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# IC Market Tracking®

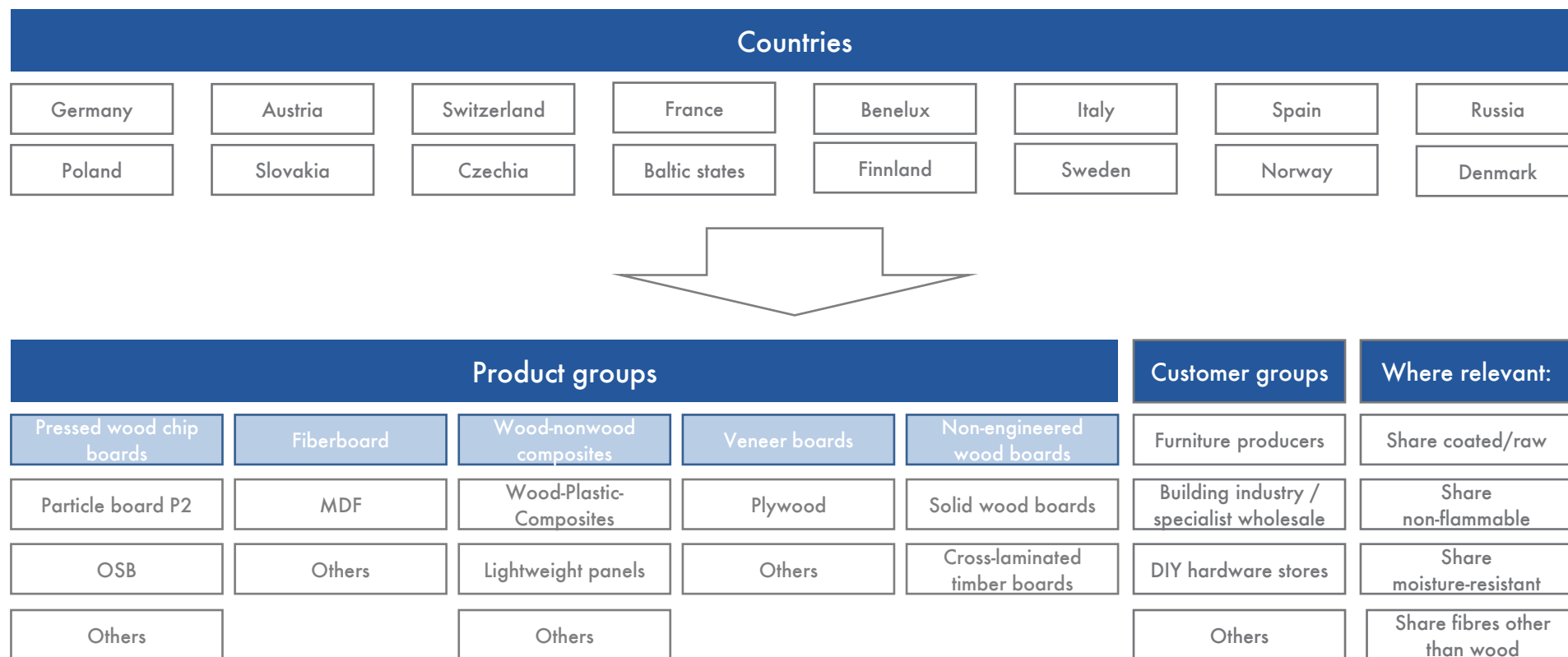
## Engineered Wood Boards Europe 2017

# Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and the **individual segments** and a large number of **subdivisions**
- ✓ **Market forecasts** for all products for the upcoming three years, based on our econometric models
- ✓ Competition analysis with **market positions** and development of all relevant players during the last two years with respect to:
  - Total market
  - Product groups and subgroups
  - Customer groups
  - Other relevant divisions
- ✓ Analysis of important **trends** and market as well as non-market **factors that influence** sales
- ✓ **Graphic presentation** of the results as well as **pivot tables** facilitate implementation of findings in strategic/marketing/sales projects



# Engineered Wood Boards Europe 2017



For all products, we show the total market and the market shares of the top companies for the last two years and forecasts for the next three years.

# Definitions and Demarcations

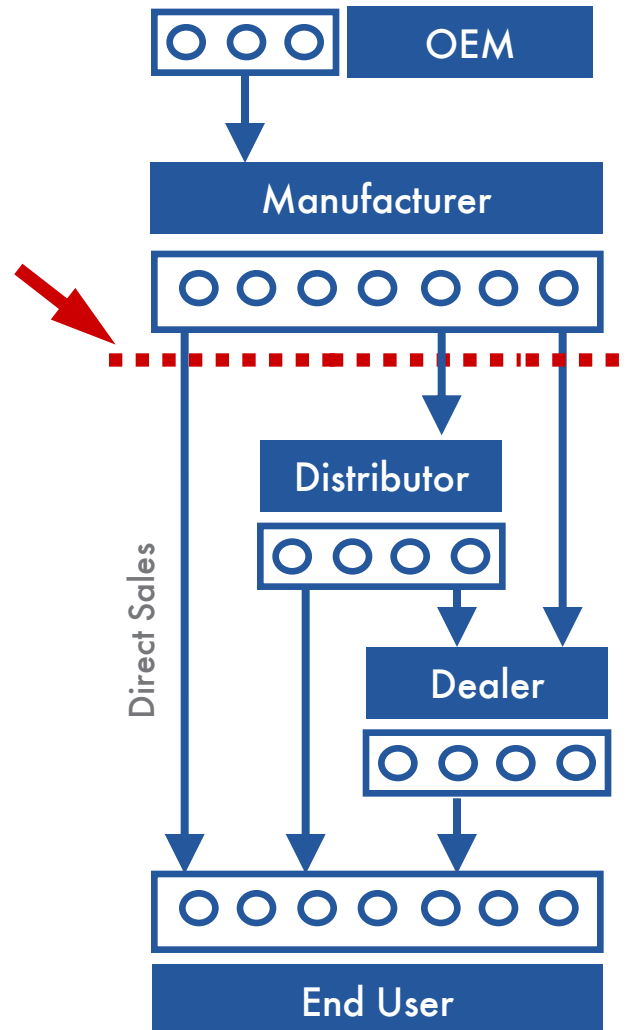
Pressed wood chip boards	Pressed boards made of wood chips and adhesives
Particle board P2	Particle board, chipboard DIN standard P2 or comparable
OSB	Oriented strand board, flakeboard, waferboard, sterling board, aspenite
Andere	Other types of particle boards (DIN P1, P3-7); extruded solid and tubular boards
Fiberboard	Wood-fibre/plant fiber materials
MDF	Dry-processed Medium-density fiberboard
Others	HDF (dry-processed high-density fiberboard), HB/HFE (wet-processed hardboard and extrahard fiberboard, Masonite), HFM/MB (medium board), HFD/SB (wet-processed wood fiber insulation boards)
Veneer boards	
Plywood	Plywood except cross-laminated timber boards
Others	Laminated veneer lumber; Blockboard



# What do we Measure in our Studies?

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.



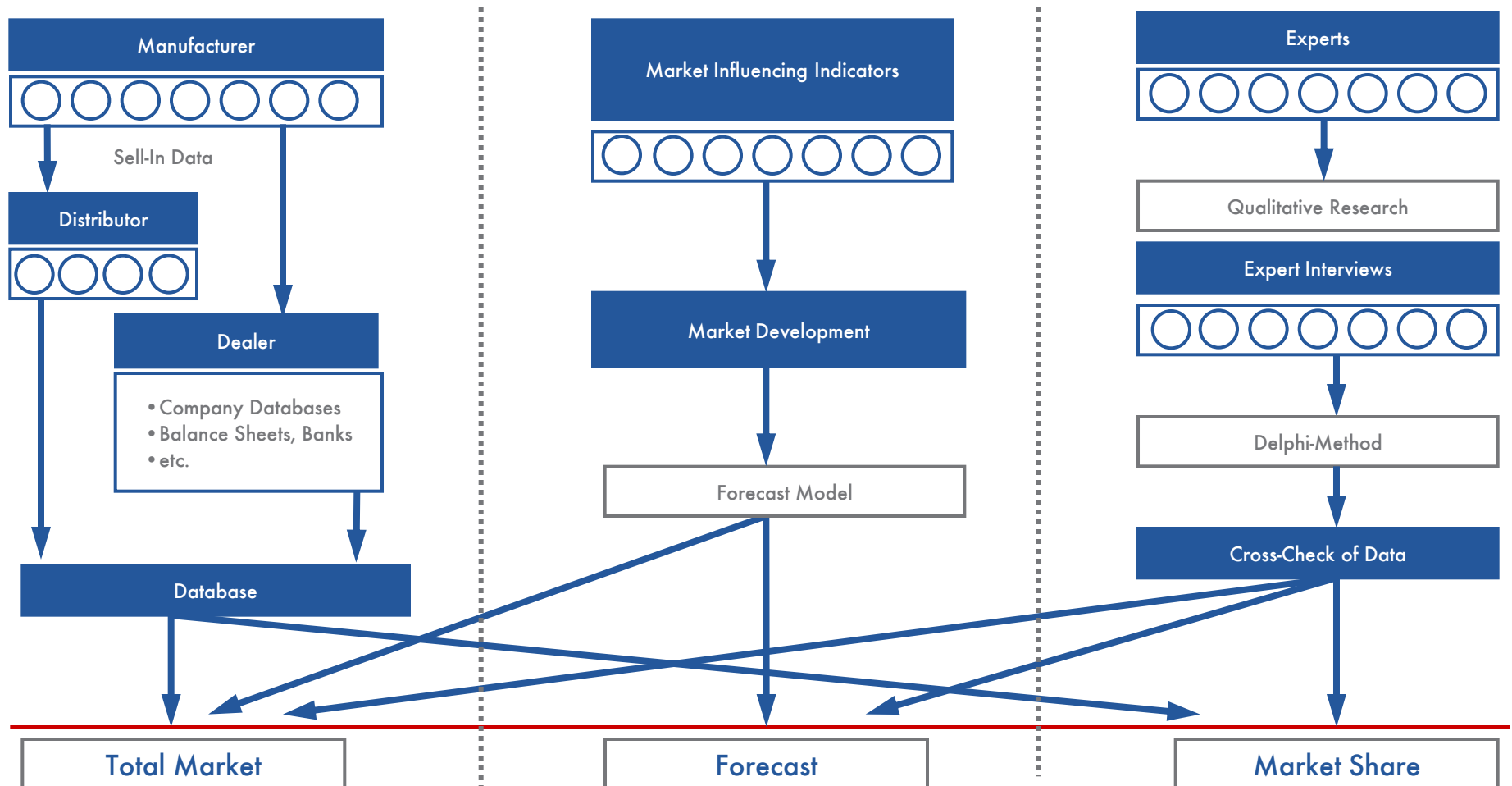
The basis for the analysis are interviews conducted with manufacturers in each segment of the industry. We collect information in written questionnaires or telephone interviews. In return, cooperating companies receive parts of the report for free, which guarantees a high rate of return.

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.

# Our Approach: Primary Research at Manufacturers and Experts

Description Structure of Survey Methodology

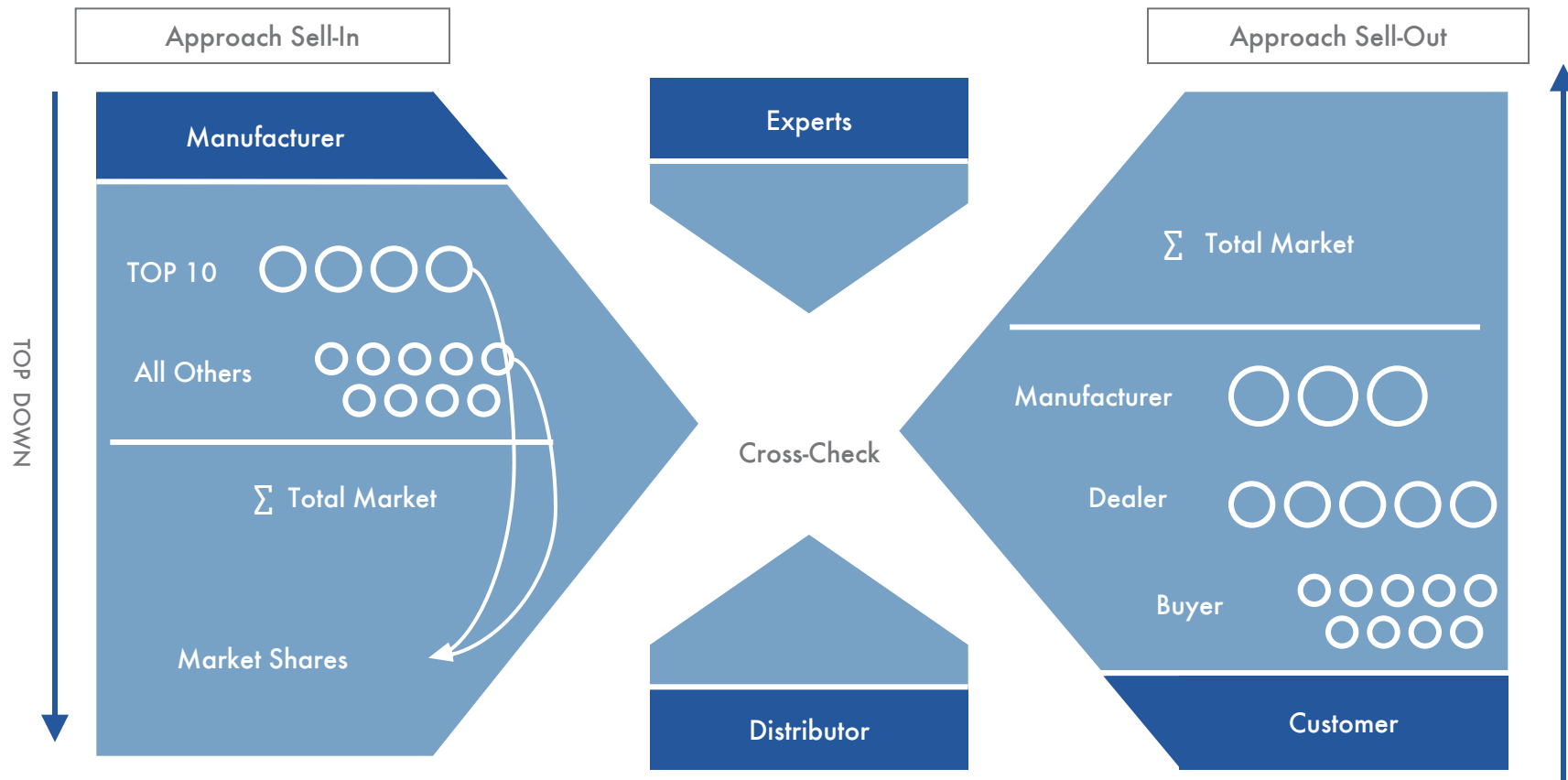
Methodology



# Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology



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

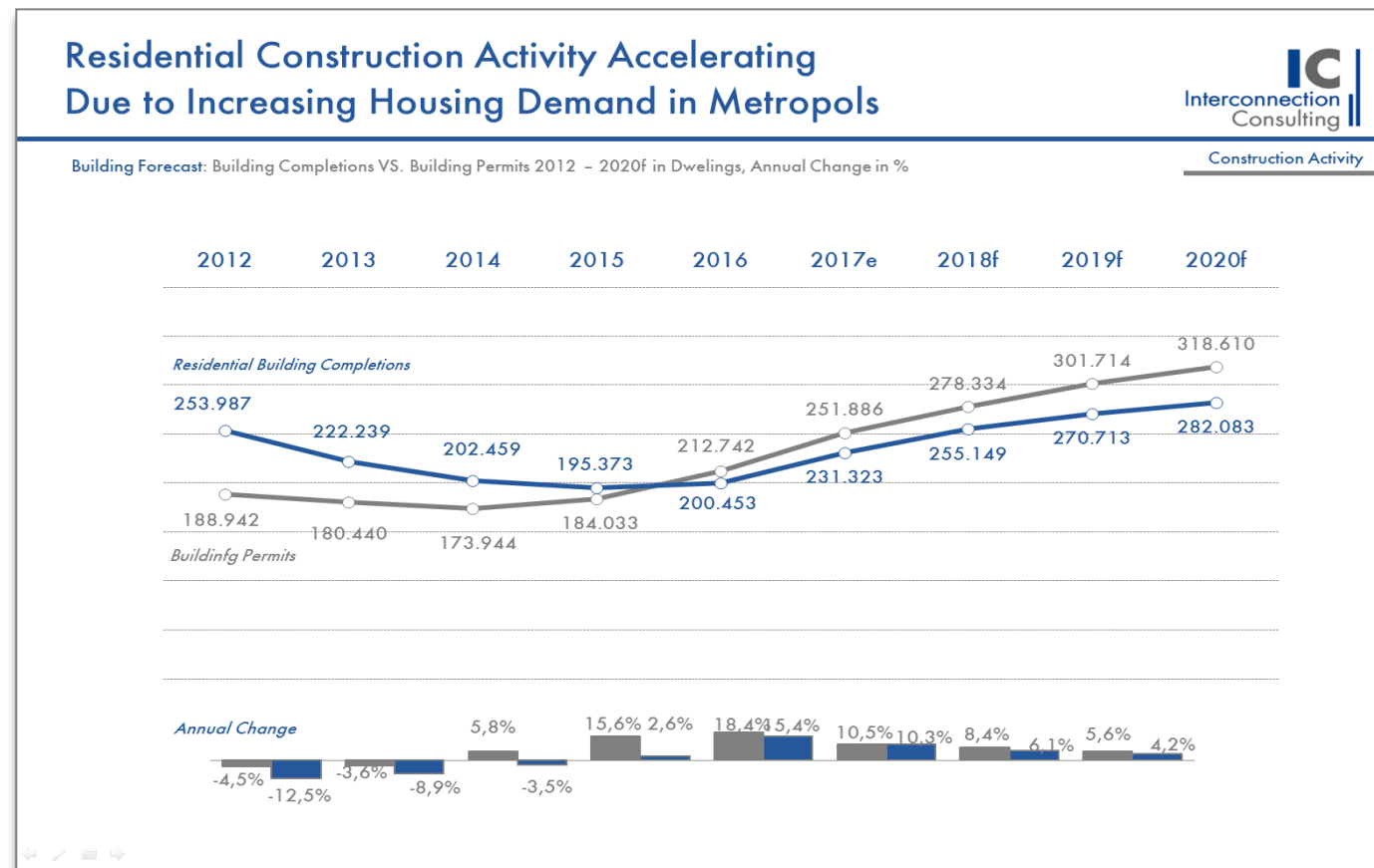
Content

- 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.
- Finally, all data are documented in the table section, also called **Facts & Figures**. Here you will find all absolute and relative sales figures of the top companies in order to check our results. Company profiles provide you with further practical information on the main companies in the market.



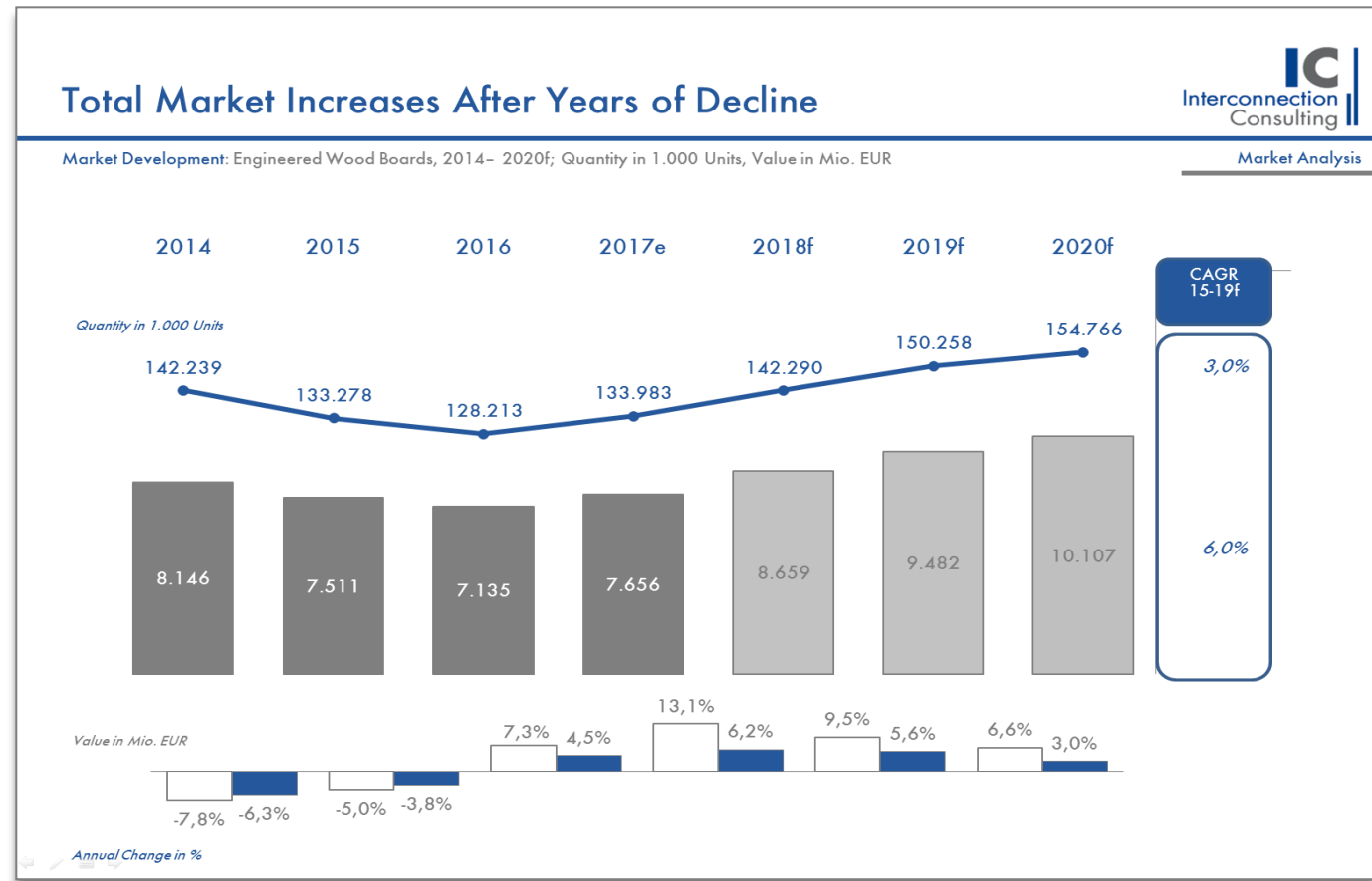
# How Is the Market Environment Developing?

- Overview of the *development* of relevant micro- and macro-economical factors that influence markets
- This sample chart shows fictive figures



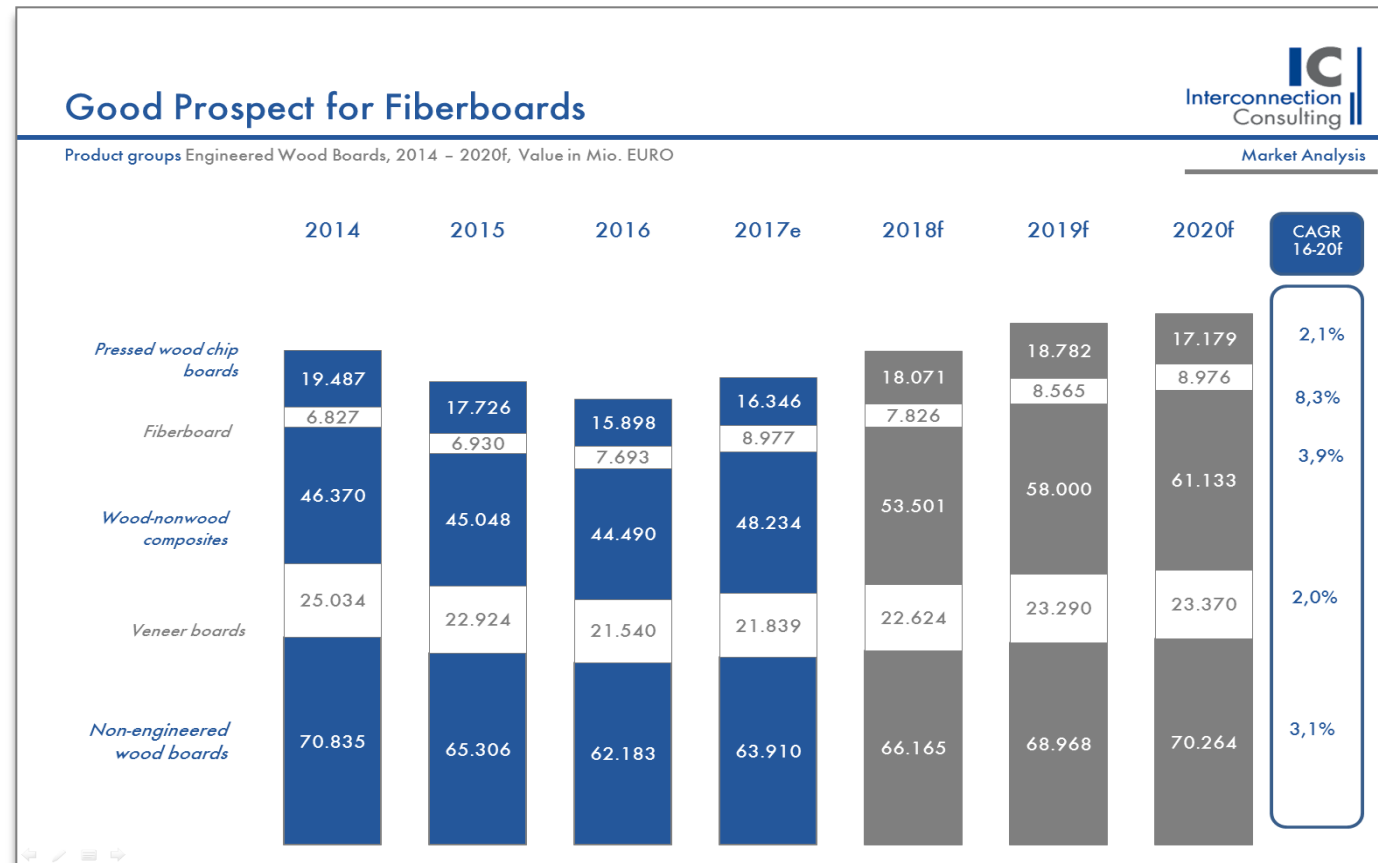
# Total Market and Changes over Time

- *Presentation of total market & forecasts for the next three years*
- *Overview of market development in each segment and division*
- *This sample chart shows fictive figures*

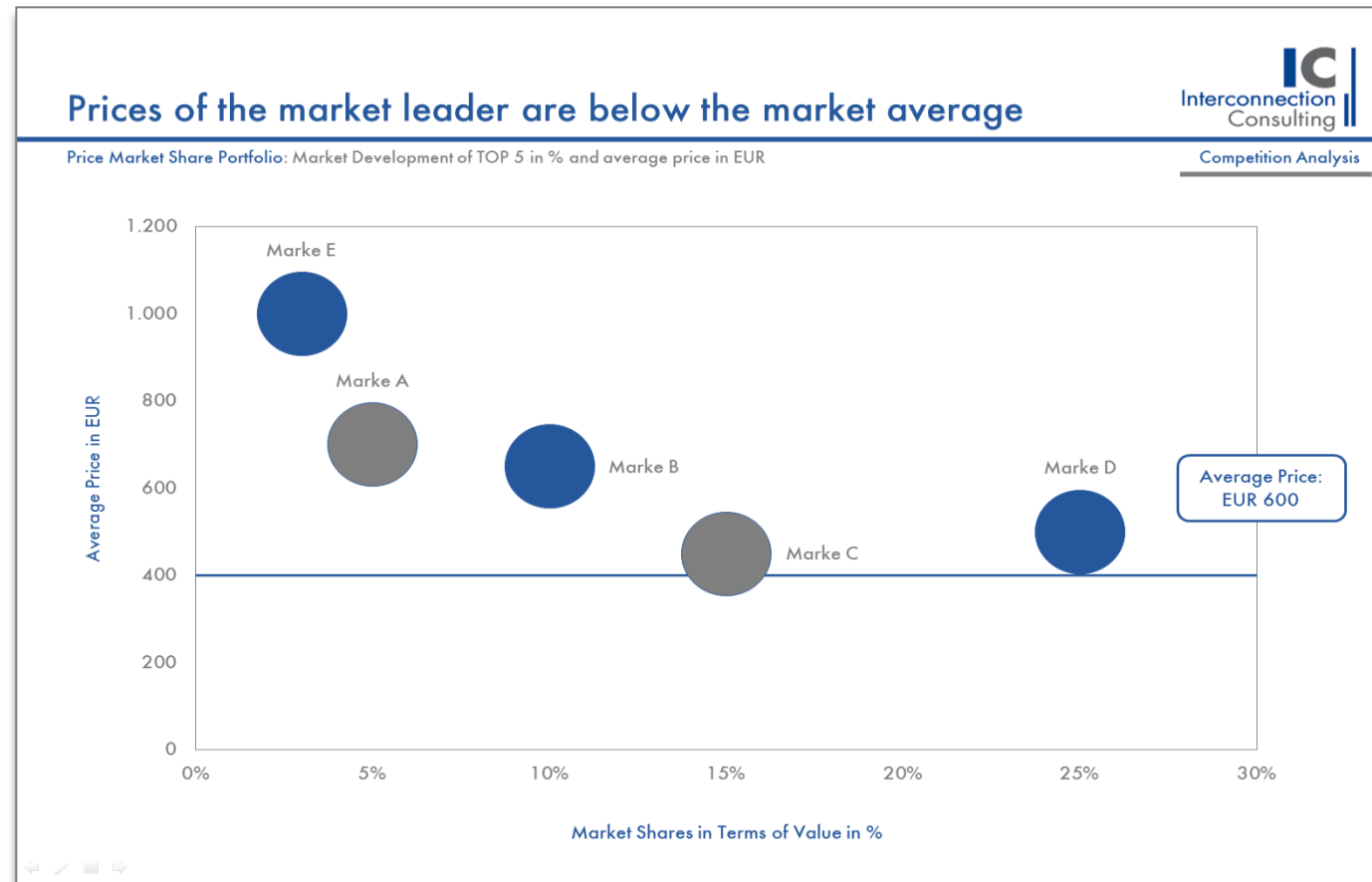


# Size and Shares of all Segments of the Market

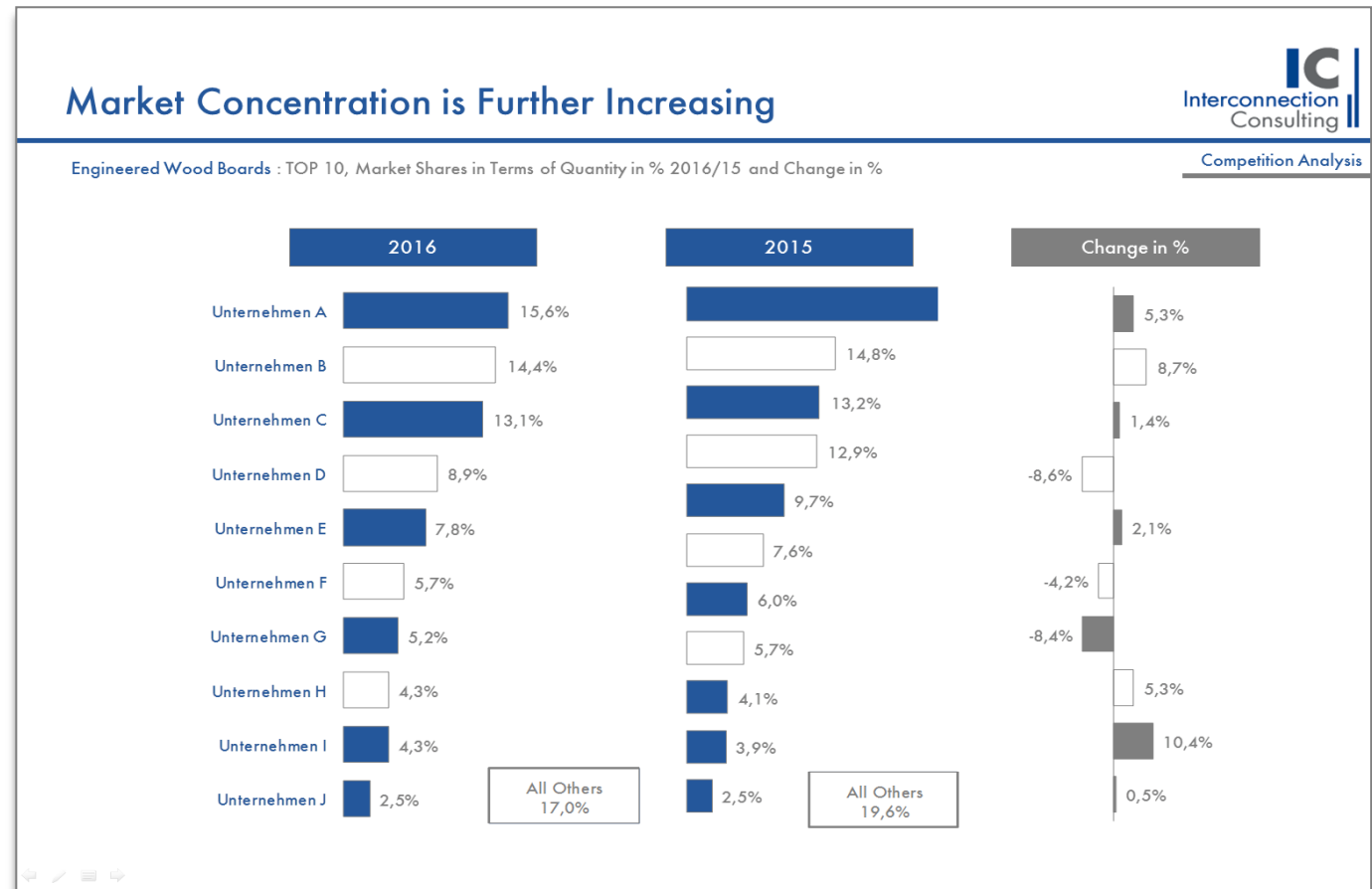
- *Presentation of different Segments and their Market Shares*
- *Forecasts for the next three years*
- *This sample chart shows fictive figures*



- Detailed presentation of most important companies regarding market shares, development, etc.
- This sample chart shows fictive figures



- Detailed presentation of most important companies regarding market shares, development, etc.
- This sample chart shows fictive figures



- Additionally to the visualised 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 modeling.
- 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	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
Ø Price in € (Classes)	(All)

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

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	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
Ø Price in € (Classes)	(All)

Sum - #	Technology		
Segments	A	B	C
Segment A	3.290	5.452	7
Segment B	5.310	8.825	21
Segment C	8.434	10.794	
Segment D	18.592	14.624	13
Segment E	1.332	2.229	6
Total	36.958	42.025	47

*Dieses Chart zeigt fiktive Zahlen zur Illustration*

	Single Issue	IC Subscription *	Scale of Discounts	
1 Country	€ 3.950,-	<b>20 % ABOVORTEIL</b>	€ 7.500	-20%
5 Countries **	€ 12.837,-		€ 11.500	-25%
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			€ 27.500	-40%
Available countries	Germany	Austria	Switzerland	France
	Spanien	Italy	UK	Poland
	Finland	Sweden	Norway	Denmark
	Czech Rep.	Slovakia	Balticum	Russia

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\*\* Price taking into account the scale of discount

Price includes an interactive PDF Document. All prices shown exclude sales tax

\*\*\* Additional countries available on request

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Please choose between Subscription\*  
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*As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:*

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- **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 two issues any subscription can be cancelled



- Interconnection is the leading institute for market data in the construction industry.
- Our studies support the leading companies in defining targets and marketing strategies, including competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.



# Our Market Intelligence Tools

## Market Analysis



Market Volume  
Market Shares & Entry  
Competition Analysis

## Distribution Analysis



Channel Map  
Distribution Matrix  
Margins

## Customer Insight



Focus Groups  
Buying Motives  
Customer Benefits

## Market Forecasts



Indicator Models  
Life Cycle Models  
Econometric Analysis

## Brand Analysis



Brand Scorecards  
Brand - Triangle  
Brand Affinity

## Customer Satisfaction



Importance/Satisfaction  
Portfolios  
Customer Loyalty  
Customer Typology

## Price Research



Price-Sales-Function  
Price-Simulation-Tool  
Optimal Pricing

## E-Commerce



E Commerce Insights  
Search Engine Marketing  
Web Channel Analysis

*"Long experience and deep understanding of DIY stores make the "quality of the IC studies."*

Mr. Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe

**STRABAG**

**sto**

**KPMG**

**BCG**

**Bau**

**DAW**

**PENTA**

**pwc**

**MAN**

**USM**  
Möbelbausysteme

**SATTLER**  
thinking highTEX

**Henkel**

**Webasto**

**Roland Berger**  
Strategy Consultants

Qualitätsprofile für Fenster + Türen  
**SALAMANDER**  
INDUSTRIE//PRODUKTE

**EgoKiefer**  
Fenster und Türen

Always precise **WINK HAUS**

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

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## Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 70
- Optional: Hard Cover: 150€

## Preise

- Single Region 3.950 €
- Subscription Price: 3.160 €

Die Abonnementspreise, Rabattstaffeln für größere Bestellungen, sowie spezielle Aktionen entnehmen Sie bitte dem Bestellformular oder dem interaktiven Preisrechner



## Order options

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
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- Fax: +43 1 5854623 30
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## Content

### Structure of 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 behavior, 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, business segments, customer segments, distribution channels and opening types.

#### Competitive Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region.

### Market Structure

#### Countries

Germany, Austria, Switzerland, France, Benelux, Italy, Spain, Russia, Poland, Slovakia, Czechia, Baltic States, Finland, Sweden, Norway, Denmark

#### Product groups

Pressed wood chip boards, fiberboard, Wood-nonwood composites, veneer boards, non-engineered wood boards as well as 12 subgroups

#### Customer groups

Furniture producers, Building industry/specialist wholesale, DIY hardware stores, others

#### Division according to:

Share coated/raw, share non-flammable, share moisture-resistant, share fibres other than wood

### 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 analyzed 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 internal market analyses.

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Yes, we would like to order the  
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(Please, print out the order form and mark your desired products)



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