



we show you the way

IC Market Forecast[®] Window Fittings in D-A-CH 2017

Offer 2017

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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.
- ✓ Total Market of Window Fittings divided by:
 - Windows (Casement inside, Tilt & Turn, Casement Outside, Sliders)
 - Patio doors (Fold & Slide, Lift & Slide, Parallel Slide)
 - Frame materials (PVC, Wood, Metal)
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies.



Window Fittings in D-A-CH 2017

Germany Austria Switzerland

Market by ...

Windows		Patio Doors	
Fitting Type	Frame Material	Fitting Type	Frame Material
Casement Inside	PVC	Fold & Slide	PVC
Tilt & Turn	Wood	Lift & Slide	Wood
Casement Outside	Metal	Parallel Slide	Metal
Sliders			

Quantity is Measured in Fitting Sets, Value in €. The report contains a forecast up to 2020.

Fitting Set

The quantity is measured in fitting sets. Interconnection applies one set of fittings per window sash. For individual product types the following applies:

Tilt & Turn

Tilt & Turn Windows generally consist of one fitting set.

Casement

Casement Windows (inside/outside) generally consist of 2 sashes and have two sets of fittings.

Sliders

Sliding windows have two sashes of which only one is moveable. That is why only one fitting set is applicable.

Fold & Slide

These window types have 2-3 sashes that all moveable. However, it is considered as one set of fitting.

Lift & Slide

Lift & Slide windows have two sashes, each standing in its own inline. Only one sash is moveable which is why only one fitting set is applicable.

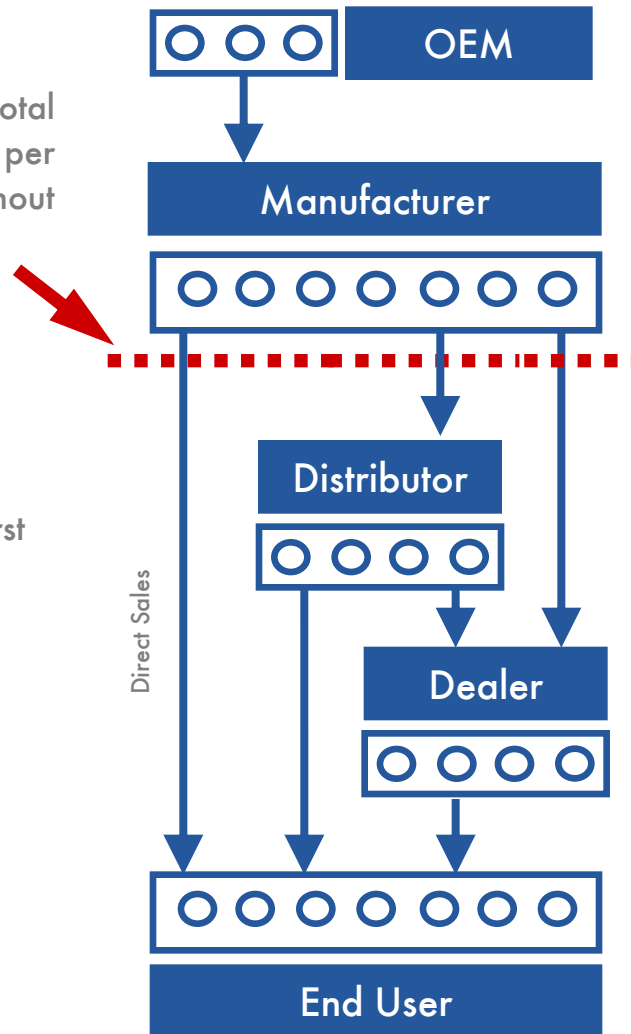
Parallel Slide

Parallel Slide windows have two sashes. The moveable sash is not resting inside an inline. Instead, when opening, it swings outwards and slides parallel to the other sash. Only one sash is moveable which is why only one fitting set is applicable.

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.



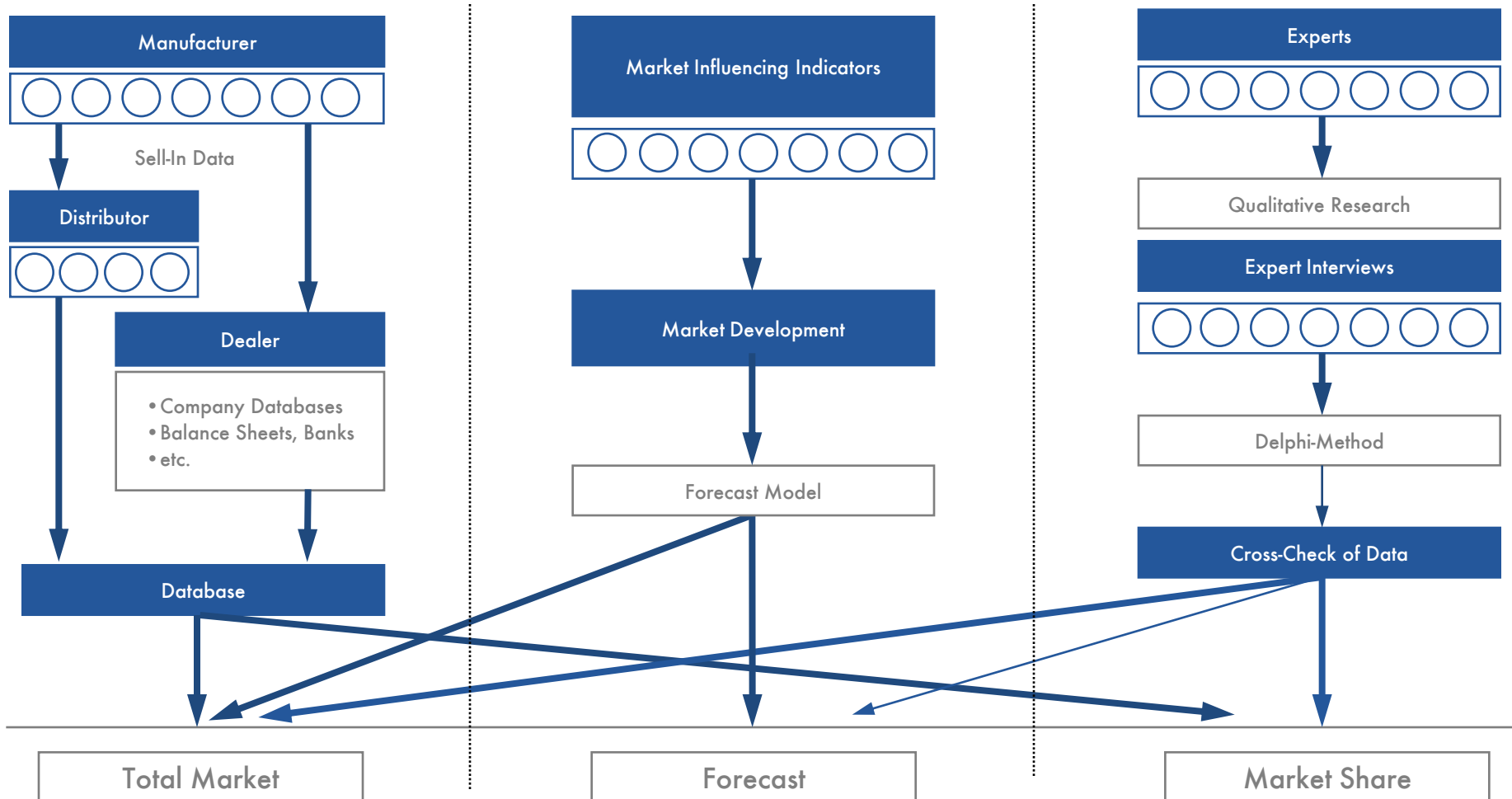
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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?

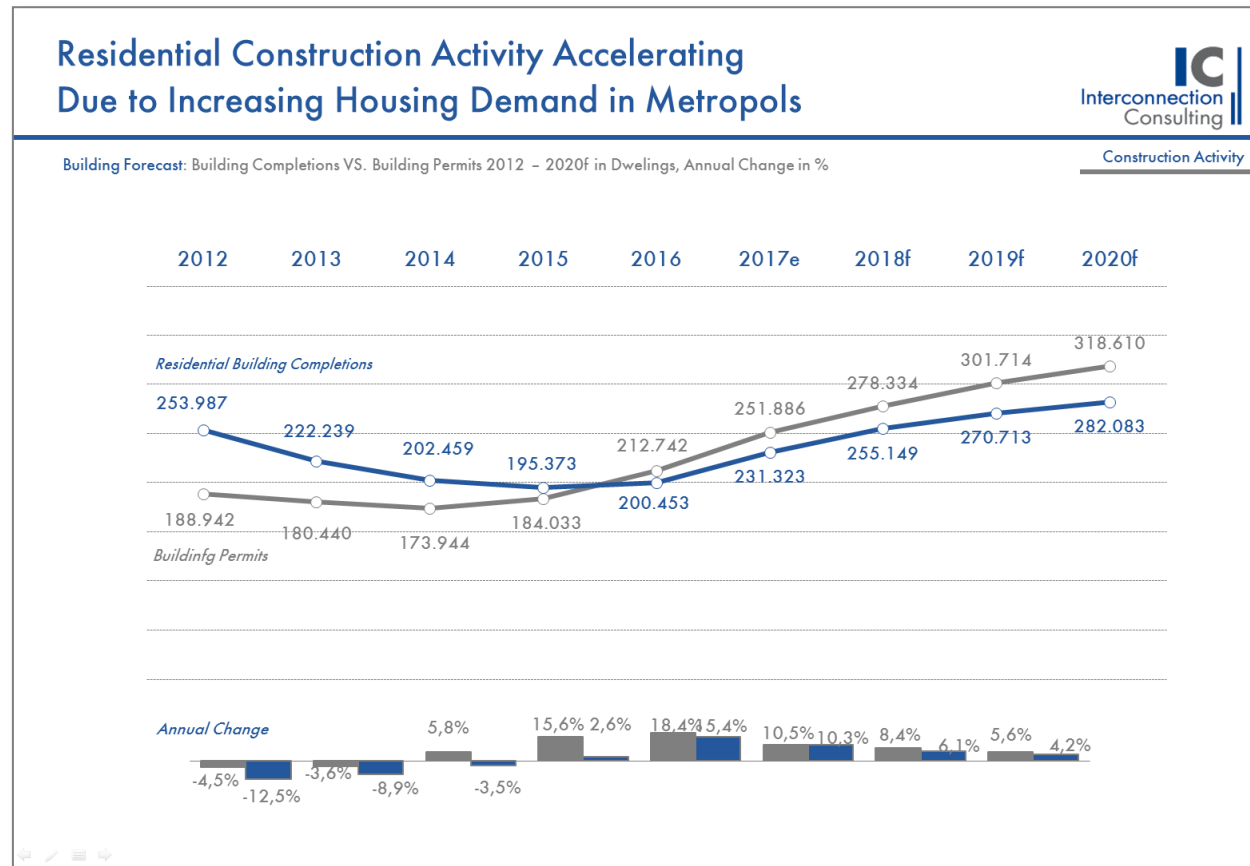
Description Structure of Survey Methodology

Methodology



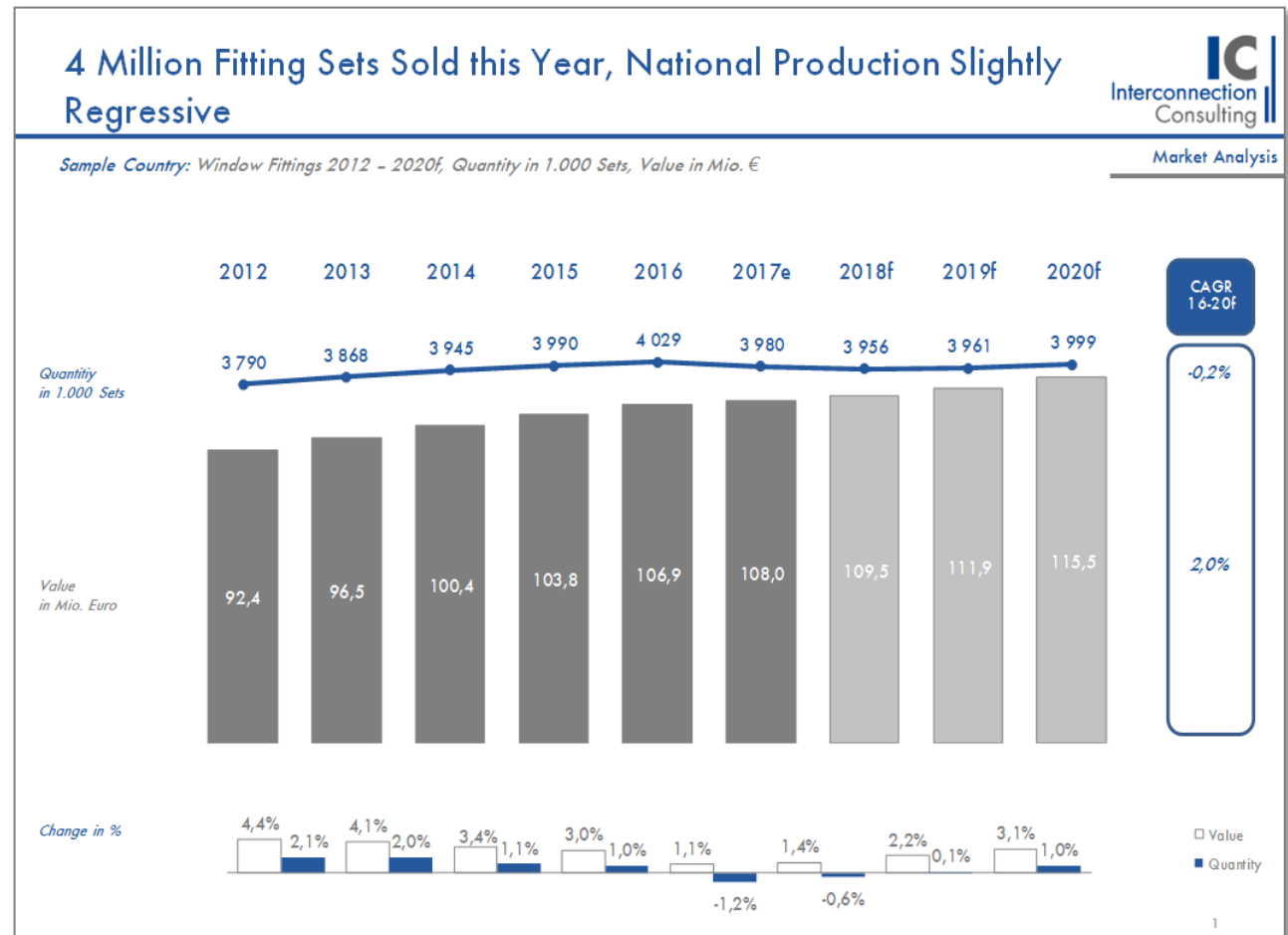
Market Environment Data of our Forecasting Model

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



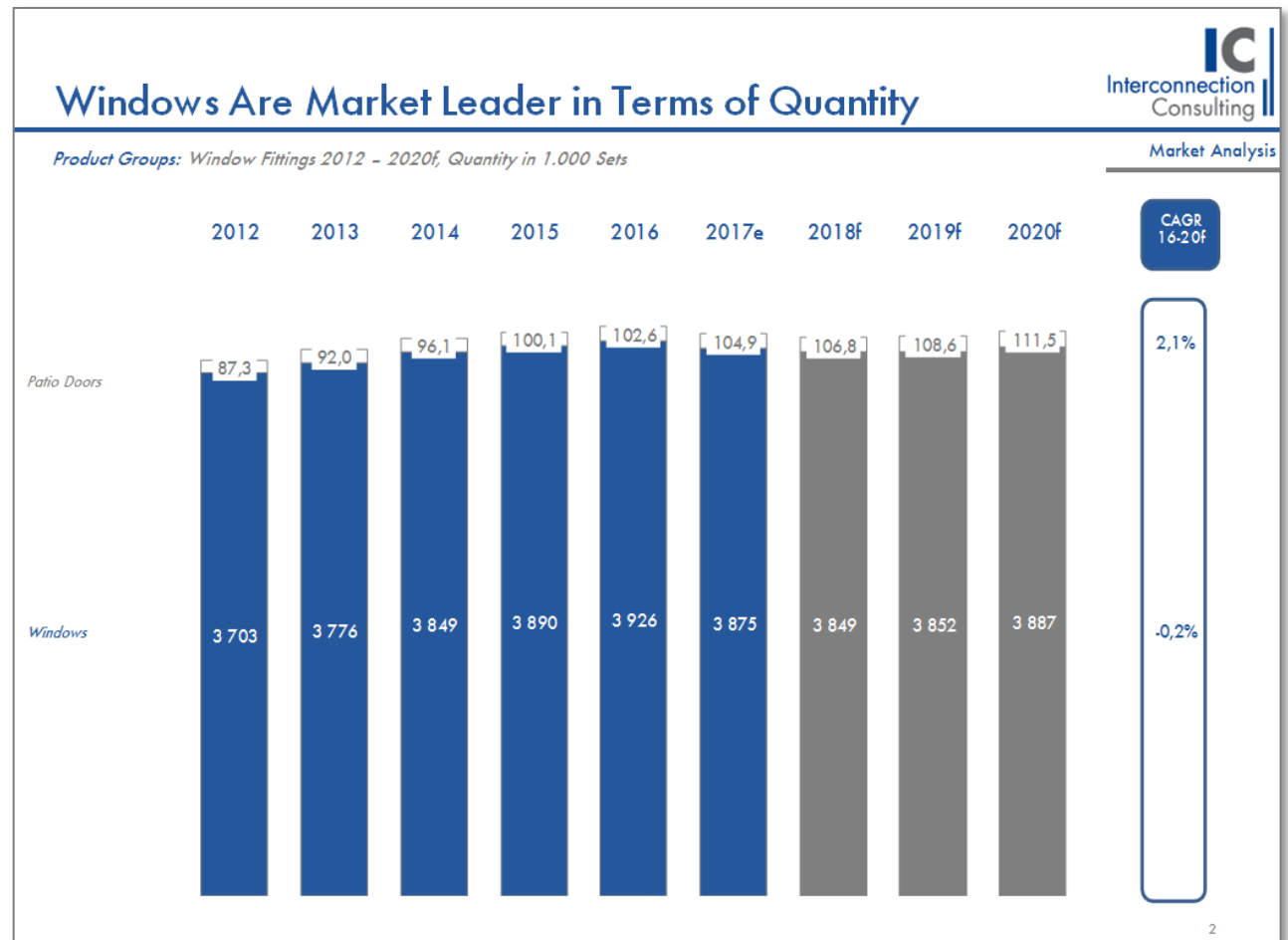
Total Market Development and Forecast

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



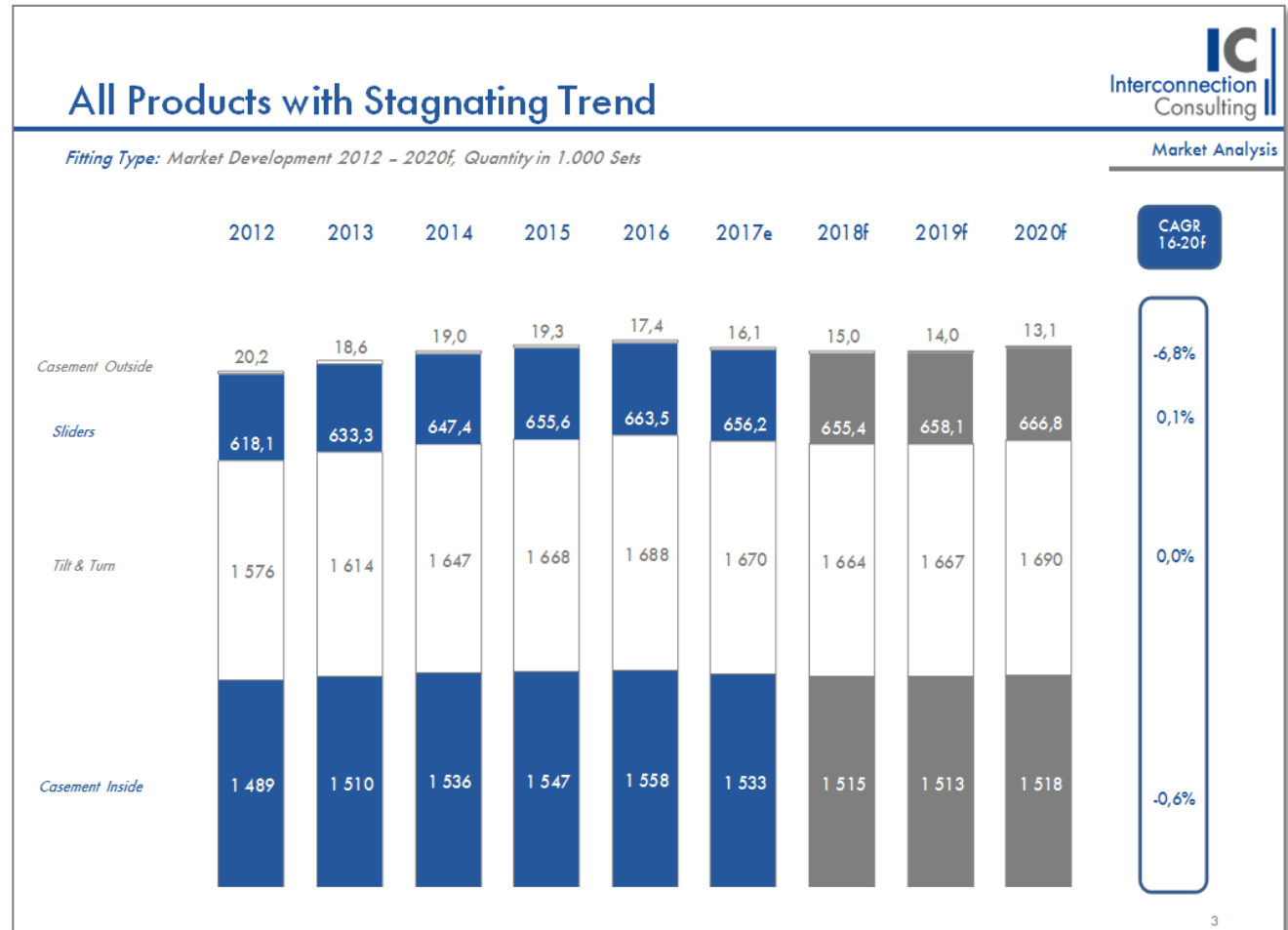
Strategic Analysis of Product Groups and Segments

- Dynamic Portfolios for a strategic analysis of the market and segments.
- Forecast for the upcoming three years
- This chart shows **sample figures**.



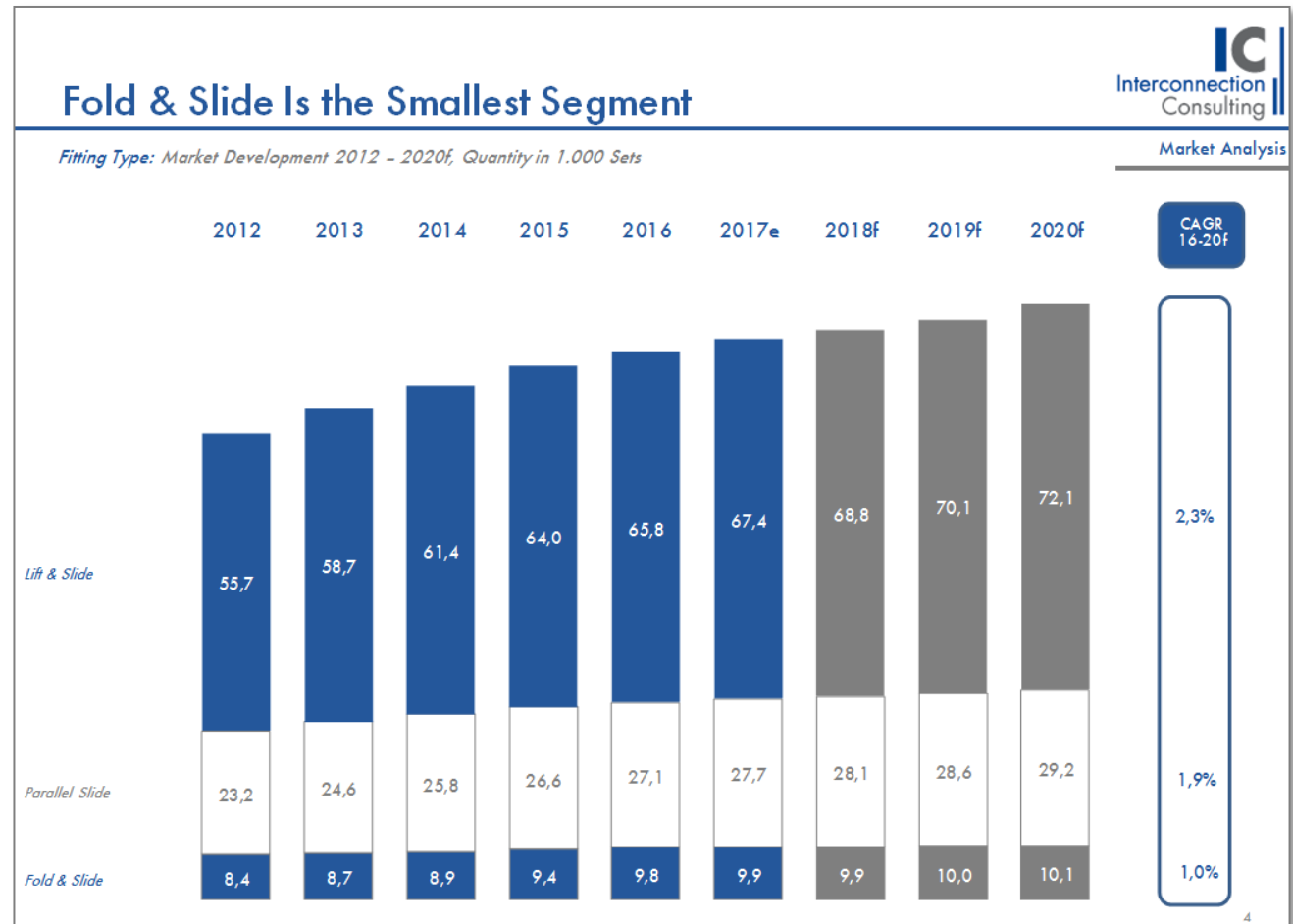
Strategic Analysis of Product Groups and Segments

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Strategic Analysis of Product Groups and Segments

- Dynamic Portfolios for a strategic analysis of the market and segments.
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- This chart shows **sample figures**.



- Additionally to the visualized report a Pivot Table will be included
- With use of the analyze 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

IC Market Forecast[®] Window Fittings in D-A-CH 2017

		IC Subscription *	Scale of Discounts	
Single Country	Single Issue		€ 5.000	- 5%
	€ 1.950,-		€ 10.000	-10%
D-A-CH Total**	€ 5.490,-		€ 25.000	-20%
			€ 40.000	-25%
Available countries	Germany	Austria	Switzerland	

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**Price taking into account the scale of discount
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- **Info-Hotline:** For the period of one year you can state questions to the author of the study, furthermore the team of Interconnection will assist you for free in case any methodologic questions in the area of market research will arise in your company.
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Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the window 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 catering industry.
- Next to market data we offer for the catering 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.



Market Analysis




- Market Volume
- Market Shares & Entry
- Competition Analysis

Distribution



- 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




- 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

Selected References:

„IC is a constant tutor in the evaluation of markets and offers a helpful decision basis.“

Mr. Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



For further questions
please do not hesitate to contact us!

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IC
we show you the way

Outline

- Interactive PDF, approx. 70 pages
- Excel Pivot Table
- Optional: Colour printing

Prices

- Price per country: 1.950 €
- All Countries : 5.490€
- Colour print option: 150 €

You may find special deals and offers as well as subscription prices on the order form and with the interactive calculator.



Ordering options - Fax: +43 1 5854623 30

- click on „Buy Now!“ and order to configure with the interactive price calculator
- Fill and print out the order form (the final two pages of the Full-Details-Documents)

Content of the Market Report

Basis of the Study

Language of the Study

English, German on Request

Introduction, Market Structure and Executive Summary

Definition and limits of product groups, as well as a summary of the results

Market Drivers

Summary of the most important market driving factors on the market

Overall Market and Forecast

Market development by quantity and in value in various segments of the market for the upcoming three years

Competition Analysis

Detailed market shares of leading companies from several sectors over the previous few years.

Market Structure

Countries/Regions

Germany, Austria, Switzerland

Windows

Casement Inside, Tilt & Turn, Casement Outside, Sliders

Patio Doors

Fold & Slide, Lift & Slide, Parallel Slide

Frame Materials

PVC, Wood, Metal

Methodology

Methodology and Data Sources

The study is based off of information from the most important manufacturers within the branch.

All information is checked for plausibility and evaluated by means of additional sources of information and identified within the tables.

The market models and forecasts are based on economic indicator models that are developed individually for each market. The influencing factors are analysed by a variety of regression analysis models and are updated yearly.

Influencing factors are results of secondary research by the most prestigious statistical institutes and are supplemented by internal market analysis.

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E-Mail: office@interconnectionconsulting.com



Yes, we would like to order the
IC Market Forecast® Window Fittings in D-A-CH 2017
(Please, print out the order form and mark your desired products)

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- Info-Hotline: answering of questions with regards to the report and on methodological issues relating to market research
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