

## IC Market Tracking Condensing Units in Central and Eastern Europe + Austria 2019

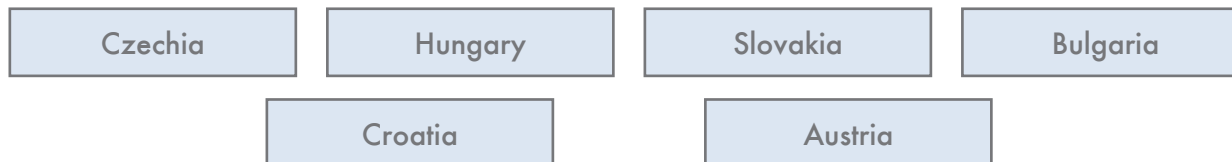
- Czechia
- Hungary
- Bulgaria
- Croatia
- Slovakia
- Austria

# Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **presentation of the key markets by country and forecasting until 2022** based on our econometric forecast model.
- ✓ **A Competition analysis** and examination of the development during previous years in terms of:
  - Total & Regional Markets
  - Condensing Units by Output (Hermetic rec. <1.5hp, Hermetic rec. 1.5 – 7hp, Hermetic scroll 1.5 – 7hp, Hermetic scroll 7.1 – 15hp, Hermetic scroll >15hp, Semi Hermetic-rec. 1.5 – 7hp, Semi Hermetic-rec. 7.1 – 15hp, Semi Hermetic-rec. >15hp)
  - Customer Type (Food Service, Food Retail, Food Processing)
  - Refrigerant Type (HFC, HFO, Hydrocarbons, Co2)
  - Temperature Range (Low, Medium Temperature, High Temperature)
  - Unit Type (Indoor vs Outdoor), (Monoblock, Bi – Block)
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.



# IC Market Tracking® Condensing Units in Central and Eastern Europe + Austria 2019



Condensing Units by Output		Customer Type	Refrigerant Type	Unit Type	Temperature Range
Hermetic reciprocating <1.5 hp	Semi hermetic- reciprocating 1.5-7hp	Food Service	HFC	Indoor	Low Temperature
Hermetic reciprocating 1.5-7hp	Semi hermetic- reciprocating 7.1-15hp	Food Retail	HFO	Outdoor	Medium Temperature
Hermetic scroll 1.5-7hp	Semi hermetic- reciprocating >15hp	Food Processing	Hydrocarbons / Propane	Monoblock	High Temperature
Hermetic scroll 7.1-15hp			Co2	Bi - Block	
Hermetic scroll >15hp					

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

## Customer Type

Food Service

Hotels, restaurants, catering, etc.

Food Retail

a) General Food Retail: Supermarkets, Hypermarkets, Convenience Stores, Forecourt Retailers  
b) Specialized Food Retail: Butchers, Bakers, Fish Mongers, etc.

Food Processing

Food packaging, slaughterhouse, meat packing, fish processing.

## Temperature

Low Temperature

-35° C

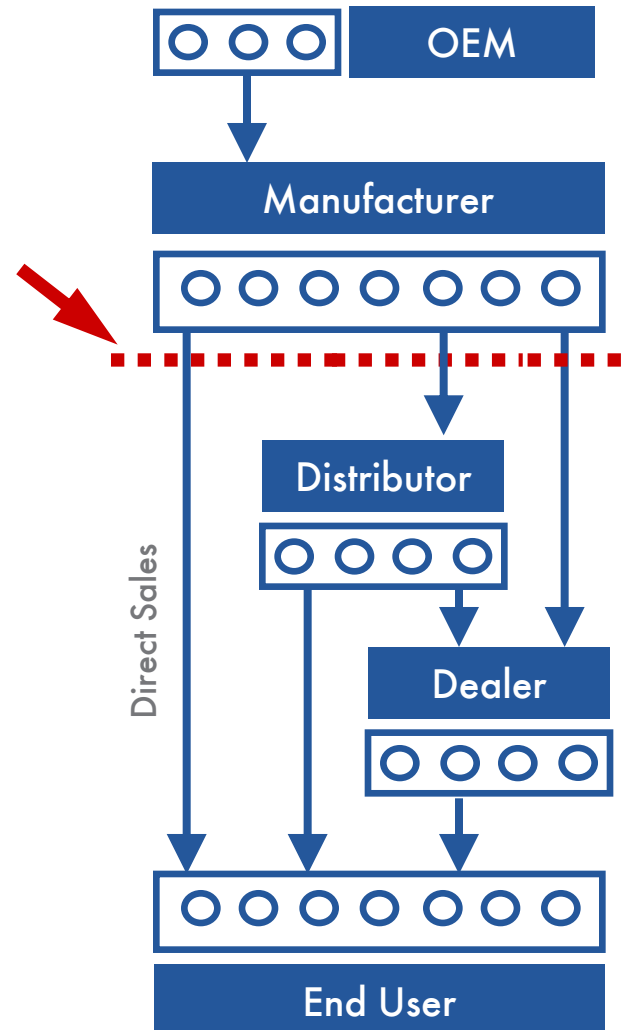
Medium Temperature

-10° C

Medium Temperature

+5° C

Sales are segmented by the first distribution partner.

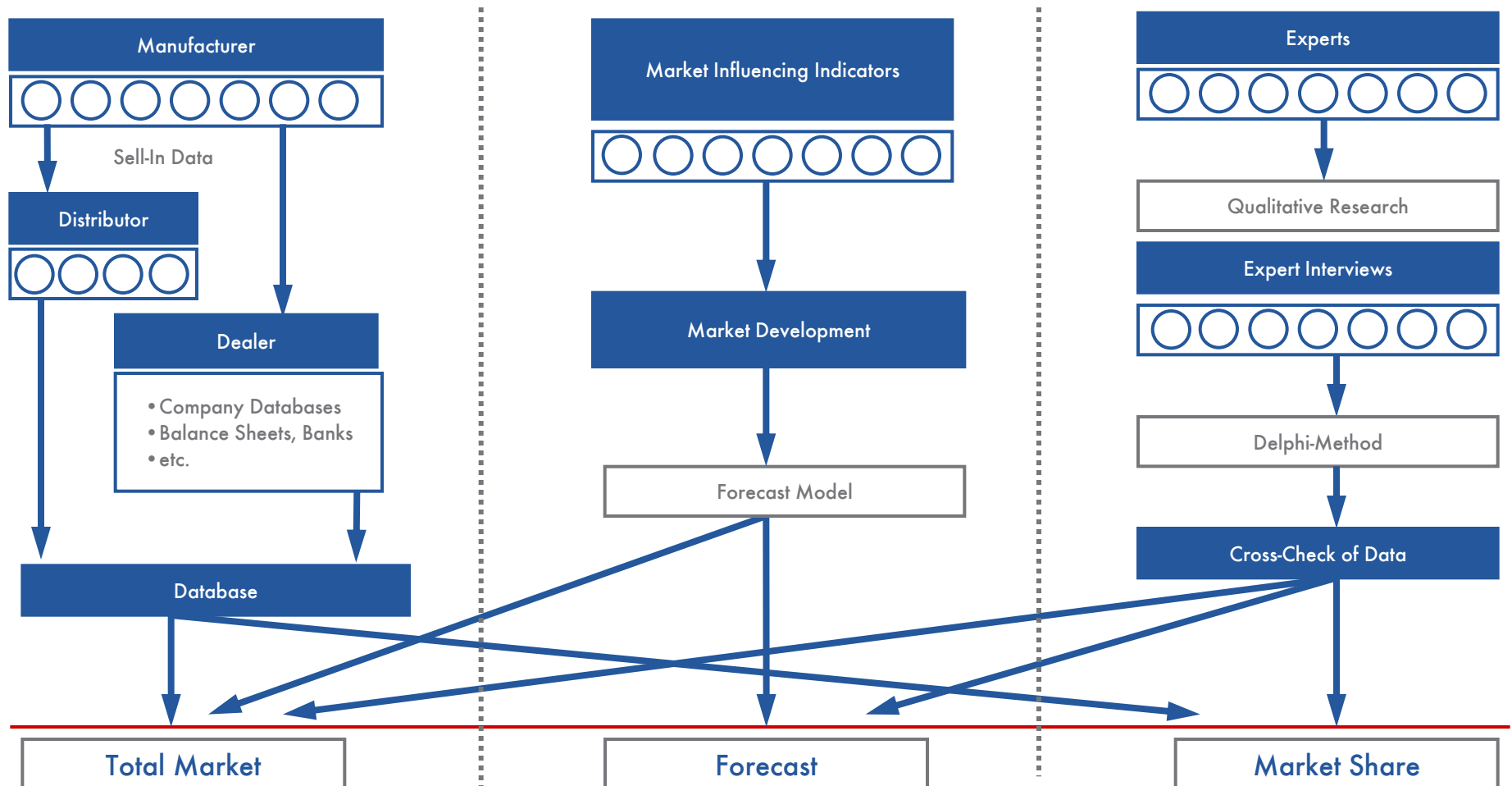


Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

# Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

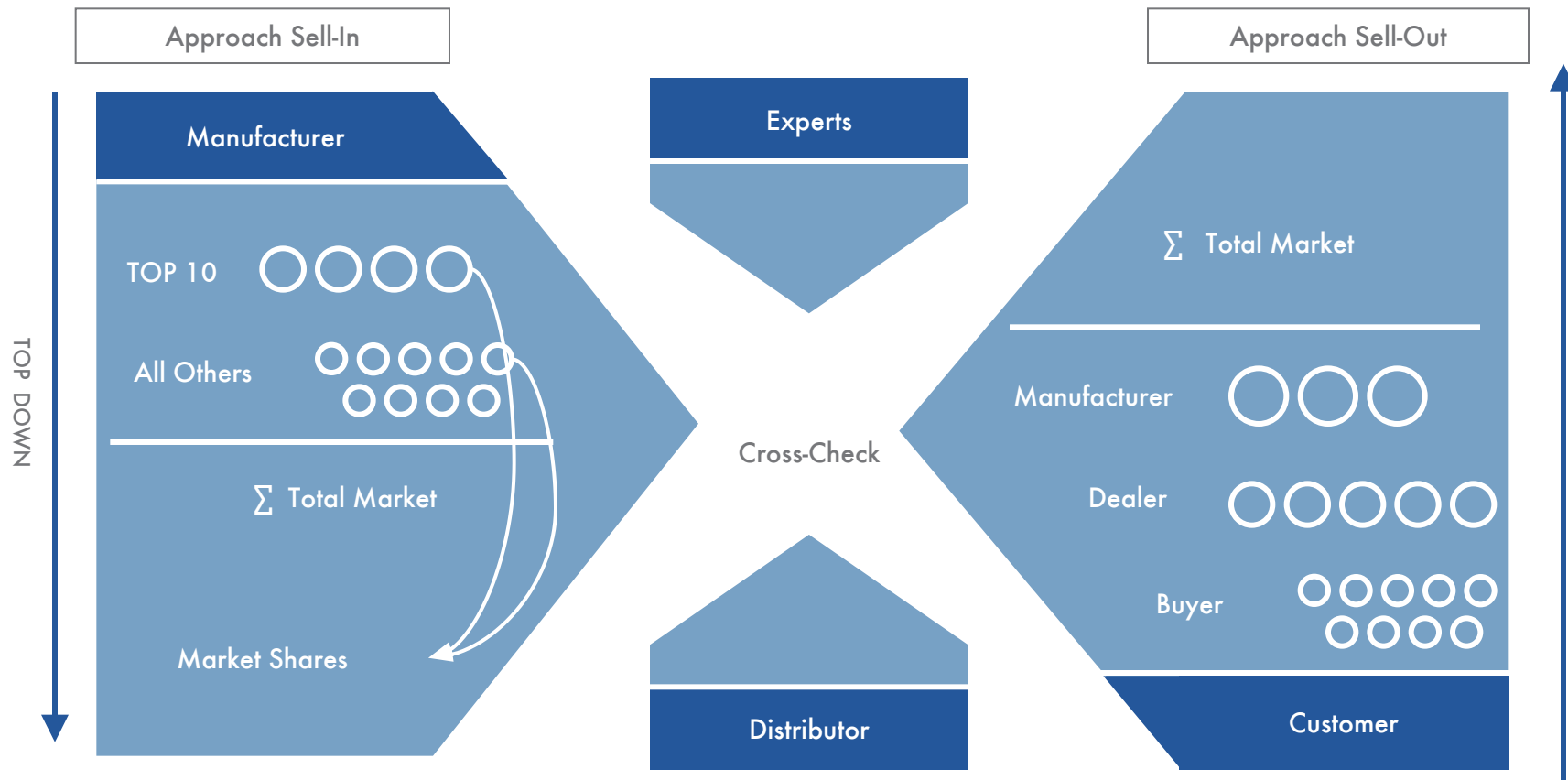
Methodology



# Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology



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

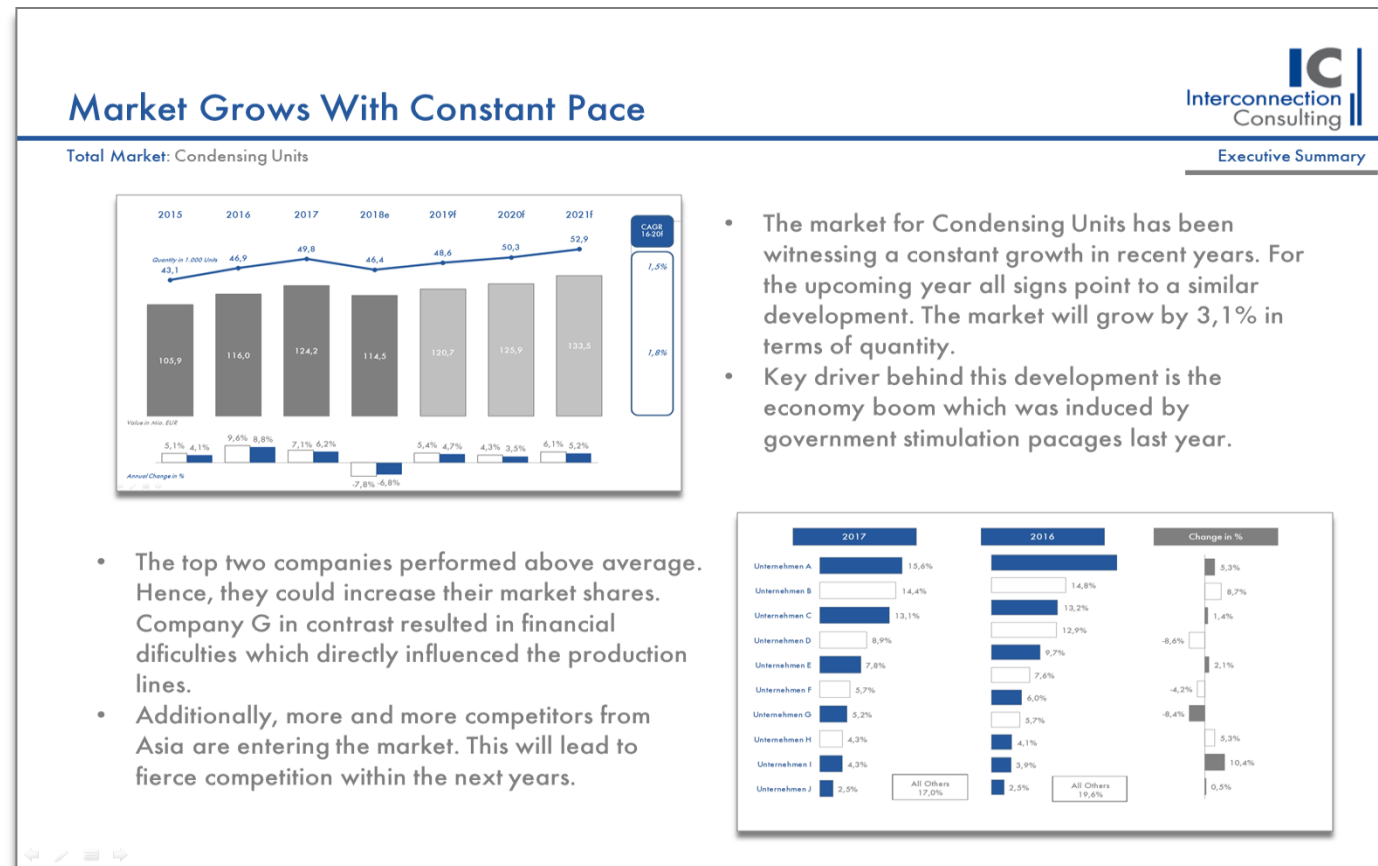
Content

- 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.
- 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.



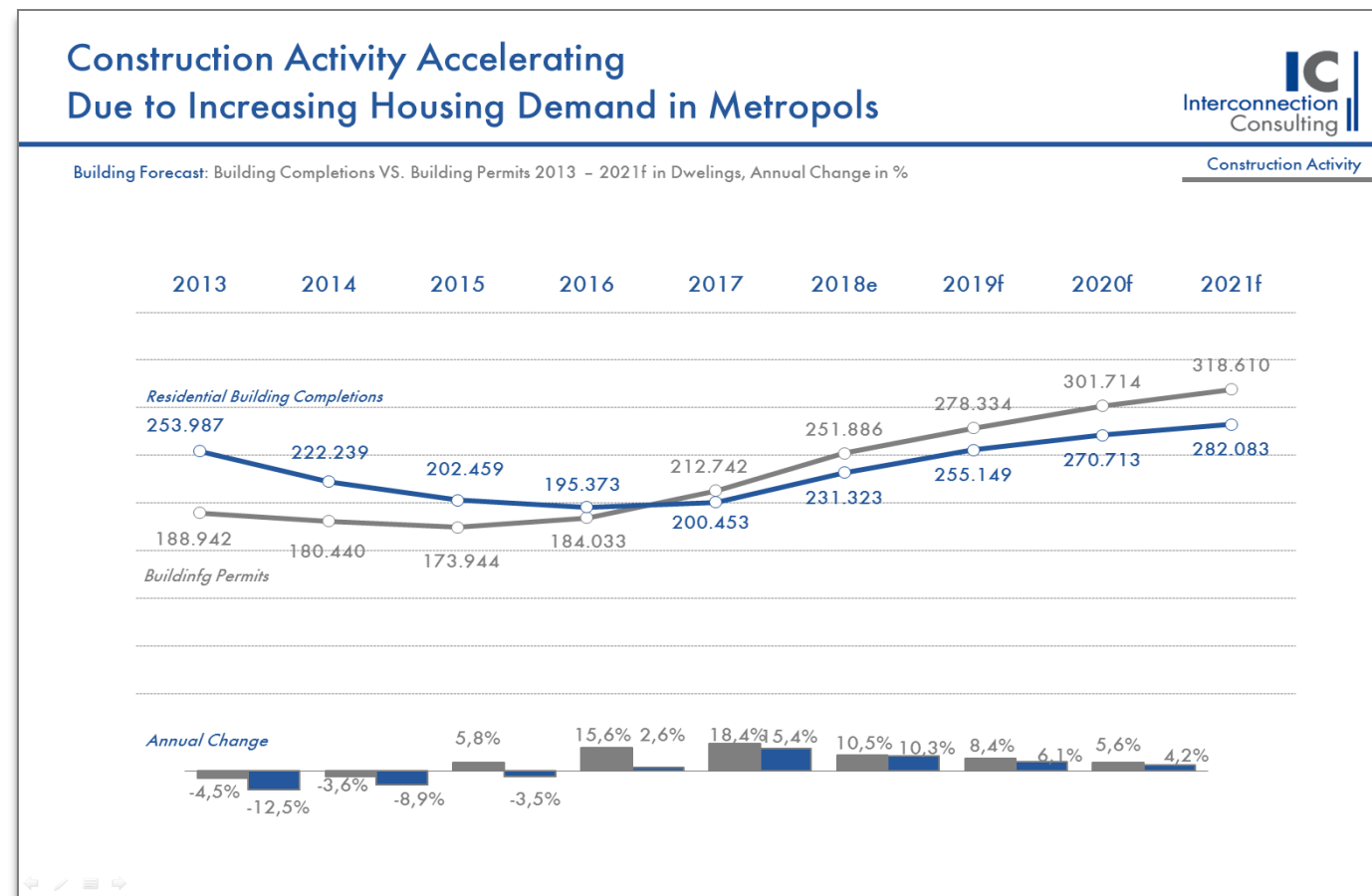
# Executive Summary at the Beginning of the Report

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



# How Is the Market Environment Developing?

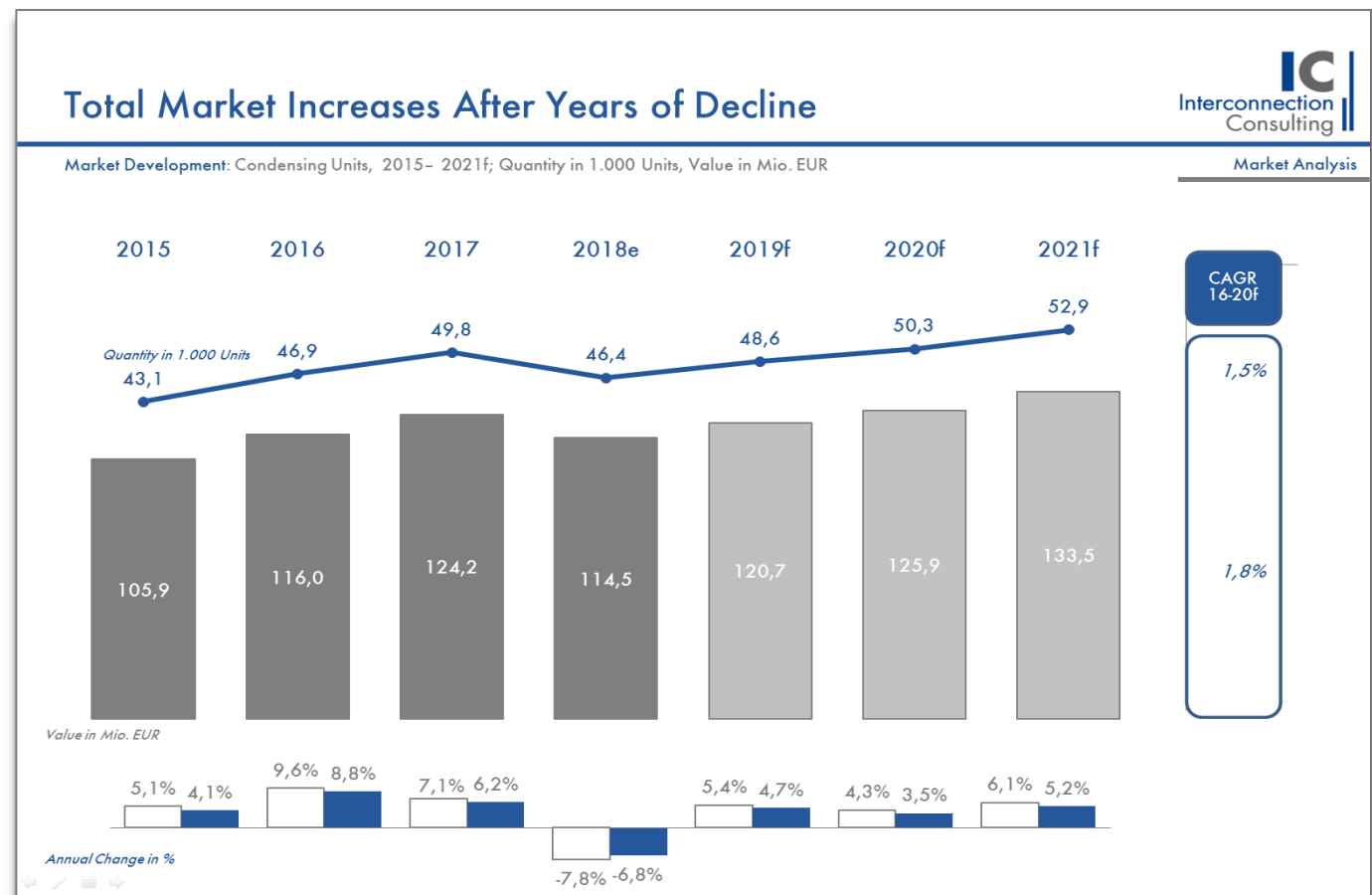
- ❑ Overview of the *Development* of relevant micro- and macro economical market influencing Factors.
- ❑ This Sample Chart shows fictive figures.



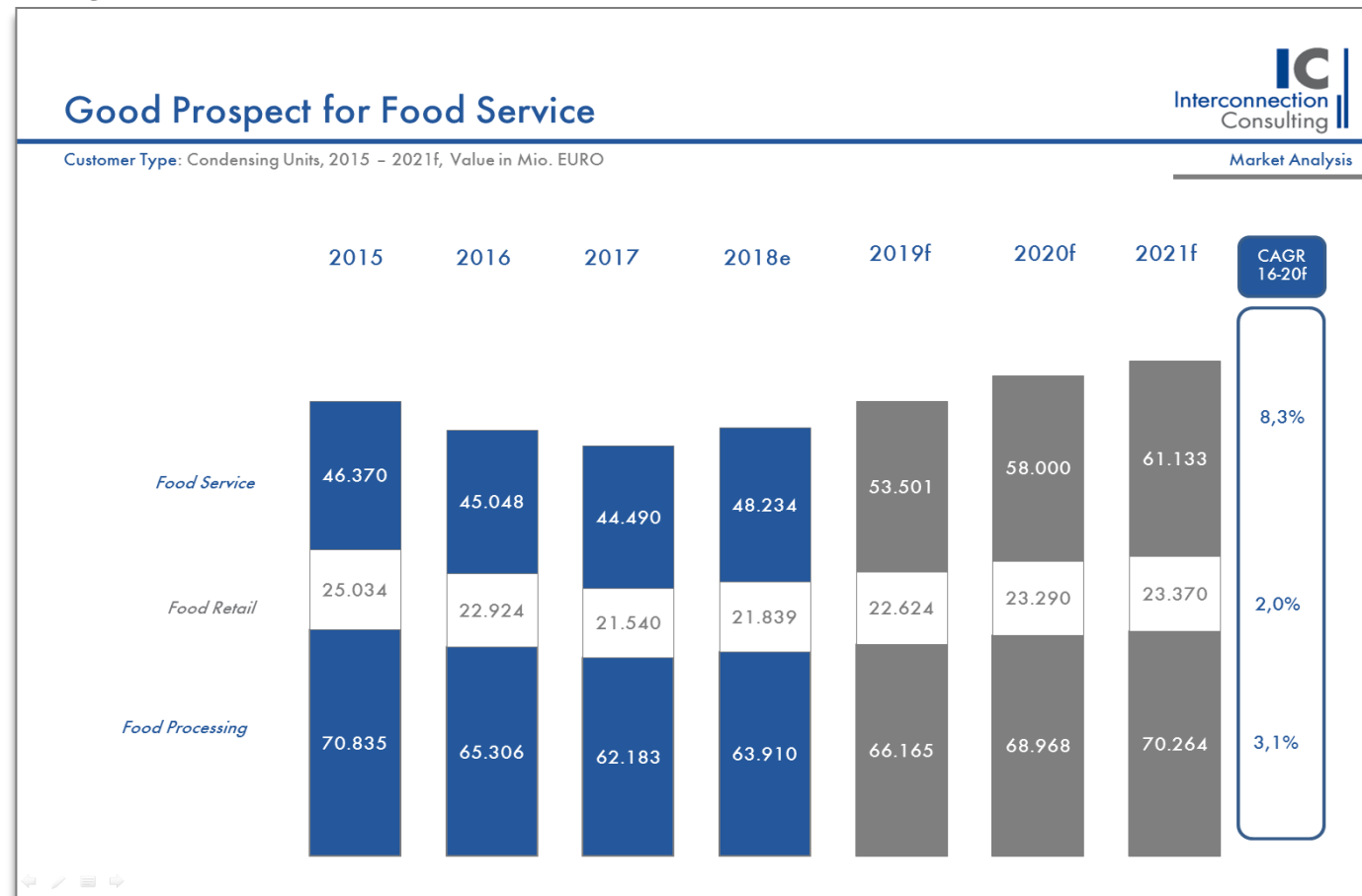
# Total Market Development

Sample Charts

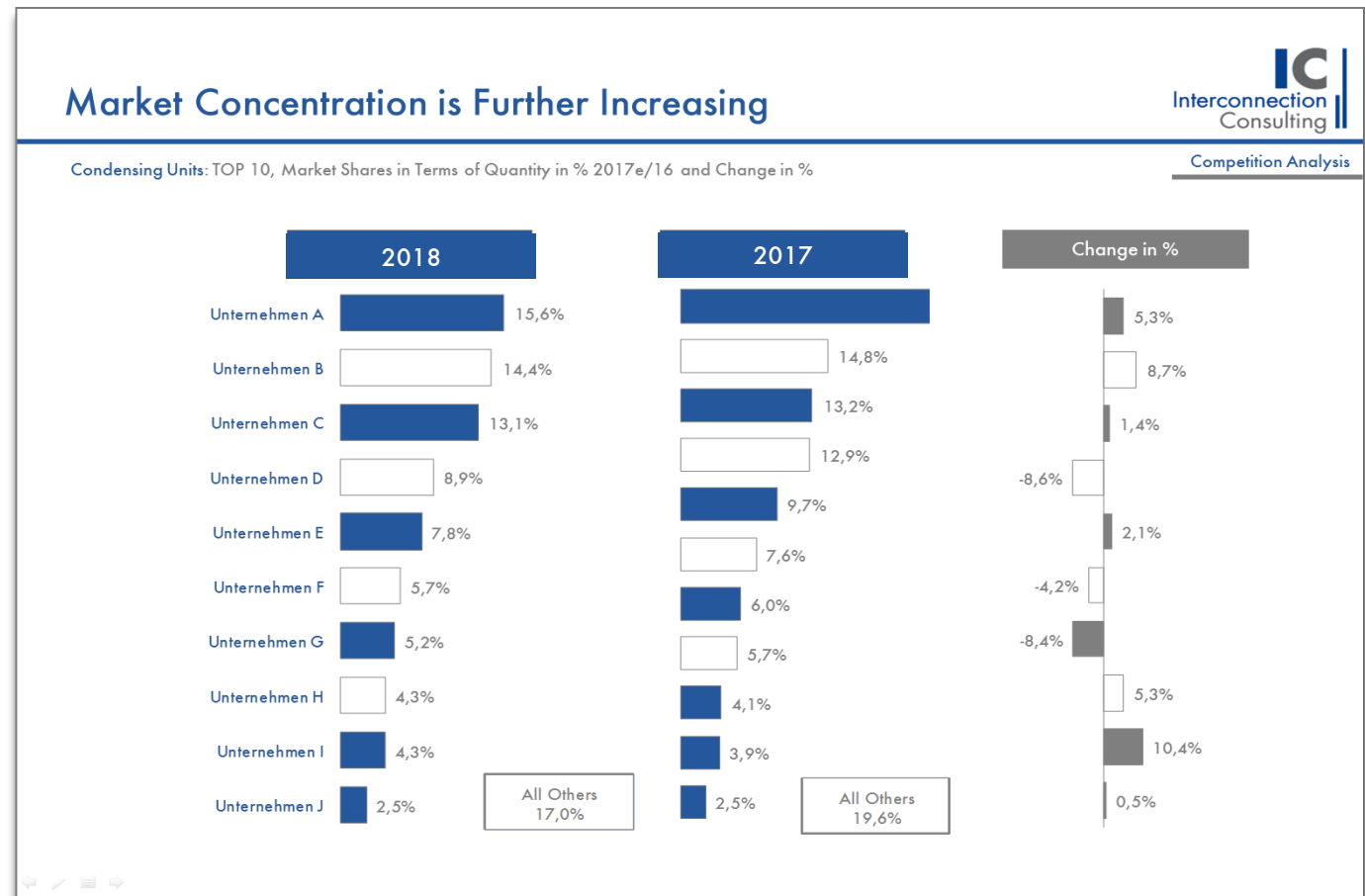
- ❑ Presentation of Total Market & Forecasts for the next three years.
- ❑ Overview of Market Development according to regions, market segmentation in different customer segments.
- ❑ This Sample Chart shows fictive figures.



- ❑ *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.



- 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 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	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
CEE Total **	€ 14.160,-		€ 5.000 -10%
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			€ 15.000 -20%
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		Croatia	Austria
			Bulgaria

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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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- **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 Delivers Data for Company Decisions

- 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

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

**Mr. Bernd Blümmers**

Directeur General, Saint-Gobain Solar Systems, Central Europe, Aachen

## Customers of our Reports



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

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we show you the way

# Factsheet: IC Market Tracking®

## Condensing Units in the CEE Region 2019

### Included in the Report

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

### Price

- per country: 2.950 €
- all regions: 14.160 €
- Hard Copy: 150 €

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:

#### 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 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 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

##### Regions

Czechia, Slovakia, Austria, Hungary, Croatia, Bulgaria

##### Condensing Units by Output

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##### Customer Type

Food Service, Food Retail, Food Processing

##### Refrigerant

(HFC, HFO, Hydrocarbons, Co2)

##### Temperature Range

(-Low vs Medium vs High)

##### Unit Type

Indoor, Outdoor, Monoblock, Bi-Block

#### 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.

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



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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- ☐ Czechia
- ☐ Hungary
- ☐ Slovakia
- ☐ Bulgaria
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- ☐ All Regions

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- ☐ Abonnement (20% Price Advantage)\*
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- ☐ Translation in another language (price on request)

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