



**IC Market Forecast®**  
Interior Sun Protection

# What Do You Get - Your Benefits at a Glance

## Content of the Report

### Market Data, Insights and Expertise...



#### MARKET ANALYSIS

- Historical market data from 2015 – 2020 for the total market development as well as
  - Product Type
  - Business Segment
  - Motorization
  - Distribution Channels
- Forecasts from 2021 – 2024 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, building forecast data, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



#### Market & Competition 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

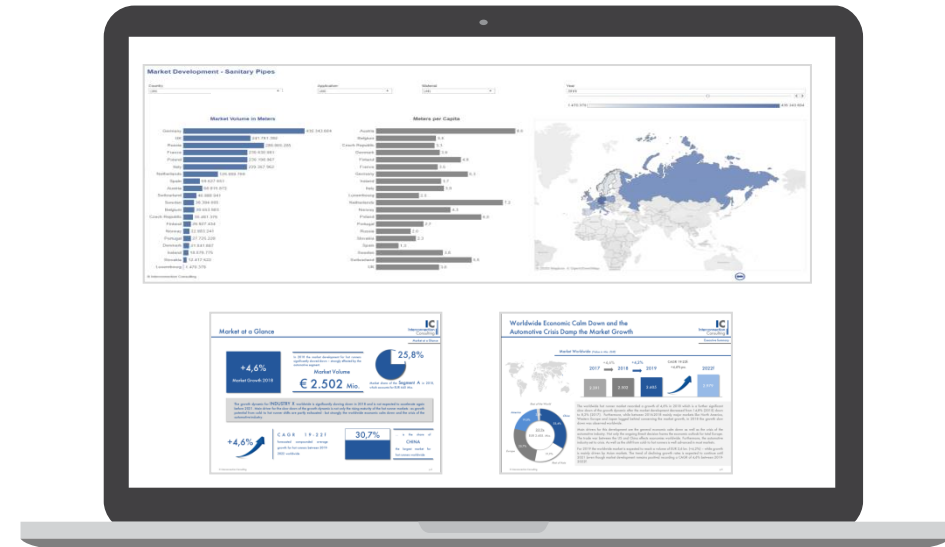


#### ONLINE-COCKPITS

- 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

- PDF report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts

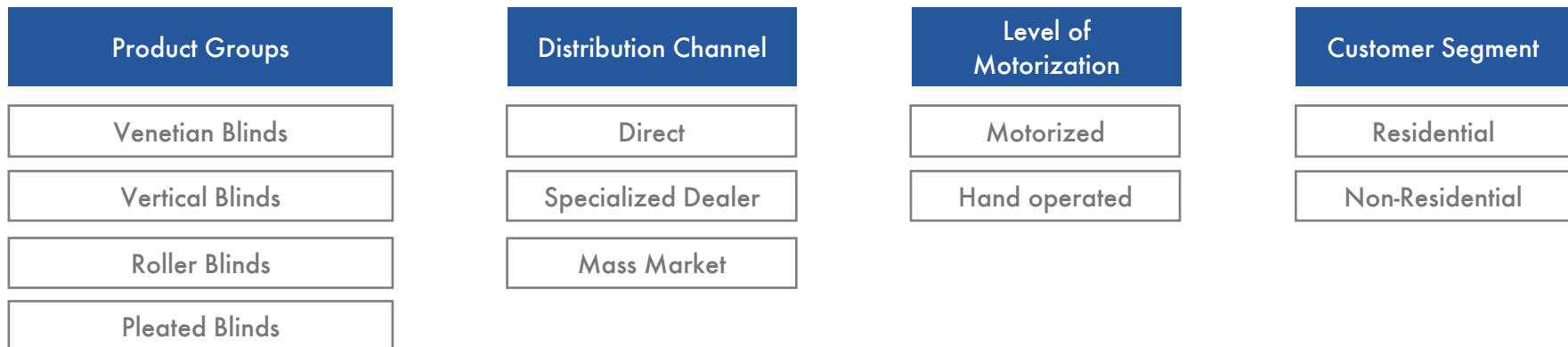


### Market Intelligence Tool and Reports



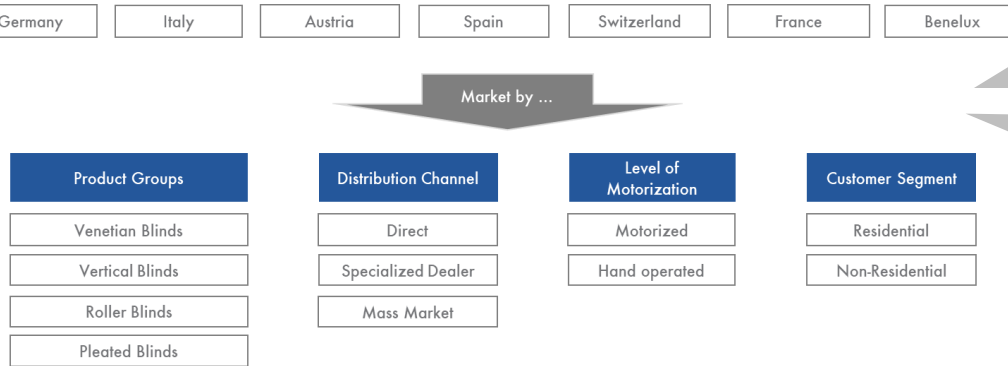
Online Dashboards

Executive Reports



For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

# Market Structure - Interpretation



- 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, separately as well as aggregated for the total market in terms of value and quantity
- The total market is broken down by Motorization, Distribution Segments, Customer Segments.
  - ⇒ For instance – the total amount of Textile Interior elements is divided by direct, specialized dealer, mass market, as well as by residential and non-residential, etc.
- For Germany, we also provide a full Competition Analysis with market shares development of the main companies for each product group

# 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

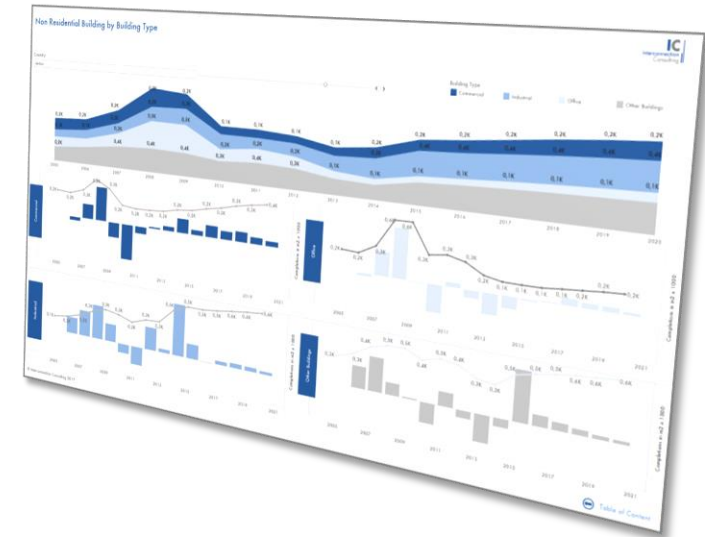
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online accesibility

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



*In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.*

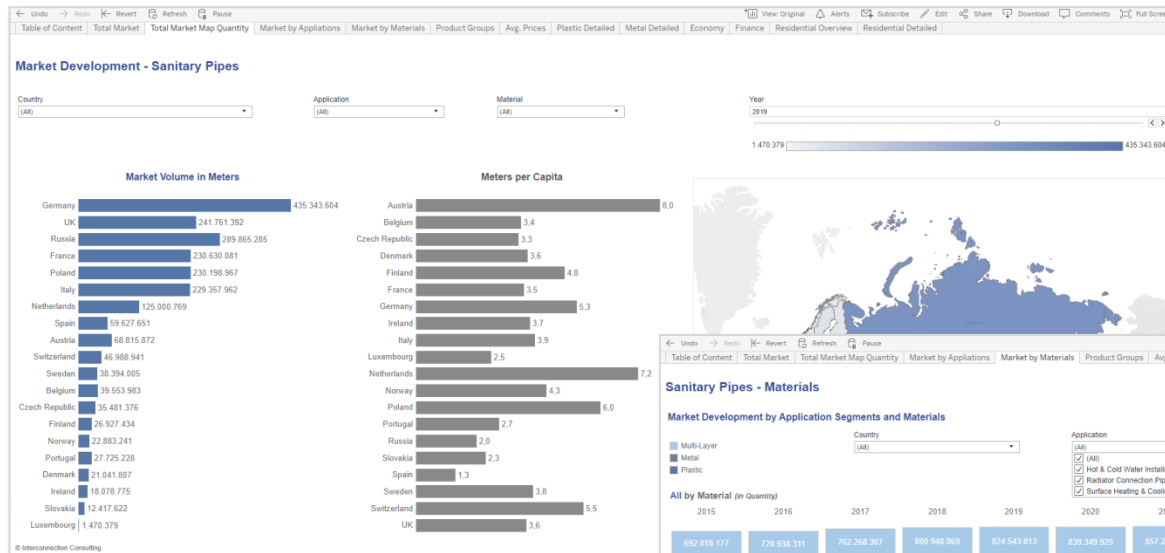
# Usability of the Market Intelligence Tool

## Let's Put it in a Video...

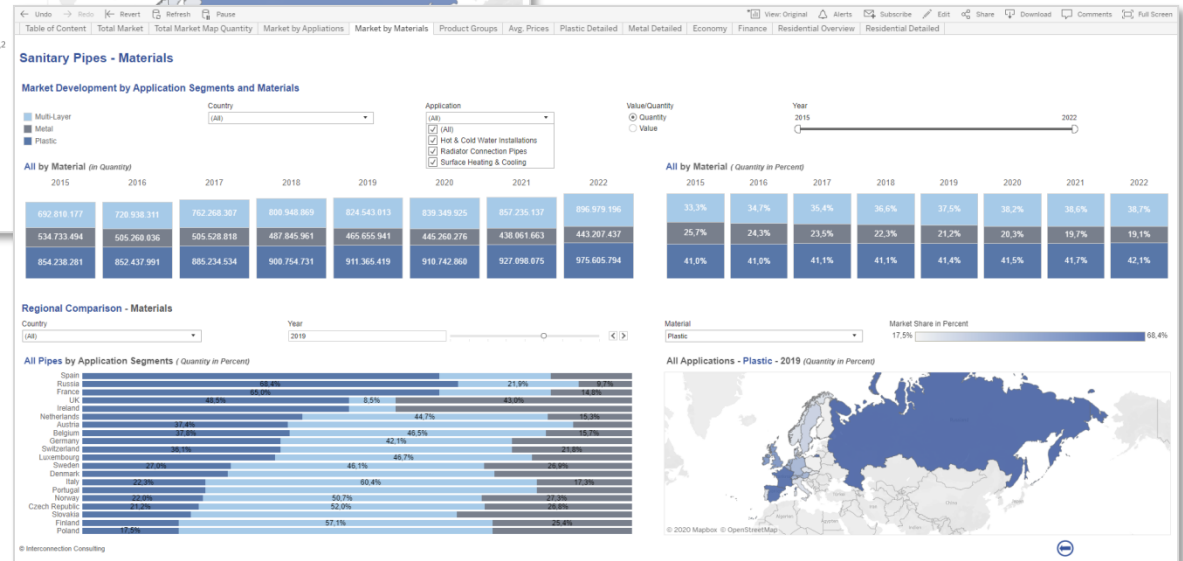




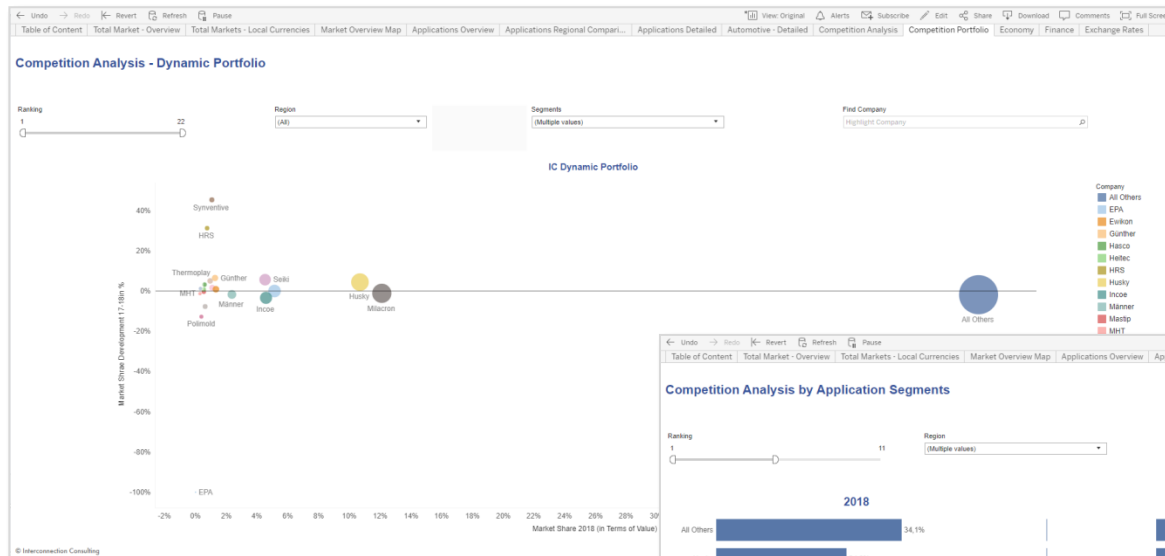
# Sample Cockpits for Market Analysis Data



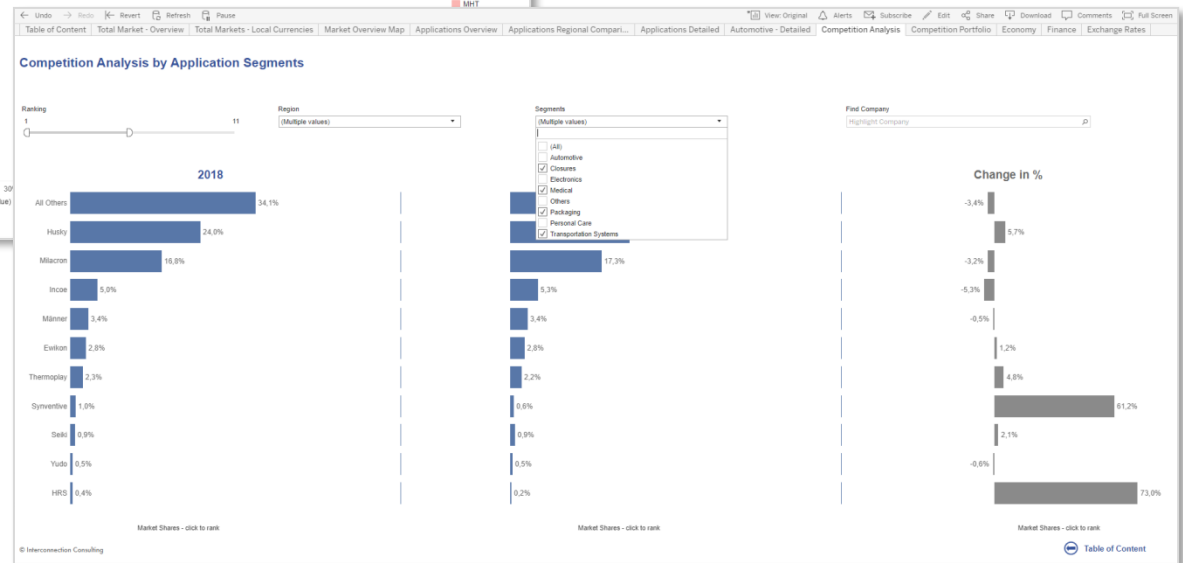
*This chart contains fictive data*



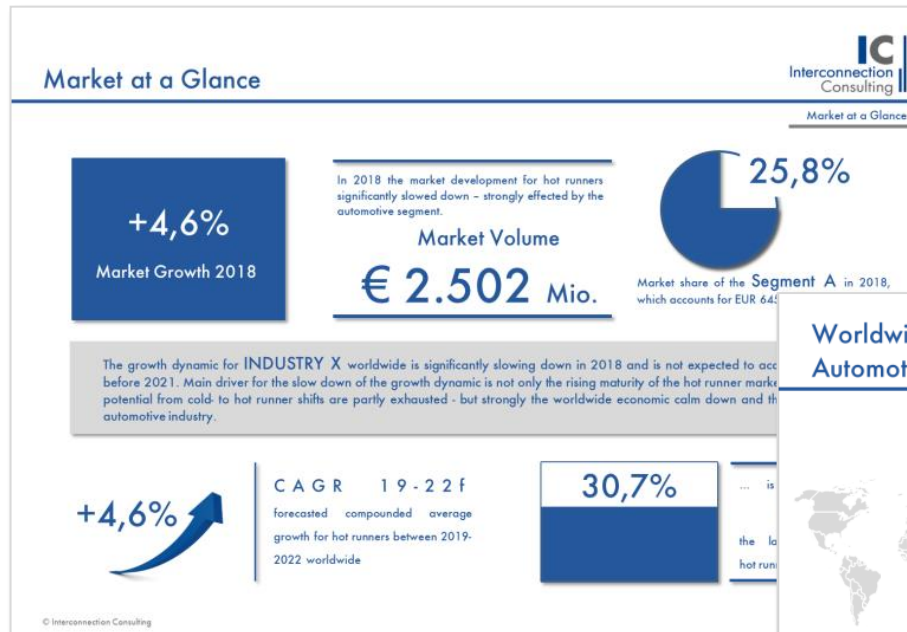
# Sample Cockpits for Competition Data



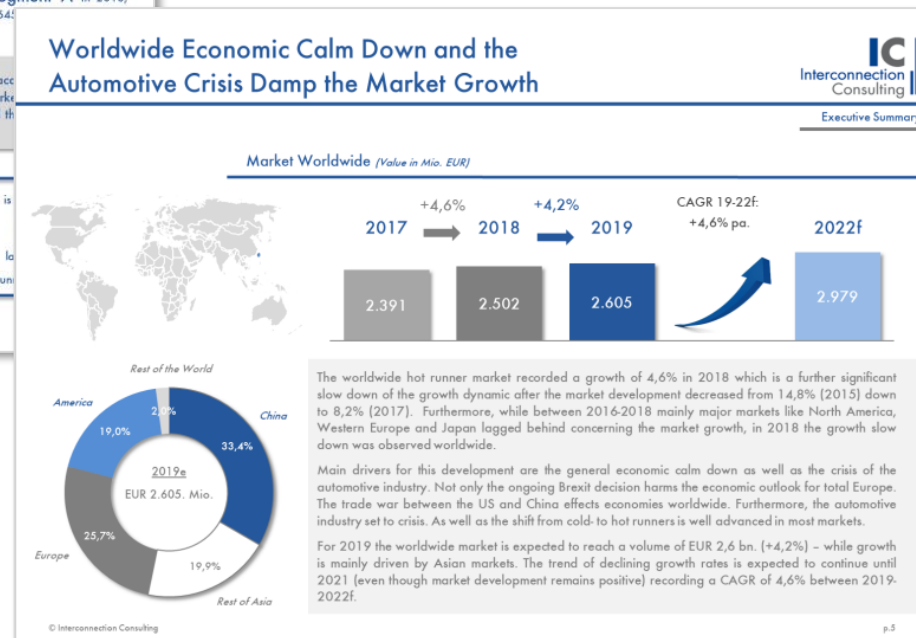
*This chart contains fictive data*



# Additional Deliverables - Executive Summary



Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

# Investment Plan for Your Market Research

IC Market Forecast® Interior Sun Protection in Europe

Prices & Conditions

	Subscription *	Single Issue
Europe TOP 7**	€ 9.555,-	+25% for Single Issues
Single Country	€ 1.950,-	
Available Countries	GER	FR
	AUT	ITA
	CH	ESP
	Benelux	

\* **Subscription:** 25% 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 automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.

\*\* Package Price taking the scale of discounts already into account.

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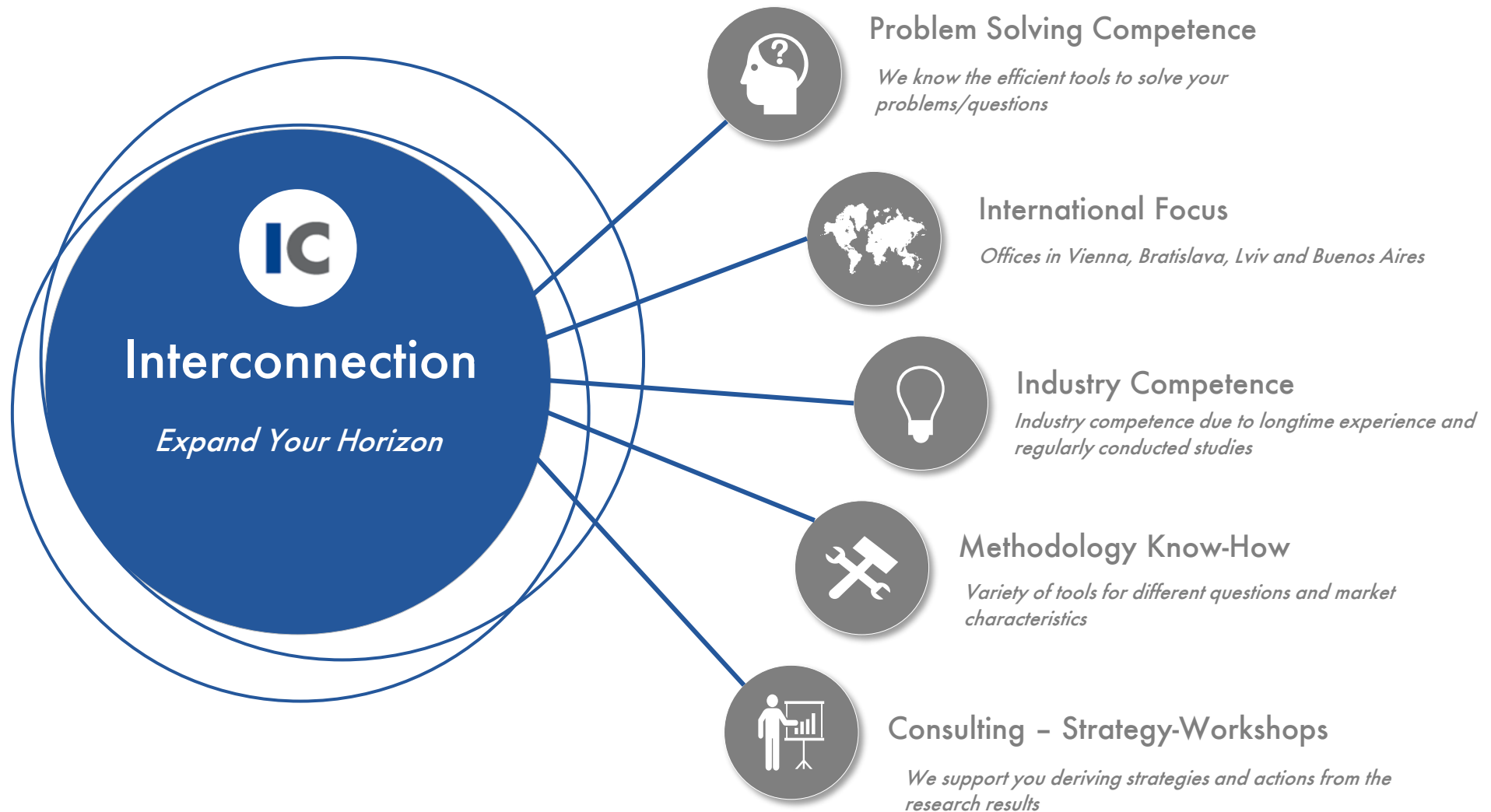
*„IC is a constant tutor in the evaluation of markets and offers a helpful decision basis.“*

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



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# Our Market-Intelligence Tools



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

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