

IC Market Tracking  
Indoor Sun Protection  
in Europe TOP 6  
2017

# Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2020** based off on our econometric forecast model.
- ✓ Awareness of **market position** and development during the last two years in comparison with major competitors and with respect to:
  - Total Market
  - Product Groups
  - Distribution Channel
  - Level of Motorization
  - Customer Segment
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic representation, interactive charts and tables which allow rapid application and utilization of the provided data.





Product Groups	Distribution Channel	Level of Motorization	Customer Segment
Venetian Blinds	Direct	Motorized	Residential
Vertical Blinds	Specialized Dealer	Hand operated	Non-Residential
Roller Blinds	DIY		
Pleated Blinds	Industry		
Blackout Blinds	Others		

For each segment the total market for the last two years and forecasts for the next three years are available in the study

## Product Groups

Turnover is stated in Mio Euro. Values are always Net-Turnovers (No List-Prices), discounts included

### Venetian Blinds

Indoor Venetian Blind is a window blind made of a number of thin, horizontal fabric, wooden, metal, or plastic slats that can be set together at any angle to regulate the light and air passing through or be drawn up together to the top of the window by means of cords.

### Vertical Blinds

Vertical Venetian Blind is basically window blind that has slats that run vertically from the top to the bottom. Vertical blinds have great varieties when it comes to materials, design and sizes and can be made out of aluminum, fabric, vinyl, plastic, wood etc.

### Roller Blinds

A piece of sun shading material fixed onto a wooden or metal roller that can be pulled down to cover a window

### Pleated Blinds

Pleated blinds are shades made from a pleated fabric (which helps to add texture to a room) that pull up to sit flat at the top of a window to hide from sight when open.

### Blackout Blinds

Blackout refers to a foam-backed, opaque fabric used to black out light

Only Indoor sun protection. External sun protection not included.

## Distribution Channel

Direct

Sales to end customers without interference of any third party.

Specialized Dealers

E.g. Decoration Specialists

Industry

Installation by window producers

DIY

Do it yourself is a term used by various communities that focus on people creating things for themselves without the aid of paid professionals. I.e. Leroy Merlin, Q&Q, Home base ...

Others

Online Shops, etc...

## Level of Motorization

Motorized

The expansion is based on a motor.

Hand operated

The expansion is based on hand operation.

## Customer Segment

Residential

Residential Construction including 1-family, 2- family dwellings and flats.

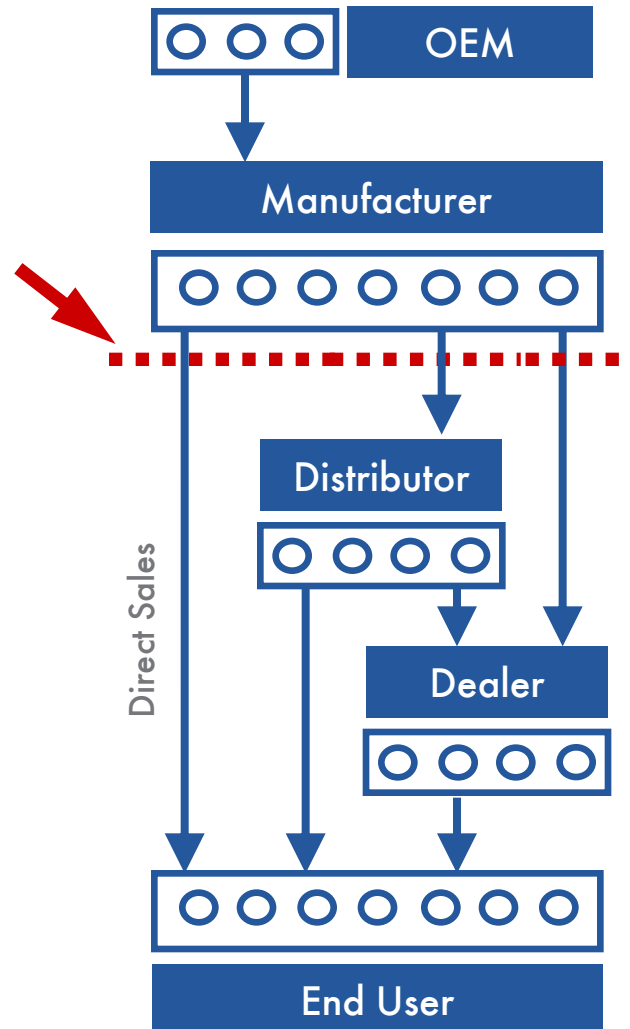
Non-Residential

Non-Residential Construction including buildings for education, health, industry, storage, office, commercial, agricultural and other purposes.

# What Do We Measure in Our Reports?

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



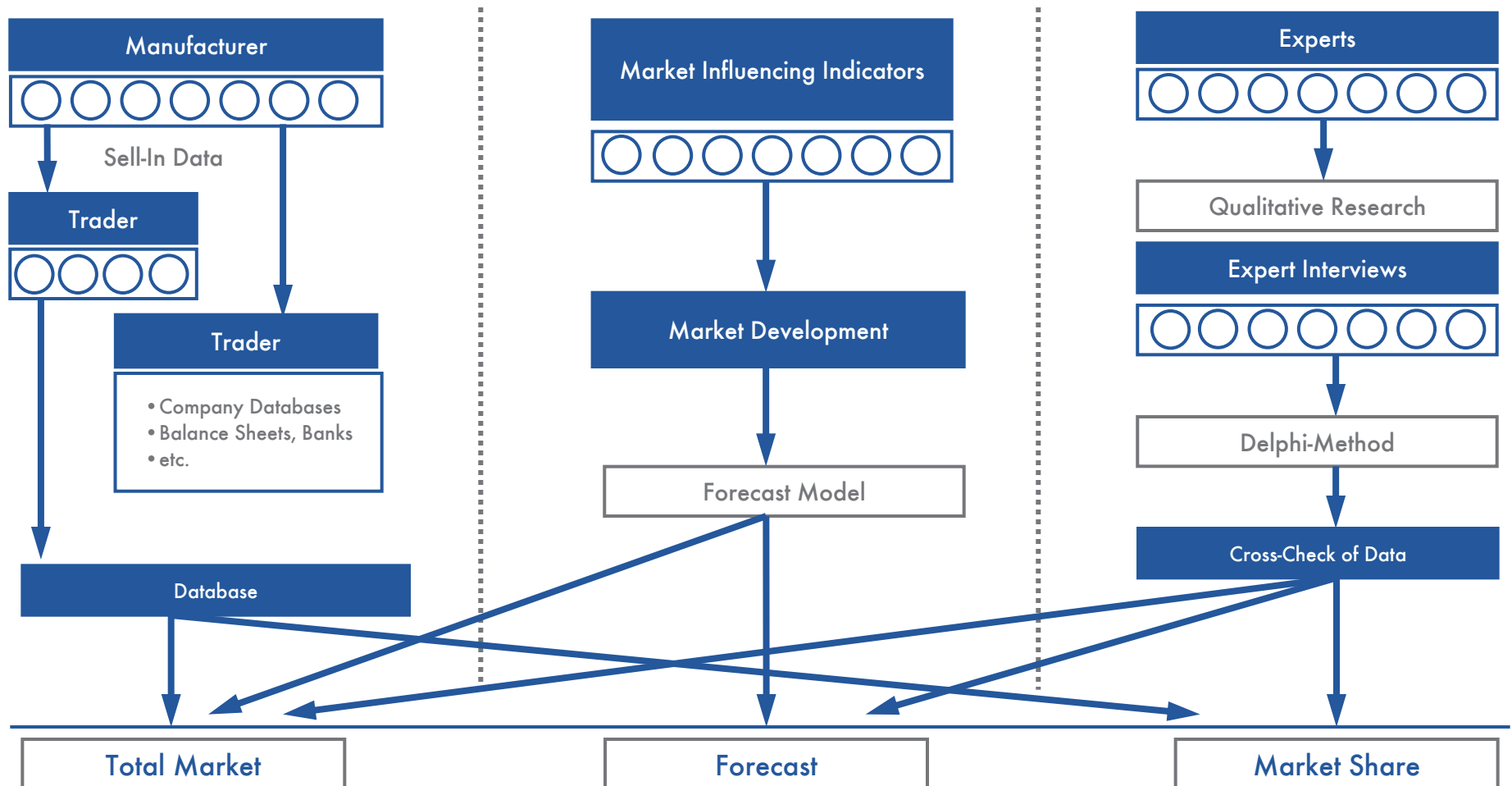
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

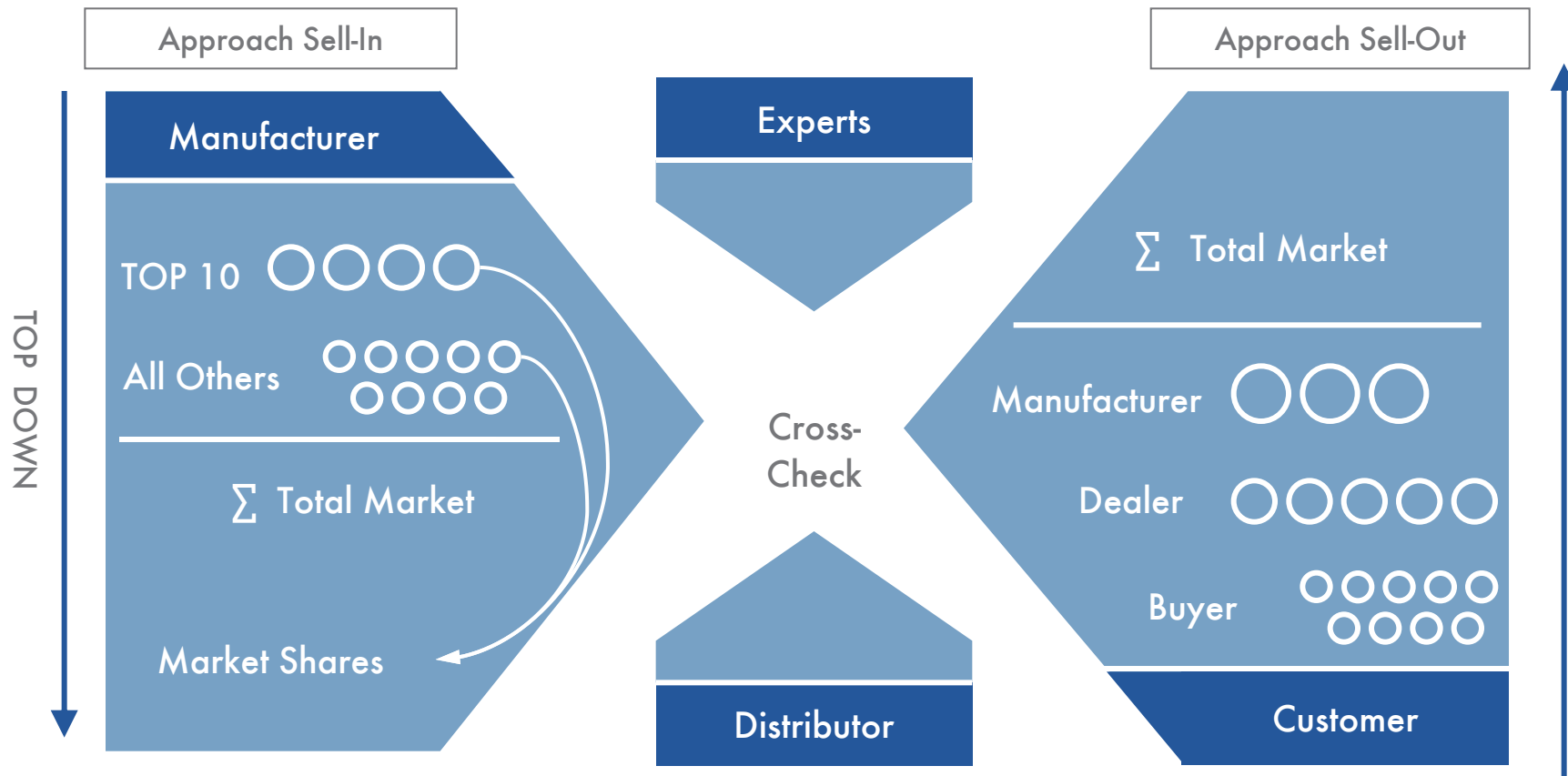
# How Do We Conduct Our Research?

*Description Structure of Survey Methodology*

Methodology



# How Do We Cross Check the Data?





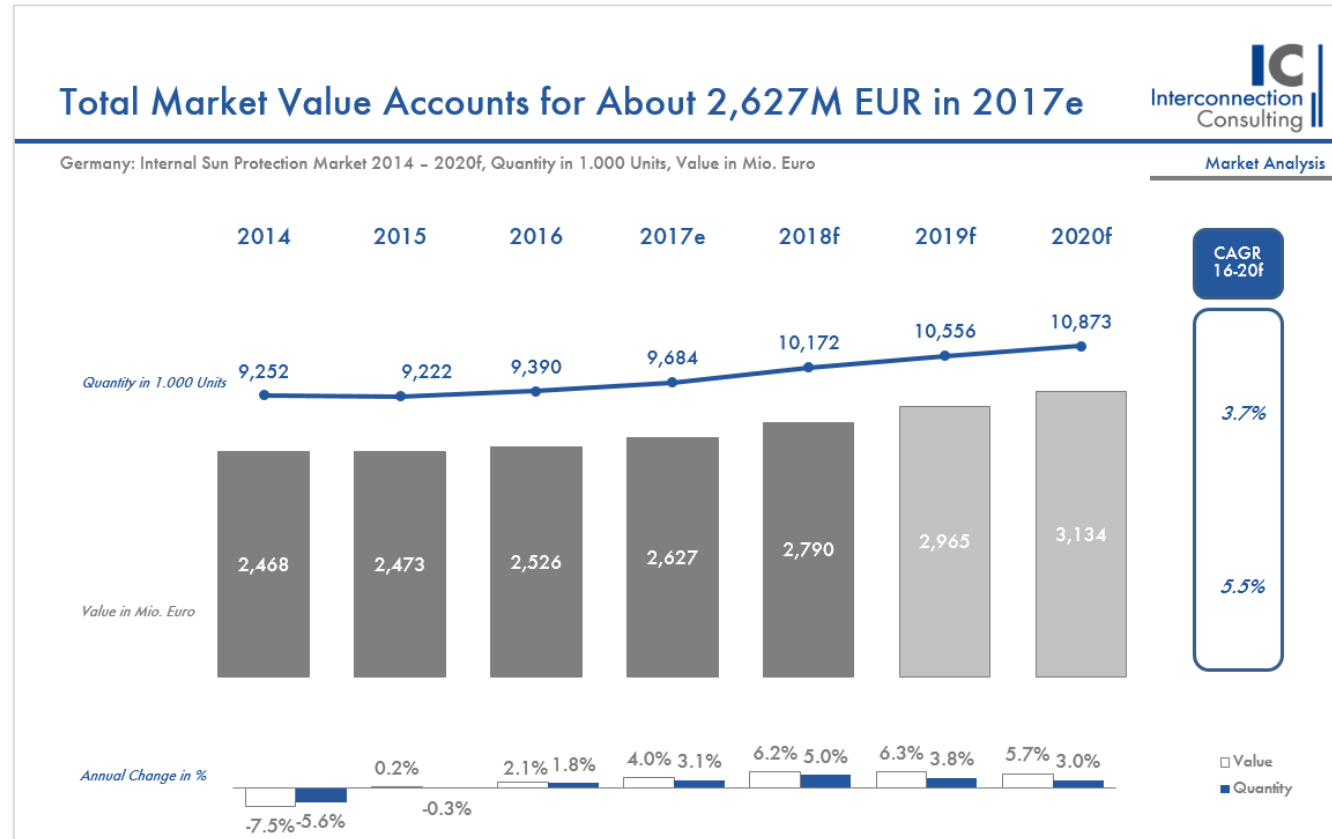
*The IC Market Tracking® is modularly built and consists of the following sections:*

Content

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

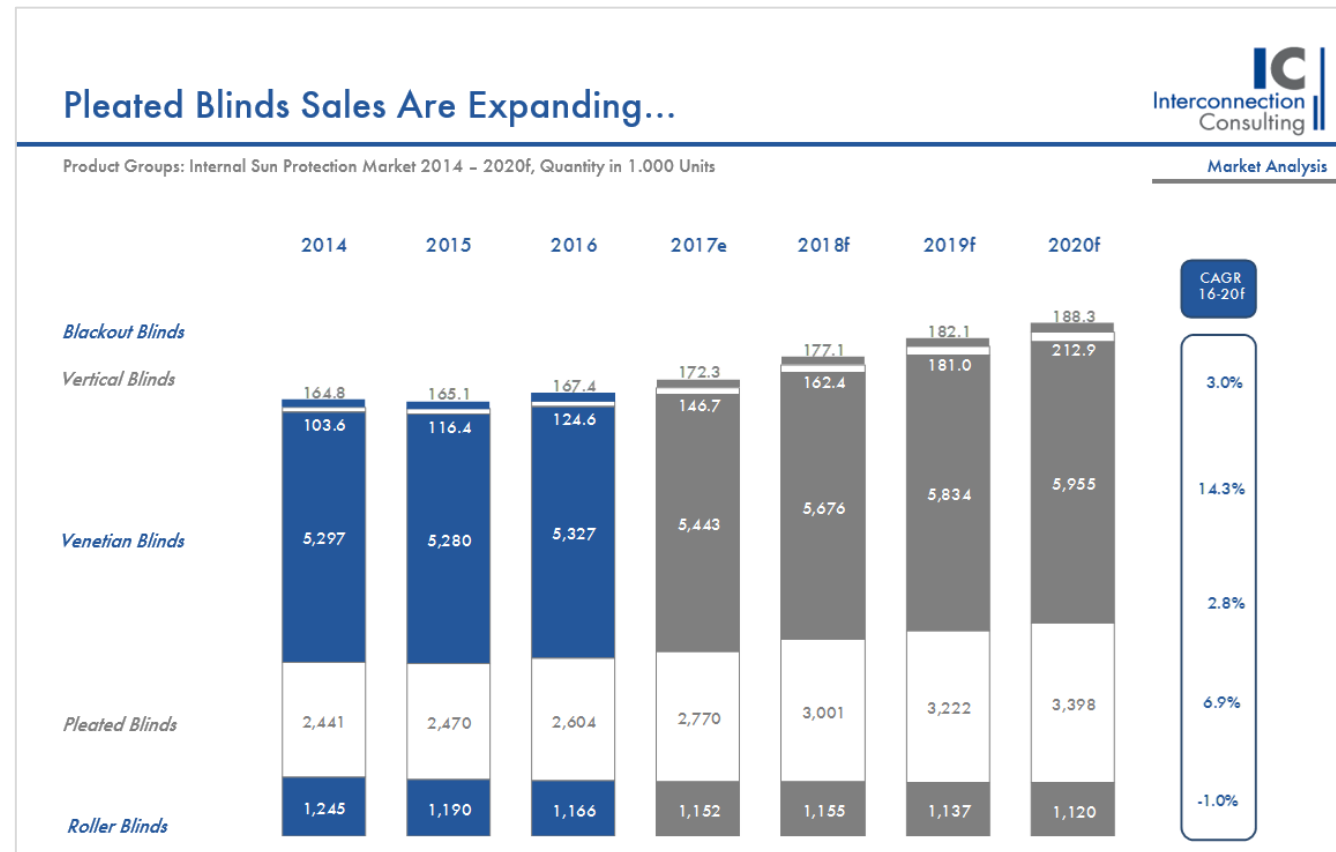
# What Is the Total Market Development?

- Overview of the total Market until the current year and Forecast for the upcoming three years.
- *This chart shows dummy figures.*

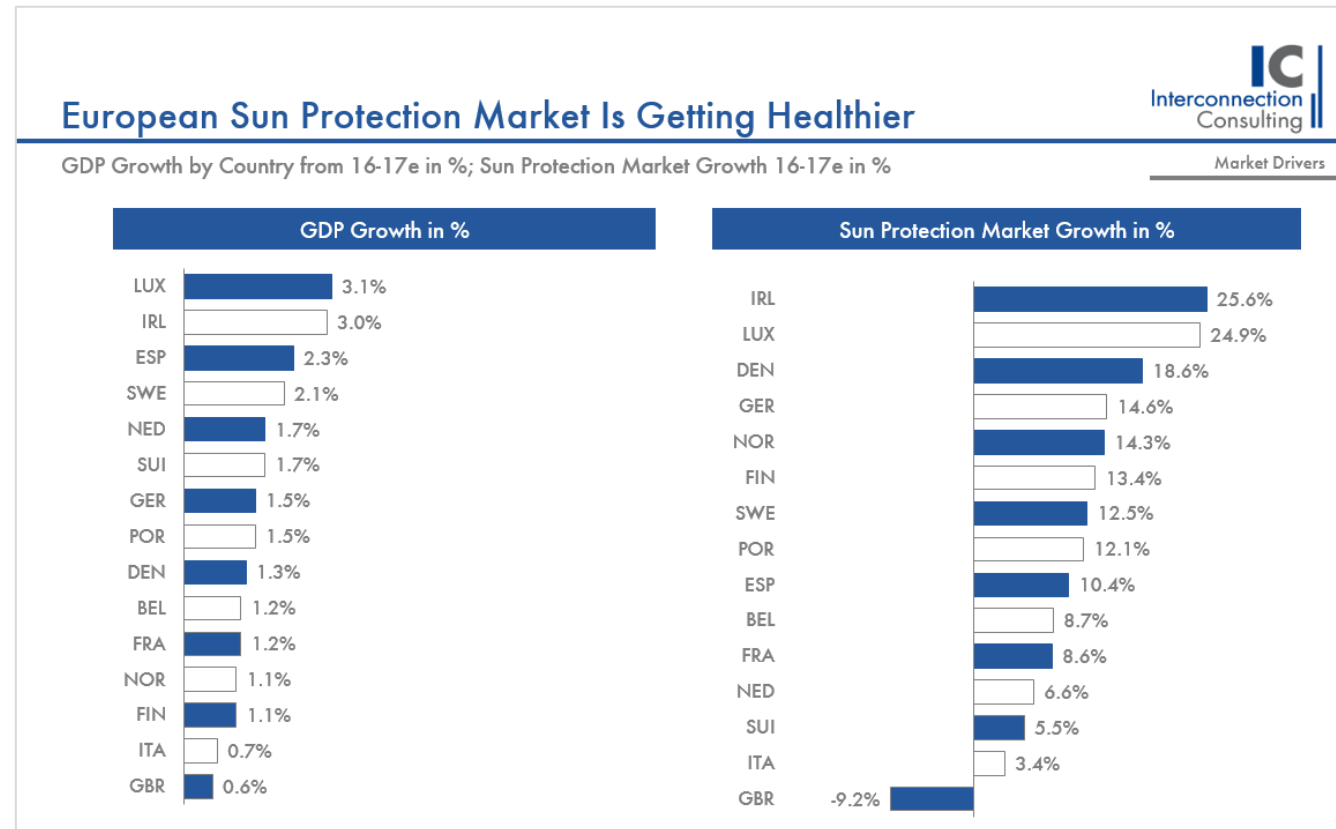


# Which Product Groups Will Be Profitable?

- Overview of the Blind Types Segmentation, Distribution Channels, Level of Motorization, Customer Segment.
- *This chart shows dummy figures.*



- The data for the market environment consists of main factors such as general economy data, demography, income statistics, industry environment and sentiment indicators.
- *This chart shows sample figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modelling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

## How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	<b>A</b>
Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
Ø Price in € (Classes)	(All)

Sum - #	
Segments	Results
<b>Segment A</b>	18.592
<b>Segment B</b>	8.434
<b>Segment C</b>	5.310
<b>Segment D</b>	3.290
<b>Segment E</b>	1.332
<b>Total</b>	<b>36.958</b>

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
Ø Price in € (Classes)	(All)

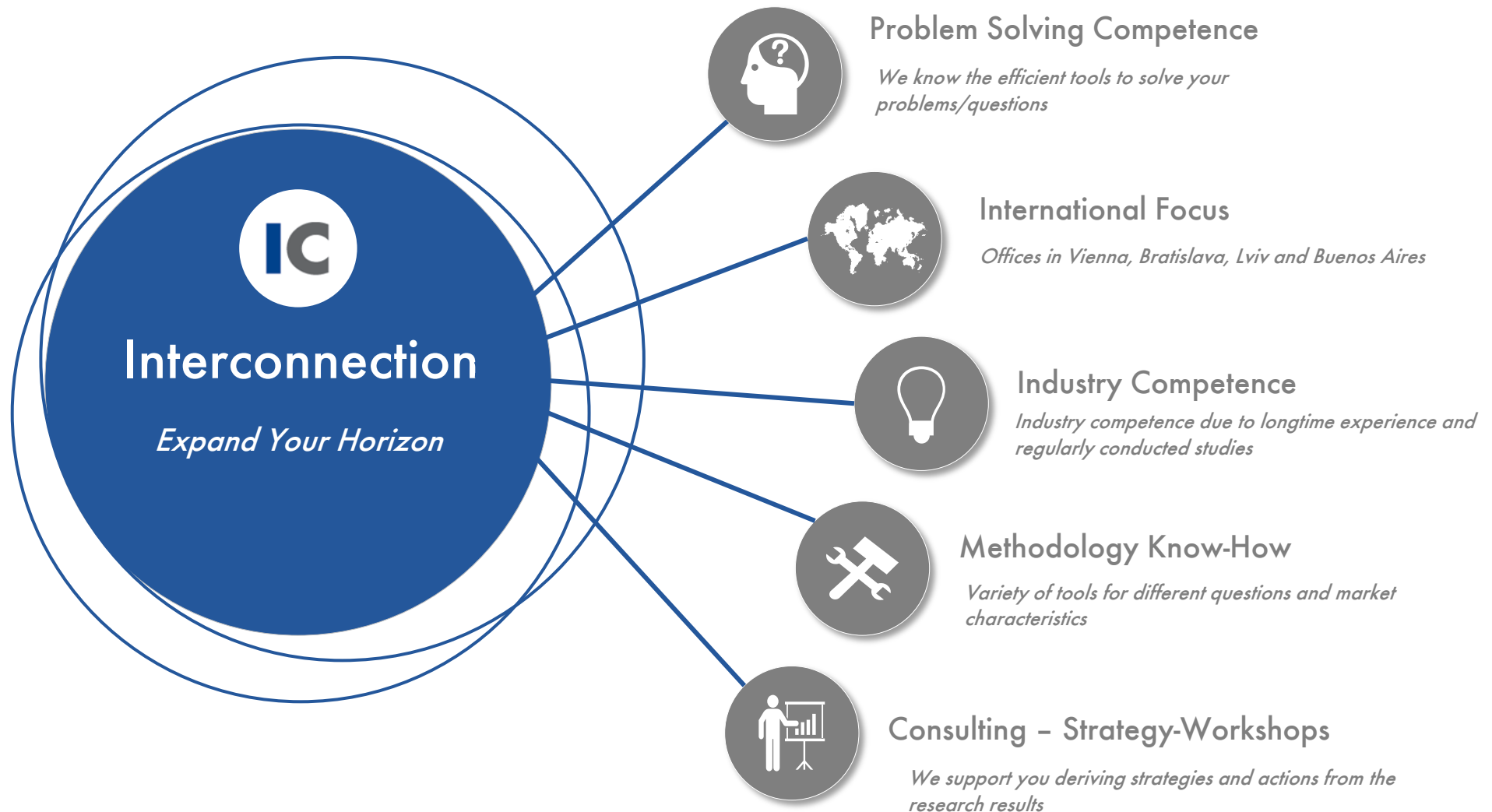
Sum - #	Technology		
Segments	<b>A</b>	<b>B</b>	<b>C</b>
<b>Segment A</b>	3.290	5.452	7
<b>Segment B</b>	5.310	8.925	21
<b>Segment C</b>	8.434	10.794	
<b>Segment D</b>	18.592	14.624	13
<b>Segment E</b>	1.332	2.229	6
<b>Total</b>	<b>36.958</b>	<b>42.025</b>	<b>47</b>

# Investment Plan for Your Market Research

	Subscription*	Single Issue	Scale of Discounts	
Total **	€ 12.990,-	+25% for Single Issues	€ 5.000,-	10%
Forecast per Country	€ 2.950,-		€ 10.000,-	25%
Tracking Germany	€ 3.950,-		€ 15.000,-	30%
			€ 20.000,-	35%
Germany		Italy		Austria
France		Spain		Switzerland

\* **IC 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 extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

\*\* Price taking into account the scale of discount.  
Price includes an interactive PDF Document. All prices shown exclude sales tax.



# Our Market-Intelligence Tools





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

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we show you the way

# Factsheet: Indoor Sun Protection in Europe 2017

## Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 500
- Optional: Hard Cover

## Price

- per region: 2.950 €
- Total: 12.390€

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



## Options of ordering – Fax: +43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

## Content of the Market Report

### Structure of the Study

#### Language of the report

English, German on Request

Introduction, Market Structure & Executive Summary Definition and demarcation of product groups, regions and methodology; summary of study results.

#### Market Drivers

Key economic factors influencing the market: consumer behaviour, main economic indicators etc.  
Import & export statistics

#### Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, driving system types and application fields and automation.

#### Competition Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region and for each application for the last two years.

### Market Structure

#### Regions:

Germany, Italy, Austria, Spain, Switzerland, France

#### Product Groups

Venetian, Vertical, Roller, Pleated, Blackout Blinds

#### Distribution Channel

Direct, Specialized Dealer, DIY, Industry, Others

#### Level of Motorization

Motorized, Hand operated

#### Customer Segment

Residential, Non-Residential

### Methodology

#### Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analysed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by Indoor market analyses.