



IC Market Tracking®
Lawn Mower
Europe Top 6 Markets
2021

Company Profiles



Interactive Dashboards



Market Drivers



automatically updated

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 2019 – 2020 for the total market development as well as
 - Product Groups
 - Cut Width
 - Distribution Channel
- Forecast for 2021 – 2023 for the total market as well as each analyzed country, product group and segment.
- Annual updates of all the data

COMPETITION ANALYSIS

- Market shares of the top players for 2019/20
 - Market Shares on the total market in value and quantity
 - Market Shares per product groups and segments in quantity

MARKET DRIVERS

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



Market & Competition Analysis

Market Volume

Market Growth

Market Shares

What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

Market Intelligence Tool Access and Deliverables

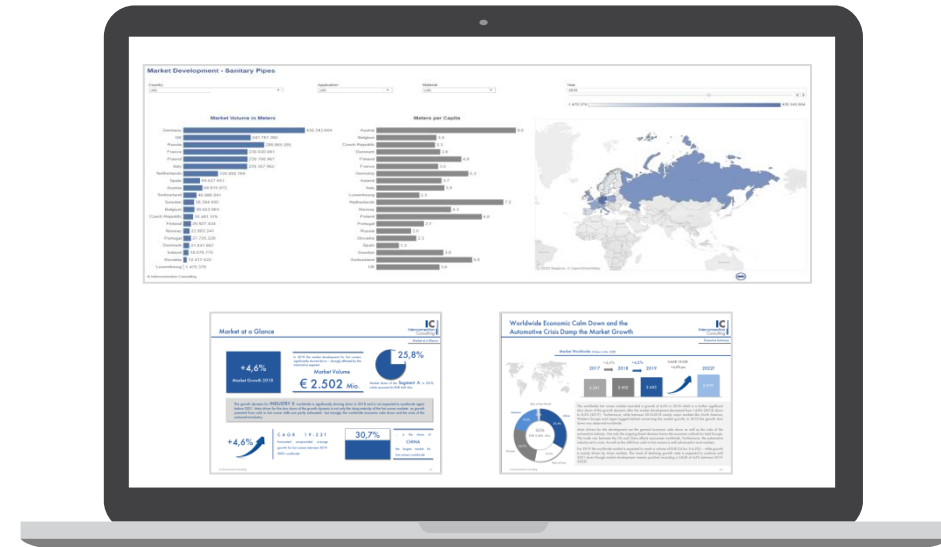


ONLINE-COCKPITS

- 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 SUMMARY

- Executive summary dashboards including key facts of the report and background information about forecasts and the competitive landscape
- Infographics summarizing the market and results according to our market segmentation (see details on next page).



Market Intelligence Tool and Reports



Online Dashboards

Including detailed manufacturer market shares for Top 20 players 2019 & 2020 by country and subsegment

Market Tracking® Lawn Mower Europe TOP 6 Countries 2021

GER ITA UK FRA ESP AT



Product Group	Cut Width			Distribution Channel
Petrol lawn mower	Petrol	Robotic	Electric	DIY
Robotic lawn mower	40 - 50 cm	< 20 cm	30 - 35 cm	Specialist
Electric lawn mower	51 - 60 cm	≥ 20 cm	36 - 40 cm	Distributor
Battery			41 - 45 cm	
Corded				

This study contains market data for the total market and all above mentioned sub-groups for 2019-20 and a forecast for 2021-2023. Data for the Total Market and Product Group in volume and value, data for all other sub-groups shown above in volume. Furthermore it provides market shares of the top 20 manufacturers from 2019/20. Annual update of all mentioned data.

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.



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

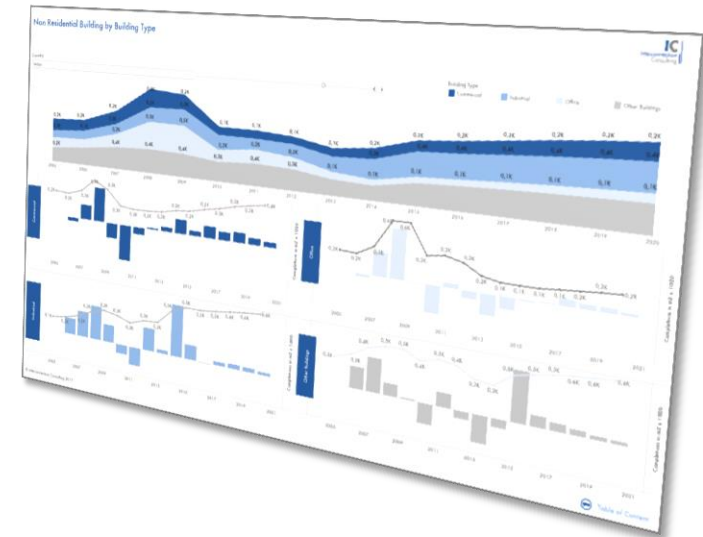
- Easy-to-read graphs with market volume, market shares, volumes by product groups/segments/production type

Interactive Dashboards

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

Easy online
accessibility

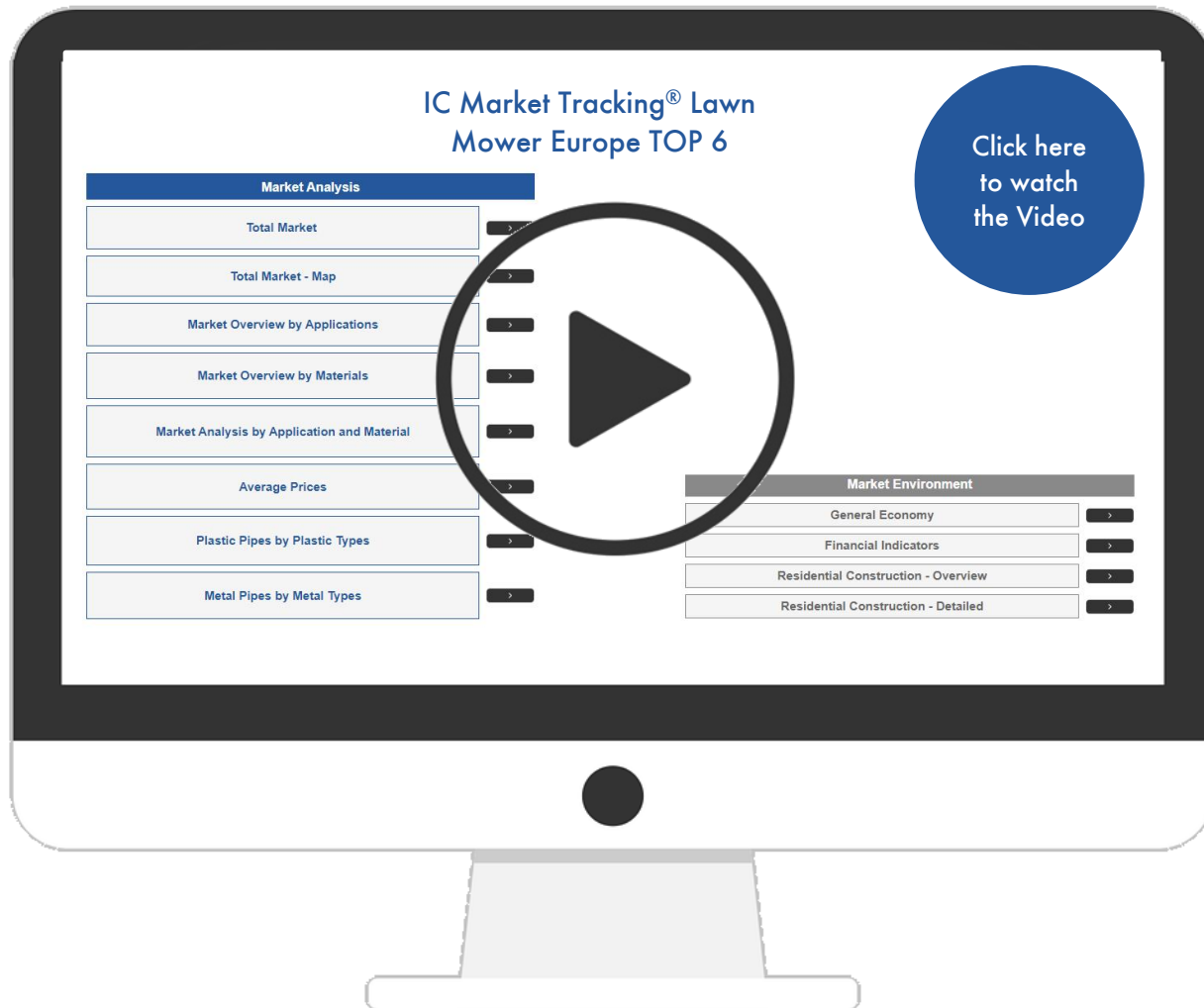
- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



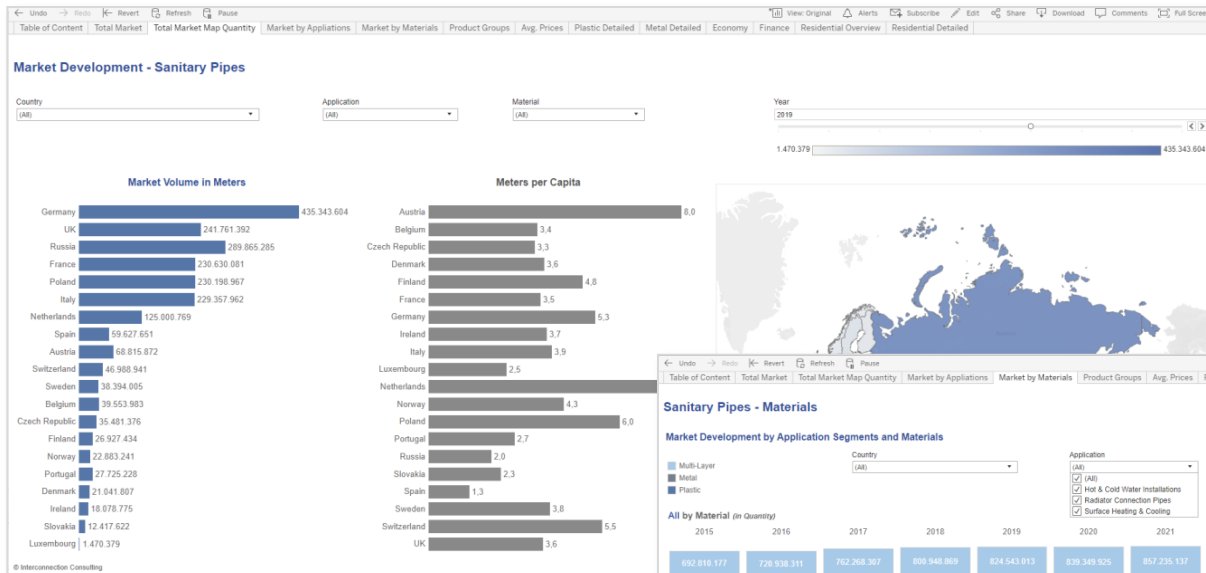
In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.

Usability of the Market Intelligence Tool

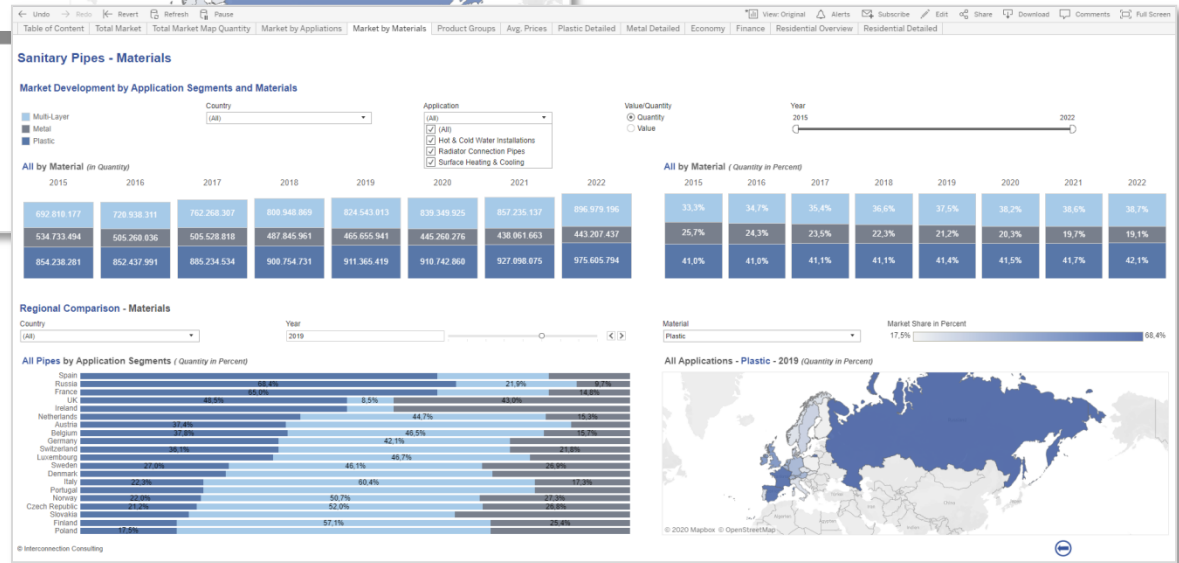
Let's Put it in a Video...



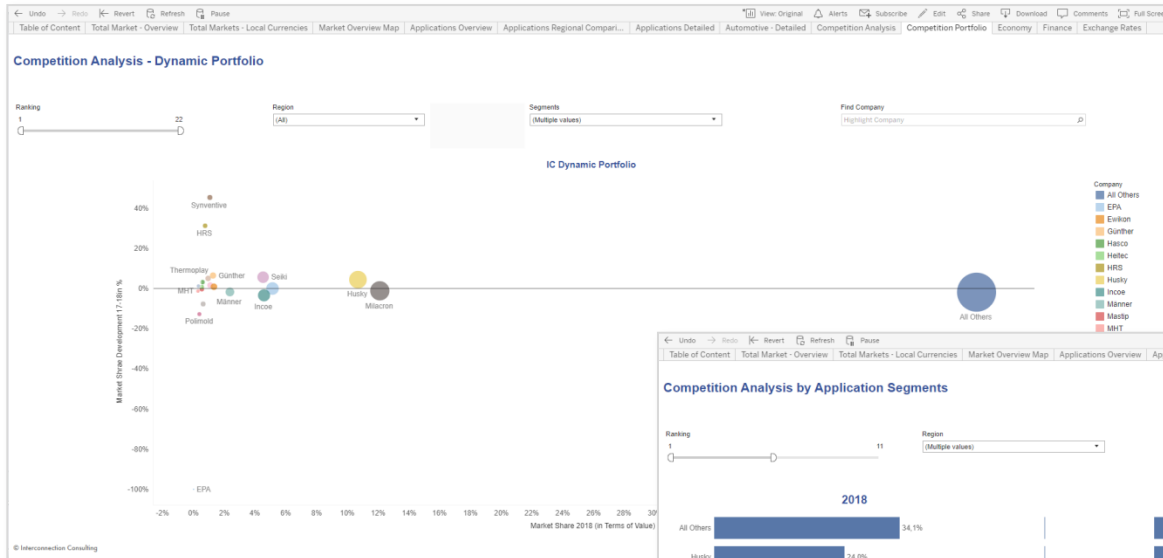
Sample Cockpits for Market Analysis Data



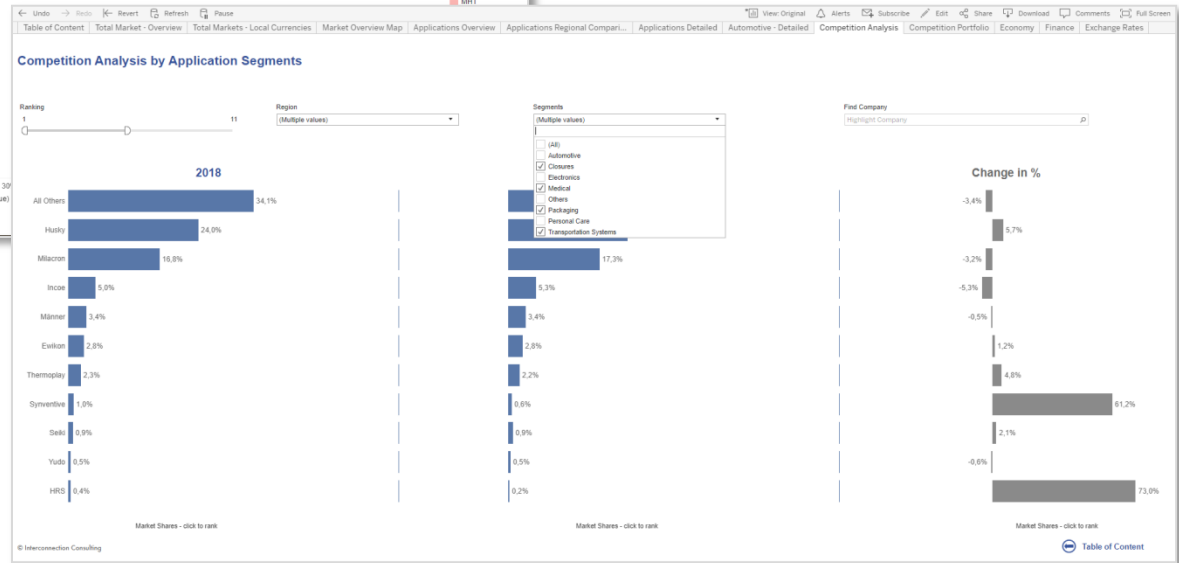
This chart contains fictive data



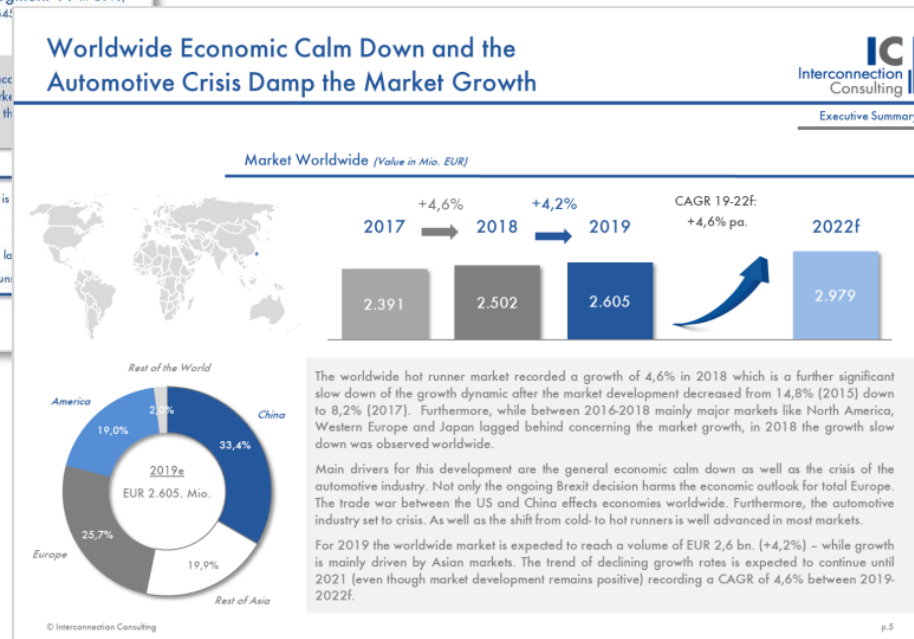
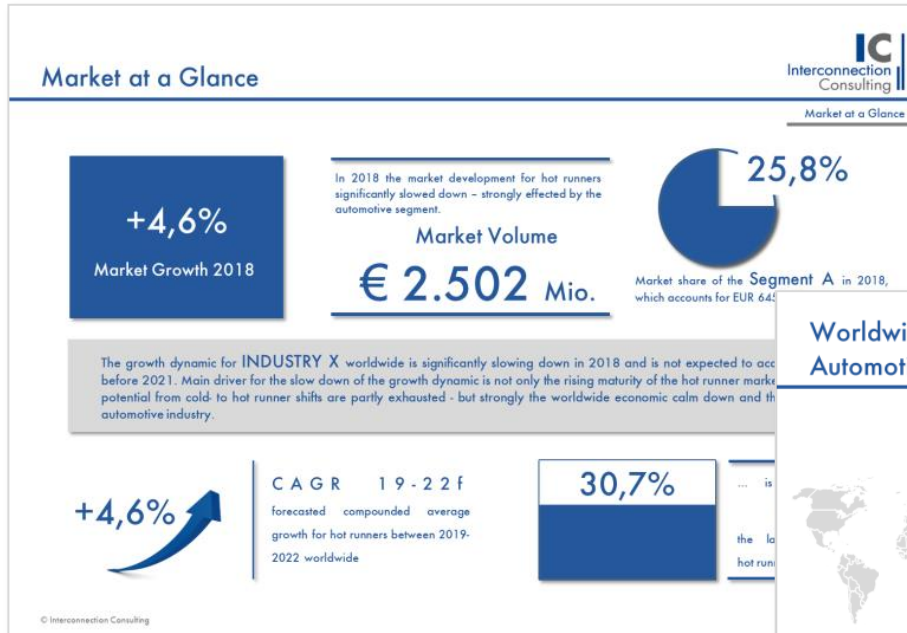
Sample Cockpits for Competition Data



This chart contains fictive data



Additional Deliverables upon request - Executive Summary



Content of the Report

Overview of the Included Dashboards

TOTAL MARKET (TOP 6 COUNTRIES)

- Total Market – Quantity
- Total Market – Value (in €)
- Market Shares of Key Players – Quantity & Value

PRODUCT GROUPS

- Top 6 Countries and Single Country Comparison by Product Groups in quantity & value, market shares and average prices
- Top 6 Countries and Single Country Market Development by Product Groups in terms of quantity & value, market shares and average prices

CUT WIDTH

- Top 6 Countries and Single Country Comparison by Cut Width in terms of quantity and market shares in quantity
- Top 6 Countries and Single Country Market Development by Cut Width in terms of quantity and market shares in quantity

DISTRIBUTION CHANNEL

- Top 6 Countries and Single Country Comparison by Distribution Channel in terms of quantity and market shares in quantity
- Top 6 Countries and Single Country Market Development by Distribution Channel in terms of quantity and market shares in quantity

Investment Plan for Your Market Research

IC Market Tracking® Lawn Mower

Prices & Conditions

	Subscription *	Single Issue
Total Study (Top 6 Countries)	€ 9.950,-	+25% for Single Issue
Single Country	€ 3.950,-	+25% for Single Issue

Available Countries	GER	FRA	ITA	UK	ESP	AT
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- 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.

In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is included as well as for any subscription order. For all other options, license costs for Tableau cockpits are € 300,-/license.

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

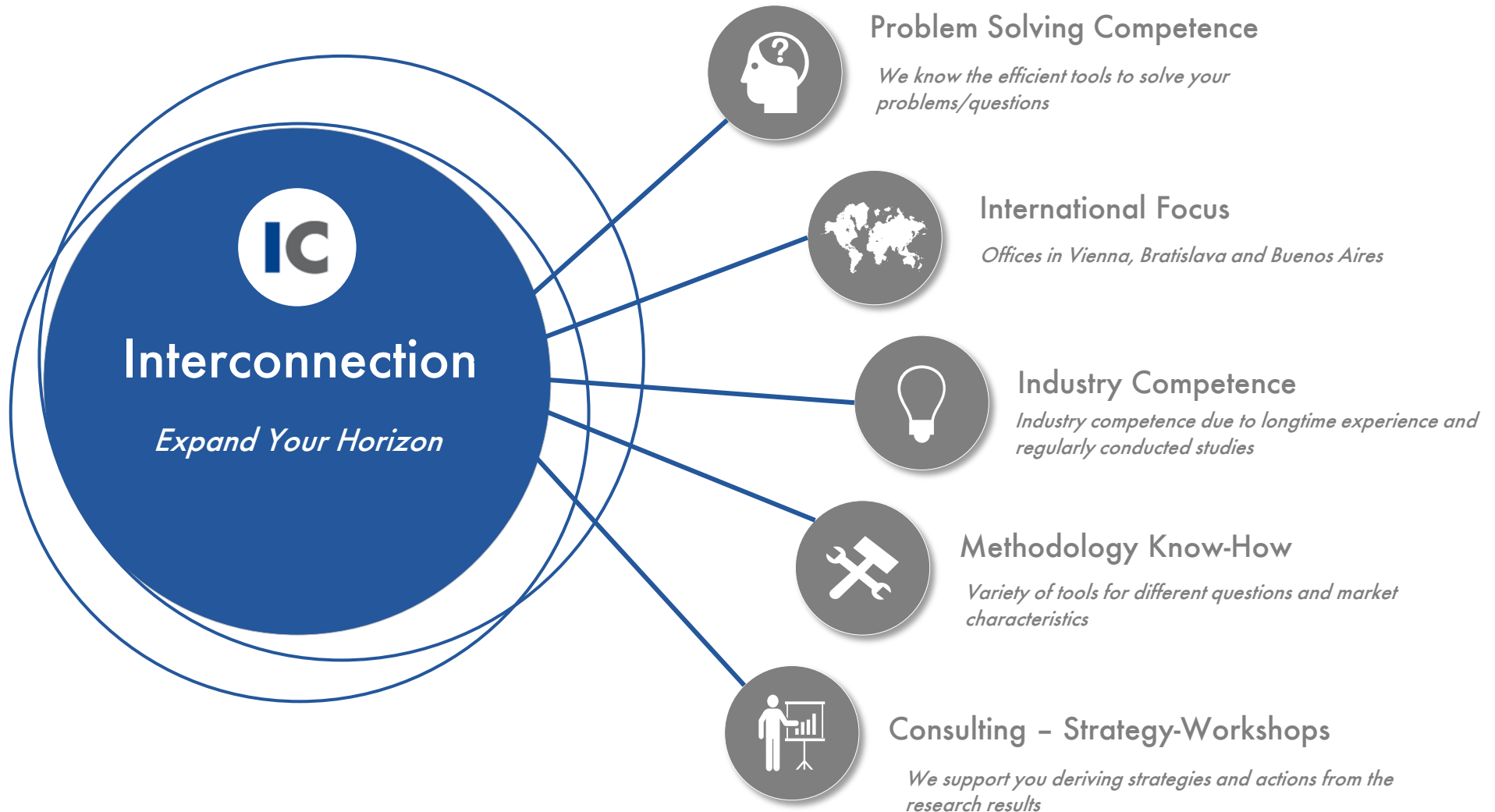
Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



Häuser fürs Leben





Our Market-Intelligence Tools



In case of 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 Tracking® Lawn Mowers Europe 2021**

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

Entire Study (all 6 European countries)

Subscription* EUR 9.950.-

Single country (choose the country below)

Subscription* EUR 3.950.-

Germany

UK

Spain

Italy

France

Austria

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IC Cockpit – Online Dashboard Solution	✓	✓
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		✓

In case you want to purchase a single issue of this study, please contact our responsible analyst.
 Sascha Kowarcz – kowarcz@interconnectionconsulting.com – Tel.: +43 1 585 46 23 – 25

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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 a subscription.

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