



IC Market Forecast®
Thermal Insulation in
Europe 2018

Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and **individual segments**.
- ✓ **Market Forecasts** for all product segments for the upcoming three years, based on our econometric models and with respect to:
 - Total Market
 - Product Groups
 - Application
 - Customer Segments
 - Business Segments
- ✓ Information about the most important **Factors of Influence**.
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.
- ✓ Pivot (excel tables) for all the mentioned segments suitable for interactive research.



IC Market Forecast® Thermal Insulation in Europe 2018

GER	AUT	SUI	NET	ITA	RUS	UK
FRA	POL	SWE	BEL	CZK	SVK	TUR



For each segment the total market and forecasts for the next three years (2021f) are available in the study

Product Groups	Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included. Quantity in 1.000 m ³
PUR/PIR	Rigid polyurethane (Styrofoam)
XPS	Extruded polystyrene (Styrofoam)
EPS	Expanded polystyrene
Stone Wool	Insulators made from furnace product of molten Rock. Also known as rock wool
Glass Wool	Insulators made from strings of glass arranged into a spongy texture
Wood	Insulators made from wood
Others	Insulators made of multi-foil, concrete, etc

Application

External Walls

Thermal Insulation used for External Walls (EIFS, Rainscreen, Cavity Wall Insulation)

Internal Walls

Thermal Insulation used for Internal Walls

Roofs

Thermal Insulation used for Roofs (Flat Roof, Pitched Roof)

Floors

Thermal Insulation used for Floors

Others

Thermal Insulation used for other application

Abbreviations

CAGR

Compound Annual Growth Rate over the period 2016-2020f

Avg. Share

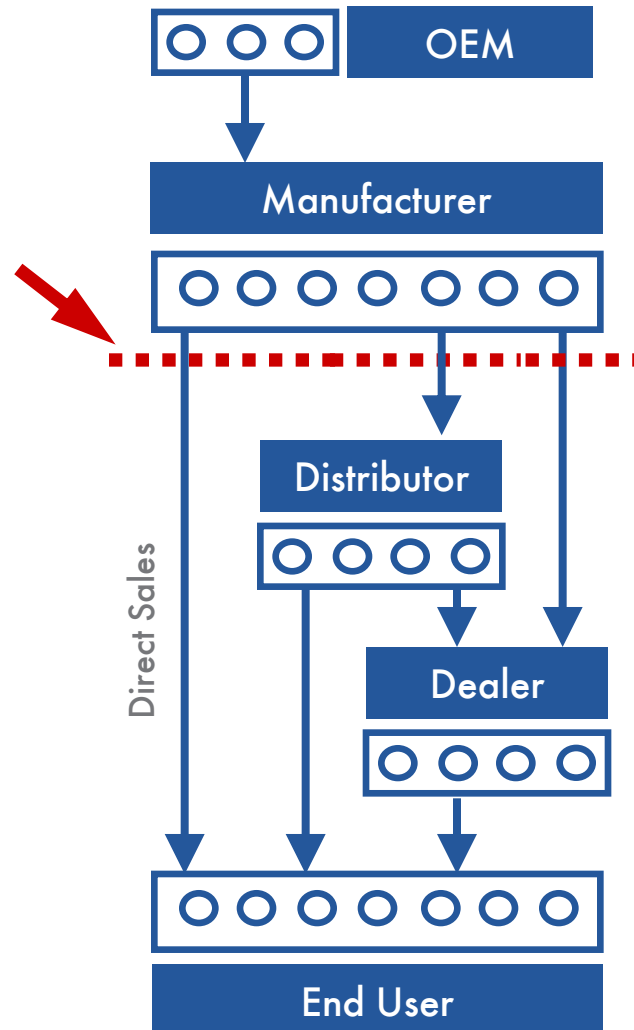
Average Share over the period 2016 - 2020f

2017_e/2018_f

Estimated/Forecasted

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.



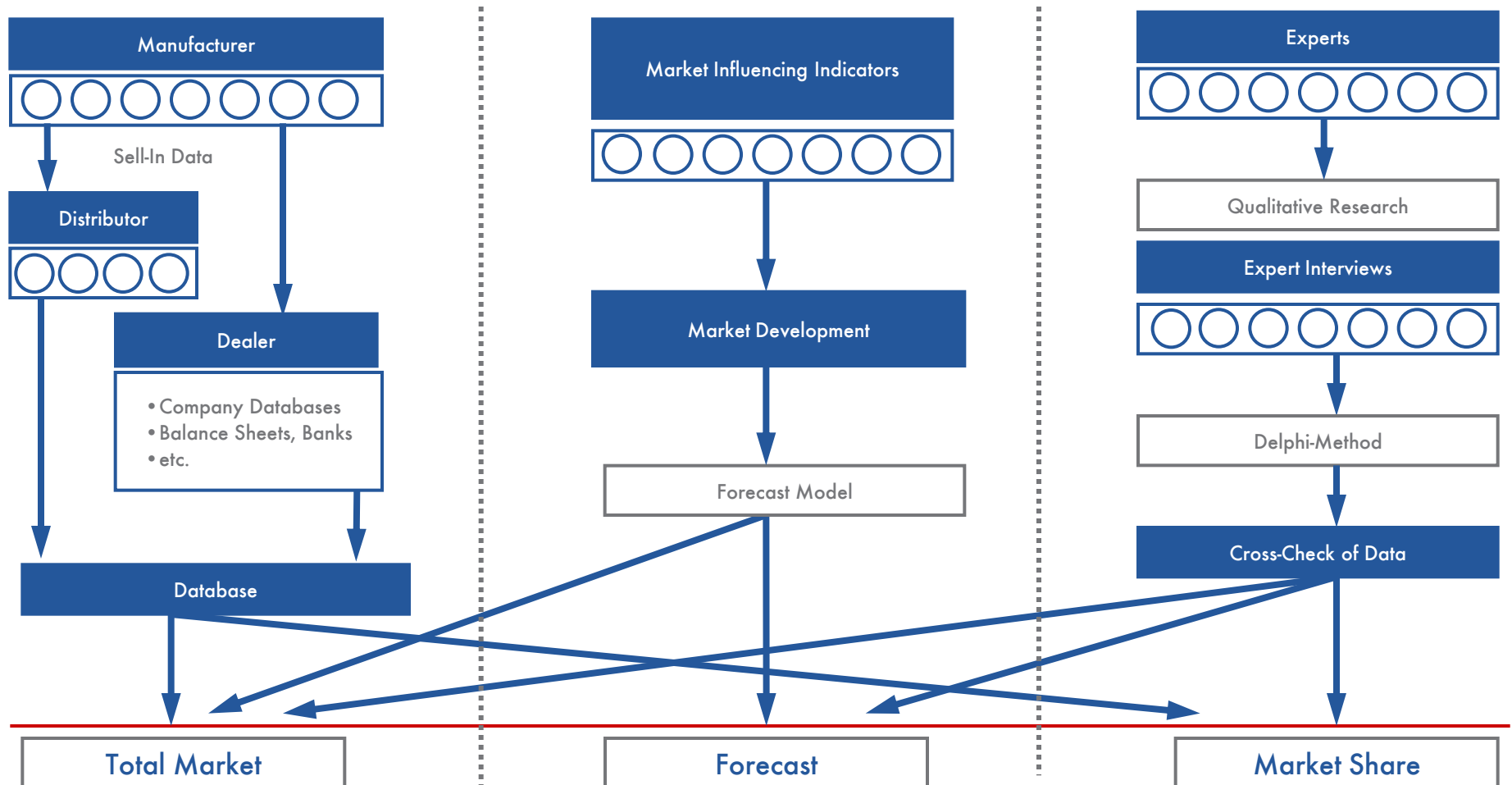
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

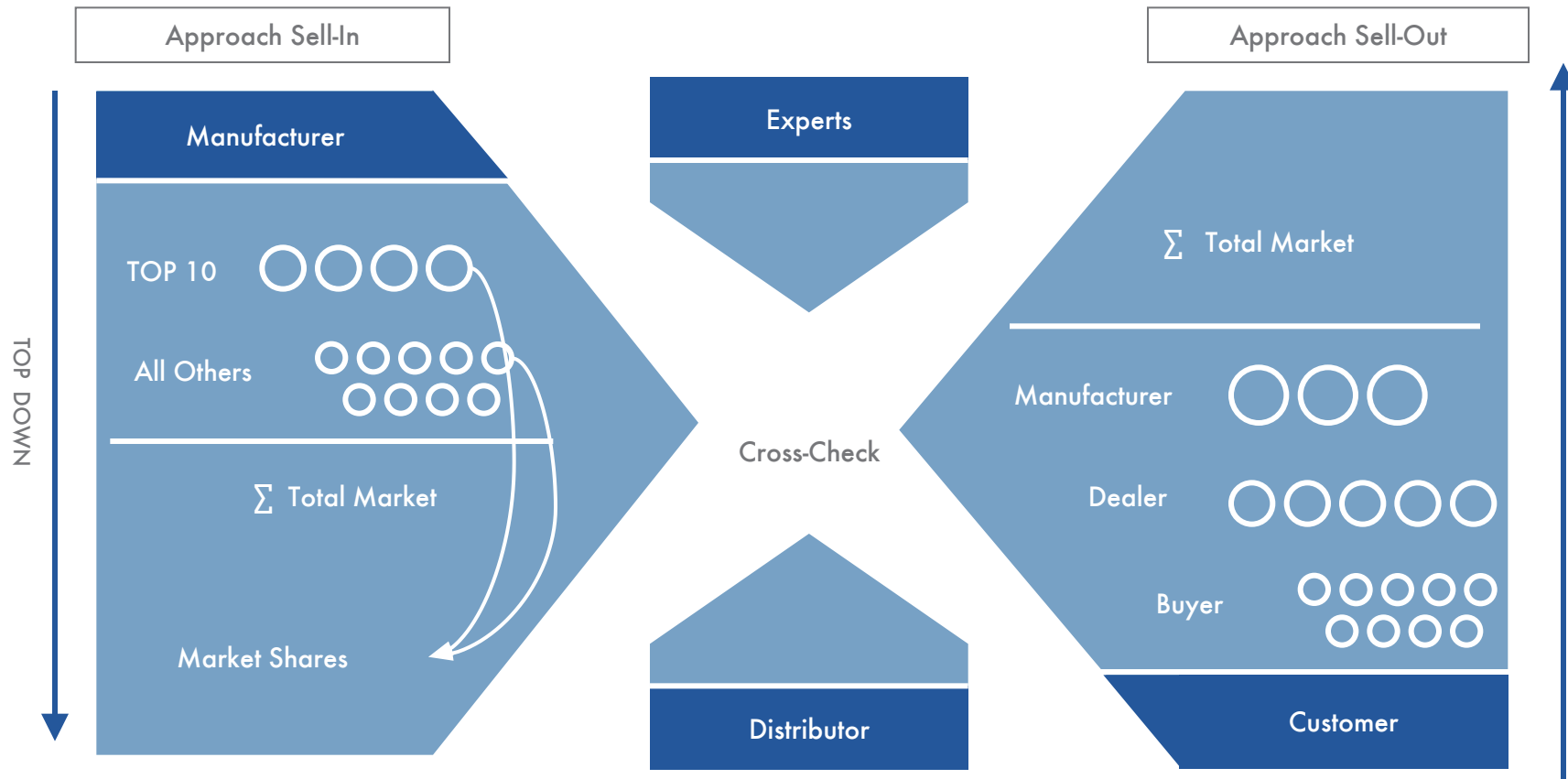
Methodology

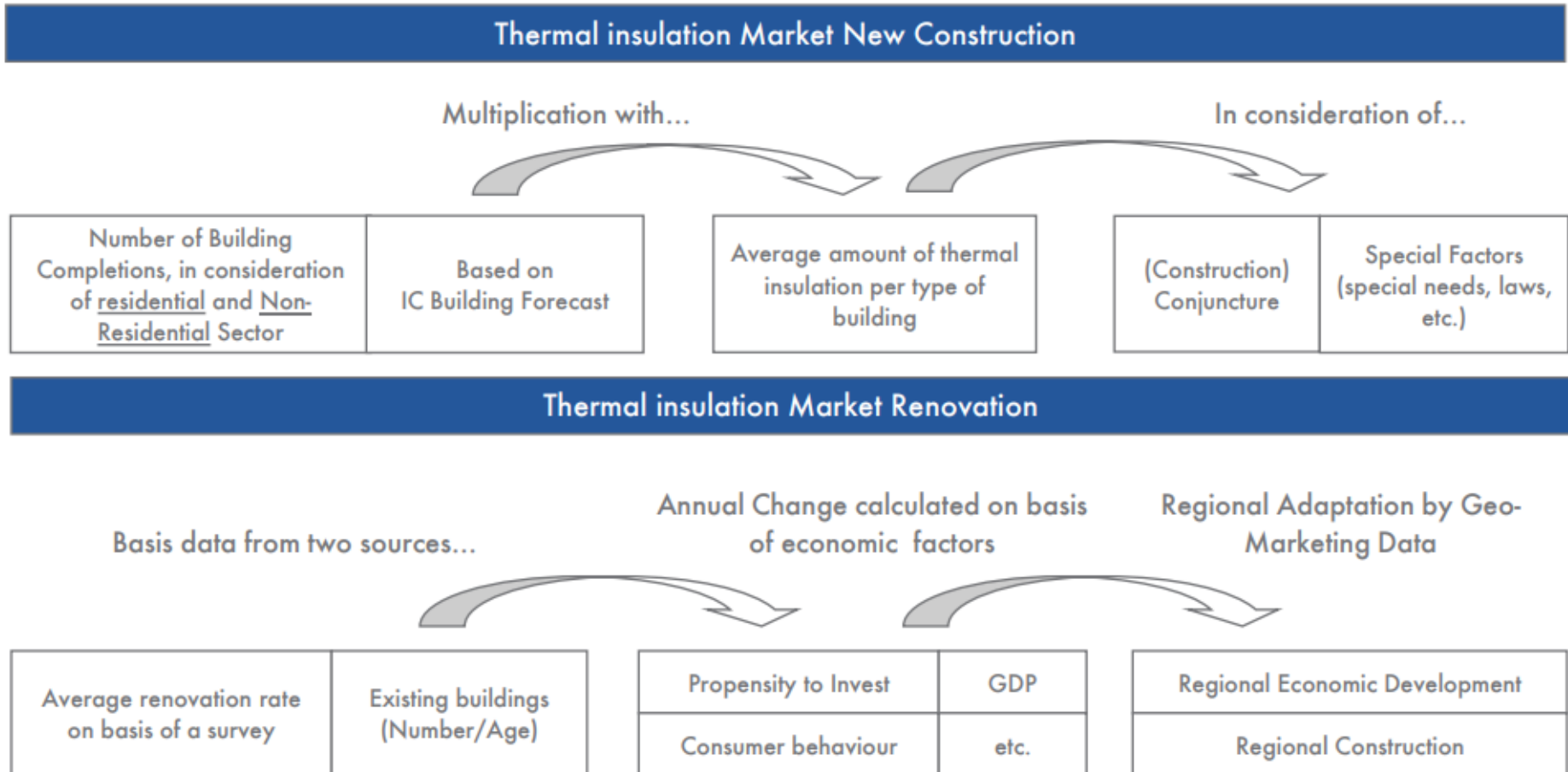


Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology





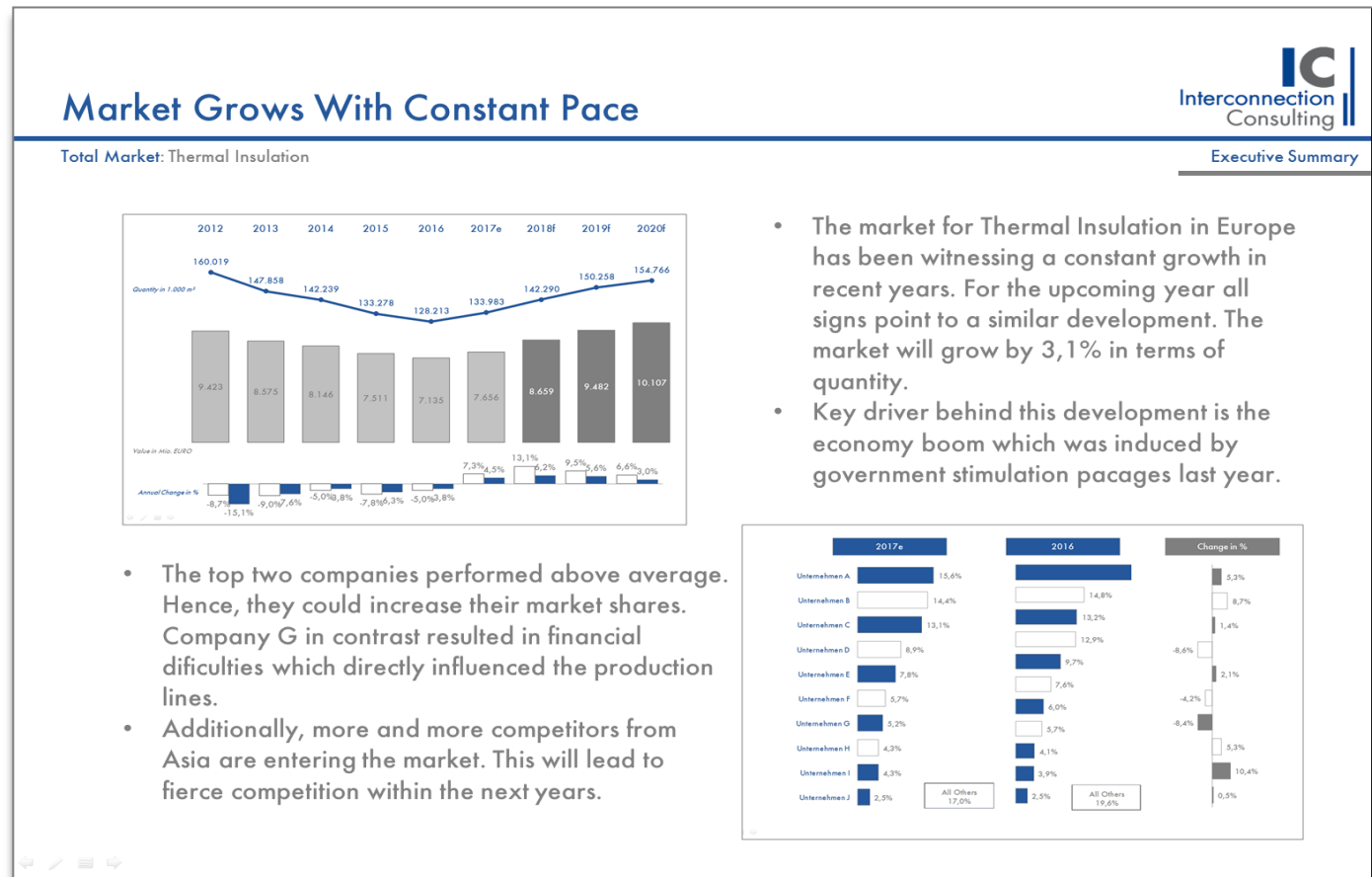
Contents of the IC Market Forecast®

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

- The **Introduction** shows 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 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.

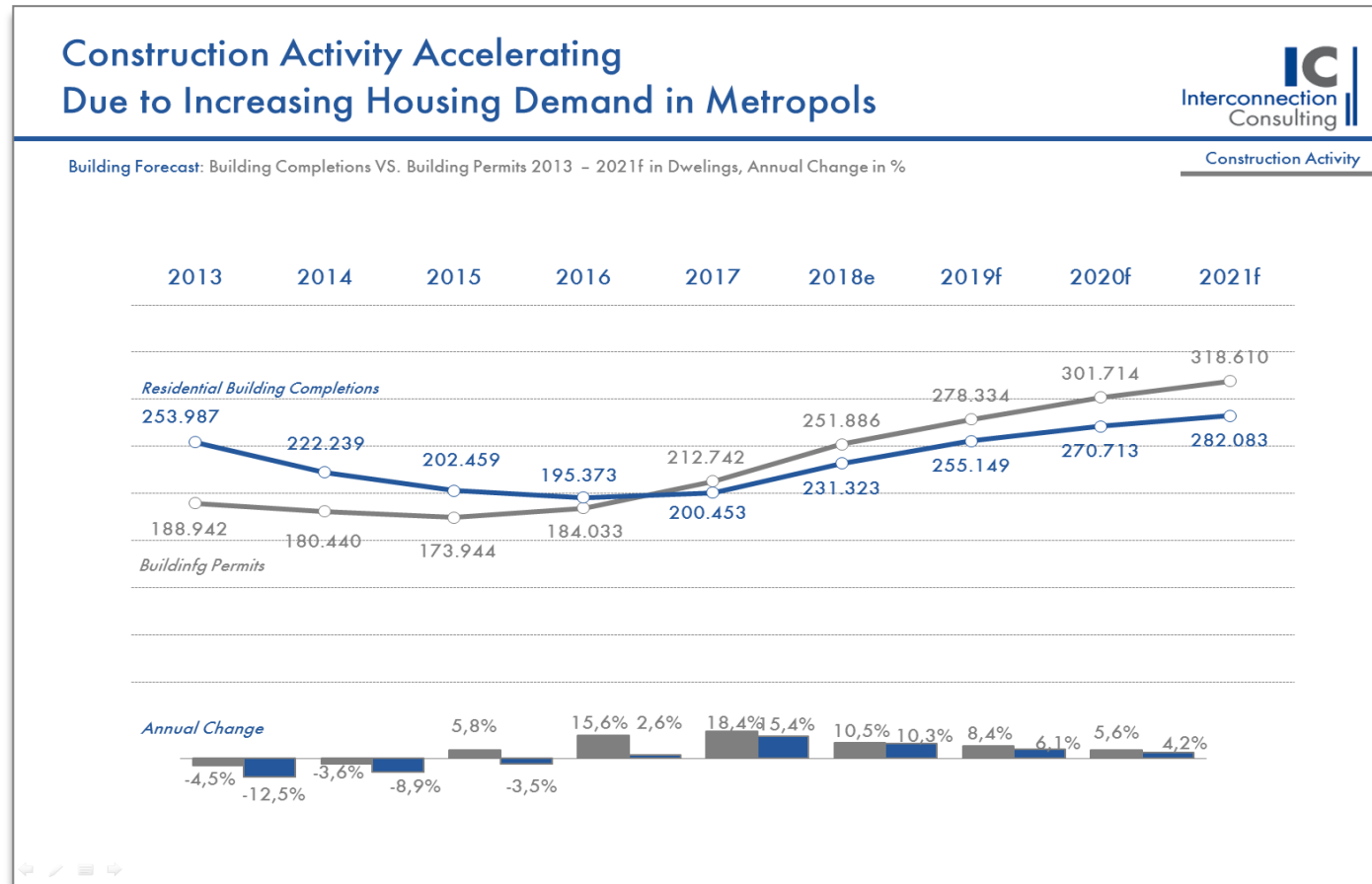
Executive Summary at the Beginning of the Report

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



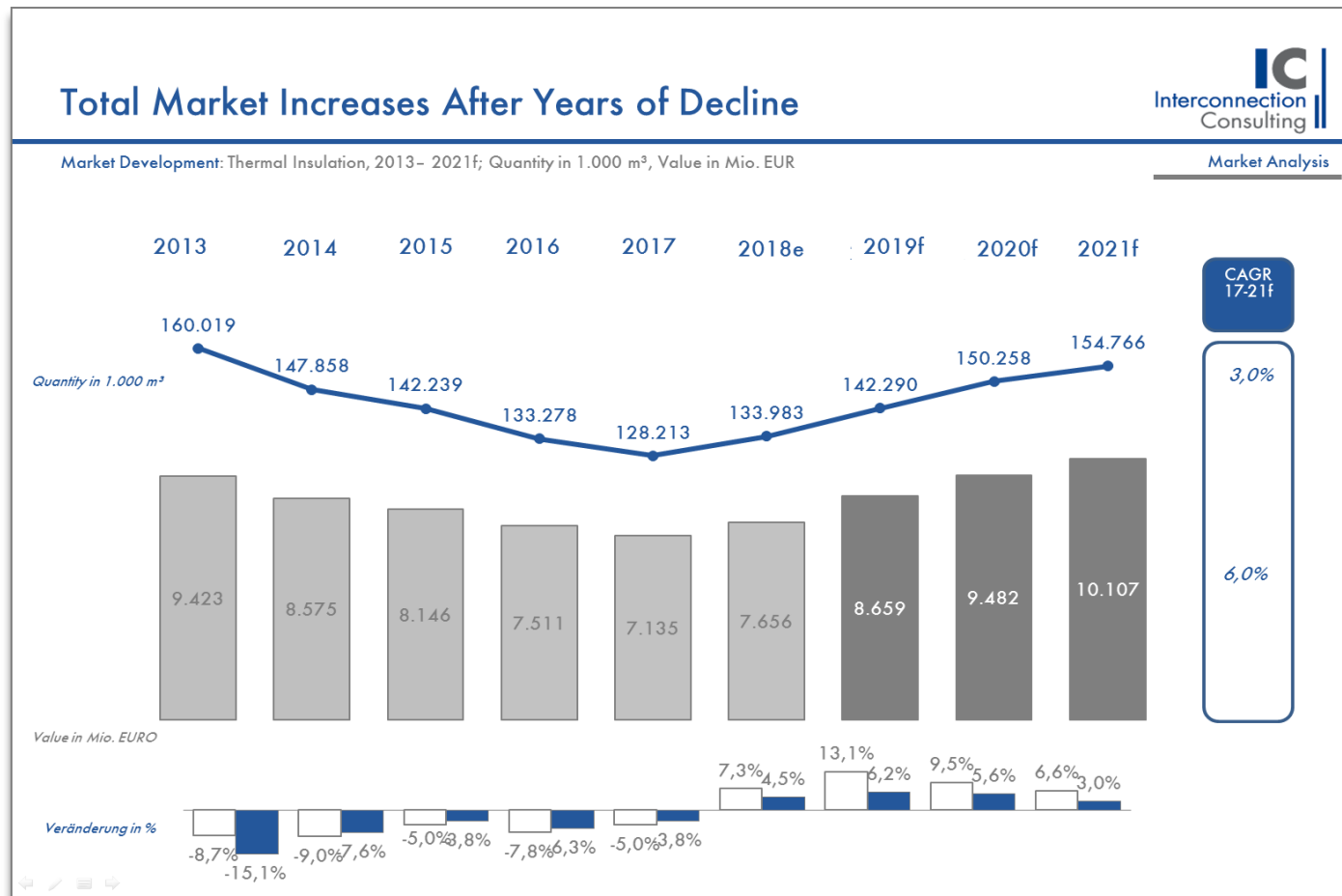
Market Environment Data of Our Forecasting Model

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

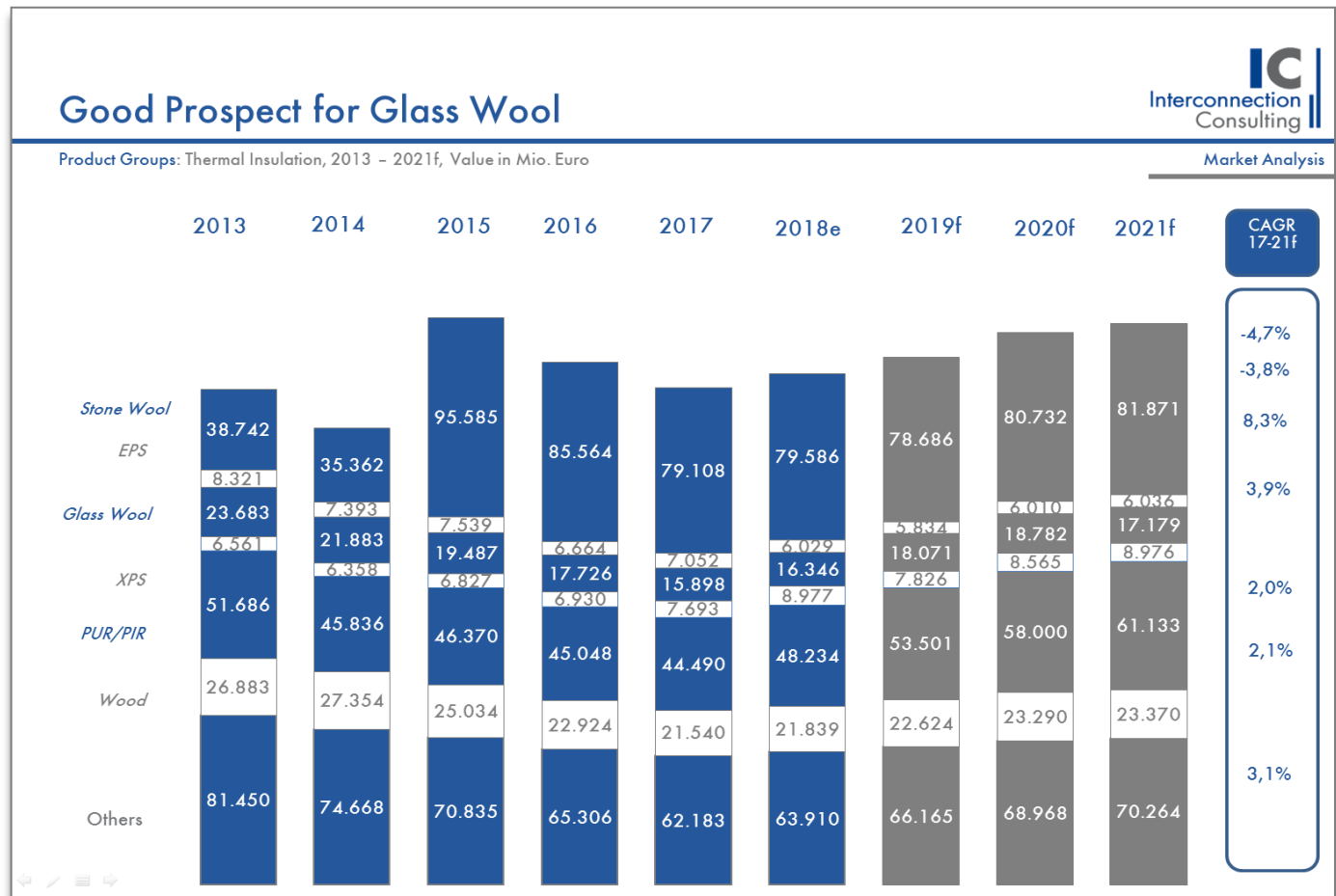


Total Market Development and Forecast

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



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



- Additionally to the visualised report a Pivot Table will be included.
- With use of the analyse tool you can individually make selections of the available data to make comparisons of the development on years and segments by your own.
- Pivot tables are available for the competition analysis as well as for the total market and forecasts.

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)
∅ 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)
∅ Price in € (Classes)	(All)

Sum - #	Technology		
Segments	A	B	C
Segment A	3.290	5.452	7
Segment B	5.310	8.925	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

Investment Plan for Your Market Research

		IC Abonnement*	Scale of Discounts	
	Single Issue	20% ABOVORTEIL	€ 5.000	-5%
Single Country	€ 1.950,-		€ 10.000	-10%
All Regions**	€ 21.840,-		€ 25.000	-20%
			€ 30.000	-25%

Available Countries

GER	AUT	SUI	NET	ITA	RUS	UK
FRA	POL	SWE	BEL	CZK	SVK	TUR

* **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.

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

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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:

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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


Webverstärker

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

Webverstärker



- 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



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.) 300
- Optional: Hard Copy

Price

- Single Country: 1.950 €
- 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 of the Market Report

Structure of the Study

Language of the report

English, Other languages 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.

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

Countries/Regions

Germany, Austria, Switzerland, Netherlands, Italy, Russia, Great Britain, France, Poland, Sweden, Belgium, Czech Republic, Turkey, Slovakia

Product Groups

Stone Wool, Glasswool, Wood, EPS, XPS, PUR/PIR, Others

Business Segments

New Construction, Renovation

Customer Segments

Residential, Non-Residential

Application

External Walls, Internal Walls (EIFS, Rainscree

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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E-Mail: office@interconnectionconsulting.com



Yes, we would like to order the
IC Market Forecast® Thermal Insulation in Europe 2018
(Please, print out the order form and mark your desired products)

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20 % PRICE ADVANTAGE**

Industry/Region	Single Issue
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<input type="checkbox"/> Czech Republic	1.950,- EUR
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<input type="checkbox"/> All Regions	21.840,- EUR

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From 10.000,- EUR	10%
From 25.000,- EUR	20%
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