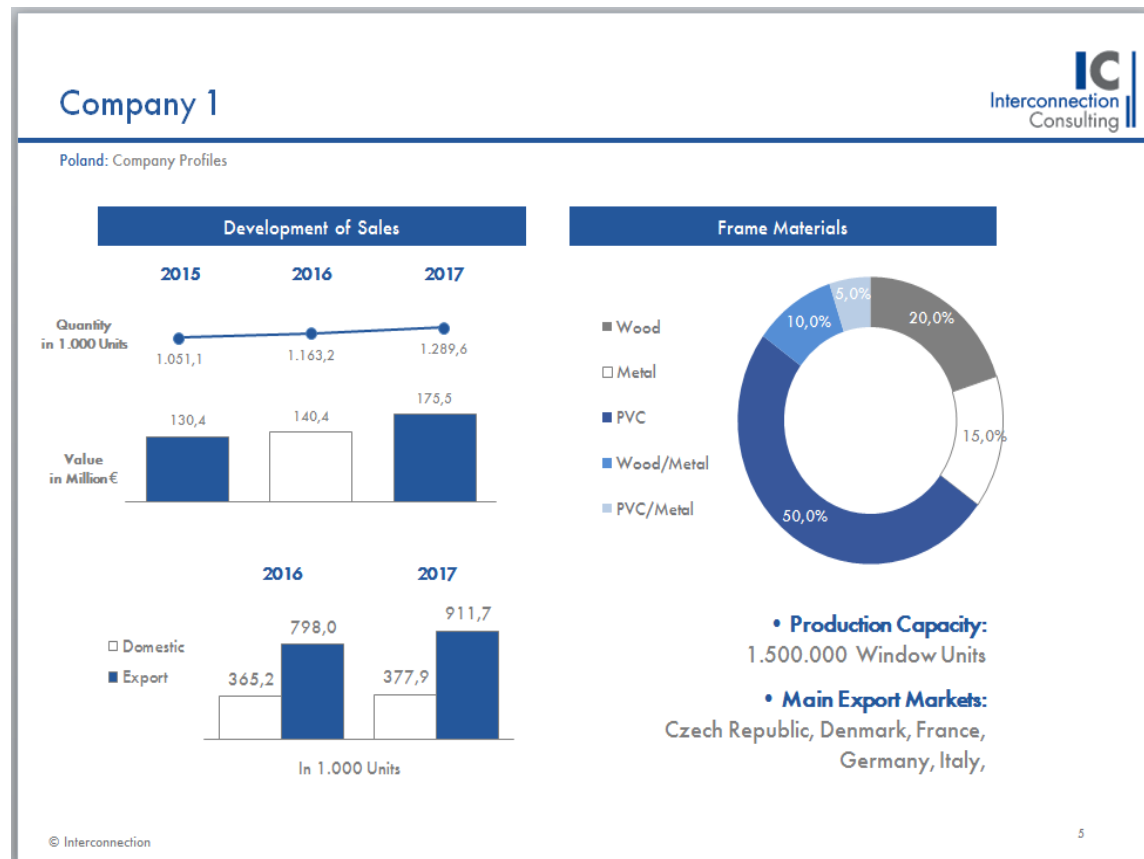
IC Company Profiles – Top 200 Window Producers in Europe

- *European-wide ranking analysis with the market shares of the top 200 manufacturers, broken down into Western and Eastern Europe*
- *All data are put into graphs and presented in an interactive, hit-proof-clicking PDF-document*



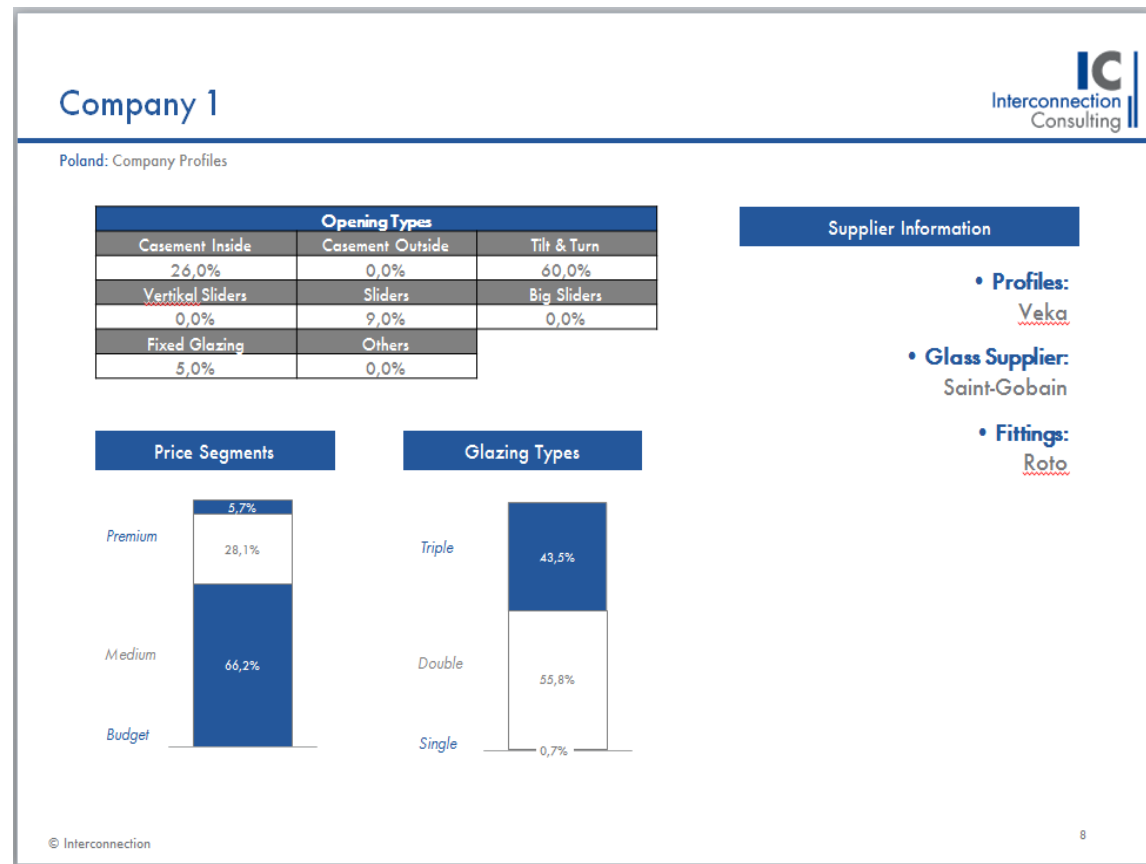
Company Information in Regards to Sales Volume and Turnover

- *Development of sales volume and turnover over the past years*
- *In-depth information regarding material shares, export markets and production capacity*
- *This chart shows dummy figures*



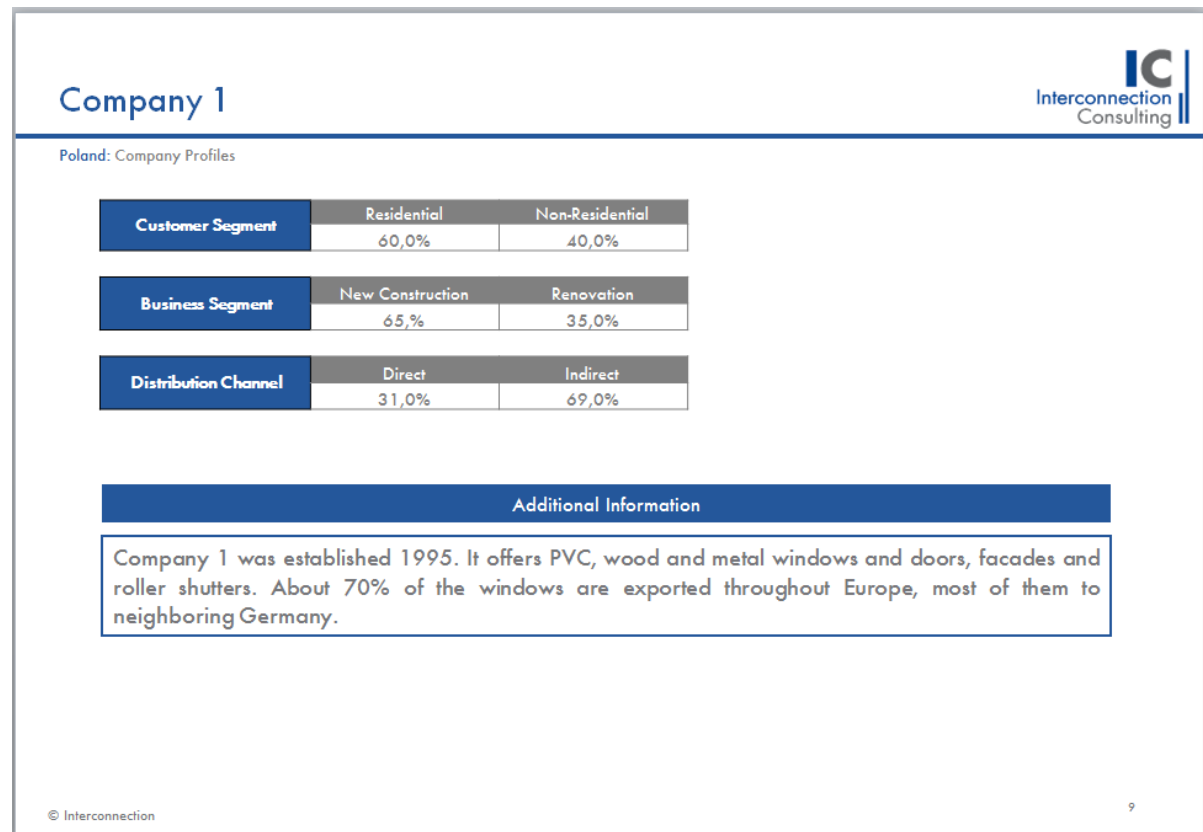
Information about Opening Types and Supplier

- *Portfolio differentiation into sub-segments such as opening, glazing types, price segments and supplier*
- *This chart shows dummy figures*



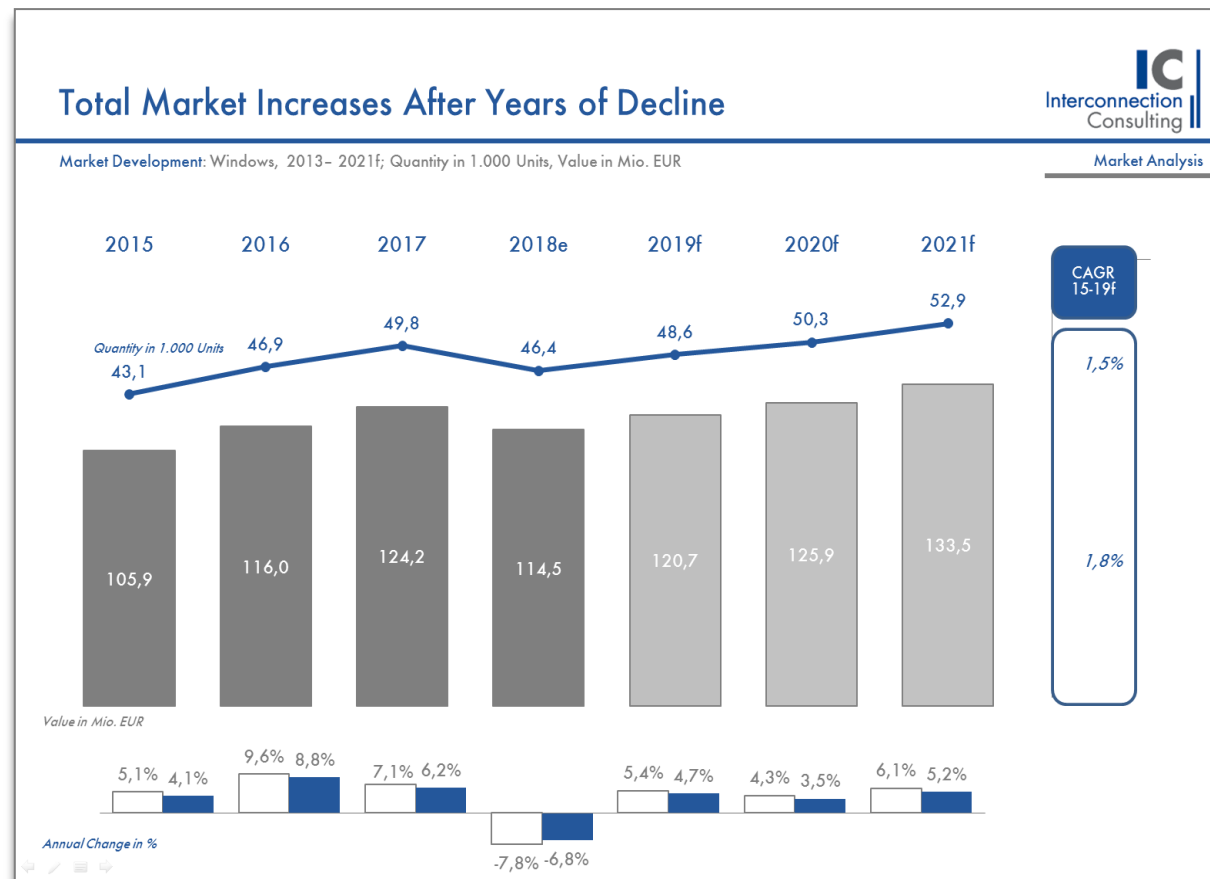
Additional Information about Top 200 Market Players

- *Discover more about the various market players (business & customers segments, distribution channels etc.)*
- *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.



- Additionally to the visualised 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 modeling.
- Pivot tables are available for the Top 200 window manufacturers (with sales volume in Western respective Eastern Europe) and their suppliers for profile, glass and fittings

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	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
Ø Price in € (Classes)	(All)

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


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	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
Ø Price in € (Classes)	(All)

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

Dieses Chart zeigt fiktive Zahlen zur Illustration

IC Company Profiles - Top 200 Window Producers in Europe

	Single Issue	IC Subscription *
Western Europe	€ 6.500,-	
Eastern Europe	€ 6.500,-	
Europe Total	€ 11.950,-	

Countries in Western Europe	AUT	SUI	NED	ITA	POR	FRA	ESP	BEL
	GER	DEN	NOR	SWE	FIN	IRL	GBR	
Countries in Eastern Europe	BUL	POL	CZE	HUN	UKR	RUS		
	ROM	SRB	SVK	SLO	CRO	BIH		

* **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 taking into account the scale of discount

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

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Please choose between Subscription* or Single issue

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- **Info-Hotline**: answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages**: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- **Easy termination**: After 2 issues each subscription can be terminated easily

Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the window 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

<h2>Market Analysis</h2>  <ul style="list-style-type: none">Market VolumeMarket Shares & EntryCompetition Analysis	<h2>Distribution</h2>  <ul style="list-style-type: none">Channel MapDistribution MatrixMargins	<h2>Customer Insight</h2>  <ul style="list-style-type: none">Focus GroupsBuying MotivesCustomer Benefits	<h2>Market Forecasts</h2>  <ul style="list-style-type: none">Indicator ModelsLife Cycle ModelsEconometric Analysis
<h2>Brand Analysis</h2>  <ul style="list-style-type: none">Brand ScorecardsBrand - TriangleBrand Affinity	<h2>Customer</h2>  <ul style="list-style-type: none">Importance/Satisfaction PortfoliosCustomer LoyaltyCustomer Typology	<h2>Price Research</h2>  <ul style="list-style-type: none">Price-Sales-FunctionPrice-Simulation-ToolOptimal Pricing	<h2>E-Commerce</h2>  <ul style="list-style-type: none">E Commerce InsightsSearch Engine MarketingWeb Channel Analysis

Customers of our Studies on Windows:



Contact Information

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

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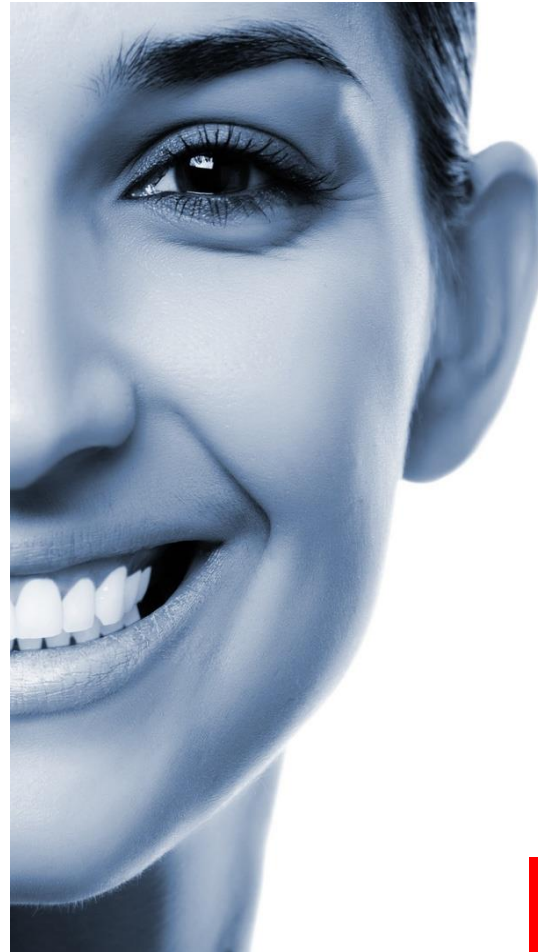
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Scale of Discount

From 5.000,- EUR	5%
From 10.000,- EUR	10%
From 25.000,- EUR	20%
From 40.000,- EUR	25%

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