

IC Market-Tracking Prefabricated Houses

Germany and Austria 2026



What Do You Get

Content of the Report

Market Data, Insights and Expertise...



MARKET ANALYSIS

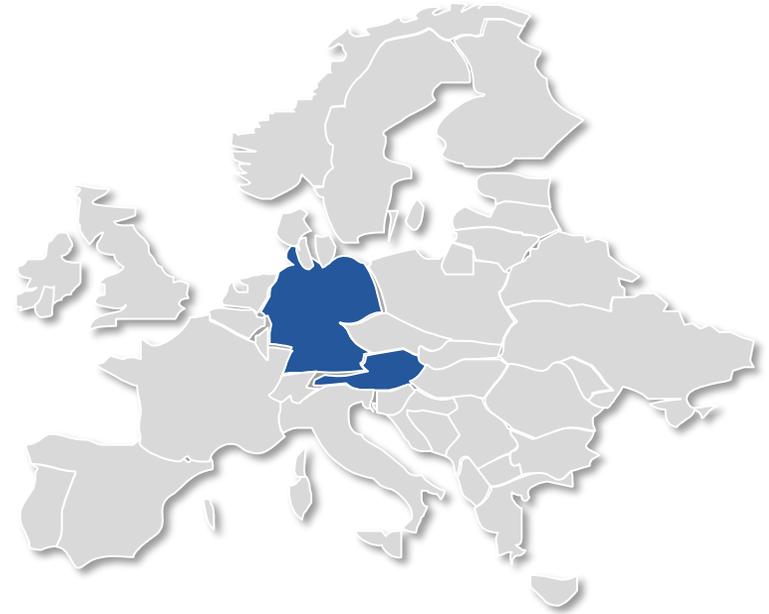
- Historical market data from 2022 – 2025e for the total market development as well as
 - Building Stage
 - Building Type
 - Price Ranges
 - Construction Method
 - Energy Efficiency
 - Regions
 - Distribution Channels
- Forecasts from 2026 – 2029f for the total market as well as each analyzed product group and segments
- Annually updates of the data

COMPETITION ANALYSIS

- Market shares of the top players for 2024/25e
 - 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, inflation, recorded unemployment, demographics, etc.
- Continuous updates of the data



Market & Competition Analysis

Market Volume

Market Growth

Trends

Market Shares

What You Get

Presentation of the data and results

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 the data from the dashboards

EXECUTIVE REPORTS

- Executive summary dashboards 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



Online Dashboards

Market Structure

IC-Market Tracking® Prefabricated Houses in Germany 2026

Market by...

Building Stage	Building Type	Price Ranges	Construction Method	Energy Efficiency	Regions	Distribution Channel	Benchmarks
Shell-Finish	One-Family Houses	<150.000 €	Timber Frame	Passive Houses	North	Show Home Parks*	Avg. m ² /House
Floor Covering	Two-Family Houses	150.000 - 250.000 €	Solid Construction	Rest	East	Direct	Avg. Price/m ²
„Turn-Key“	Row Houses	250.000 - 400.000 €			West	Indirect	
		400.000 € <			South-East		
					South-West		

■ Segment analyzed in terms of value and quantity

■ Segment analyzed only in terms of quantity

For all represented segments we show the total market and a forecast up to 2029, as well as market shares of the top players for the last two years.

Market Structure

IC-Market Tracking® Prefabricated Houses in Austria 2026

Market by...

Building Stage	Building Type	Price Ranges	Construction Method	Energy Efficiency	Regions	Distribution Channel	Benchmarks
Shell-Finish	One-Family Houses	<150.000 €	Timber Frame	Passive Houses	Vienna Tirol	Show Home Parks**	Avg. m ² /House
Floor Covering	Two-Family Houses	150.000 - 250.000 €	Solid Construction	Rest	Carinthia	Direct	Avg. Price/m ²
„Turn-Key“	Row Houses	250.000 - 400.000 €			Styria		
		400.000 € <			Burgenland		
			Salzburg				
			Voralberg				
			Upper Austria				
			Lower Austria				

- Segment analyzed in terms of value and quantity
- Segment analyzed only in terms of quantity

For all represented segments we show the total market and a forecast up to 2029, as well as market shares of the top players for the last two years.

Market Structure - Interpretation

IC-Market Tracking® Prefabricated Houses in Germany 2026

Market by...

Building Stage	Building Type	Price Ranges	Construction Method	Energy Efficiency	Regions	Distribution Channel	Benchmarks
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					South-West		

■ Segment analyzed in terms of value and quantity

■ Segment analyzed only in terms of quantity

- Market data is available for each country separately.
- Each country report contains data on the seven market segments examined (building stages, house types, price classes, etc.) separately and aggregated for the entire market for prefabricated houses.

- The overall market and the building stages are analyzed in terms of quantity and value for the period 2022-2029. All other segments are only shown in terms of quantity.
- The average price / m² and the average size / house by building stage are also included.

Definitions

Building Type

One-Family Houses

Buildings which are residences for only one family and contain one dwelling.



Two-Family Houses

Buildings which are residences for two families containing two separate dwellings.

Row Houses

Identical houses built on an connected area of land under one project.



Building Stage

Shell-Finish

Completed building shell with plaster, windows and external doors, roofing, fireplace or exhaust pipe.

Floor Covering

Additionally to shell finish: heating, cabling, without floor covering, wall covering, sockets, sanitary installations.

„Turn-Key“

Additionally to ready for floor covering: floor covering, wall covering, sockets, sanitary installations.



Definitions

Construction Method

Timber Frame

Construction type by usage of wood and thermal insulation materials.

Solid Construction

Construction method applying of prefabricated elements of bricks, cement, massive wood elements.

Energy Efficiency

Passive Houses

The heating demand in the passive house is less than $15 \text{ kWh} / (\text{m}^2\text{a})$.

Definitions

* Show Home Parks in Germany

Show Home Park Poing
at München

Show Home Park
Frankfurt

Show Home Park
Mannheim

Direct (other Parks, Show Homes
at Headquarters, etc.)

Show Home Park
Stuttgart

Show Home Park
Wuppertal

Ungerpark at Dresden

Indirect (Cooperations with the
Building Societies, other Dealers,
etc.)

** Show Home Park in Austria

Blaue Lagune

Show Home Park Linz-
Haid

Prefabricated House
Center Dornbirn

Other Direct (other Parks,
Show Homes at Headquarters,
etc.)

Show Home Park Graz

Kärntner Prefabricated
House Center

Indirect (Cooperations with the
Building Societies, other Dealers,
etc.)

Our Unique Mix of Methods and Approaches to 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.

“Only he 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

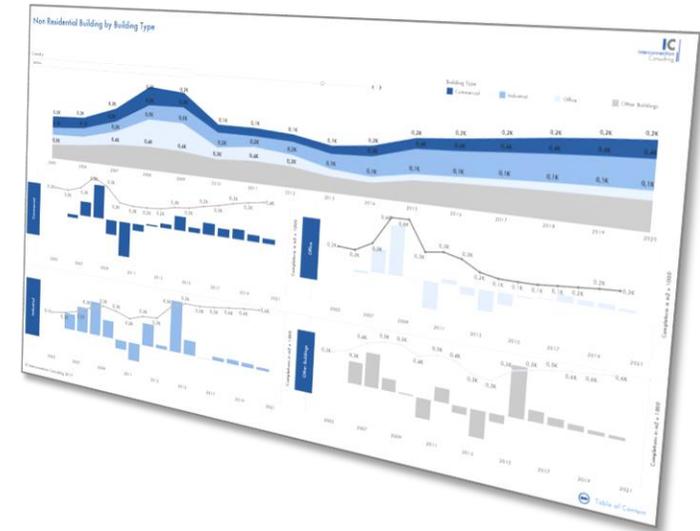
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

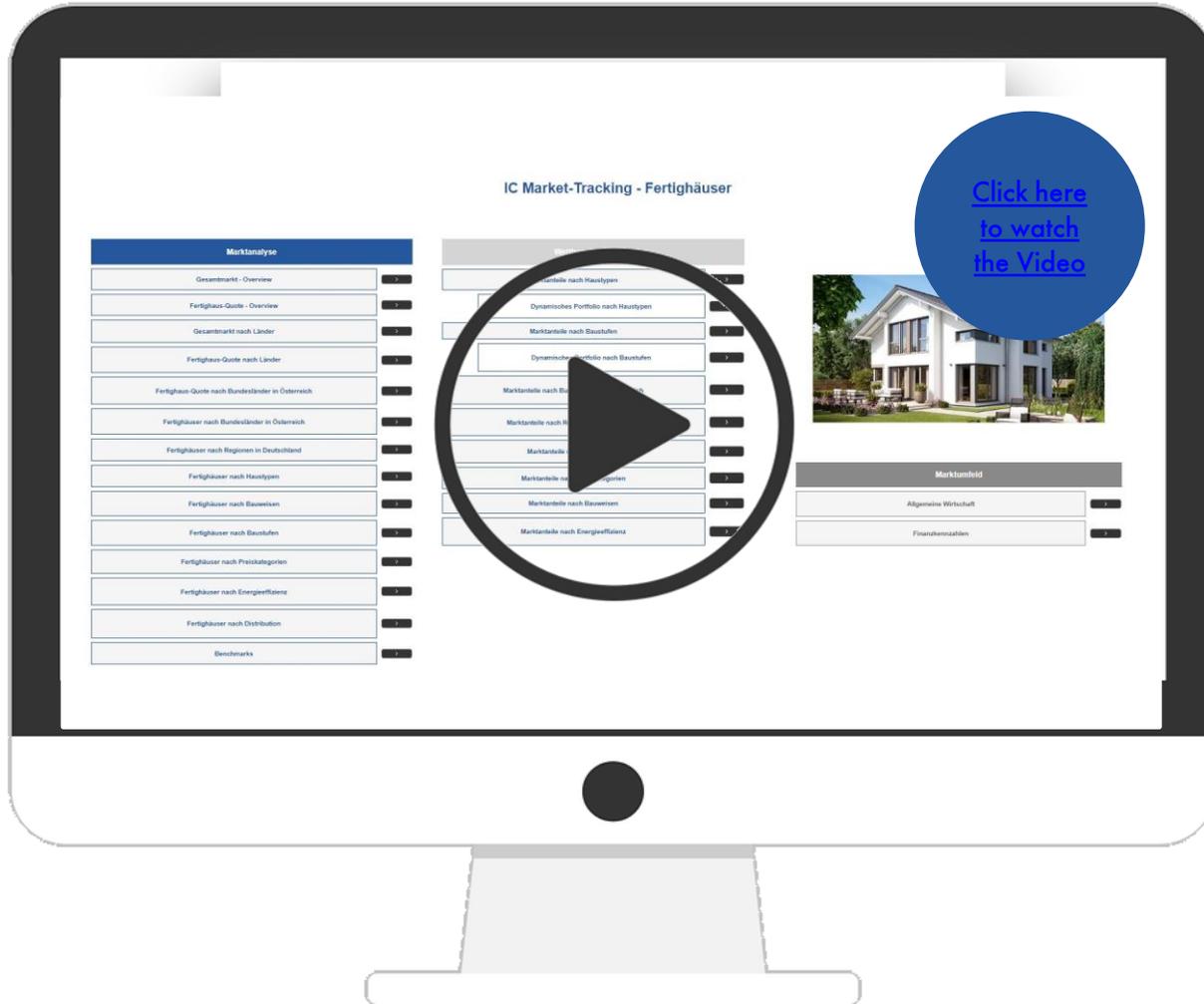
Easy online accessibility

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

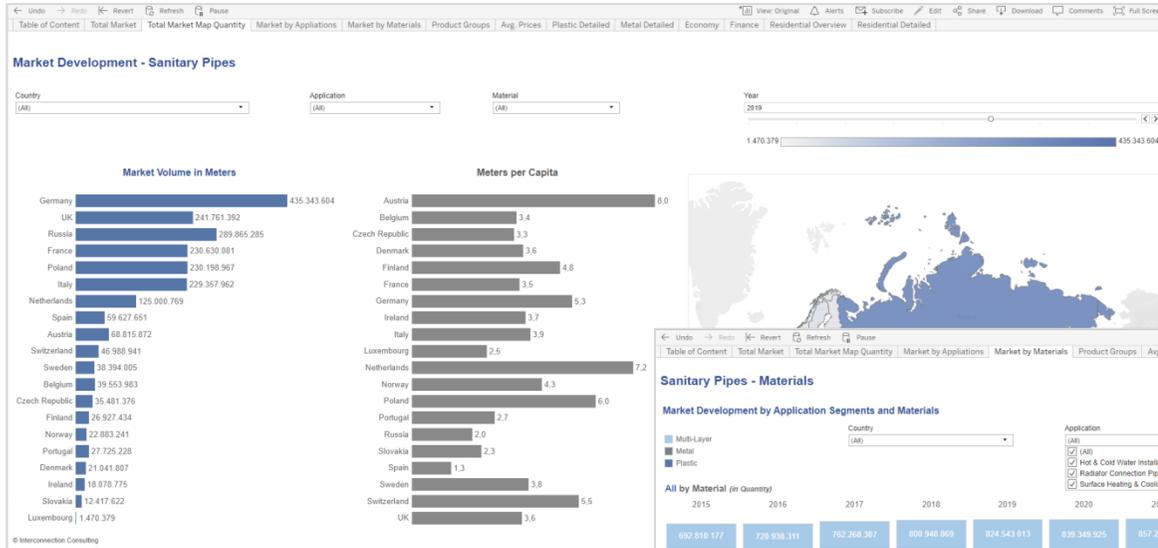


Usability of the Market Intelligence Tool

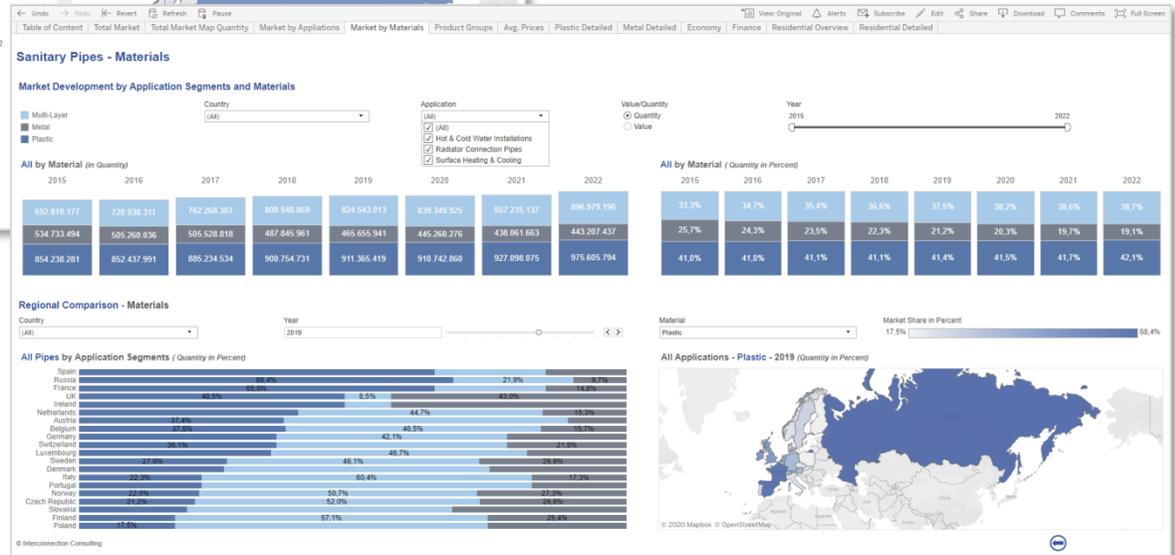
Let's Put it in a Video...



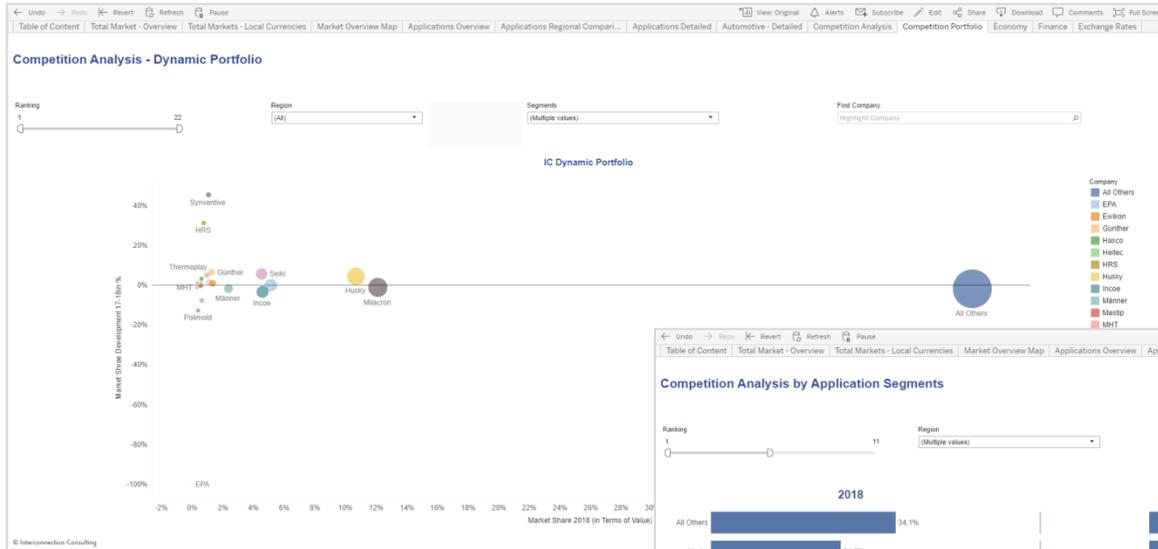
Cockpits & Pivot Tables for Market Analysis Data



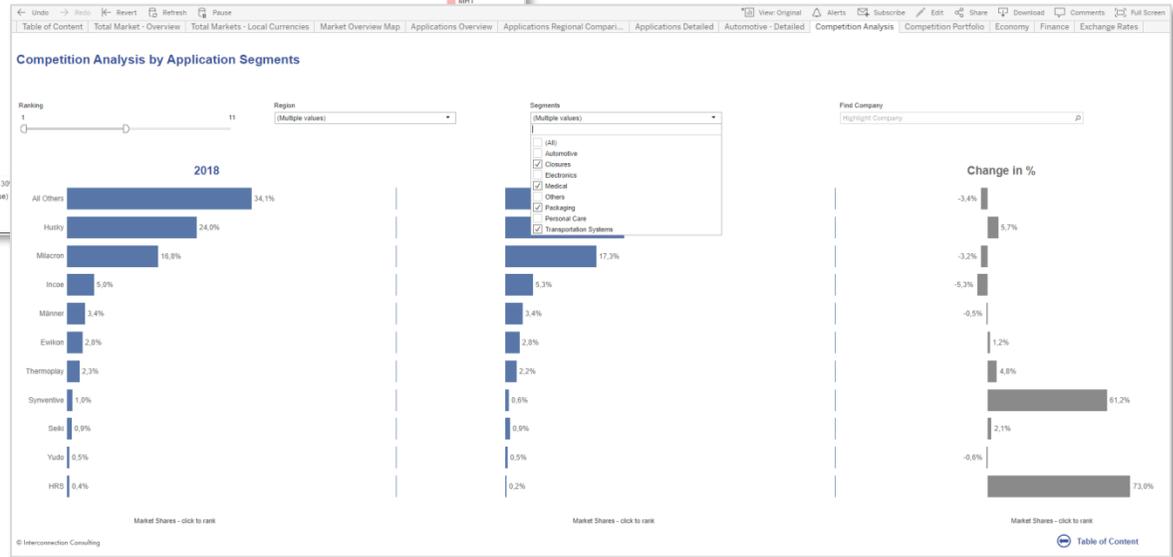
This chart contains fictive data



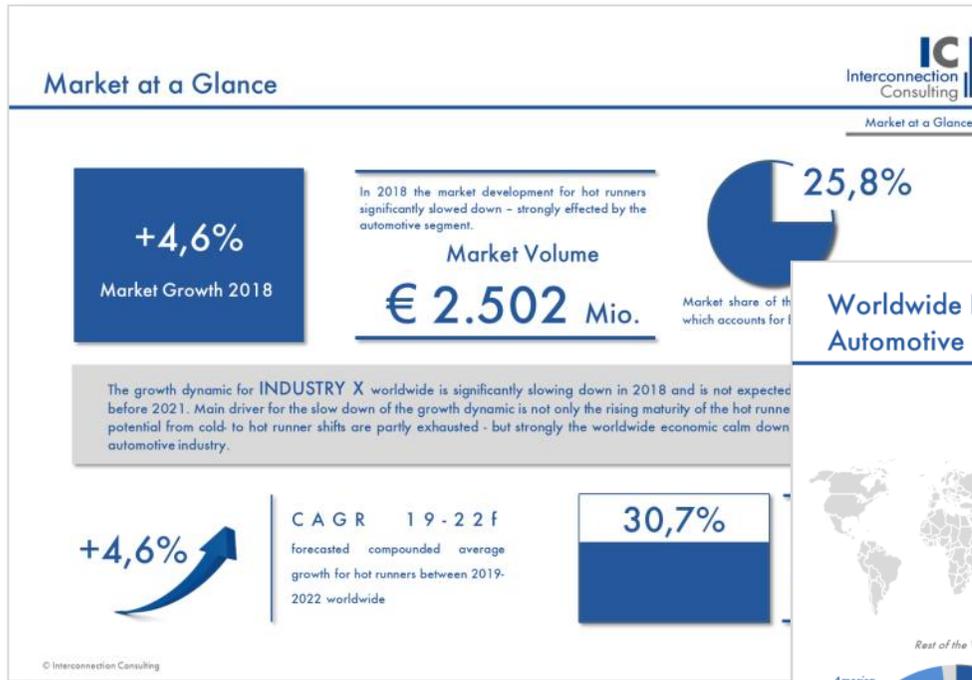
Sample Cockpits for Competition Data



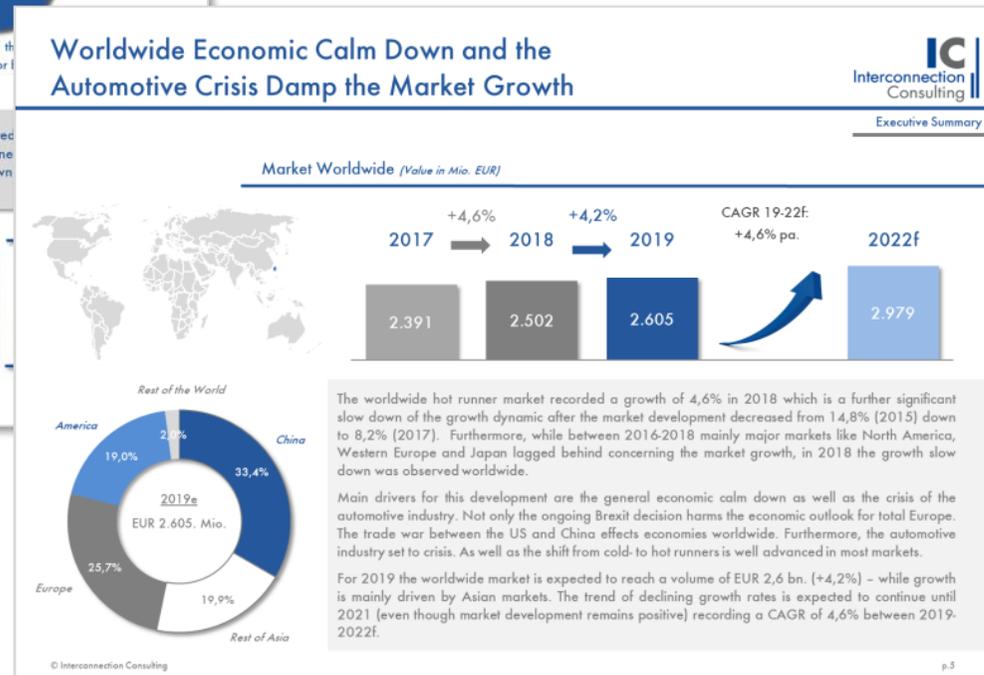
This chart contains fictive data



Additional Deliverables - Executive Summary



Executive Summary (fictive data)



Executive Summary (fictive data)

Investment plan for your Market Research

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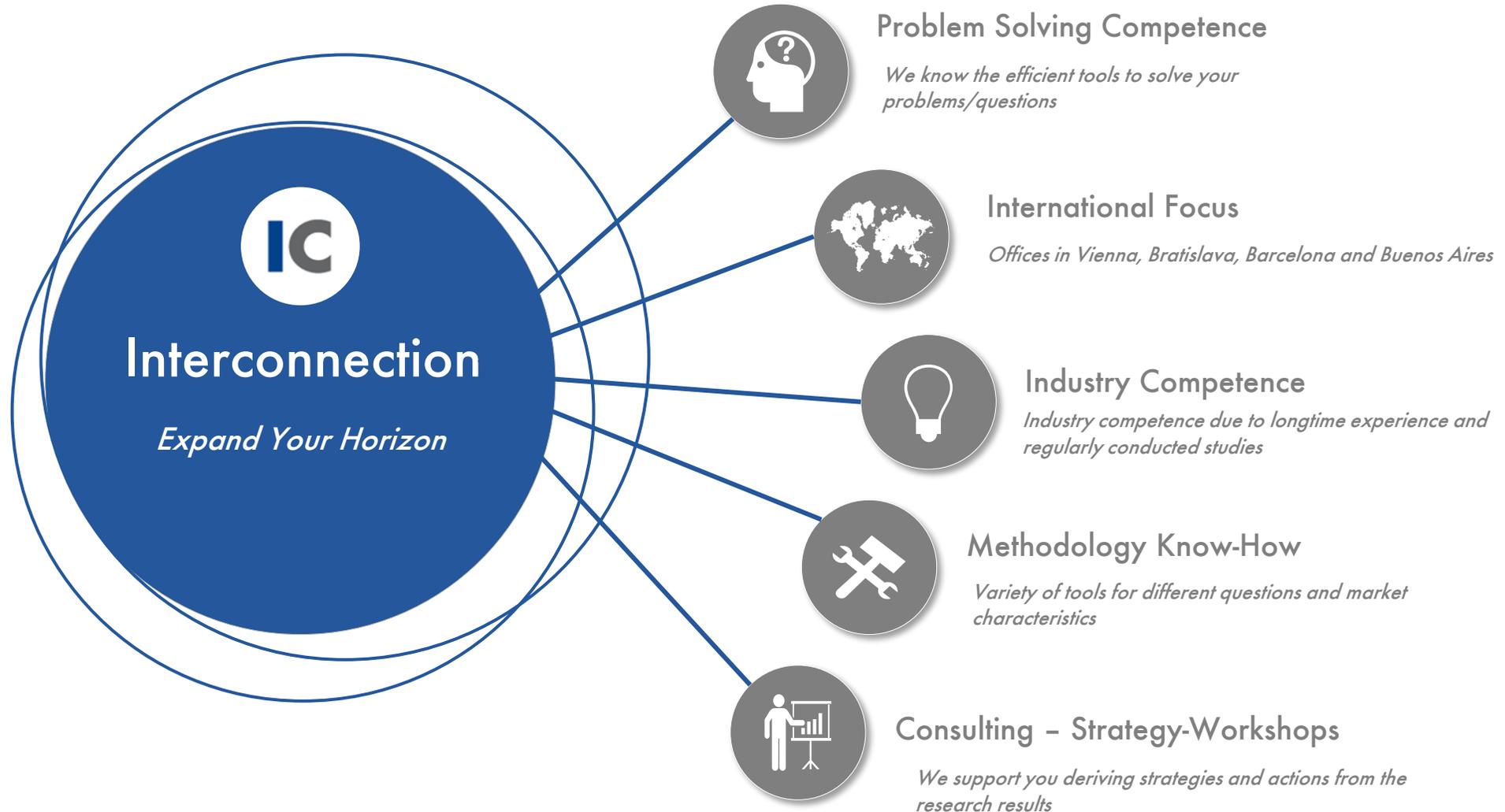
Chosen References

"IC is a permanent partner of ours and provides helpful data for decisions."

Herr Bernd Blümmers
General Manager, Saint-Gobain Solar Systems Central Europe



Interconnection Provides Data for Corporate Decisions



Our Market-Intelligence Tools



Interconnection Consulting

Getreidemarkt 1, A-1060 Wien

Tel: +43 1 585 46 23

Fax: +43 1 585 46 23 - 30

info@interconnectionconsulting.com

www.interconnectionconsulting.com

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

Johannes Lözelt

Market Analyst

Tel: +43 1 585 46 23 - 29

Fax: +43 1 585 46 23 - 30

loezelt@interconnectionconsulting.com

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

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- Austria Germany

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