



IC Market Analysis

Market and Competition Analysis

Figures, Data, Facts to Determine Your Market

An IC Market Analysis Delivers Precise Data about



Market Potential in different countries and segments



the expected **Market Growth** for the next few years



Market Shares for the most important manufacturer per segment



the size of specific **Product Groups** and **Market Segments**

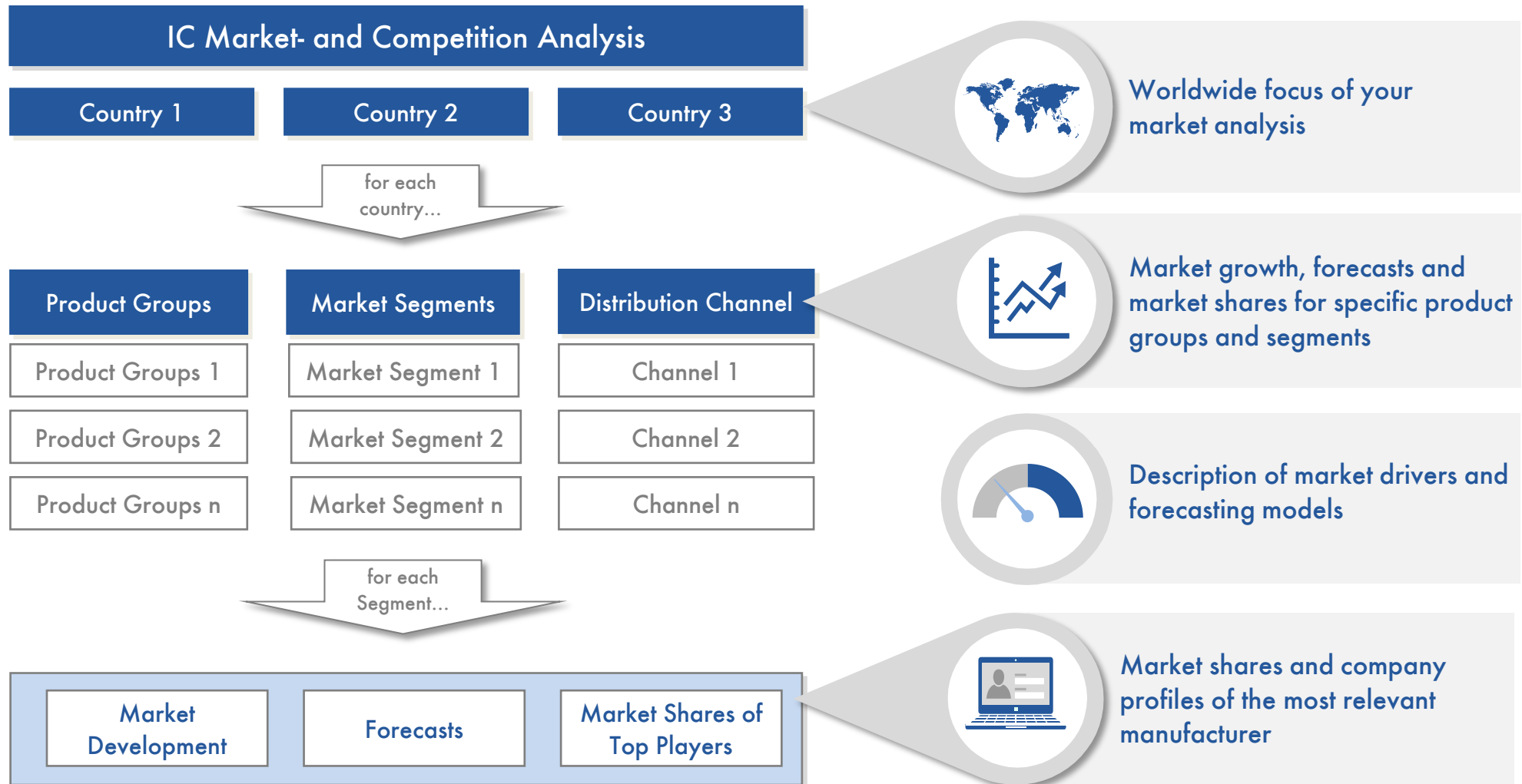


the relevance of different **Distribution Channels**



Your BENEFITS: Facts instead of Opinions!

Typical Structure of an IC Market Analysis



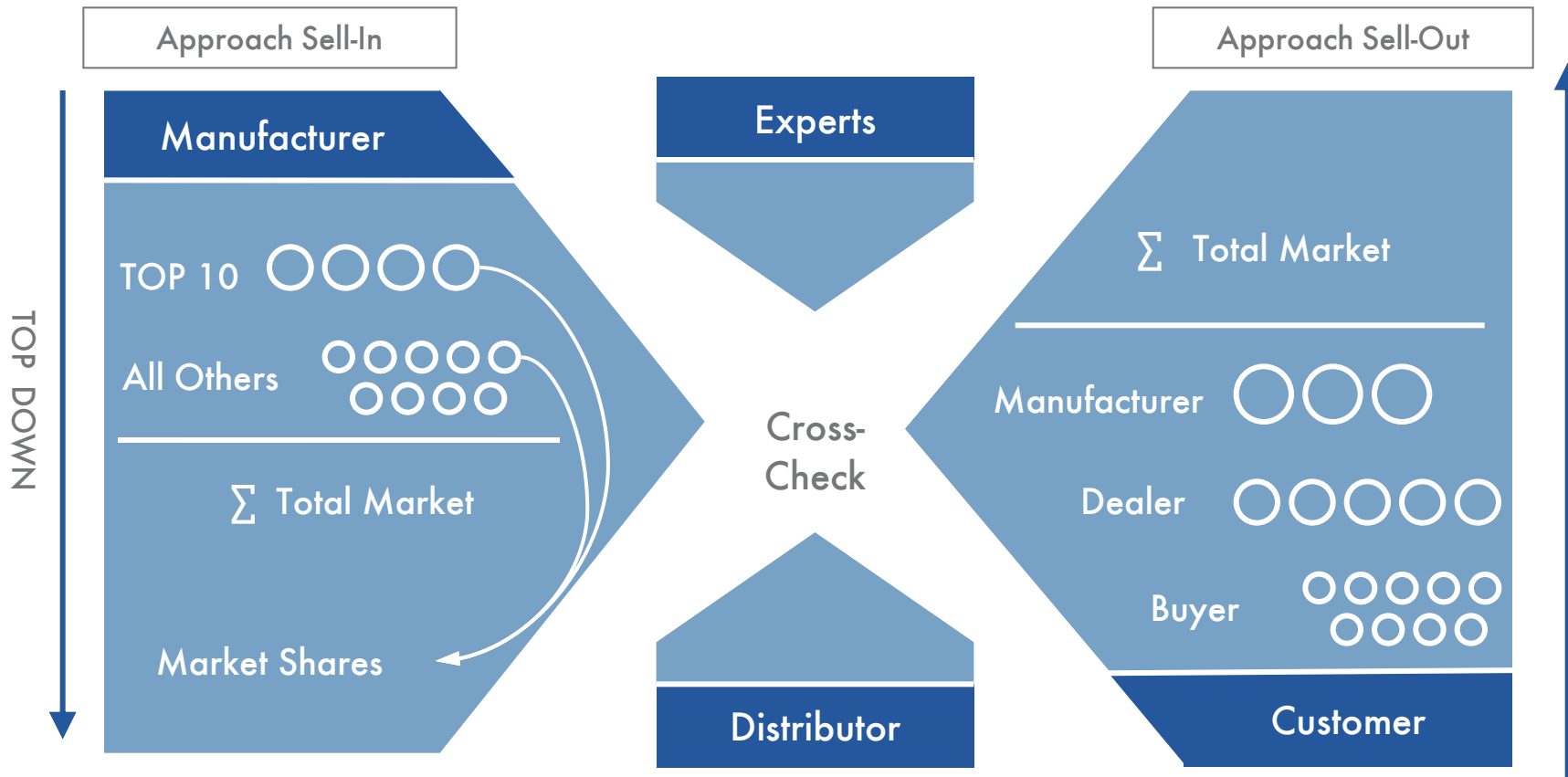
Typical Structure: Modular System

1	Executive Summary	Strategic Recommendations
2	Definitions and Abbreviations	Glossary and Definitions
3	Market Drivers – Risks and Chances	Market influencing indicators and SWOT-Analysis
4	Market Volume and Growth	Visualization of turnovers by regions, segments, etc. including forecasts
5	Products and Services	Positioning of own products/services in comparison to the competition
6	Distribution System	Structure of the distribution system and requirements of distributors and retailers
7	Competitors and Company Profiles	Market Shares, Positioning and Strategies of the most relevant players
8	Customers	Customer structure and potential customers are
9	Databases	MS Excel Pivot-Tables including all raw data of the study

Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

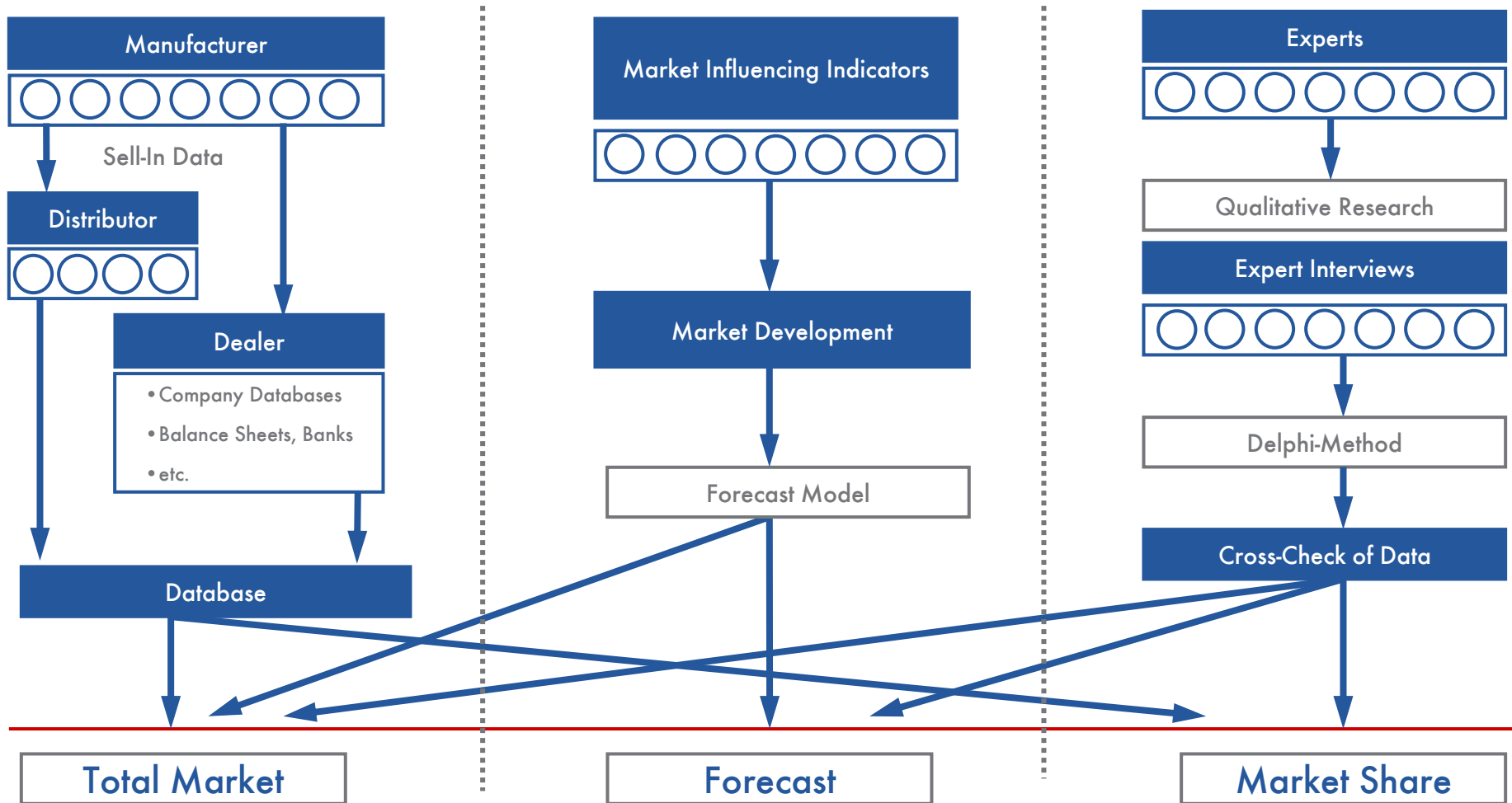
Market Analysis

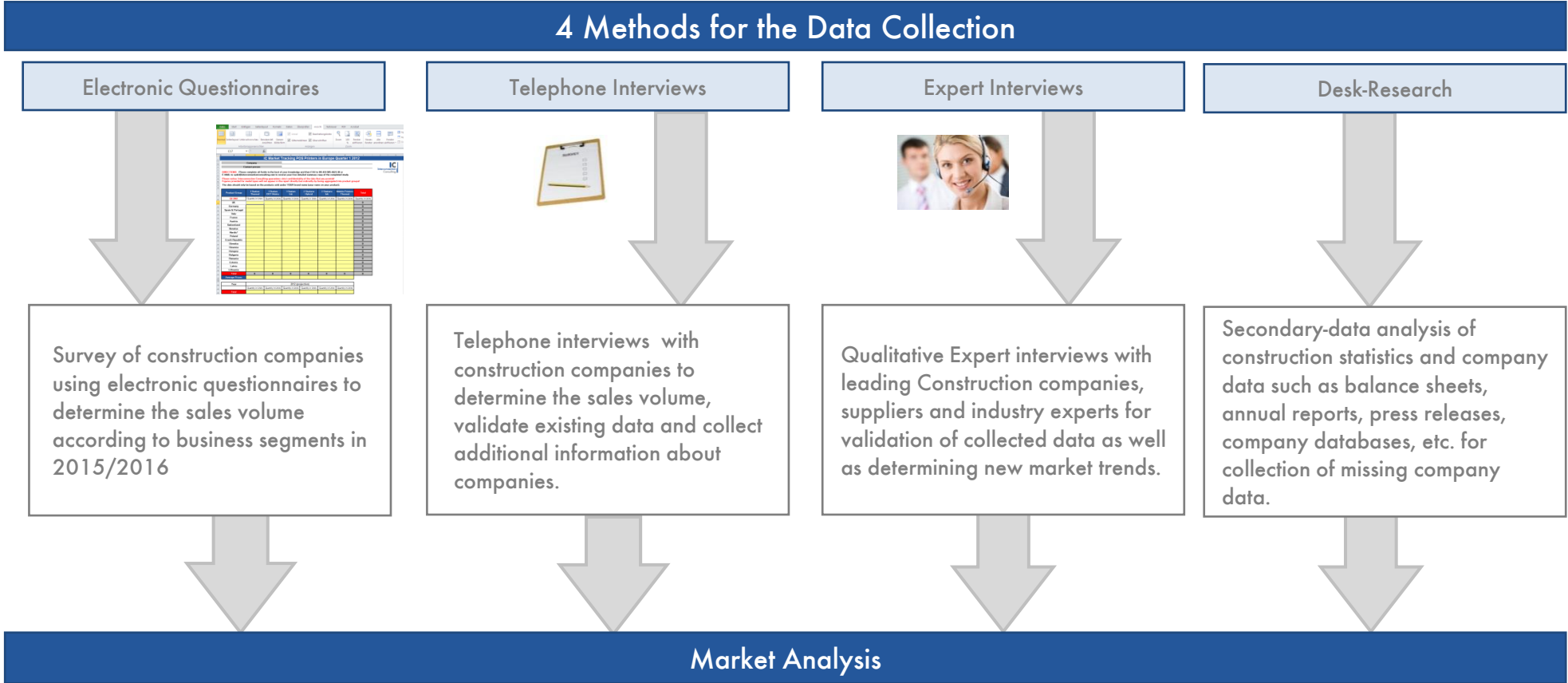


Base of Primary Research by Manufacturers & Experts

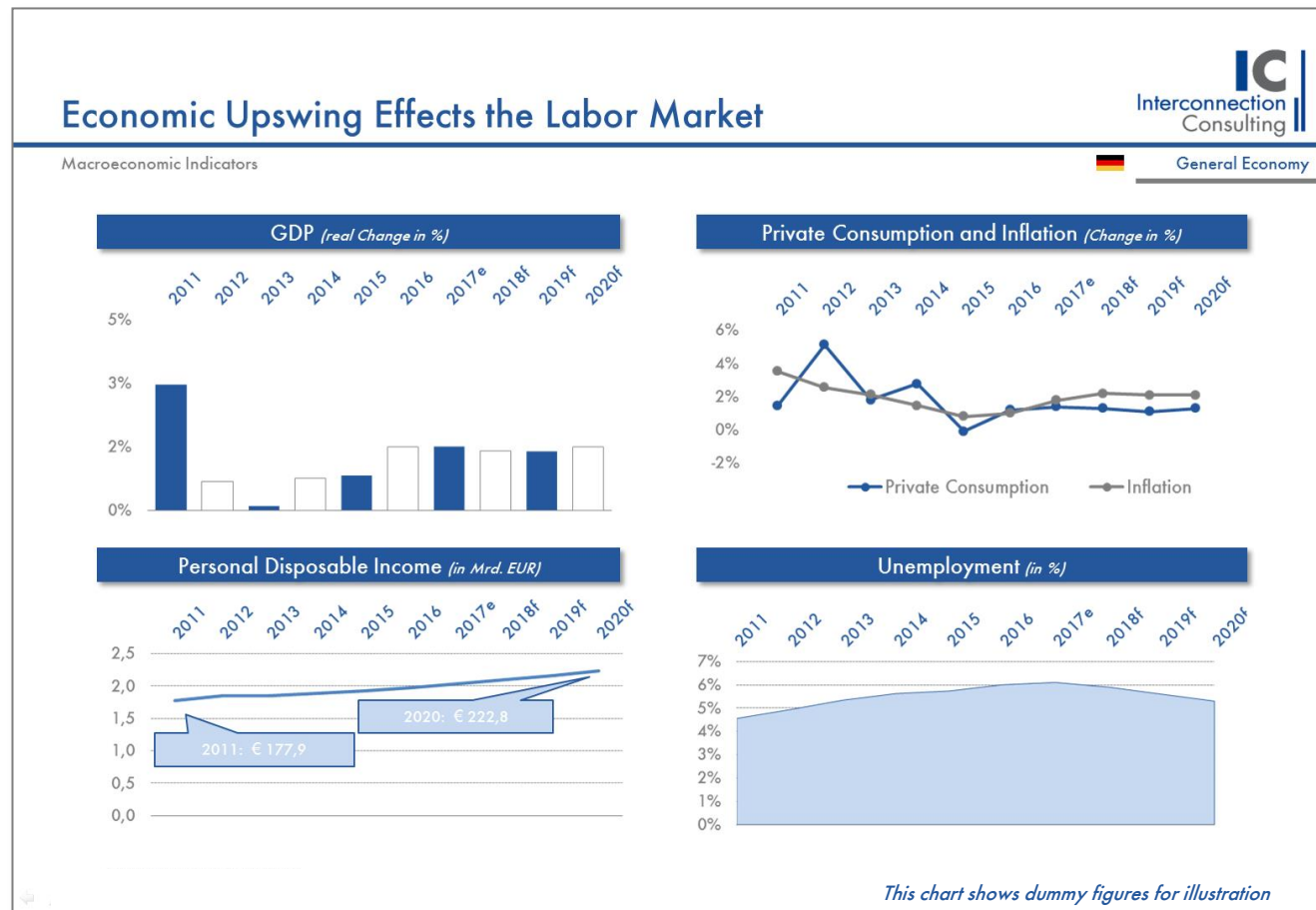
Description Structure of Survey Methodology

Market Analysis





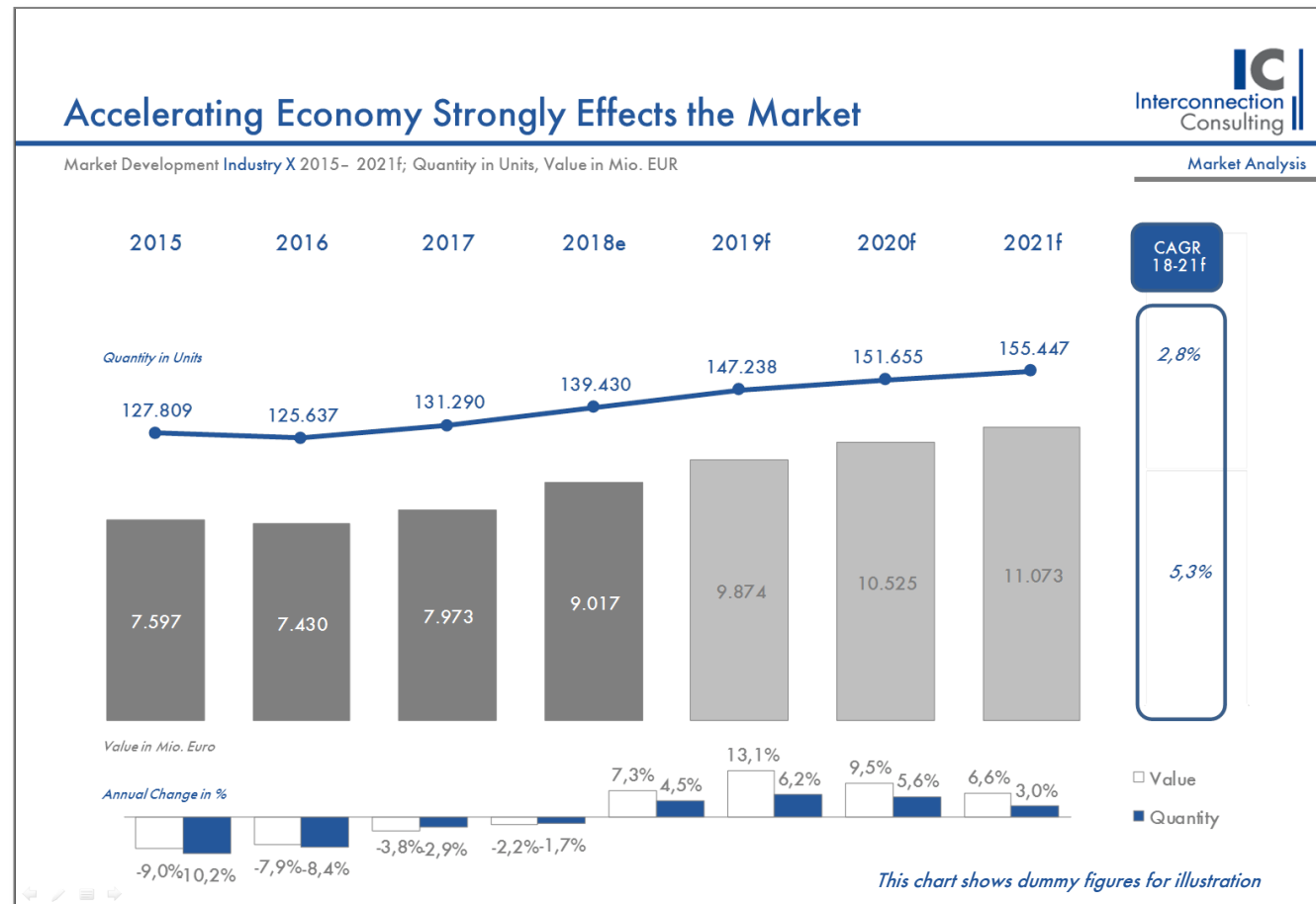
- Analysis of market influencing indicators such as the general economic development as well as industry specific market drivers which are taken into consideration for the forecasts.
- *This chart shows dummy figures.*



Analysis of the Market Development

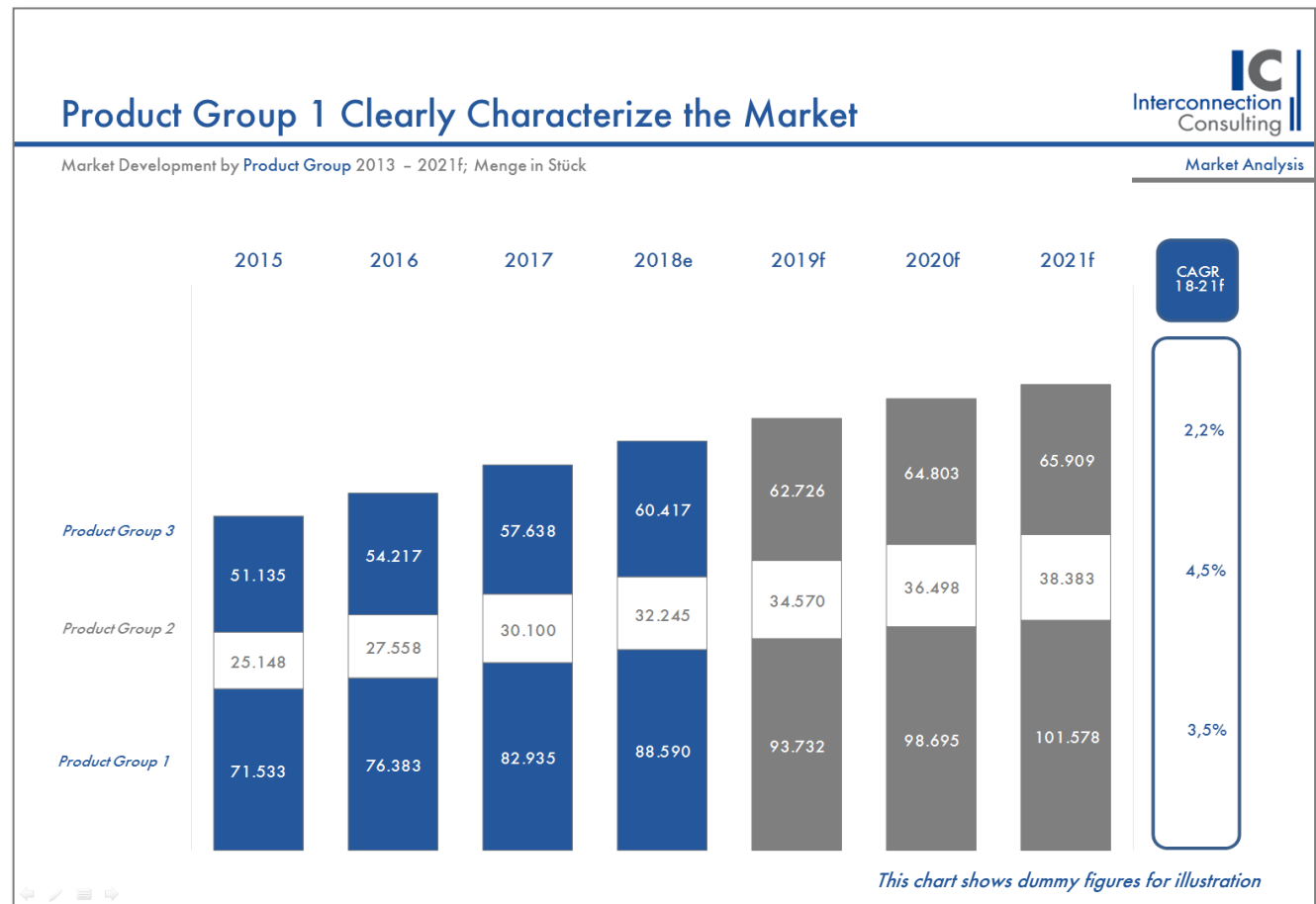
- Analysis of the Market Development for specific regions, product groups, market segments, including forecasts.

- *This chart shows dummy figures.*

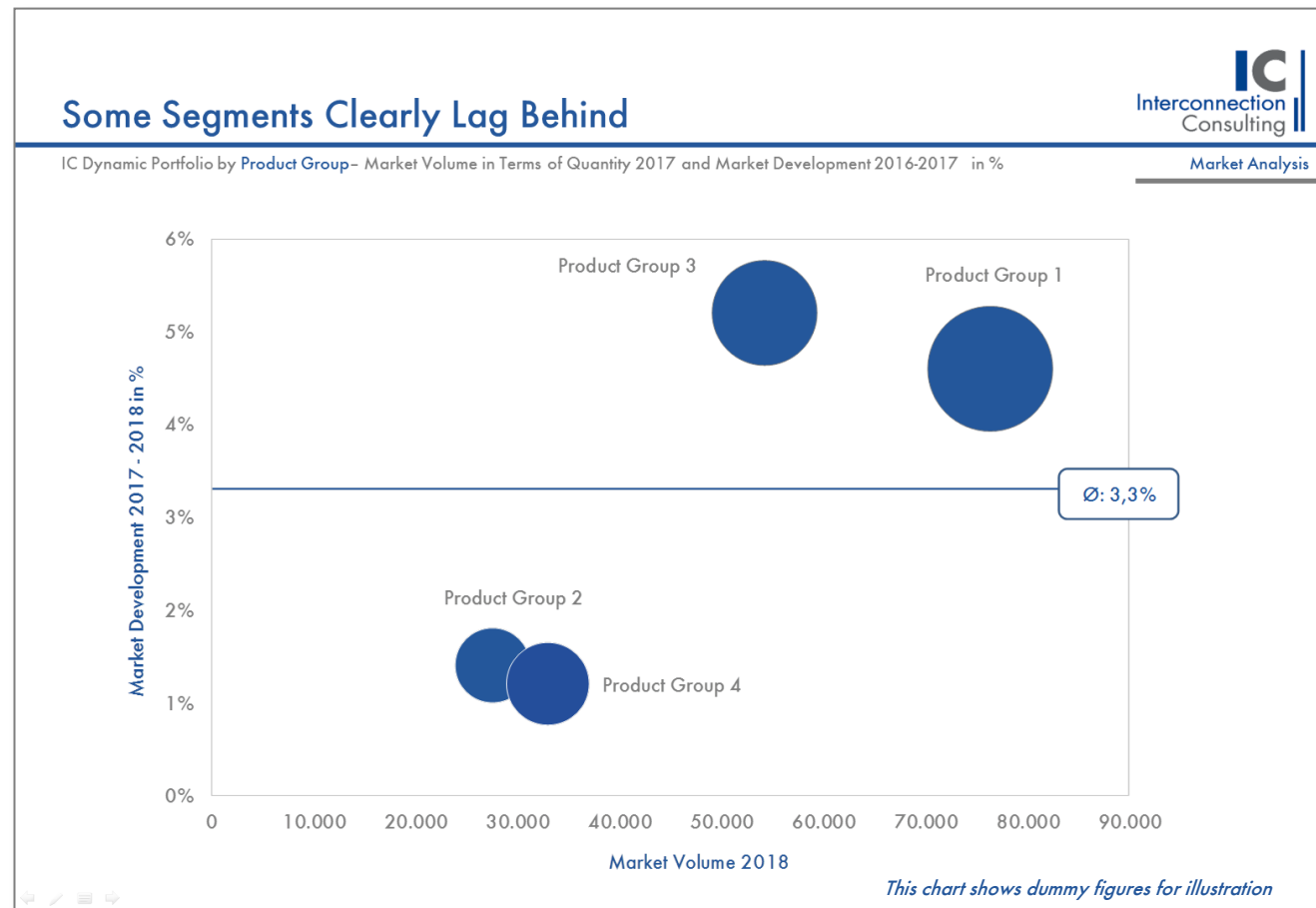


Analysis of Specific Product Groups and Market Segments

- Analysis of the market development for different product groups and segments in absolute figures as well as in percentages including forecasts.
- *This chart shows dummy figures.*

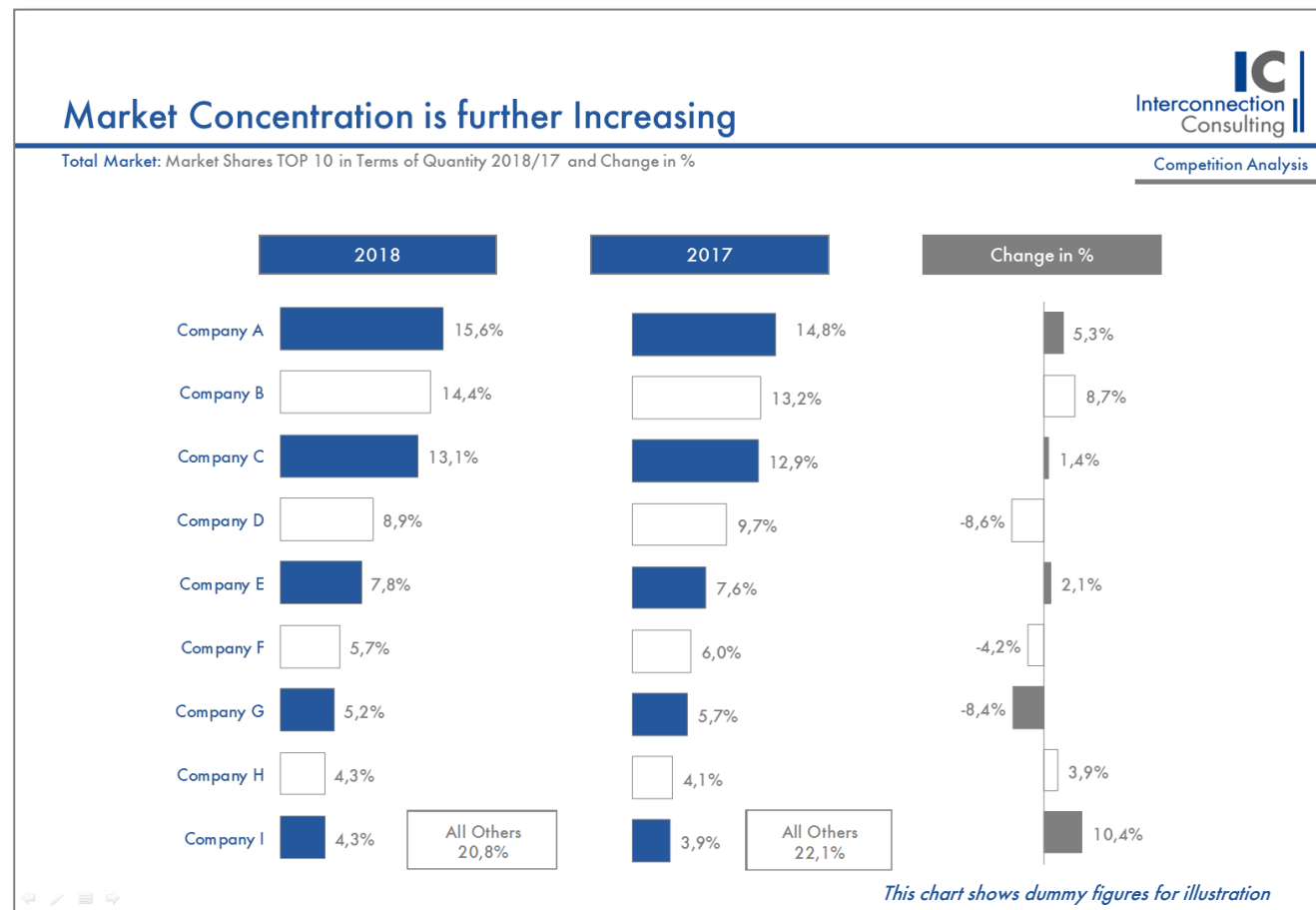


- Strategic analysis of product groups and segments based on portfolio charts.
- *This chart shows dummy figures.*

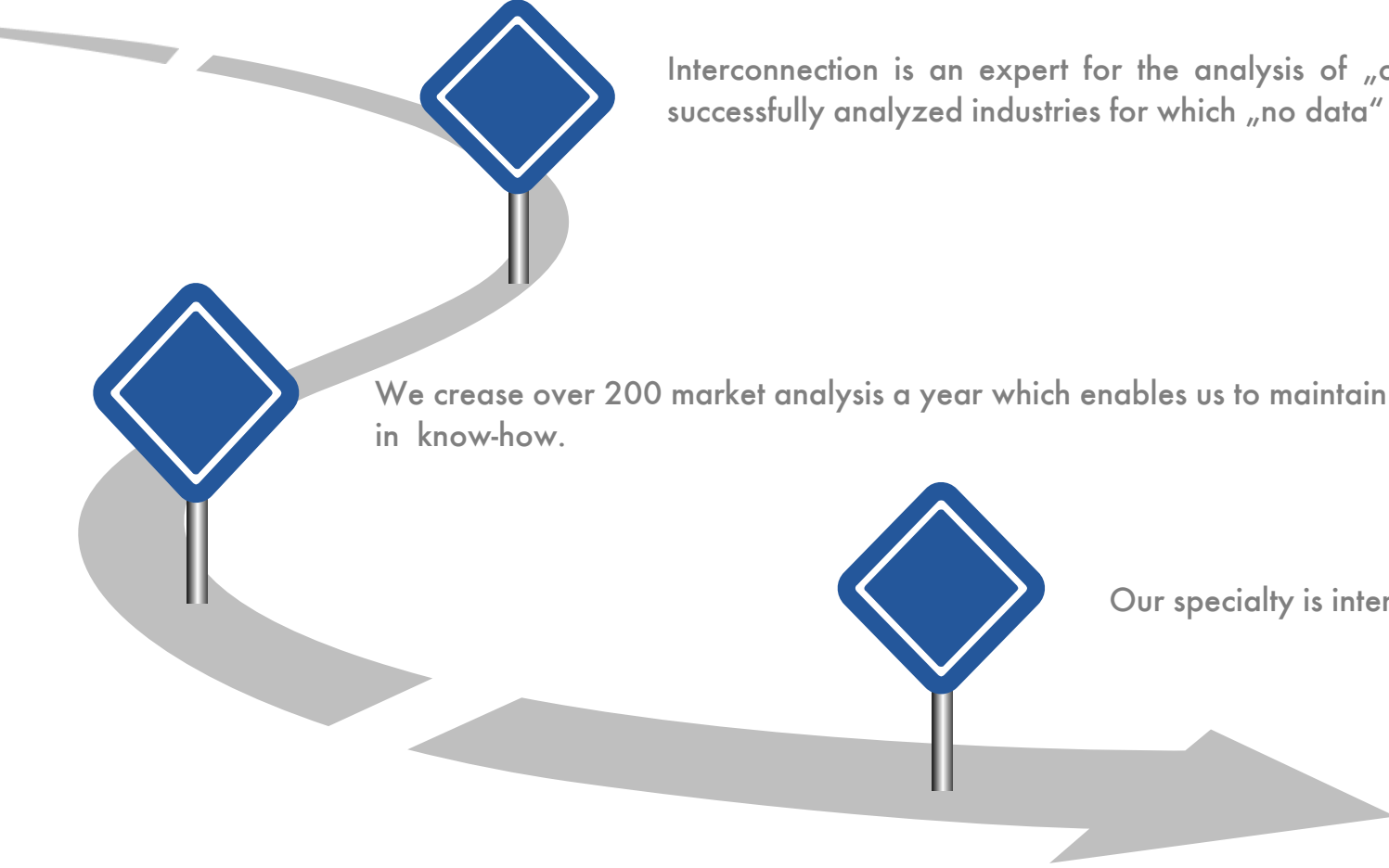


Analysis of the Competitive Landscape

- Analysis of the competitive landscape including market shares of the top players for the total market as well as specific product groups and market segments.
- *This chart shows dummy figures.*



What Else You Should Know

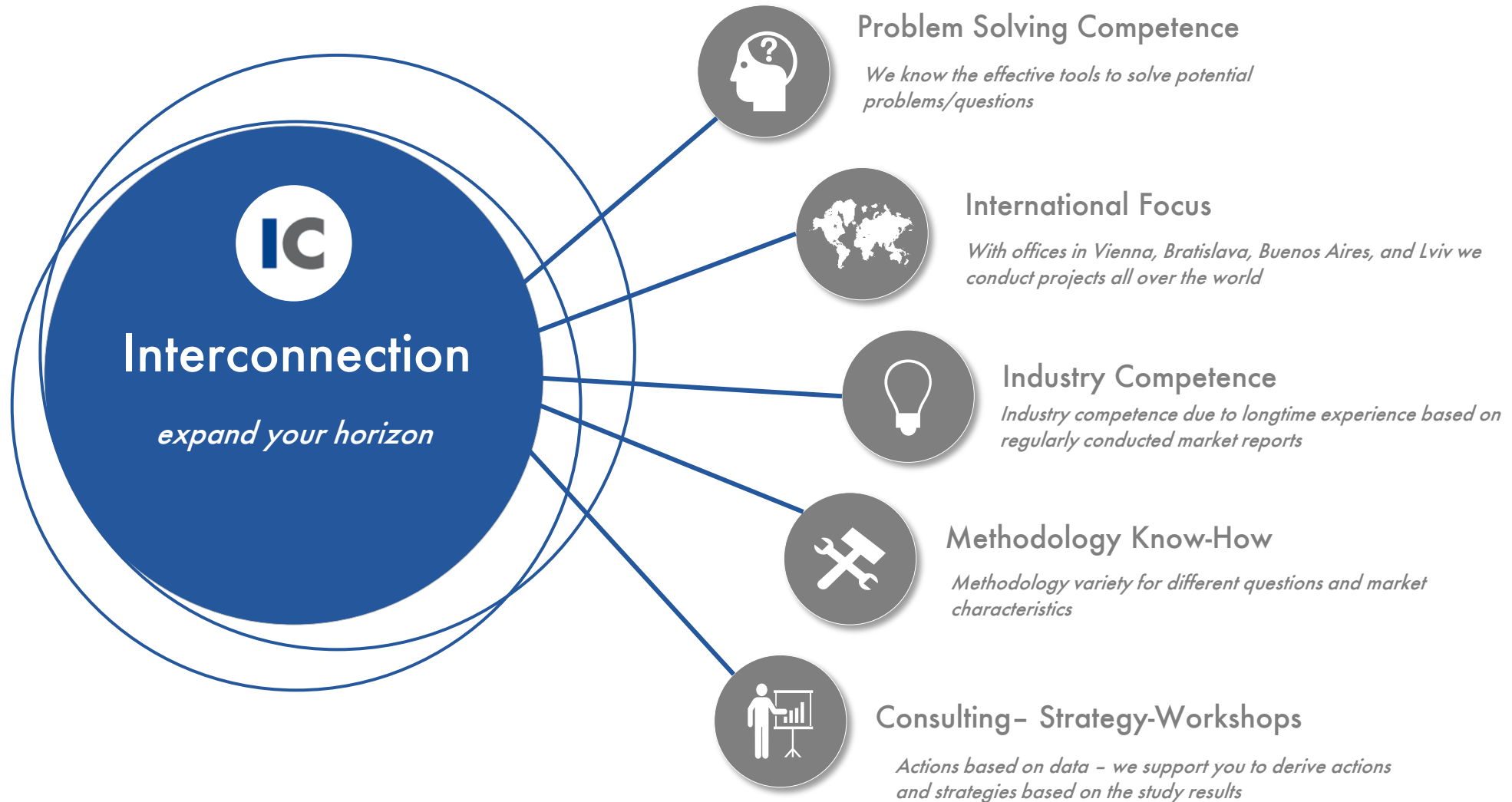


Interconnection is an expert for the analysis of „complicated“ markets. We have successfully analyzed industries for which „no data“ is available.

We crease over 200 market analysis a year which enables us to maintain our advantage in know-how.

Our specialty is internationality.

Our Goals is to Support You Recording Substantial Market Growth



For further questions,
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