



IC Windows and Doors Insight 2022

The Importance of Windows and Doors for Home Owners in EUROPE

IC Windows Insight® - IC Doors Insight®

Windows and Doors of the Future in EUROPE

Interconnection surveyed homeowners in Germany, Austria, Poland, France and the UK on the subject of windows and doors. In the process, relevant topics of the windows and door market were analyzed, including purchasing behavior, price awareness and the importance of windows/doors for window and door buyers.

The following topics were assessed:

- Brand awareness and brand value: Aided and unaided brand awareness and brand use, as well as inferior and superior brands
- Material use, willingness to change material and material preference
- Buying behavior and information behavior before window/door purchase
- Price types: Distribution of window and door buyers in the window/door industry based on their buying motives and price sensitivity
- Price knowledge: Price estimation of windows and doors per material
- Importance of windows and doors for homeowners
- Relevance of different product features



- The **IC Windows and Door Insight 2022** provides important information for an efficient marketing strategy in the European windows and door market. In addition to brand awareness (aided and unaided), the price awareness of homeowners is also been addressed. Also the importance of windows and doors for the purchase decision process was evaluated, as well as the buying and information behavior. A further aim of the survey was, to evaluate the material use, preference of different frame materials and the relevance of different product features.
- All questions were evaluated separately for the **different customer segments** (house owners and flat owners). The results regarding material usage and willingness to change frame material are differentiated for the different segments.

Population

Homeowners from Germany, Austria, France, Poland and the UK

Sample size

Window Insight: N=500

Door Insight: N=500

Survey method

Representative online survey
Duration of the survey: approx. 10 min.

Survey period

on request 2022

The following Countries are included in the Insight Study

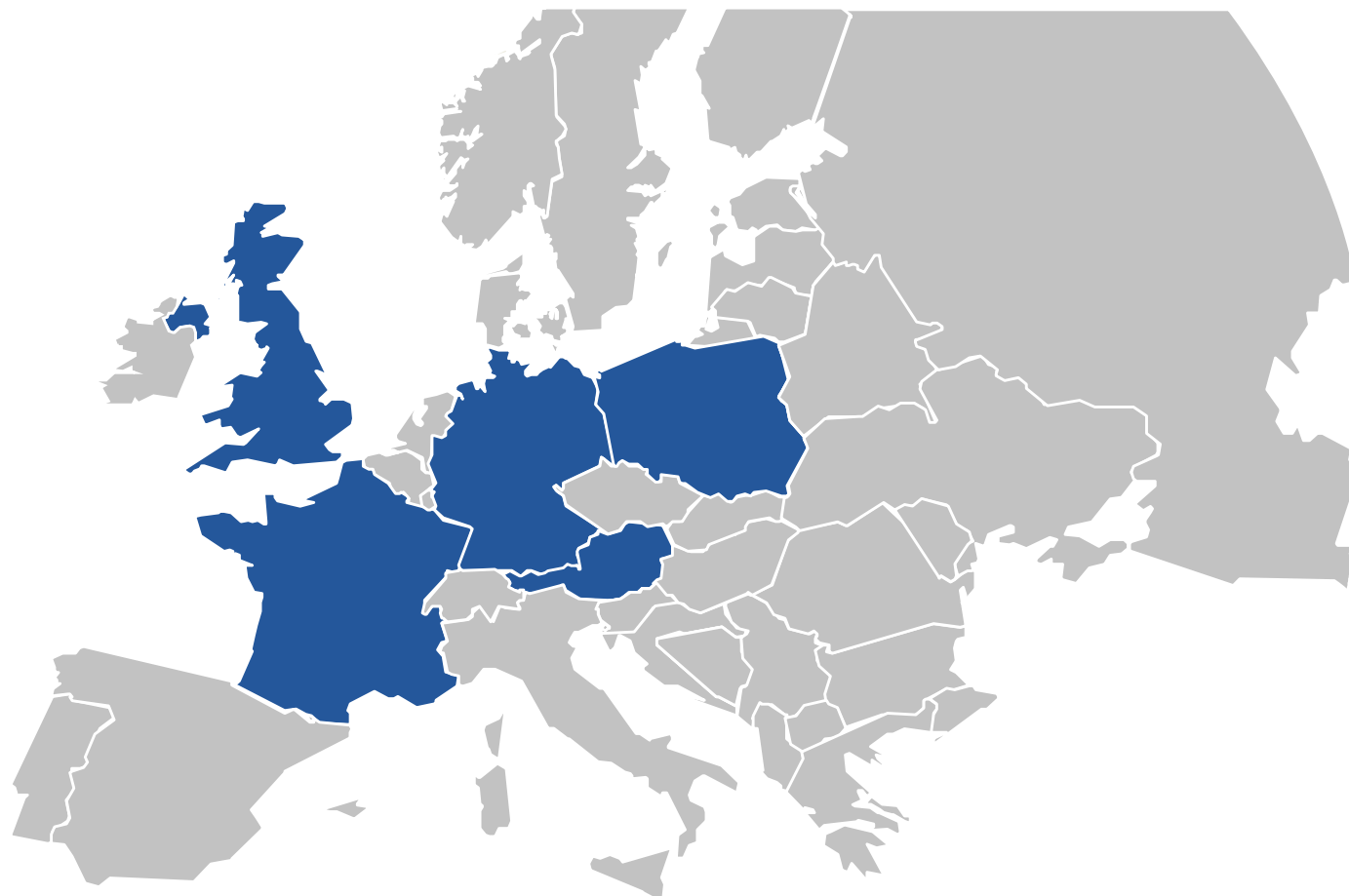
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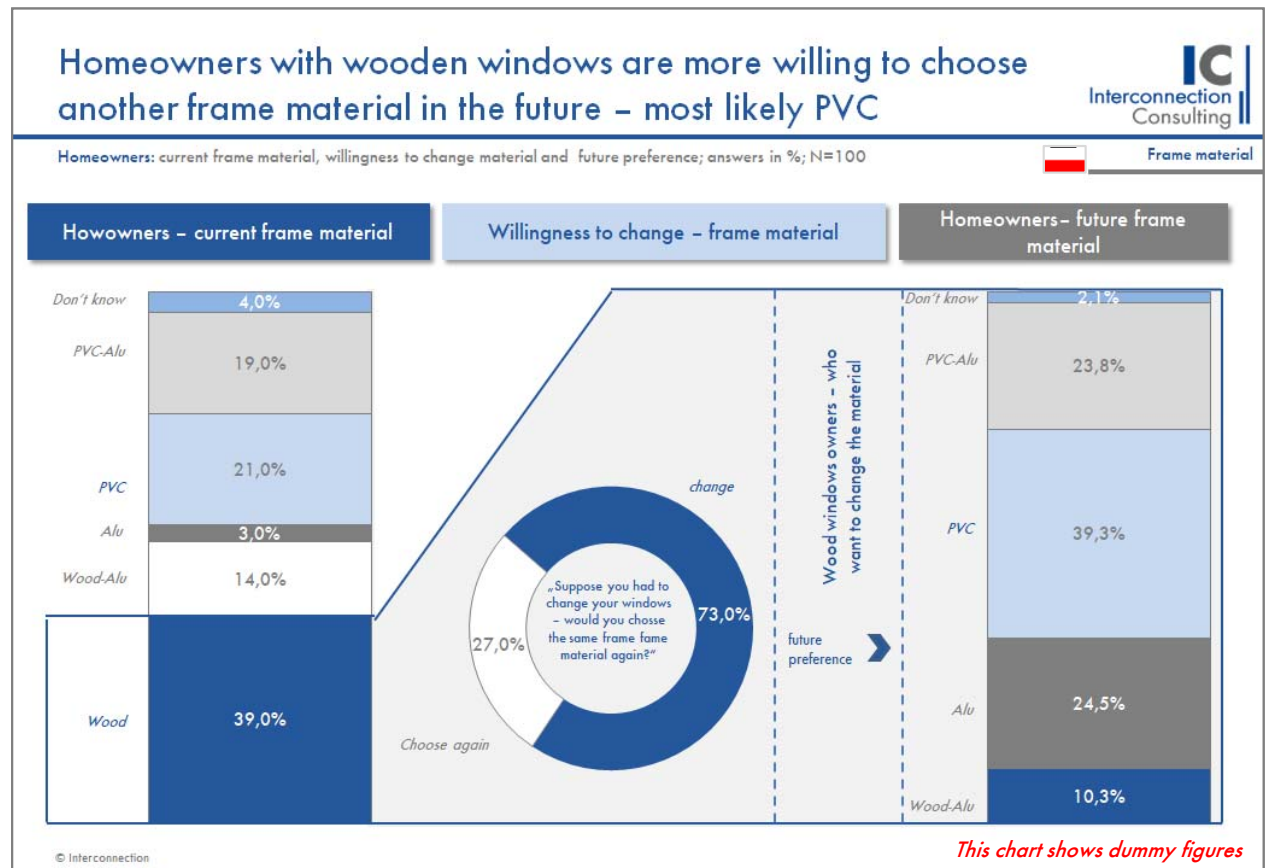
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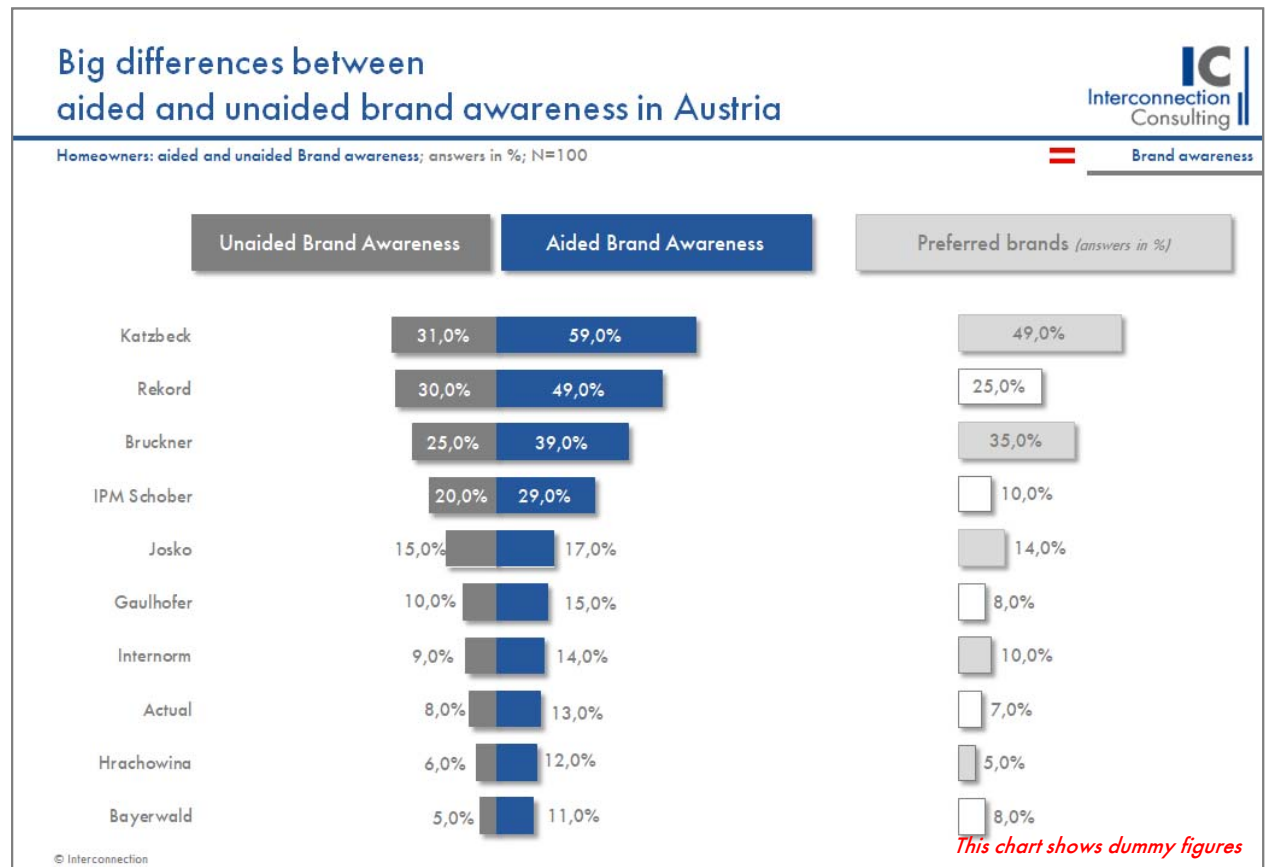
Analysis of current and future frame material use

- *We analyze not only the current frame material use, but also which material buyers would choose in the future.*
- *This chart shows dummy figures.*



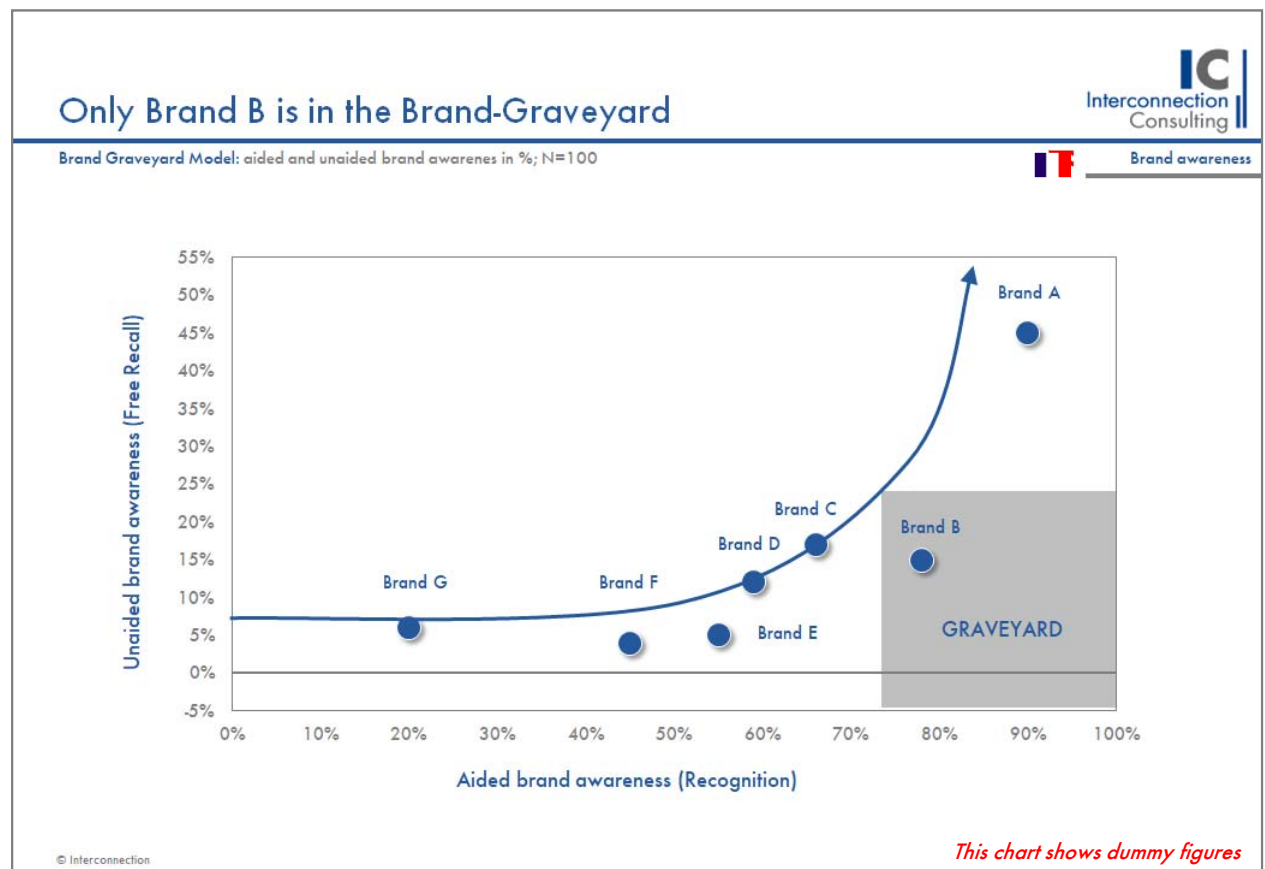
Which window brands are known to homeowners

- *Analysis of brand values based on aided and unaided brand awareness and preferred window brands by homeowners.*
- *This chart shows dummy figures.*



Strategic analysis of brand awareness

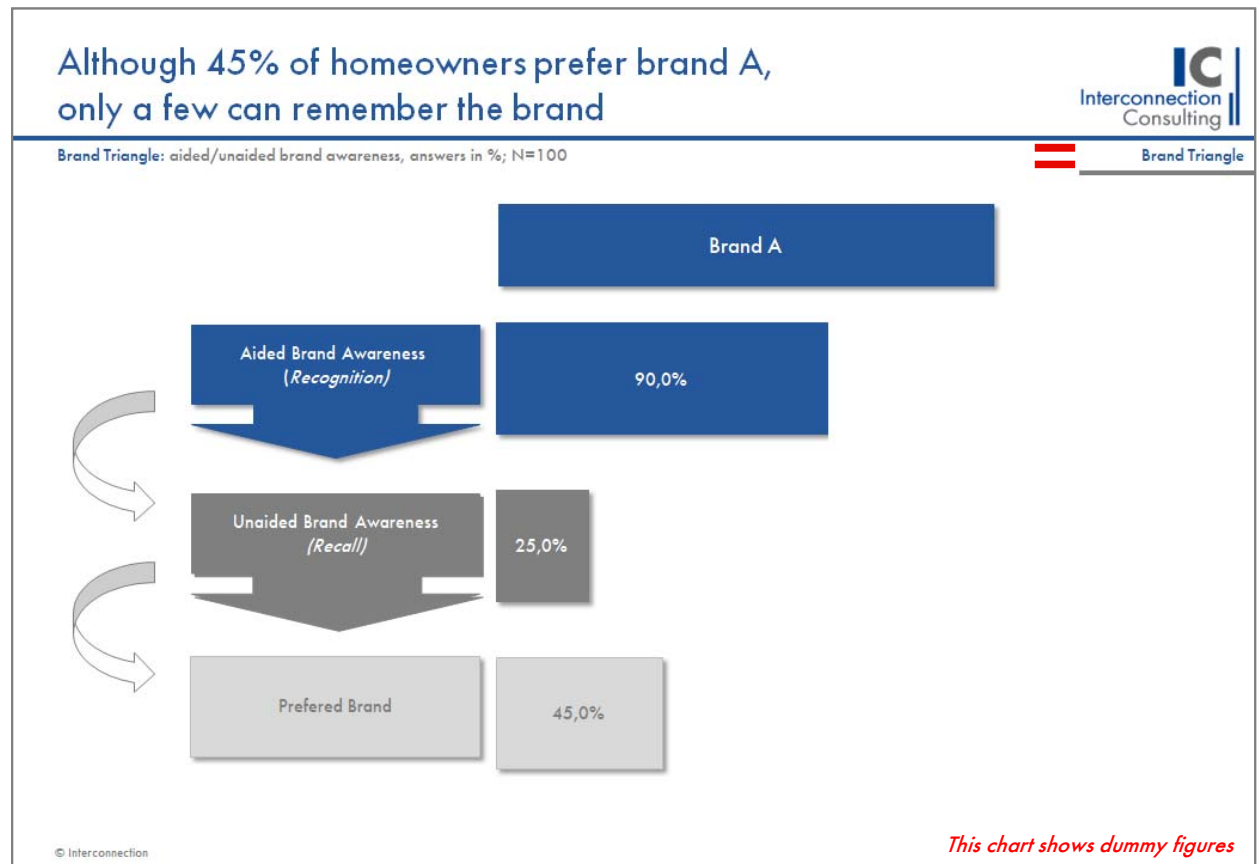
- *Strategic analysis of brand awareness based on the Brand-Graveyard Model.*
- *This chart shows dummy figures.*



Concept of the brand triangle

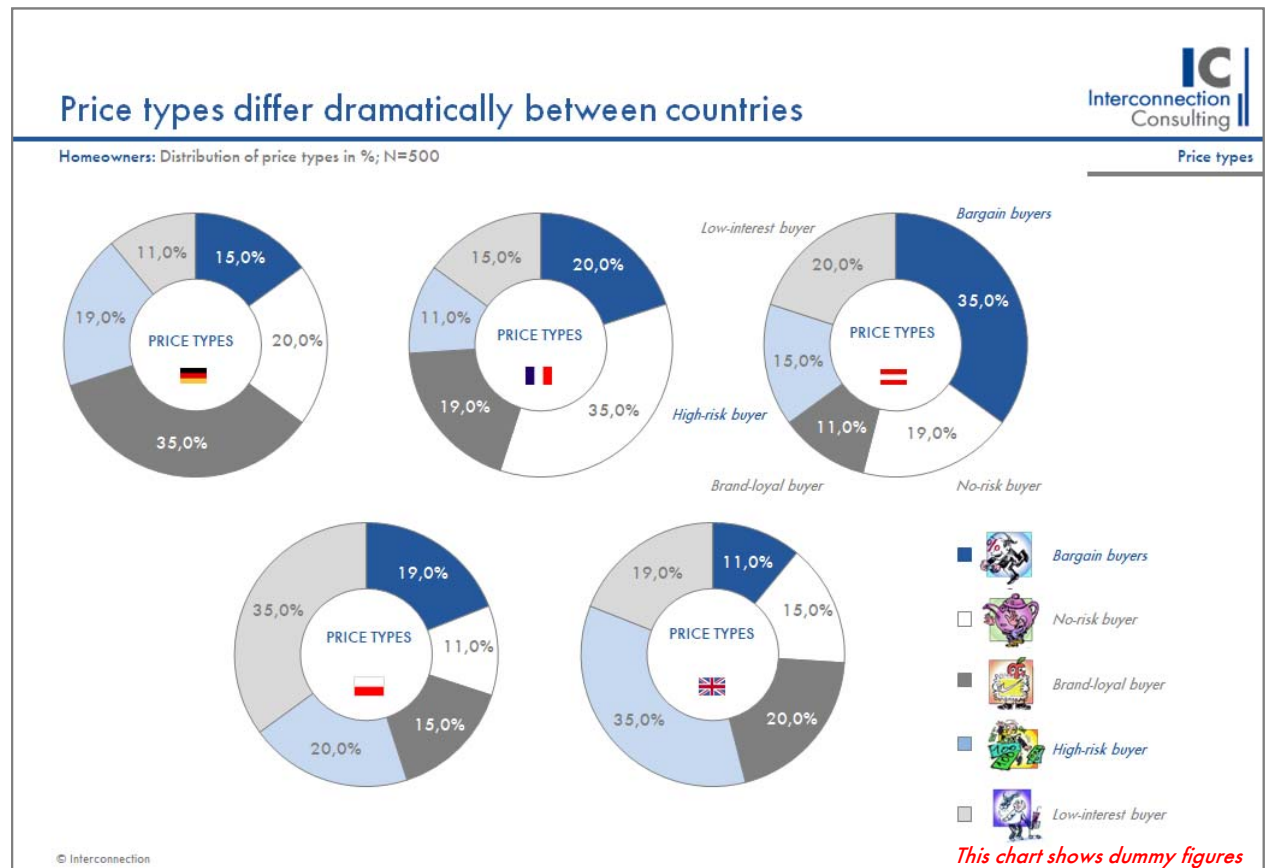
shows strengths and weaknesses of the different brands

- *Based on the brand triangle we show where most is lost between brand awareness, brands recall and actual purchase.*
- *This chart shows dummy figures.*



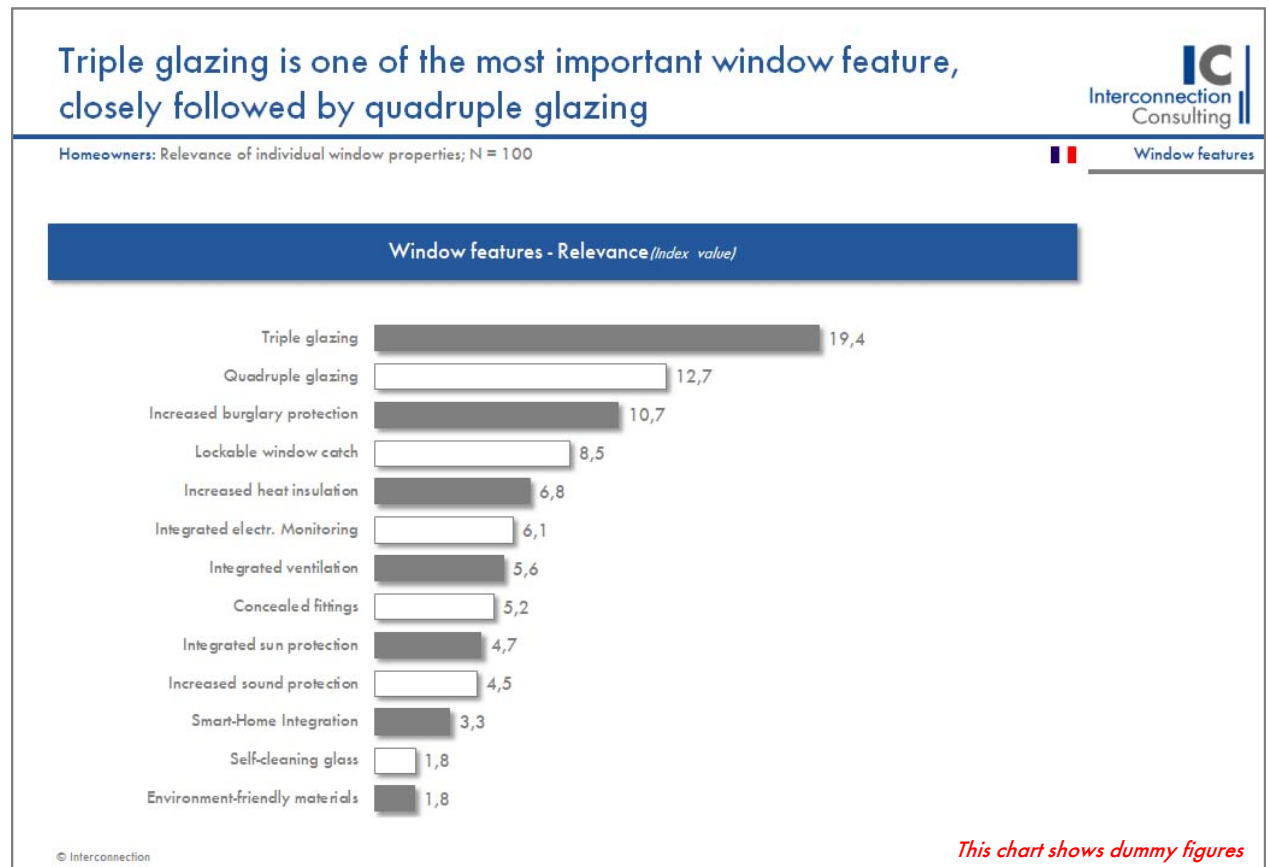
Analysis of price types for each country

- *In every market there is a different distribution of price types. The knowledge about the distribution of the customers and of the competition is the most important criterion of the price policy.*
- *This chart shows dummy figures.*



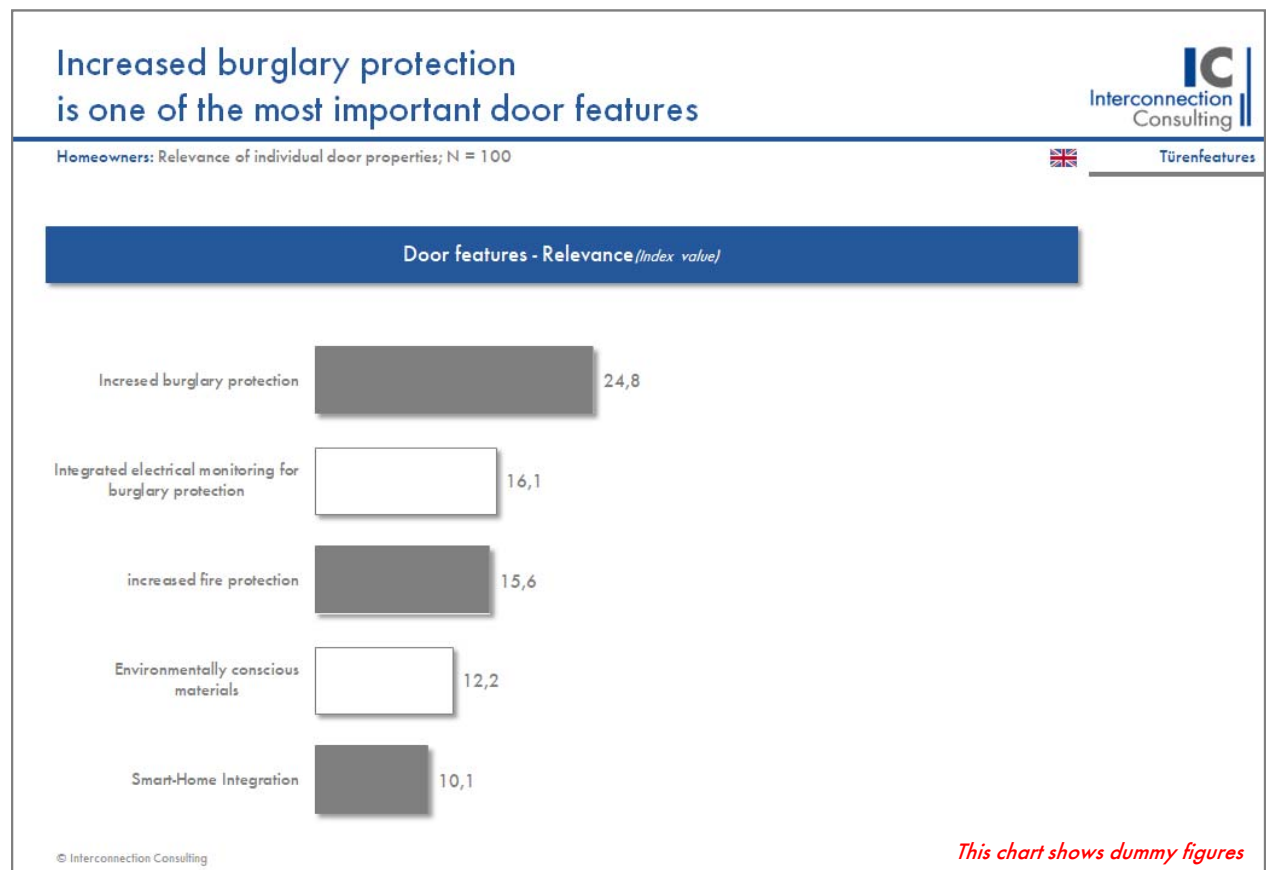
How important are the different window features

- *We analyze the importance of different product features and the price acceptance of homeowners.*
- *This chart shows dummy figures.*



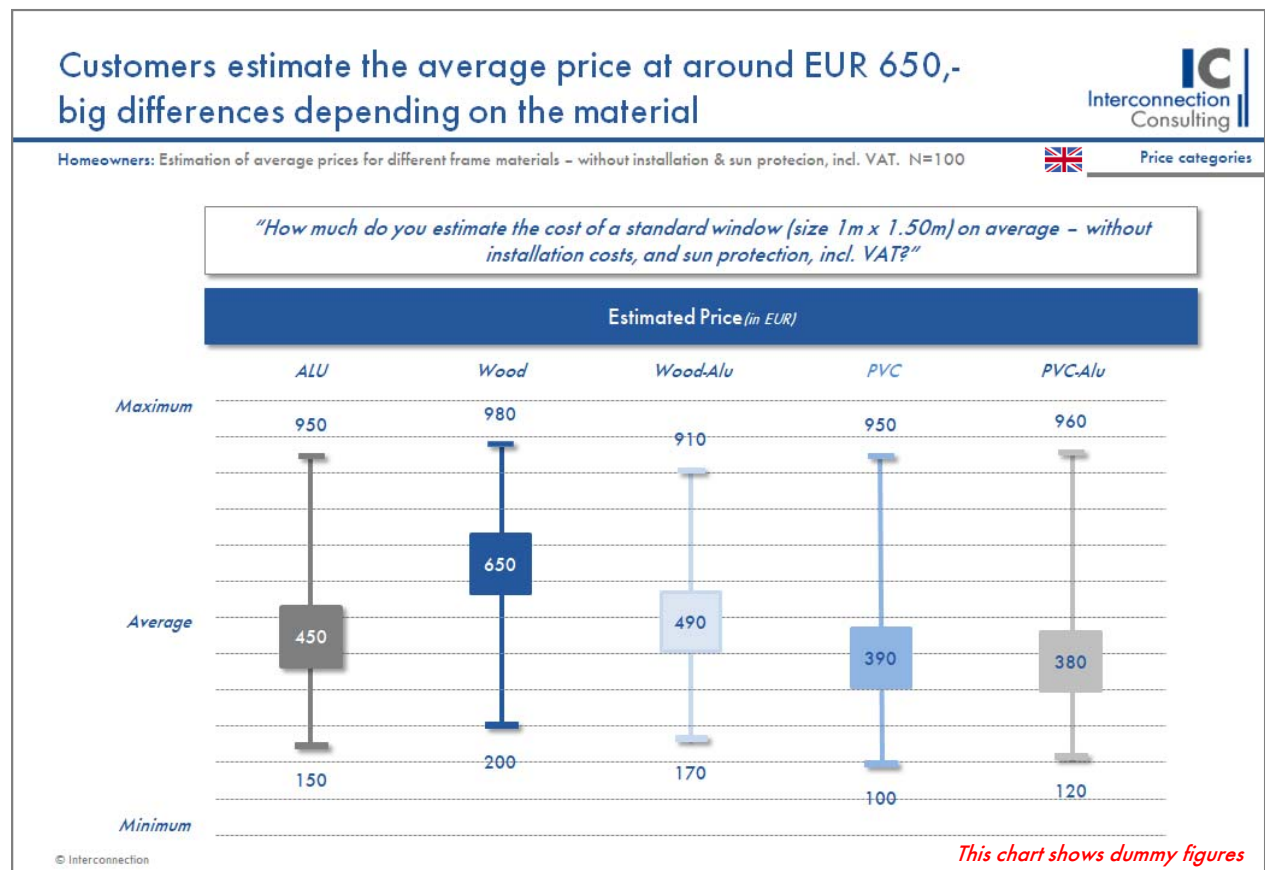
How important are the different door features

- *We analyze the importance of different product features and the price acceptance of homeowners.*
- *This chart shows dummy figures.*



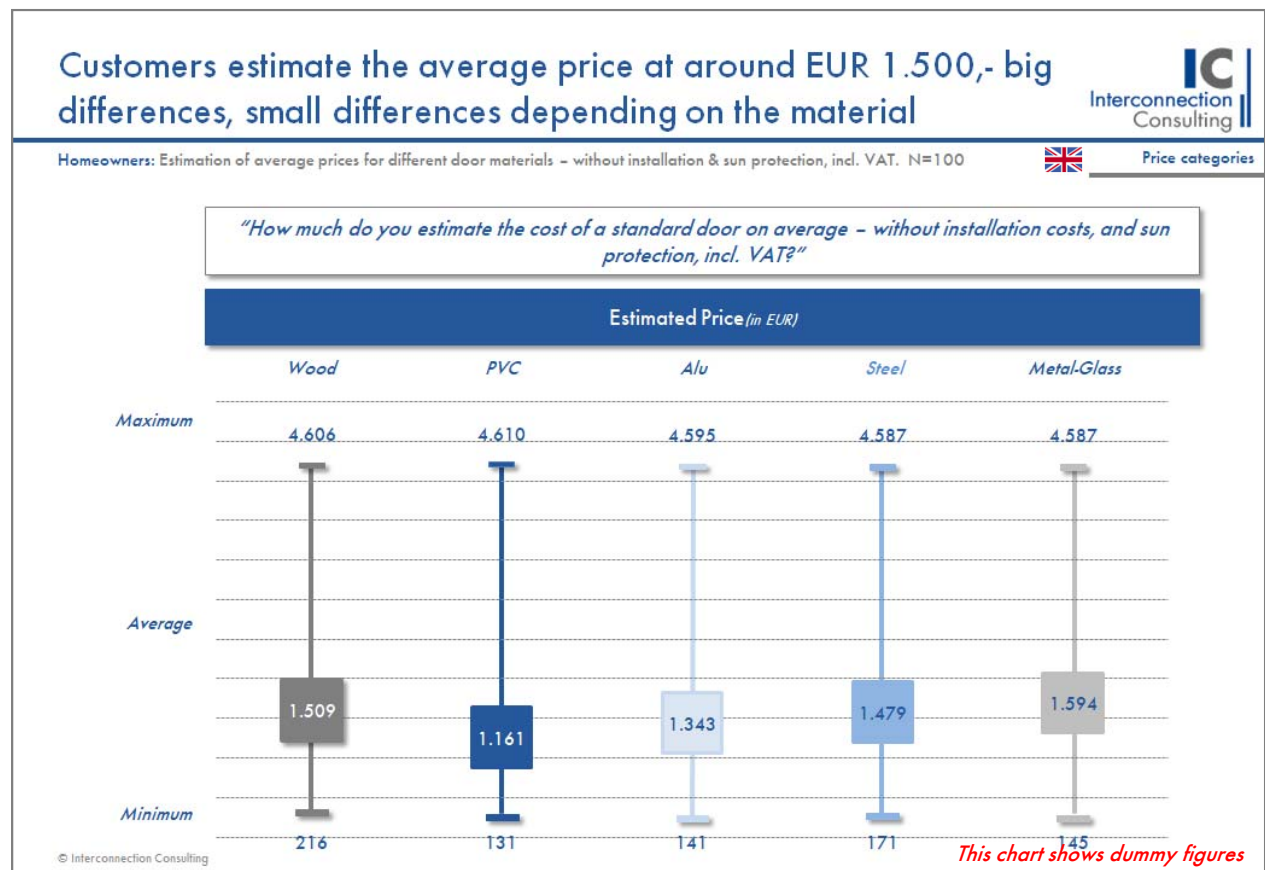
How buyers estimate window prices

- *We analyze the price awareness of homeowners for different frame materials*
- *This chart shows dummy figures.*



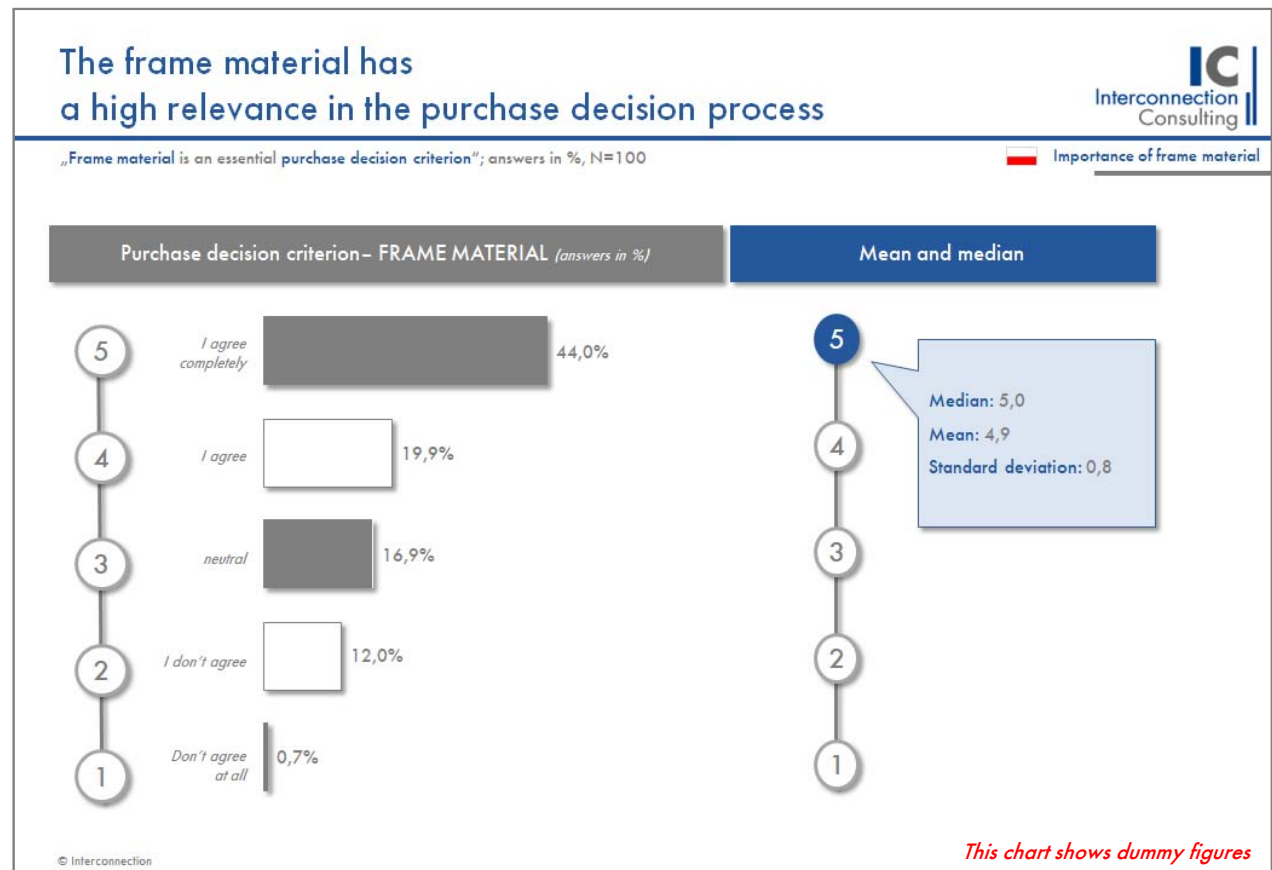
How buyers estimate door prices

- *We analyze the price awareness of homeowners for different door materials*
- *This chart shows dummy figures.*



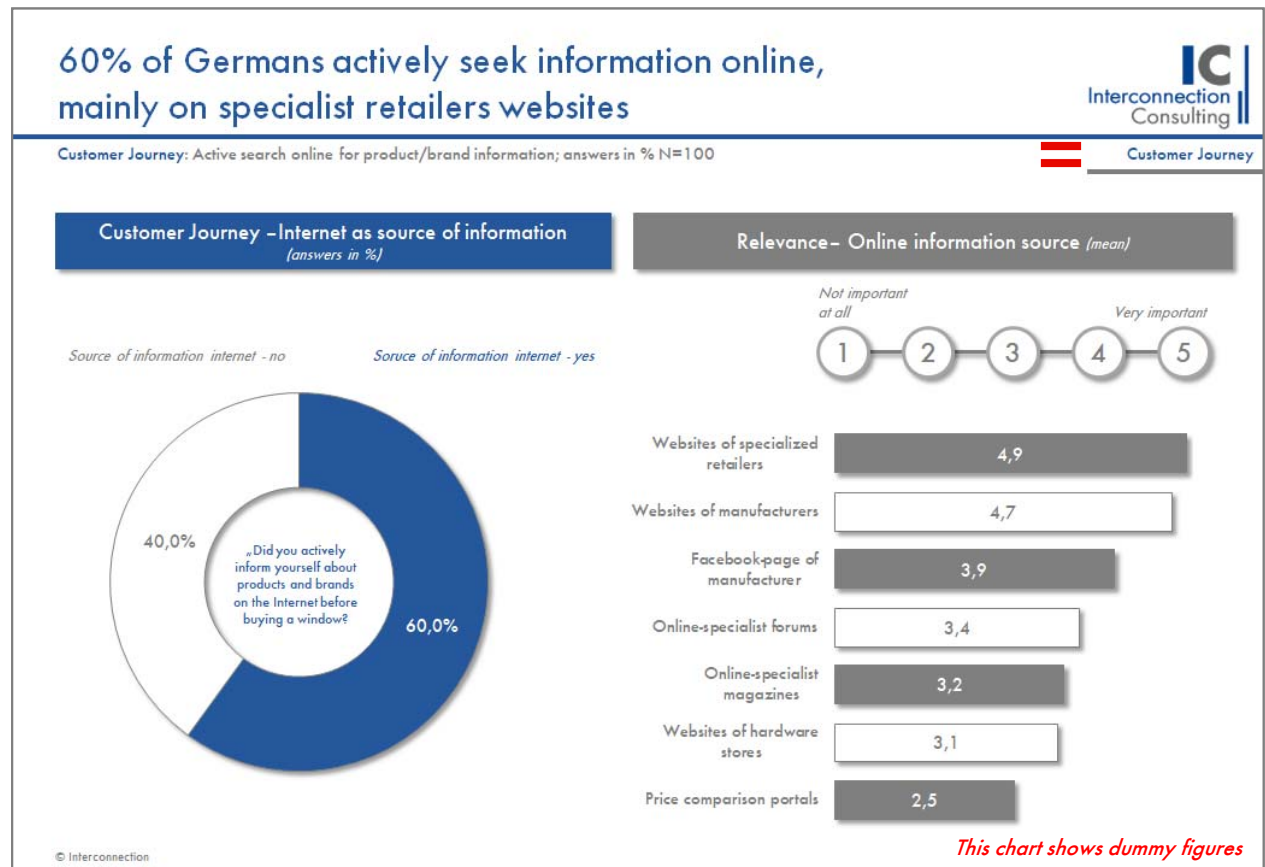
Analysis of the importance of different purchase criteria

- *We examine the importance of different window criteria for the purchase decision process.*
- *This chart shows dummy figures.*

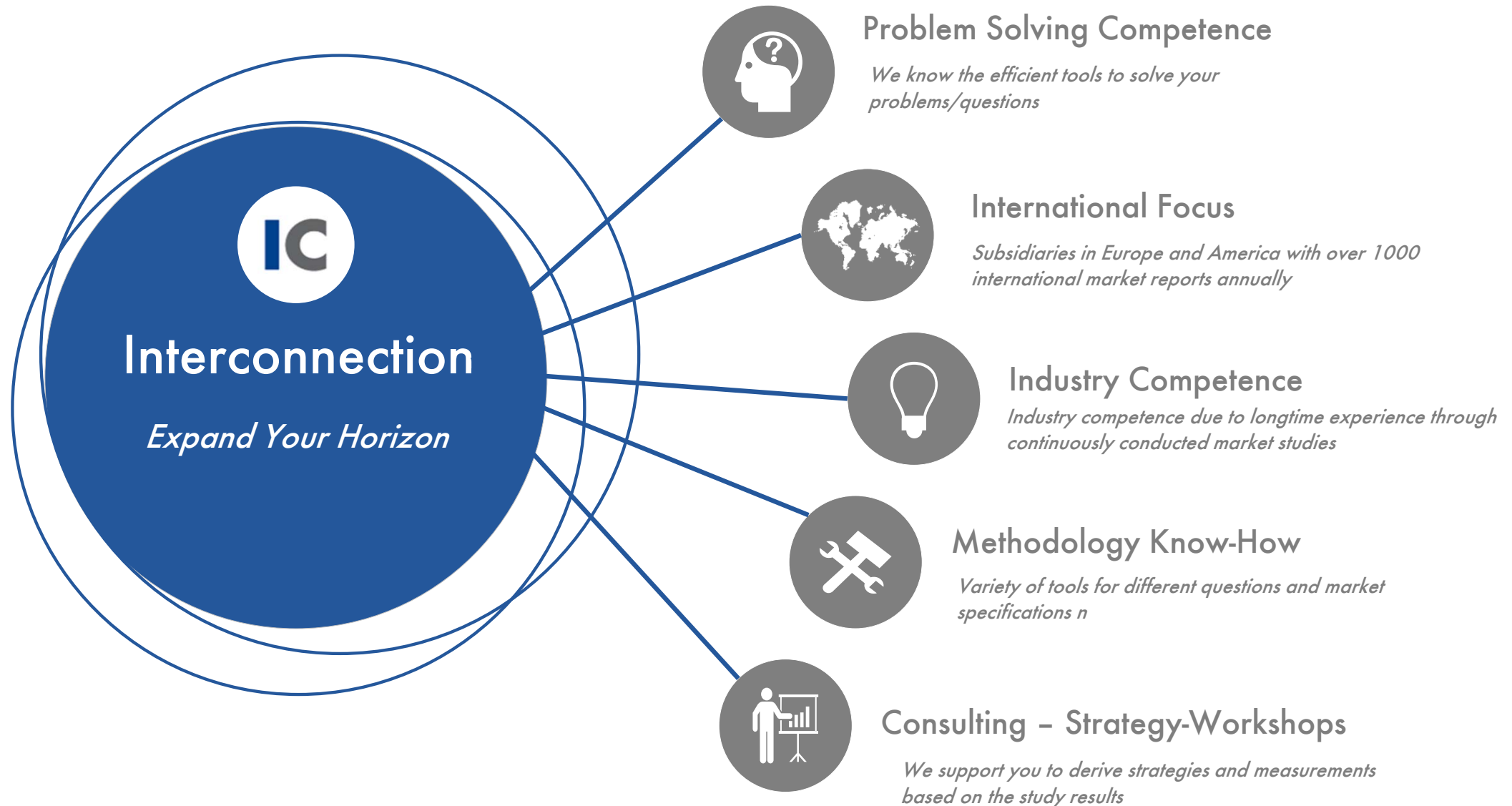


Analysis of information behavior of homeowners

- *We examine buying behavior and which online sources buyers use before purchasing their windows.*
- *This chart shows dummy figures.*



Our Goal is to Support You for Sustainable Growth



Our Market-Intelligence Tools



Selected References

Customers of our Studies on Windows:



Contact Information

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

Interconnection Consulting
Getreidemarkt 1, A-1060 Vienna

Mag. Panorea Kaskani – Neuromarketing Consultant
Tel: +43 1 585 46 23 - 27
kaskani@interconnectionconsulting.com

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