

## IC Market Forecast Cleaning Machines Worldwide

# Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and the **individual segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic Presentation of the results facilitates the development of your own strategies





Segment		
Indoor	Outdoor	Special
Sweepers	Outdoor Hand Sweepers	Leaf & Dirt Blowers
Scrubber-Driers	Street Sweeper Small	Snow Removal
Industrial Vacuum	Street Sweepers Large	Steam Cleaning Machines
Other Floor Cleaning	High Pressure Cleaners (Hot & Cold)	
<b>Household Appliances</b>		
Household Vacuums	Robot/Automatic	
Hand Dust Vacuums	Regular (Wet + Classic)	
Steam Window Cleaners		

Distribution	
B2B	B2C
DIY	Electronic Stores
Specialized Dealers	Online Retailers
E-Commerce/Online Retailers	Large Home All-in Stores**
Direct	DIY
Others	Others

\* Available – Africa, South America, Asia, Australia..etc

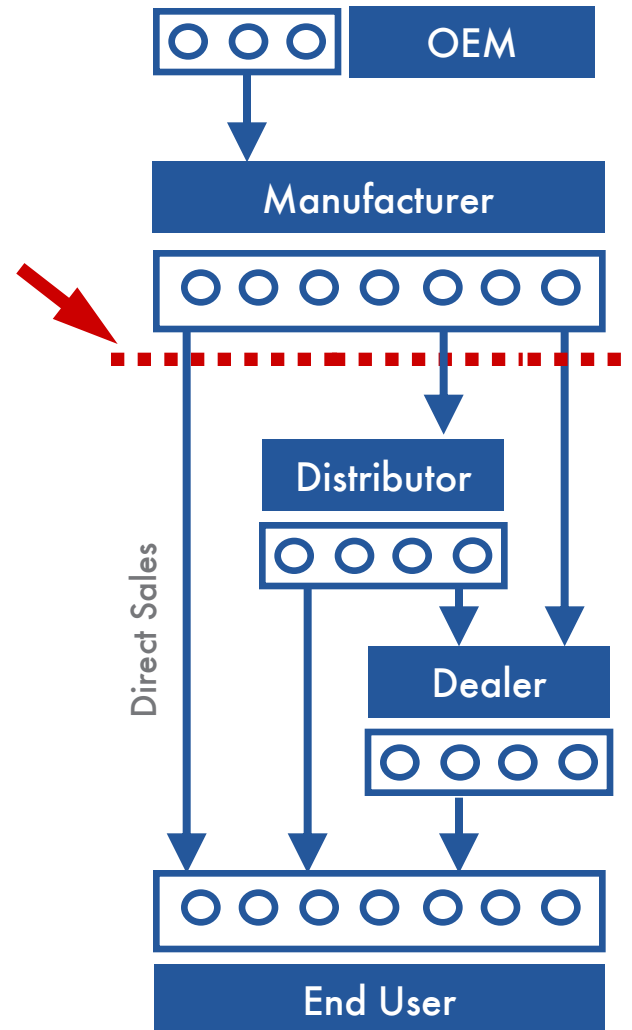
\*\*Tesco or Lidl like stores...

For each segment, we show the overall development for at least past 3 years and next 3 years as a forecast

# 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)

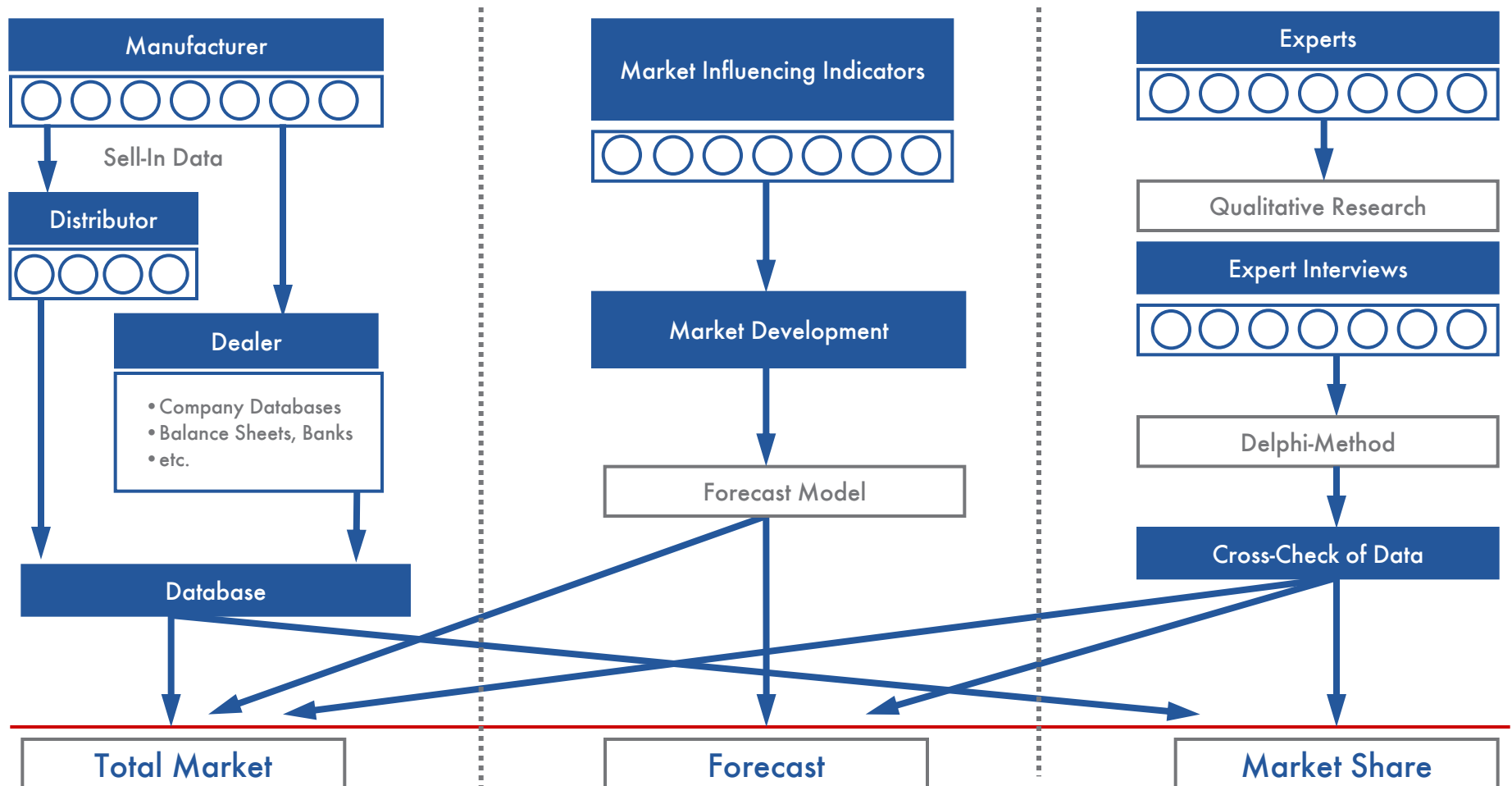
Sales are segmented by the first distribution partner.



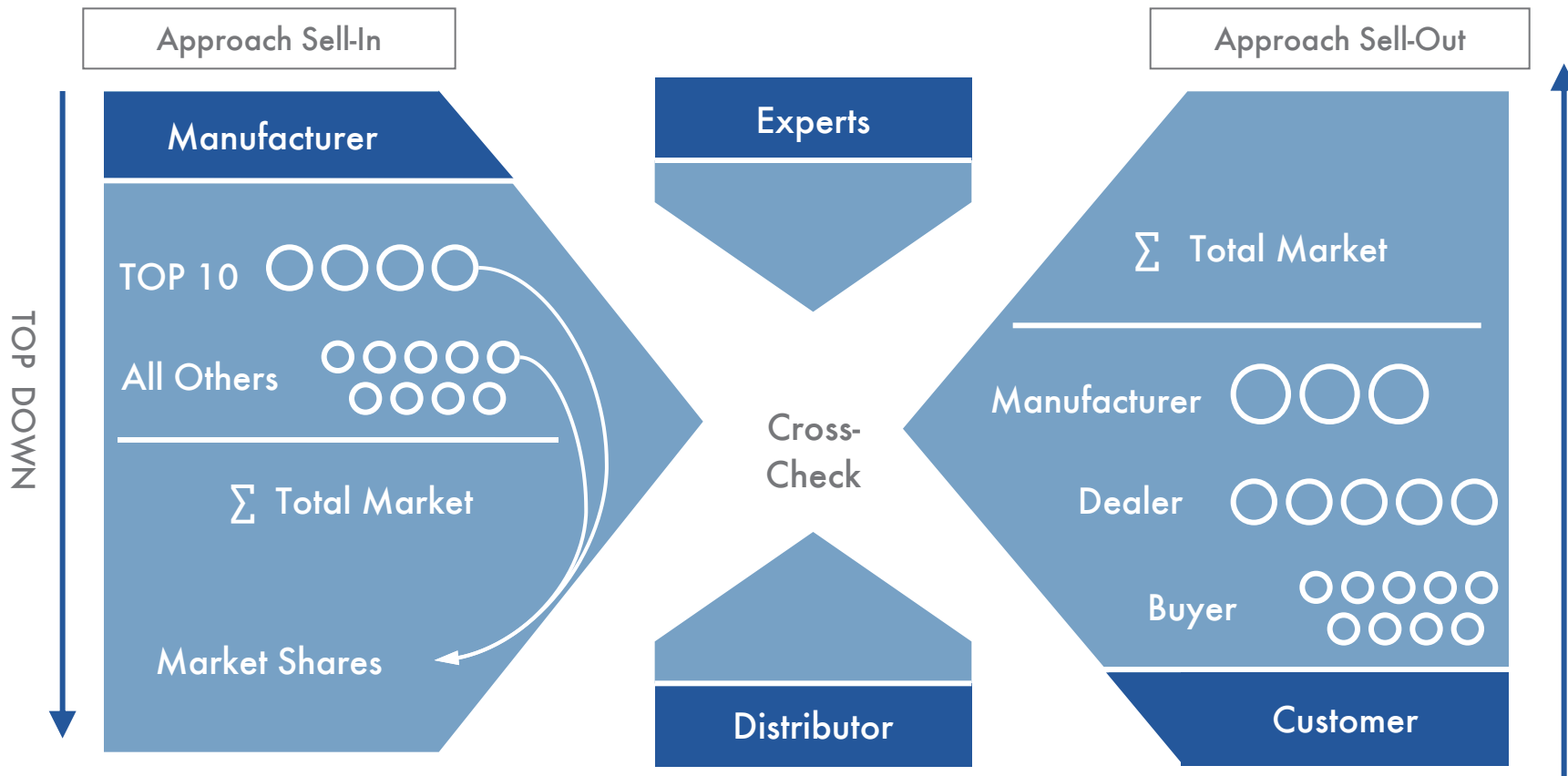
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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?



# How Do we Cross Check the Data?



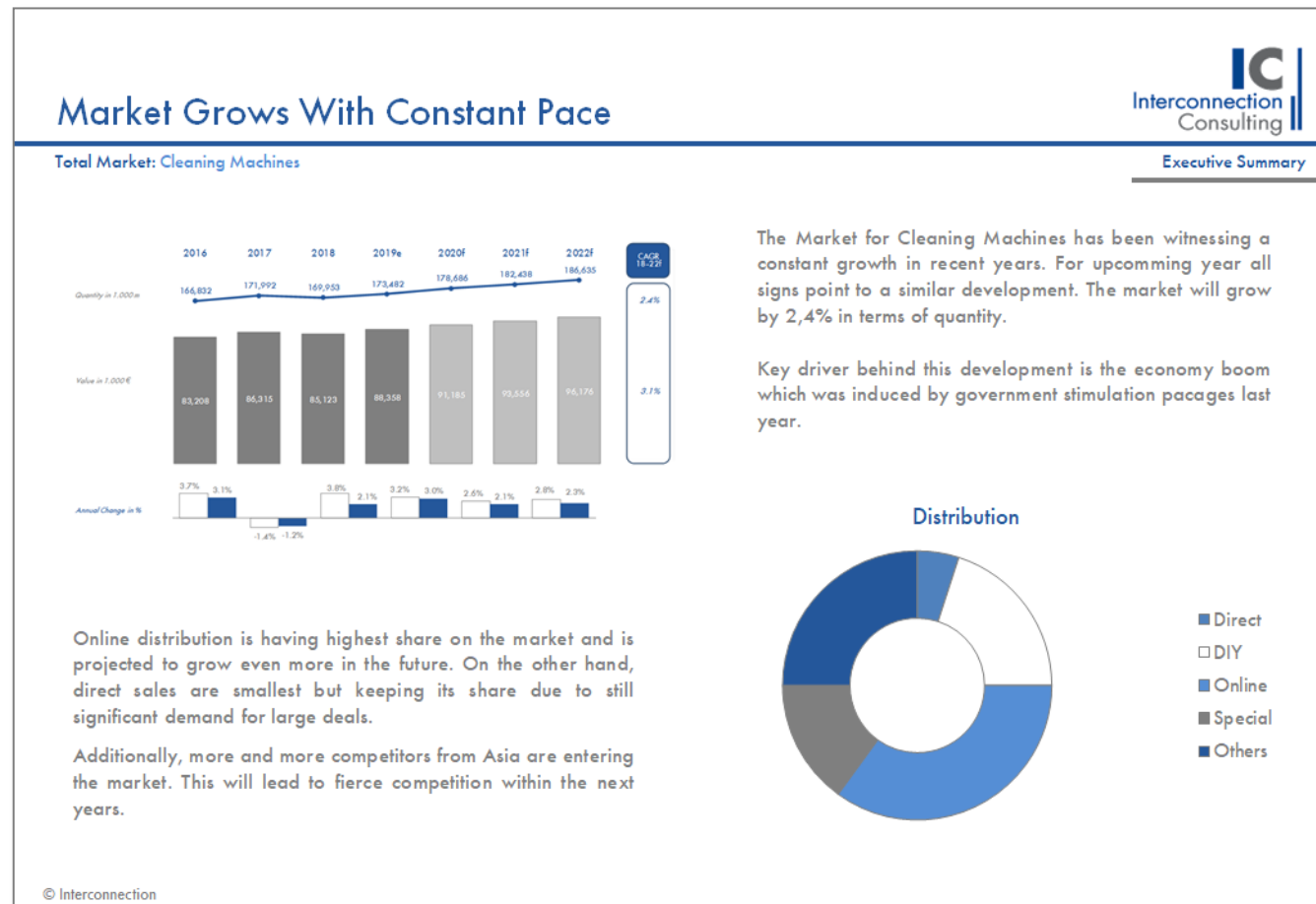
*The IC Market Tracking® is modularly built and consists of the following sections:*

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 analyzed 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.
- Finally, all data are documented in the table section, also called **Facts & Figures**. Our Pivot-Table helps you to undertake further in-depth analysis for your individual needs for all companies represented in the study.

# Executive Summary at the Beginning of the Report

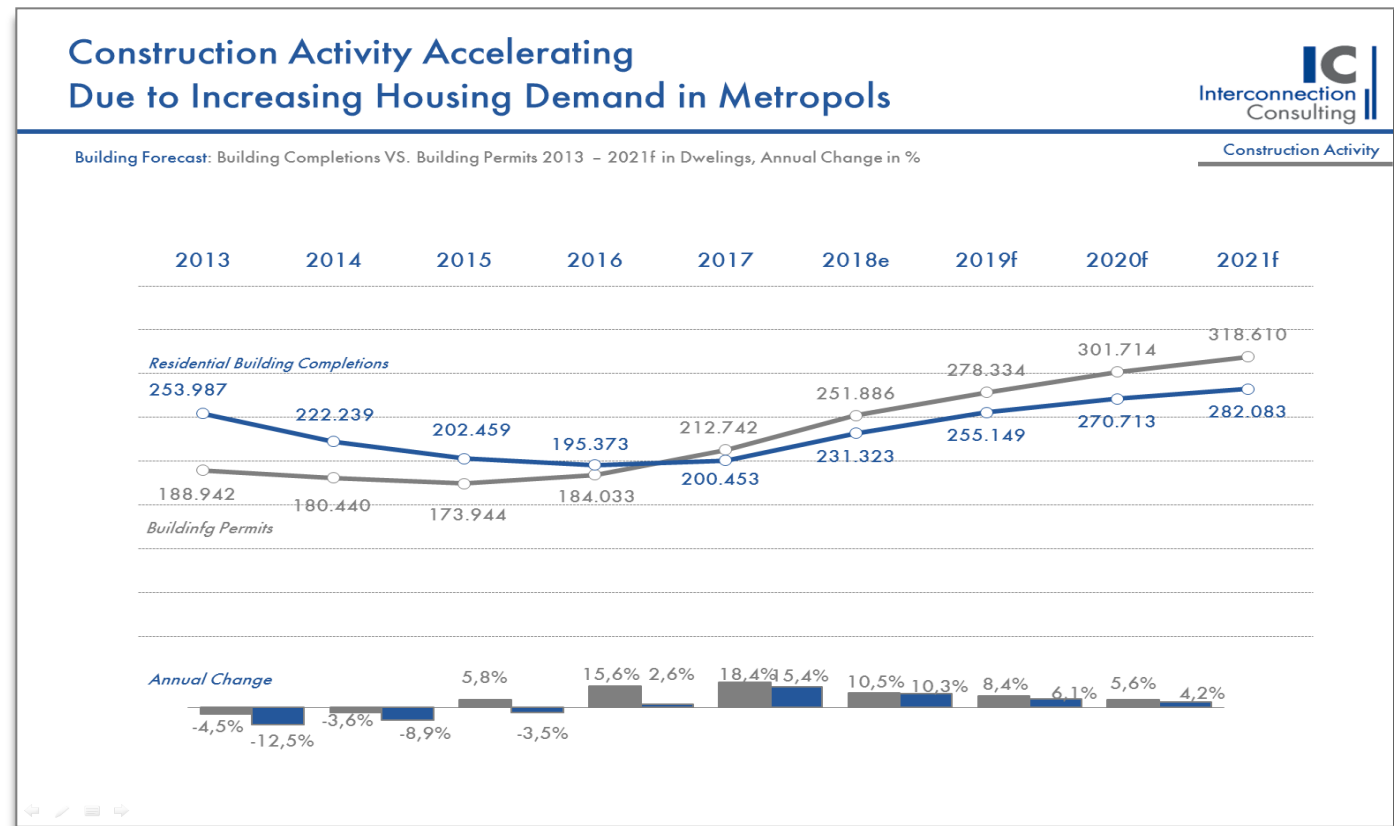
- ❑ *The executive summary comprises all relevant information of the report in detailed and precise manner. Forecast and distribution is highlighted.*
- ❑ *This chart shows sample figures.*





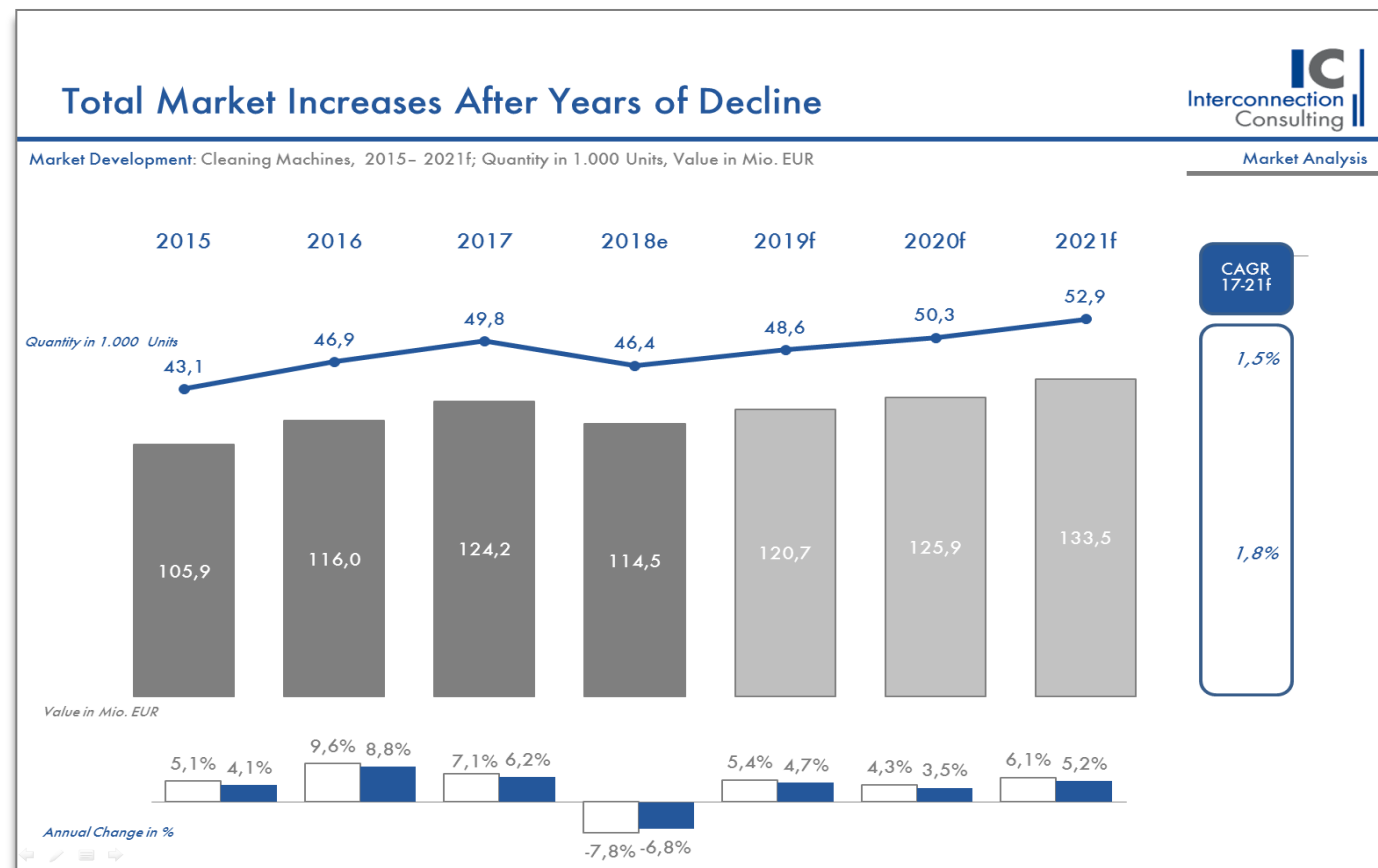
# Analysis of the market-relevant economic environment

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



# Total Market Development and Forecast

- ❑ Overview of the total market until the current year and forecast for the upcoming three years.
- ❑ This chart shows dummy figures.




- ❑ Overview of the different product groups, their distribution channels, segments including trends for the upcoming three years
- ❑ This chart shows dummy figures.



# IC Market Forecast® Cleaning Machines Worldwide

IC Market Forecast® Cleaning Machines

Prices & Conditions

	Single Issue	IC Subscription*	Scale of Discount
Reg. Single Country	€ 2.490,-		€ 6.000 - 10%
Single Special Country**	from € 3.650,-		€ 9.000 - 15%
Europe Top 9***	€ 15.499,-		€ 12.000 - 25%
			€ 18.000 - 30%

Available Countries	Poland	Germany	Benelux	Italy	UK	France
	Rest of the World upon REQUEST		Spain	Nordics	Austria	

**Extra:** upon request we are able to upgrade given version to **MARKET TRACKING ( + % shares of leading companies, competition analysis )**

\* **IC Subscription:** 20% 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.

\*\* Any region/country besides EU countries, Argentina, Chile, Brazil, Switzerland

\*\*\* Price special, no further discounts

# Your Advantages as a Subscription Customer

IC Subscription

Benefits

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 from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:*

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% 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

- Interconnection is the leading institute for market data in the cleaning & hygiene industry.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, 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 the construction industry.
- Next to market data we offer for the Cleaning Machines industry Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in actions = in the development of marketing strategies.



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

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



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

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**Inquiry**



# Factsheet: IC Market Forecast® Cleaning Machines

## Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 55/ per Country
- Optional: Hard Cover: 150 €

## Price

- Single Issue : 2.490 €
- Subscription 1.990,-€

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, Other upon 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, business segments, customer segments, distribution channels.

### Market Structure

#### Regions:

Germany, Spain, Italy, Nordics, Benelux, UK, Austria, Poland, France, Others upon Request

#### Product Groups

##### **Indoor**

Sweepers, Scrubber-Driers, Industrial Vacuum, Other Floor Cleaning

##### **Outdoor**

Outdoor Hand Sweepers, Street Sweeper Small, Street Sweepers Large, High Pressure Cleaners

##### **Special**

Leaf & Dirt Blowers, Snow Removal, Steam Cleaning Machines

##### **Household Appliances**

Vacuum, Window Steam Cleaning

#### Distribution Channels

B2B, B2C

### Methodology

#### Methodology and Data Sources

The market 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 internal market analyses.

E-Mail: [hudak@interconnectionconsulting.com](mailto:hudak@interconnectionconsulting.com)



Yes, we would like to order the  
**IC Market Forecast® Cleaning Machines**  
(Please, print out the order form and mark your desired products)

All Regions:	Price
<input type="checkbox"/> Poland	2.490,- EUR
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<input type="checkbox"/> Spain	2.490,- EUR
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<input type="checkbox"/> Austria	2.490,- EUR
<input type="checkbox"/> Europe Top 9*	15.499,- EUR



\*Price Special, No Further Discounts Applicable

# Order Form

- ☐ We would like to order ..... additional hard copies, each for € 150
- ☐ Translation in another language (price on request)
- ☐ Subscription – 20% OFF

## \*IC Subscription:

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.

## Scale of Discount for total amount exceeding as following:

€ 6.000	- 10%
€ 9.000	- 15%
€ 12.000	- 25%
€ 18.000	- 30%

## Benefits of an Interconnection Subscription:

- Price advantage IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue
- 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)
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- 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

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