



IC Market Tracking[®]
Rainscreen Cladding
2025

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 2020 - 2024 for the total market development as well as
 - Cladding Material
 - Cladding Panel Size
 - Residential/Non-Residential Buildings
 - Business Segment
 - Type of Building
- Forecasts for 2025 - 2028 for the total market as well as each analyzed product group and segments
- Annually updates of the data

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, inflation, recorded unemployment, demographics, etc.
- Continuous updates of the data



Market 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

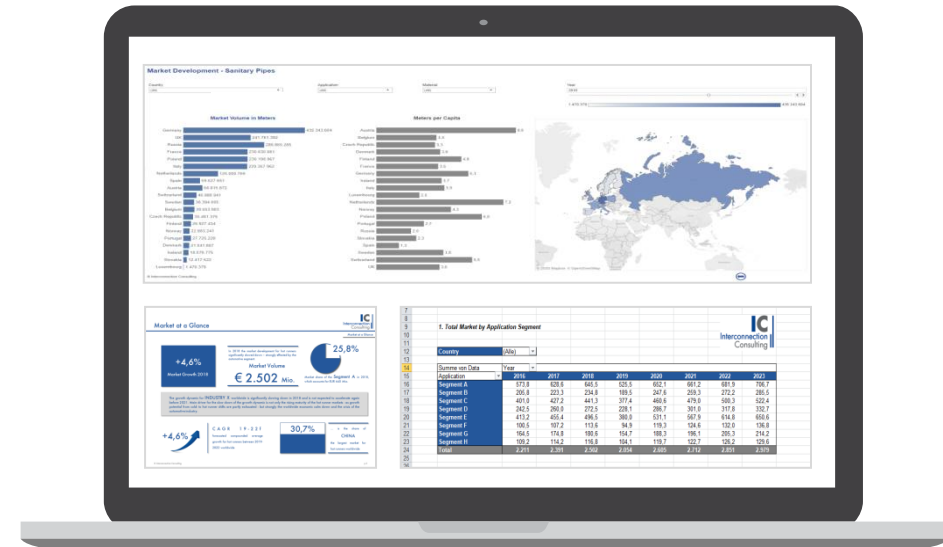


ONLINE-COCKPITS

- 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

- Infographics summarizing the market and providing regional comparisons and contrasts
- Executive Summary dashboards can easily be exported to individual executive reports as PDF.



Market Intelligence Tool and Reports



Online Dashboards

Market Report Structure

Cladding Material

Aluminium	Steel/Metal
Ceramic / Glass-Ceramic	Stone / Bricks / Tiles
High Pressure Laminate	Fibre cement
Wood	Vinyl / PVC
	Other

Cladding Panel Size

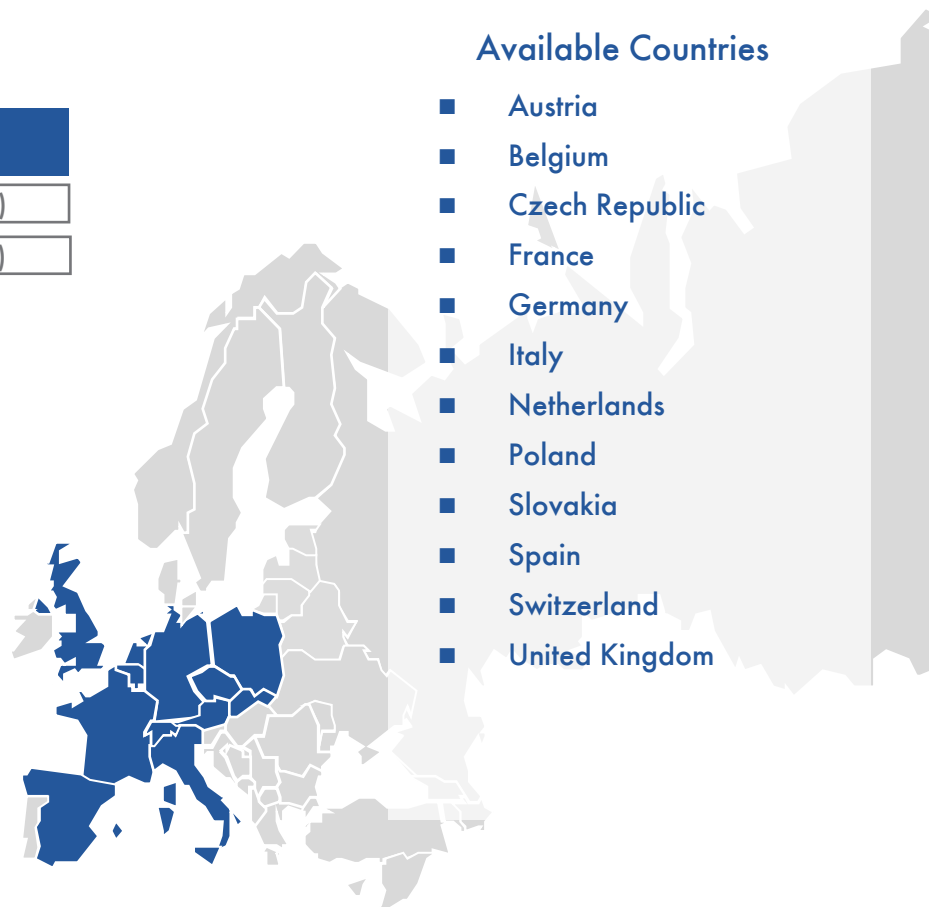
Large Panels (> 0,4 m²)
Small Panels (> 0,4 m²)

Customer Segment

Residential Sector	Non-Residential Sector
Business Segment	Business Segment
Renovation	Renovation
New Building	New Building
1+2 Family Dwellings	Industry
Flats	Commercial
	Office
	Other

Available Countries

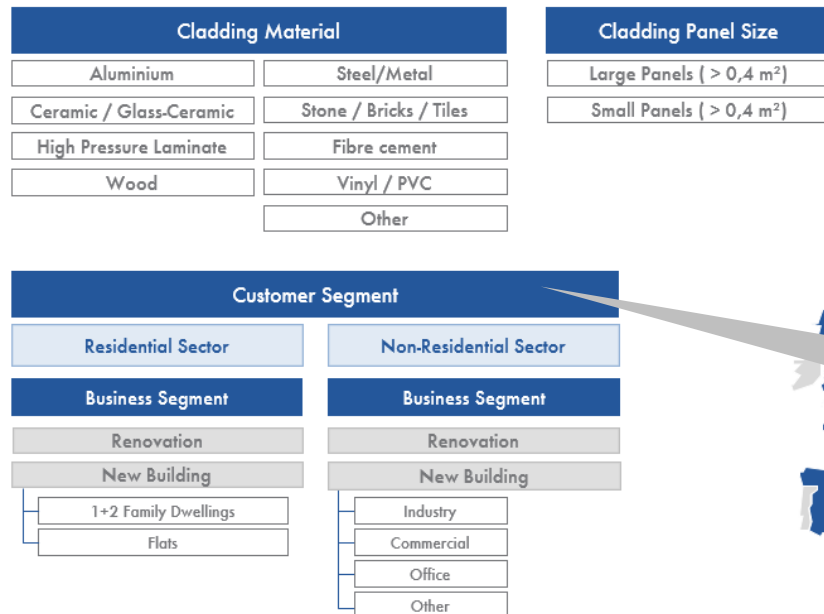
- Austria
- Belgium
- Czech Republic
- France
- Germany
- Italy
- Netherlands
- Poland
- Slovakia
- Spain
- Switzerland
- United Kingdom



Total Market Forecast + Competition Analysis for all segments

Market Structure - Interpretation

Market Report Structure



Available Countries

- Austria
- Belgium
- Czech Republic
- France
- Germany
- Italy
- Netherlands
- Poland
- Slovakia
- Spain
- Switzerland
- United Kingdom

Market Structure

- Market data are available for each country separately as well as aggregated for the package purchased.
- Each country report includes data for rainscreen cladding by customer segments, cladding material, and cladding panel size, as well as aggregated for the total market of rainscreen cladding in terms of value and quantity.
- Customer segments are further broken down by business segment groups (Renovation and New Building), and the respective subcategories for new building in each business segment.

Total Market Forecast + Competition Analysis for all segments

Cladding Material

We report net turnover (excl. VAT, discounts and cash discount). We report producer prices (ex-works). Trade margins, assembly, etc. are not included.

Quantity in 1.000 m²

Fibre cement

Facade cladding made from fibre cement plates.

HPL

Facade cladding from High Pressure Laminate (=HPL). High Pressure Laminate plates are mainly made from wood, which is refined to „power papers“. Power papers are watered with resin in impregnation plants, dried, and under high pressure and heat compressed to durable and water-resistant plates.

Aluminium

Facade cladding from aluminium profiles, facade cladding from aluminium profiles / -plates / -sheet metal, cassette facades from aluminium.

Steel /Metal

Facade cladding from other metal (steel, zinc, etc.).

Ceramic /
Glass-Ceramic

Facade cladding from ceramic tiles, glass ceramic, facade bricks from clay.

Vinyl /Plastic

Facade cladding from plastic (acrylic, silicone polyester, vinyl plastisol, etc.).

Wood

Facade cladding from wood.

Concrete /Stone

Facade cladding from stone slabs (slate, granite, etc.) oder concrete, cast stone, precast concrete parts.

Others

Facade cladding from other material (e.g. plaster base panels, glass, etc.).



Cladding Panel Size

< 0,4 m²

Cladding Panel, which is smaller than 0,4 m²

> 0,4 m²

Cladding Panel, which is bigger than 0,4 m²

Business Segment

New buildings

External facades with cladding material in new buildings

Renovation

Renovation of already existing facade cladding from external facades

Customer Segment

Residential

One- and two-family houses

Non-Residential

All non-residential buildings. These are buildings from the education and health care sector, industry-, warehouse-, office-, business-, agricultural- and other buildings.

Type of building	
Industry	Non-residential, industry building
Office building	Non-residential, office building
Commercial	Non-residential, commercial building
Others	Other non-residential (agricultural, warehouse, airport, etc.)



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

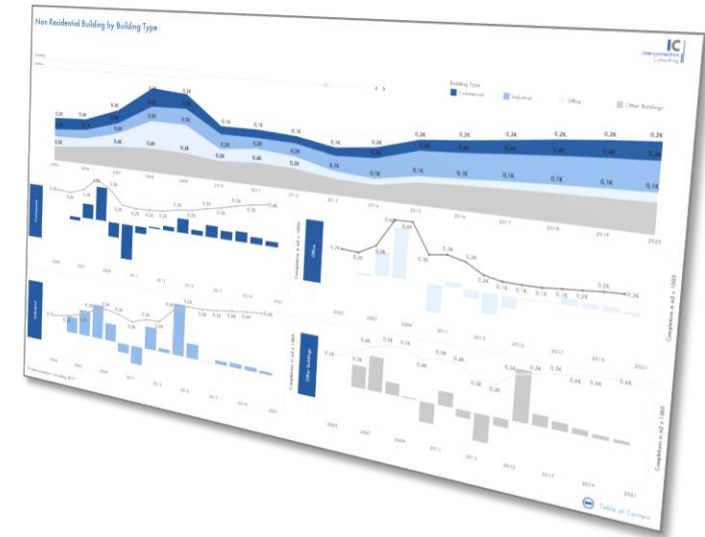
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online
accessability

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



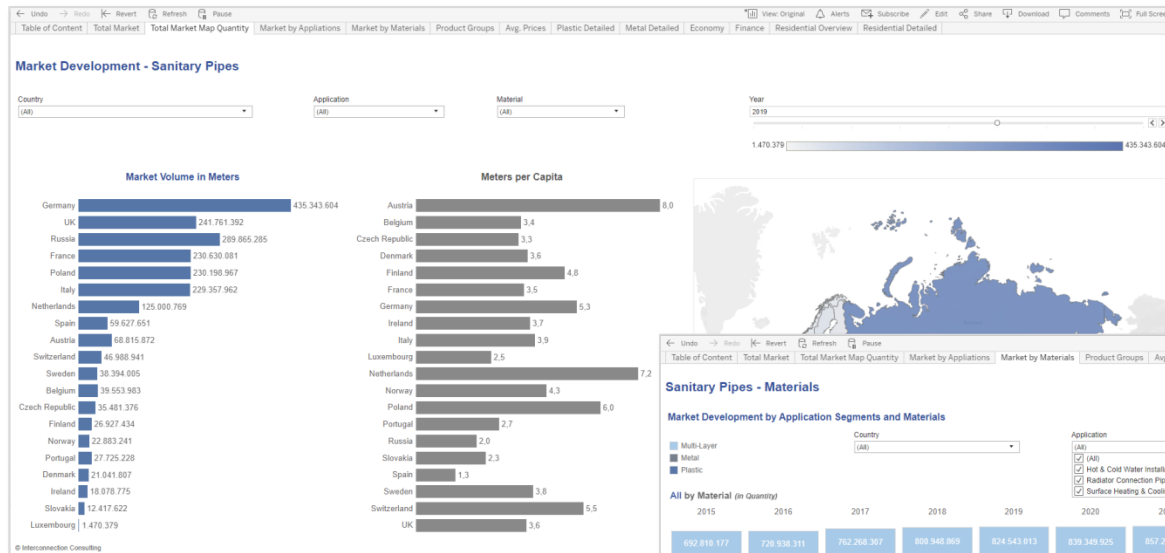
In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.

Ease of use of the Market Intelligence Tool

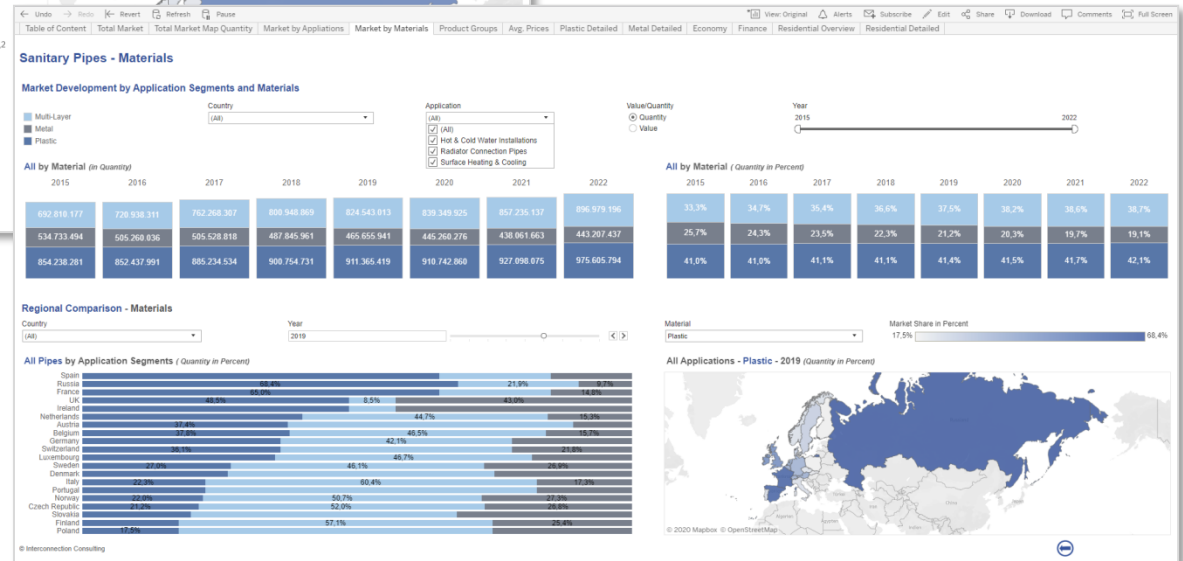
Let`s show a video...



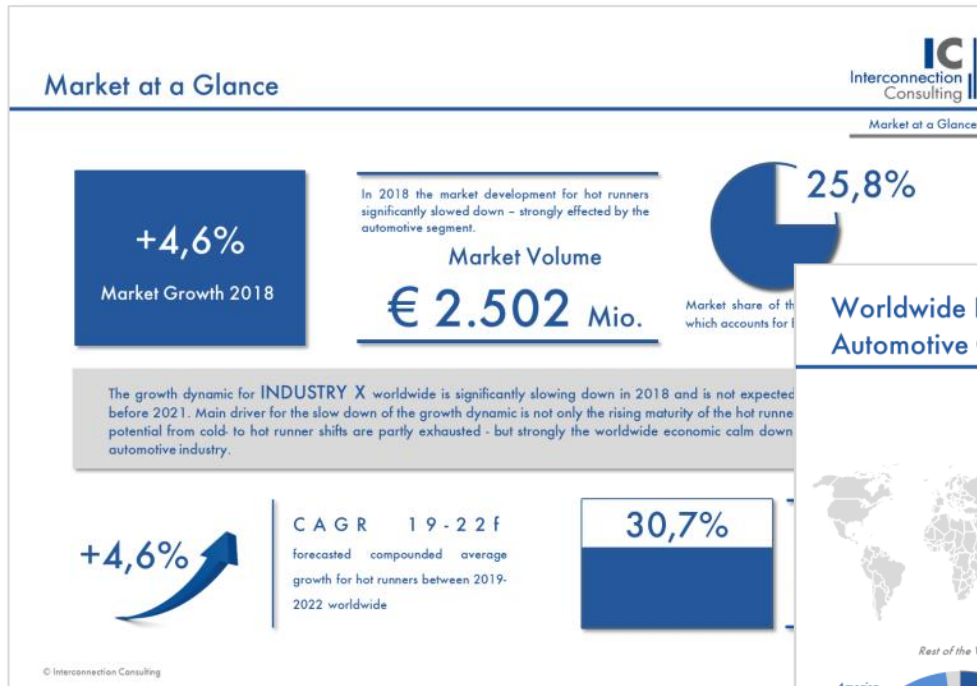
Sample Cockpits for Market Analysis Data



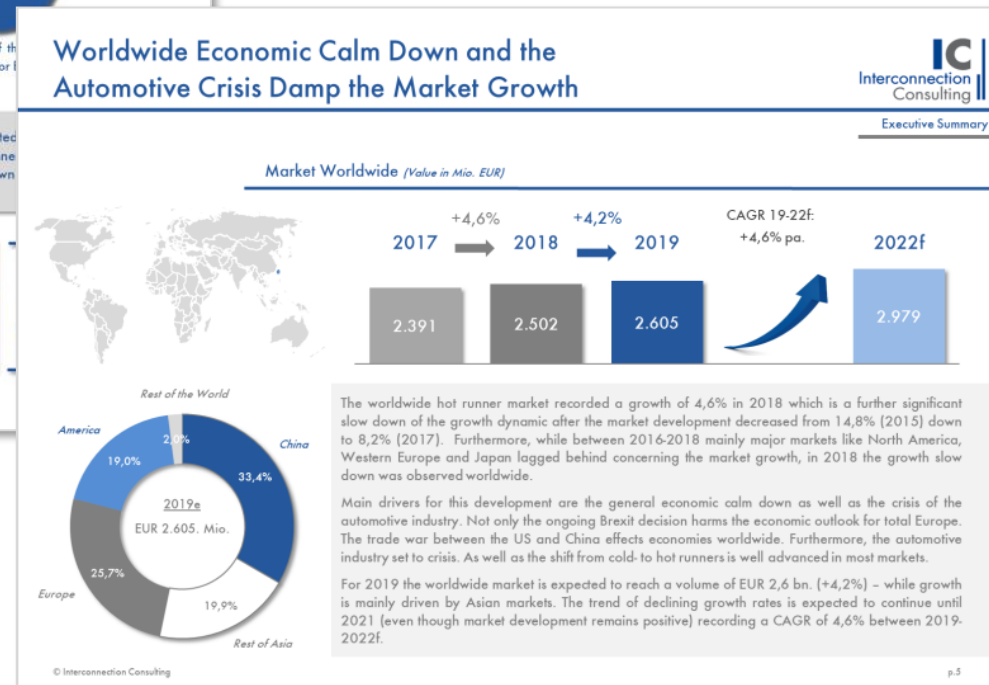
This chart contains fictive data



Additional Deliverables - Executive Summary



Executive Summary (fictive data)



Executive Summary (fictive data)

Investment Plan for Your Market Research

IC Market Tracking® Rainscreen Cladding

Prices & Conditions

	Subscription*
1 Country of Your Choice	€ 3.999,-
3 Countries of Your Choice	€ 9.999,-
All Countries	€ 31.999,-



Available Countries

- Austria
- Belgium
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- France
- Germany
- Italy
- Netherlands
- Poland
- Slovakia
- Spain
- Switzerland
- United Kingdom

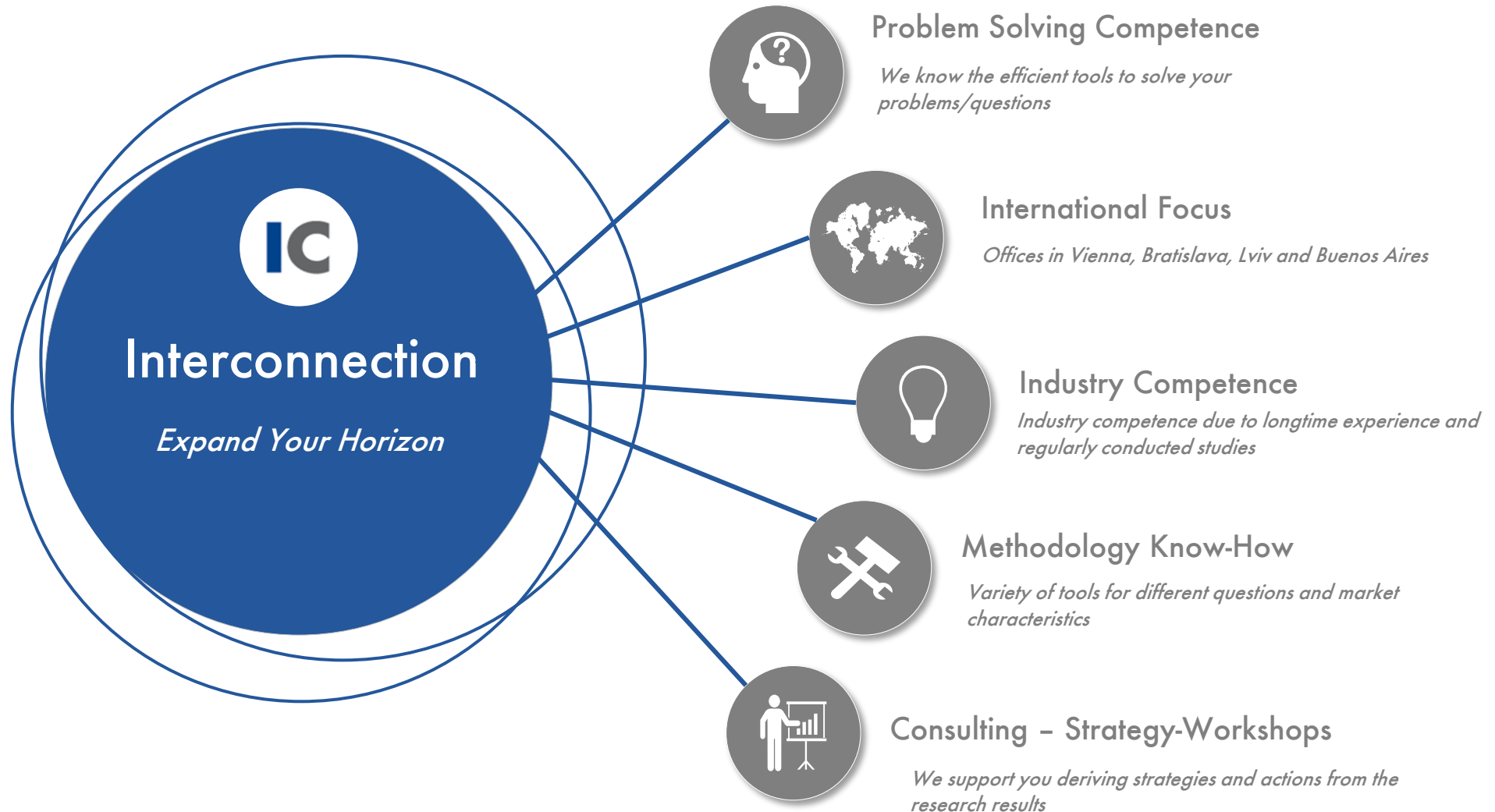
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- Any disputes arising will be settled before a competent court of law in Vienna. We apply Austrian law.

„Interconnection delivers a reliable picture of the current market situation, which is the base for planning our strategies. Accuracy, professionalism and flexibility are the values of Interconnection. Long-lasting experience and deep understanding of the construction markets are the base for the high quality of IC-studies.“

Birgit Haupt, Head of Marketing, Danwood





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® Rainscreen Cladding

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

Please, choose from the available countries and package selection

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☐ Czech Republic

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☐ Italy

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