





# IC Market Analysis

Market and Competition Analysis

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### 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

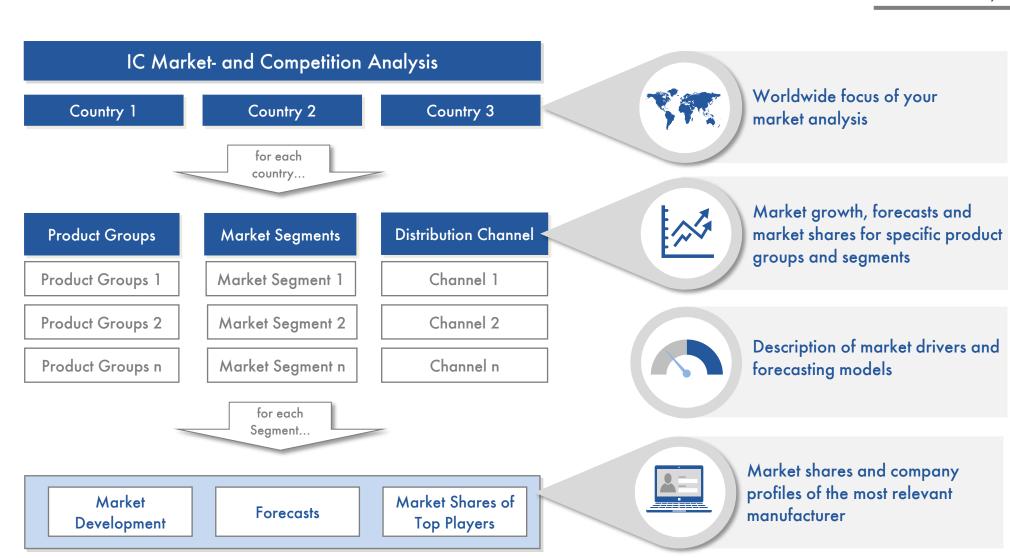


Your BENEFITS: Facts instead of Opinions!

### Typical Structure of an IC Market Analysis



Market Analysis



# Typical Structure: Modular System



Market Analysis

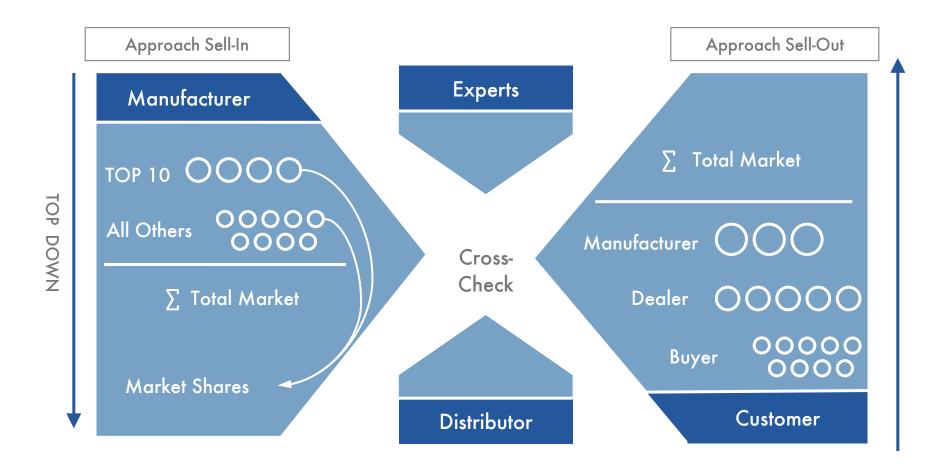
1 Executive Summary	Strategic Recommendations
2 Definitions and Abbreviations	Glossary and Definitions
3 Market Drivers – Risks and Chances	Market influencing indicators and SWOT-Analysis
4 Market Volume and Growth	Visualization of turnovers by regions, segments, etc. including forecasts
5 Products and 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 Alligned with Market Calculation



Description Structure of Survey Methodology

**Market Analysis** 

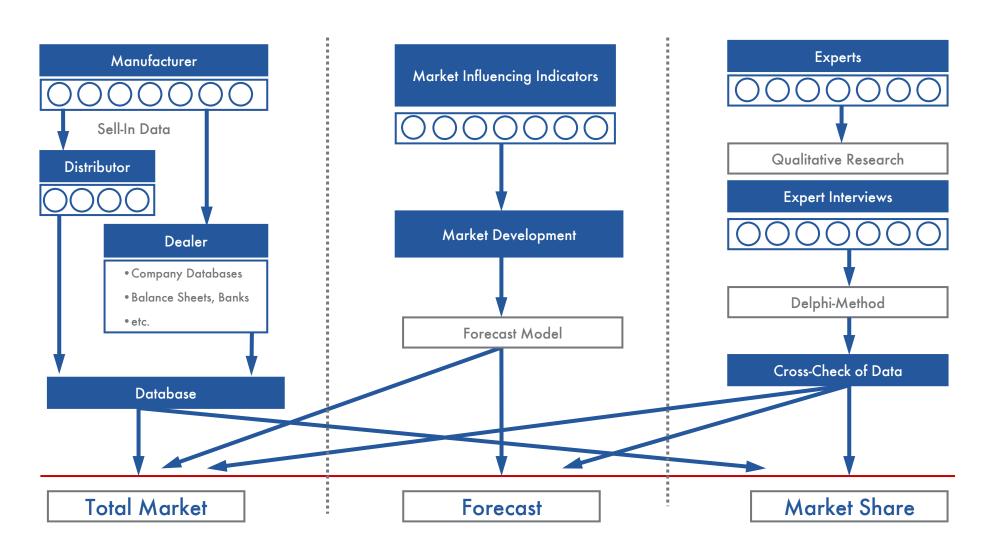


# Base of Primary Research by Manufacturers & Experts



Description Structure of Survey Methodology

**Market Analysis** 



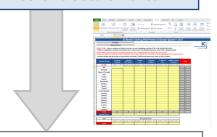
### Data Collection Method-Mix



**Market Analysis** 

#### 4 Methods for the Data Collection

#### Electronic Questionnaires



Survey of construction companies using electronic questionnaires to determine the sales volume according to business segments in 2015/2016

#### Telephone Interviews



Telephone interviews with construction companies to determine the sales volume, validate existing data and collect additional information about companies.

#### **Expert Interviews**



Qualitative Expert interviews with leading Construction companies, suppliers and industry experts for validation of collected data as well as determining new market trends.

#### Desk-Research



Secondary-data analysis of construction statistics and company data such as balance sheets, annual reports, press releases, company databases, etc. for collection of missing company data.

# 7

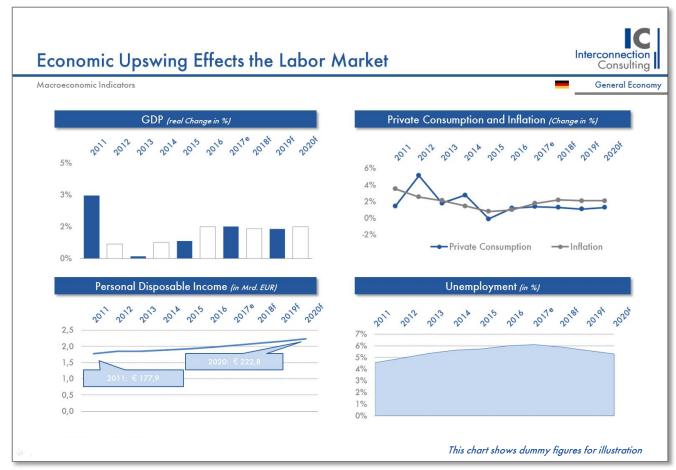
#### Market Analysis

### **Analysis of Market Drivers**



Sample Charts

- 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.

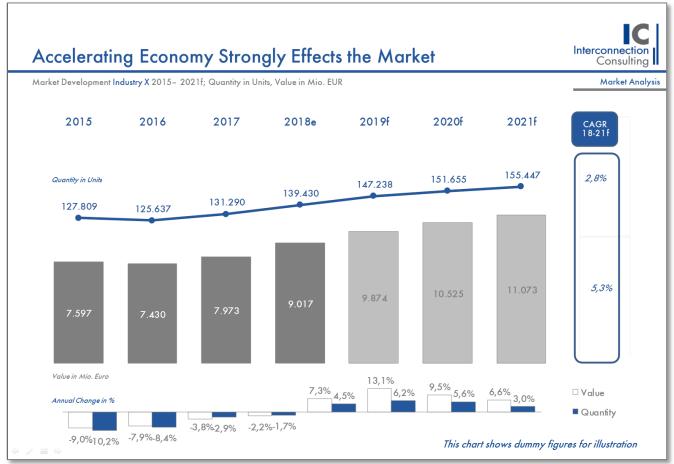


# Analysis of the Market Development



Sample Charts

- Analysis of the Market Development for specific regions, product groups, market segmetns, including forecasts.
- This chart shows dummy figures.

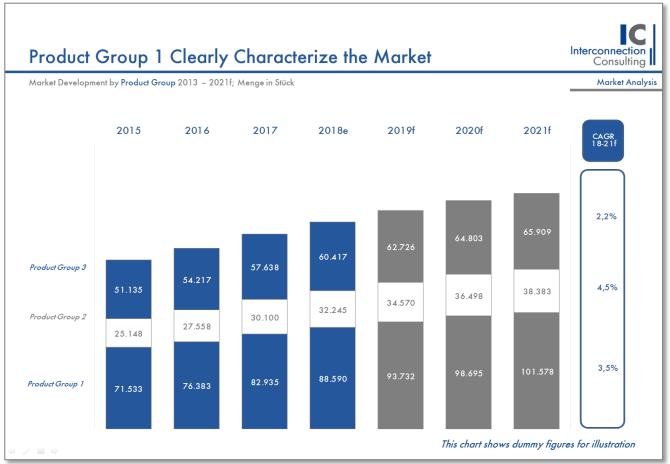






Sample Charts

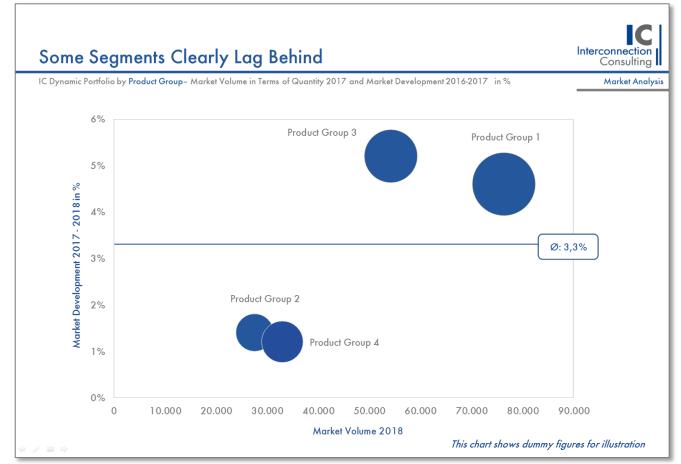
- Analysis of the market development for different product groups and segments in aboslute figures as well as
  in percentages including forecasts.
- This chart shows dummy figures.





Sample Chart

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

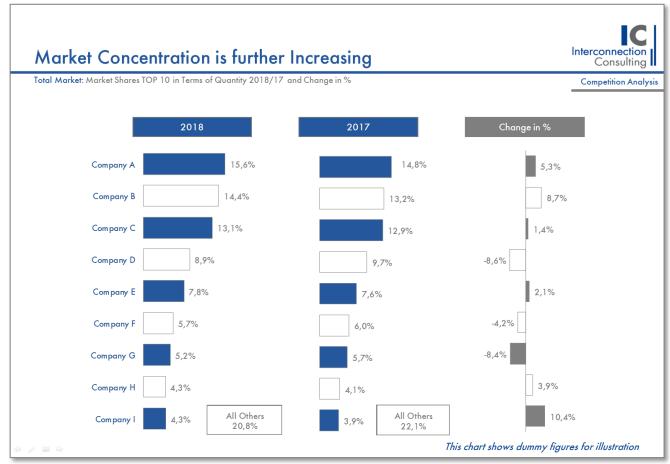






Sample Charts

- 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



**Market Analysis** 



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



Core Values





For further questions, please do not hesitate to contact us!

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