



**IC Company Profiles®**  
Top 200 Window  
Manufacturers in Europe

# What Do You Get - Your Benefits at a Glance

## Content of the Report

### IC Company Profiles®



#### Top 200 Window Manufacturers in Europe

- Detailed information about the largest 200 window manufacturers in Europe, illustrated by company profiles with the following key facts:
  - Sales development 2020 vs. 2019 in terms of value & volume (domestic, export share in 1.000 window units)
  - Sales volume by frame materials, customer & business segments, distribution channels, glazing types in % (2020)
  - Contact details & information about suppliers of profiles, fittings, glass

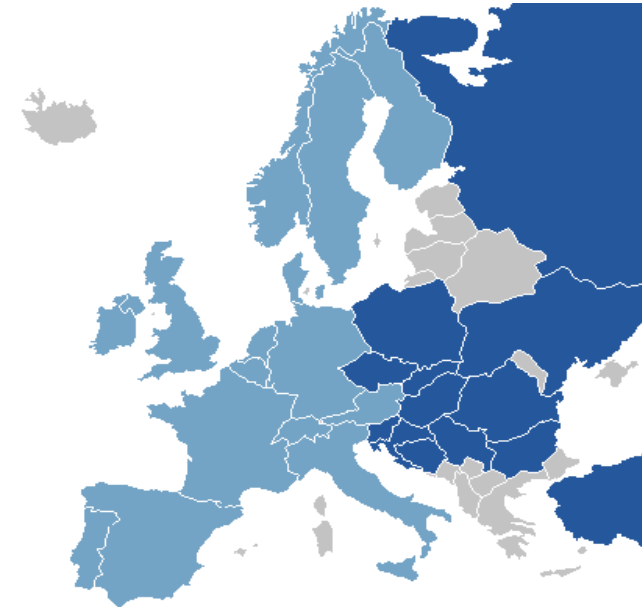
Manufacturers of the following countries are included:

#### Western Europe (100)

- Top 20 – Germany, Top 10 – Austria; Top 5 – Switzerland
- Top 15 – France, Top 10 – Italy; Top 5 – Spain & Portugal
- Top 5 – Belgium & Netherlands, Top 15 – UK & Ireland; Top 15 – Nordics

#### Eastern Europe (100)

- Top 10 – Russia, Top 10 – Ukraine; Top 15 – Hungary/Romania/Bulgaria
- Top 30 – Poland, Top 10 – Czech Republic; Top 10 – Slovakia
- Top 15 – Slovenia/Croatia/Serbia/Bosnia & Herzegovina



Top 200 Window Manufacturers in Europe



# What Do You Get - Your Benefits at a Glance

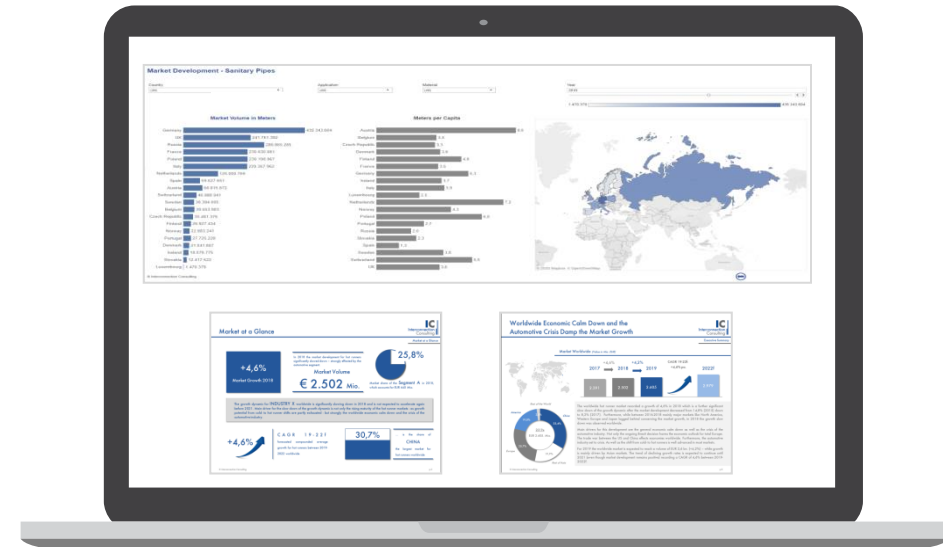
## Presentation of the Data and Deliverables

### 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



### Market Intelligence Tool and Reports



Online Dashboards

# Top 200 Window Manufacturers in Western & Eastern Europe

Western Europe

Eastern Europe

Top 100

Top 100

Frame Materials	Distribution Channels	Business Segments	Customer Segments	Glazing Types
Wood	Direct	New Construction	Residential	Single
PVC	Indirect	Renovation	Non-Residential	Double
Metal				Triple
Wood/Metal				
PVC/Metal				
				Price Categories
				Budget
				Medium
				Premium

## Price Categories

Budget

Window prices up to 200 € per unit ex works exc. VAT without transportation and installation

Medium

Window prices from 200 - 400 € ex works; measured in terms of quantity, without transportation and installation.

Premium

Window prices from 400 € ex works; measured in terms of quantity, without transportation and installation.

## Distribution Channels

Indirect

Wholesale trade, retail trade and all other forms of trade in which goods are purchased and sold by a third party.

Direct

Direct sales to the end user without intermediaries.

## Customer Segment

Residential

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

Non-Residential

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

## Value

Turnover is stated in 1.000 Euro. Values are always real net-turnovers (not list prices). Discounts included. Prices include pre-integrated sun protection elements but exclude transport and installation costs.



## Quantity

As there is no broadly accepted European Standard, turnover in quantity has been expressed in the German standard, defining one window unit as a statistical window with the size of  $1.3 * 1.3 \text{ m} = 1.69 \text{ sq.m}$ . As in many regions, companies are not prepared to quantify their window output in terms of size at all (e.g., window output is quantified in weight), transformation into window units is sometimes very difficult. We tried our best to provide reliable figures, nevertheless the turnover expressed in value may provide more significant information of the sales volume than the turnover expressed in quantity in some cases.



Not included: Roof windows, glazed facades, conservatories

# 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

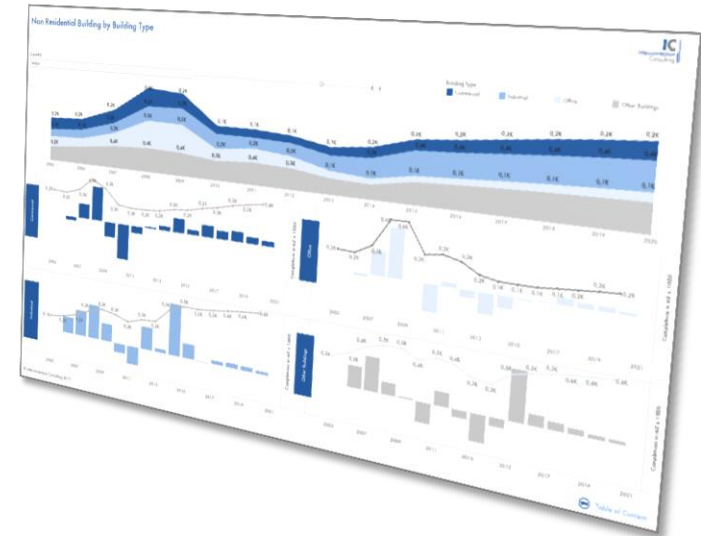
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online accesability

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





# Usability of the Market Intelligence Tool

Let's Put it in a Video...



Click here  
to watch  
the Video

# Sample Cockpit for Company Profiles – Ranking, Turnover; Product Range

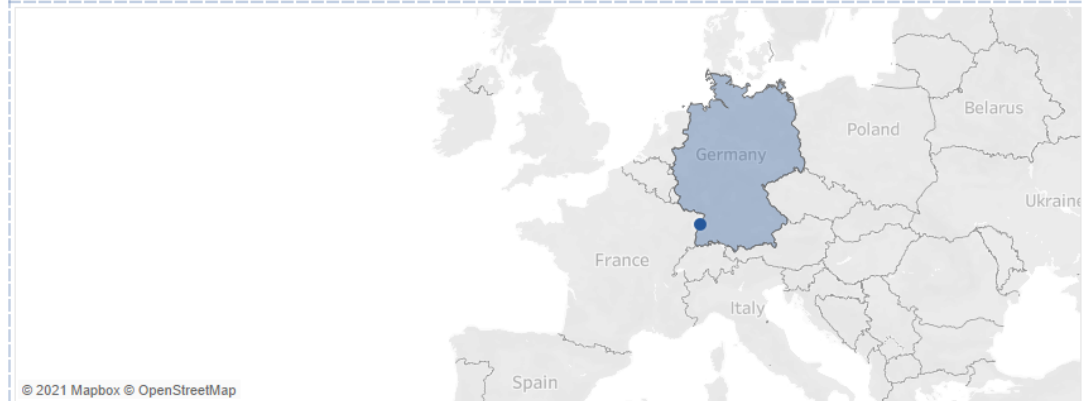
## Company Overview - I

Company  
1. Company A

Country  
Germany

### 1. Company A

Company Name	Company A
Street	Company A Street
City	Company A City
Country	Company A Country
CEO	Company A CEO
Number of Employees	Company A Number of Employees
E-Mail	Company A E-Mail
Tel	Company A Telephone
Internet	Company A Website



**Total Turnover 2020** 41.8  
(in Million EUR)

**Total Turnover 2019** 42.7  
(in Million EUR)

**Product Range** Windows, Exterior Doors, Interior Doors  
Sun Protection

### Additional Information

Company A Additional Information

# Sales Development for Windows, Frame Materials; Import/Export; Export Markets

## Company Sales Windows - II

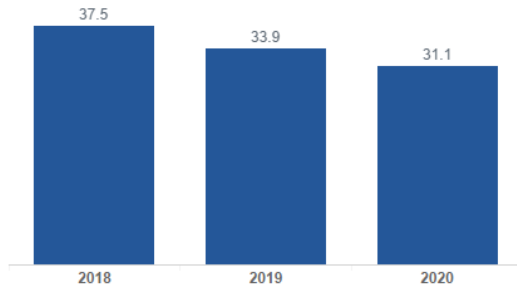
Company

### Sales Development

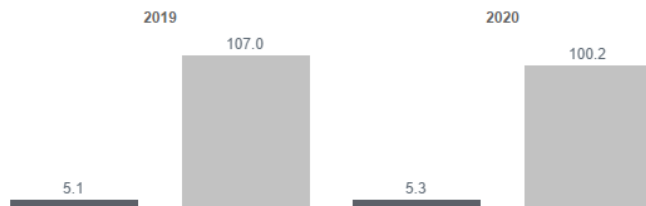
Quantity  
(in 1000 Window Units)



Value  
(in Million EUR)



Sales  
(in 1000 Window Units)

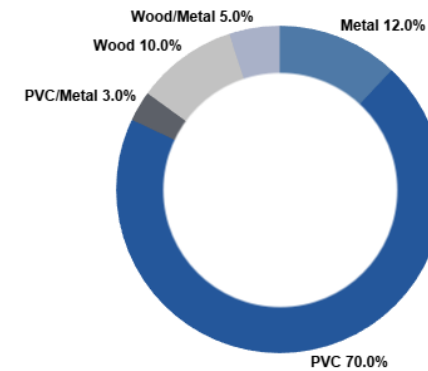


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Die Grafik enthält fiktive Daten

Country

### Frame Materials (Quantity Shares in %)



Production Site

Company A Production Site

Main Export Markets

France, Switzerland, Czech Republic

# Customer/Business/Price Segments Distribution Channel/Glazing Types & Supplier Information

## Company Business in Detail - III

Company

1. Company A

Country

Germany

### Quantity in Shares in %

Customer Segment	Non-Residential	Residential
	31.3%	68.7%

Distribution Channel	Direct	Indirect
	0.0%	100.0%

Business Segment	New Construction	Renovation
	47.0%	53.0%

### Supplier Information

#### Profiles

Company A Profile Suppliers

#### Glass

Company A Glass Suppliers

#### Fittings

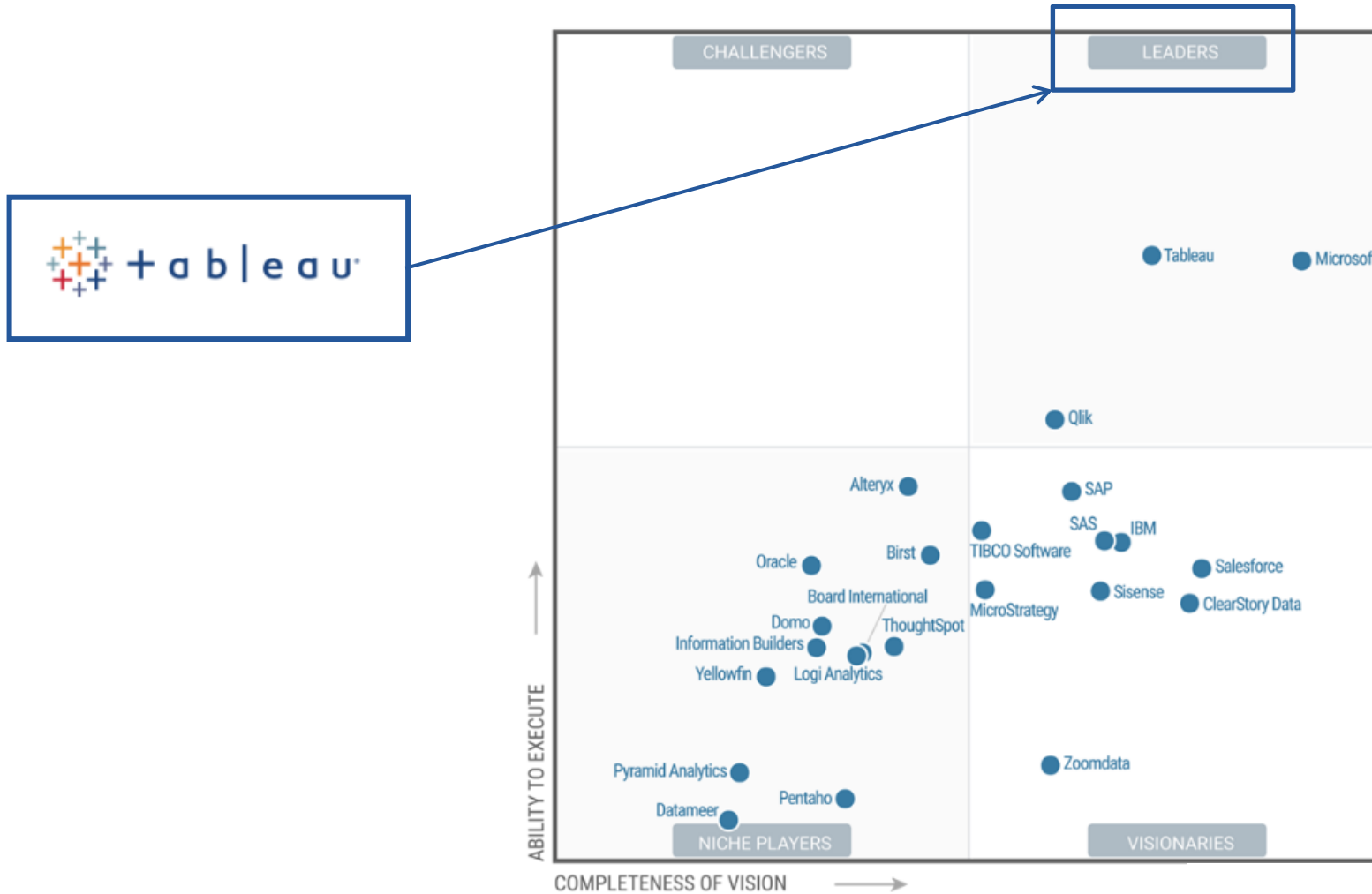
Company A Fittings Suppliers

Glazing Type	Single	Double	Triple
	55.0%	20.0%	25.0%

Price Segment	Budget	Medium	Premium
	74.0%	16.0%	10.0%

# IC Managementsystem Implementation with the Best BI Tool on the Markt!



Source: Gartner Magic Quadrant für Business Intelligence and Analytics, 2017

# Investment Plan for Your Market Research

IC Company Profiles® Top 200 Window Manufacturers in Europe

Prices

	Subscription*	Single Issue
Top 100 - Western Europe	€ 6,500	€ 8,125
Top 100 - Eastern Europe	€ 6,500	€ 8,125
<b>Top 200 - Europe</b>	€ 11,950	€ 14,938



\* **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 automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.

The price of Tableau is in all package prices included.

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Please choose between Subscription\*  
or Single issue

**Subscription\***  **Single Issue**

*As a subscription customer, you will receive the chosen report automatically at a reduced price upon publication of a new issue. Additionally you have access to the following benefits:*

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **25% price advantage** compared to single issue taking into account the **scale of discount**
- **Annually updated reports** on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline**: answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages**: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- **Easy termination**: After 2 issues each subscription can be terminated easily

## Selected customers of our window studies:



Always precise







## Problem Solving Competence

*We know the efficient tools to solve your problems/questions*

## International Focus

*Offices in Vienna, Bratislava, Lviv and Buenos Aires*

## Industry Competence

*Industry competence due to longtime experience and regularly conducted studies*

## Methodology Know-How

*Variety of tools for different questions and market characteristics*

## Consulting – Strategy-Workshops

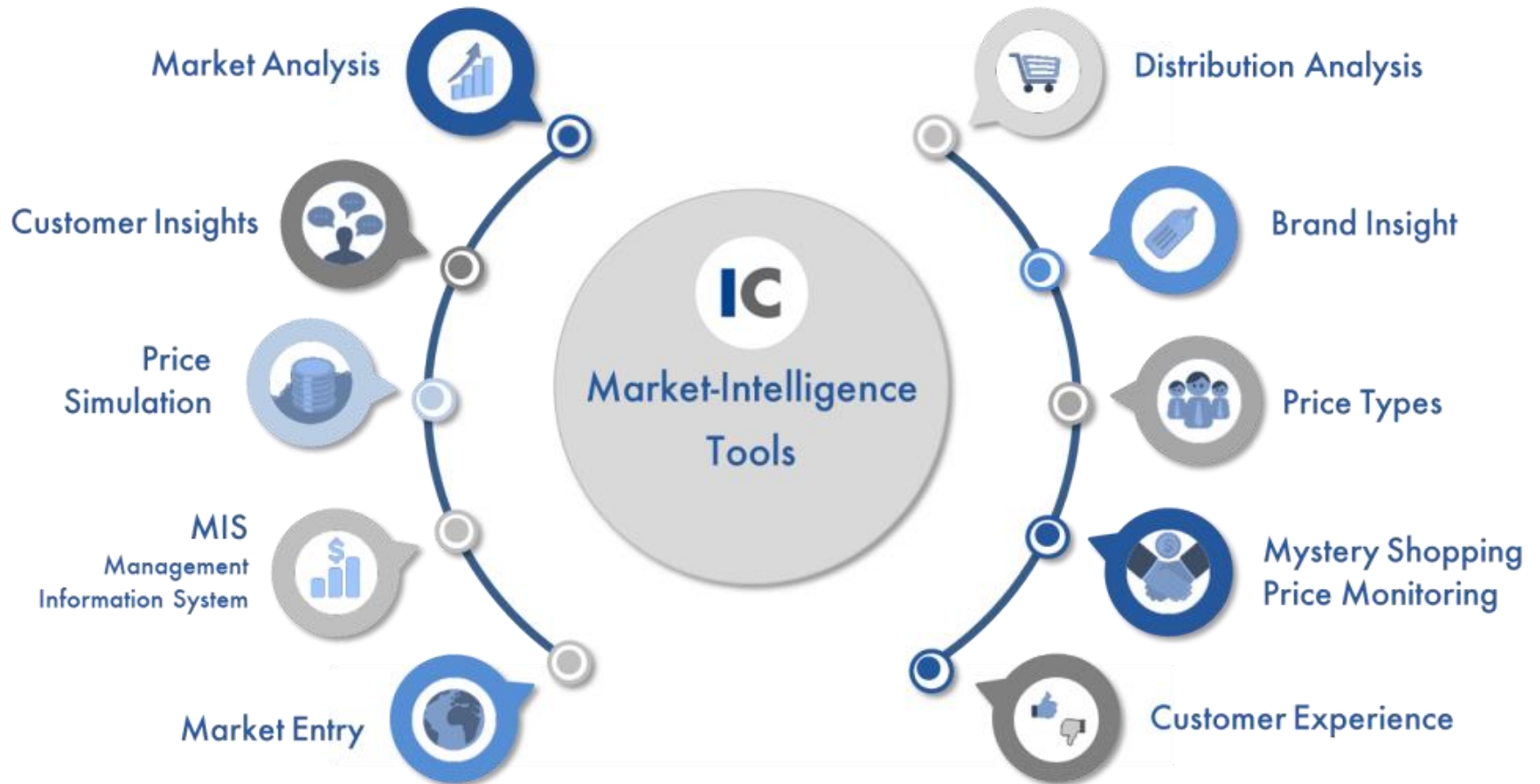
*We support you deriving strategies and actions from the research results*



Our Ad-hoc research team disposes state of the art market intelligence tools to:

- analyze potential to increase turnover and profits
- provide an insight about customers needs and opinions
- identify new promising markets and business segments
- optimize your pricing strategies taking customer benefits and the competitive landscape into account

# Our Tools to Increase Your Profits



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

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Top 200 Window Manufacturers in Europe

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

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	Single Issue	Subscription*
25% price advantage		✓
IC Cockpit – Online Dashboard Solution	✓	✓
Interactive PDF	✓	✓
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
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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 31<sup>st</sup> December. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> 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.

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