



IC Market Forecast
Exterior Doors in Europe
2019

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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
 - Product Groups
 - Customer & Business Segments
 - Distribution Channels
 - Characteristics
- ✓ Information about the most important **influence factors**
- ✓ Graphic presentation of the results facilitates the development of your own strategies.



IC Market Forecast® Outline and Structure of the Study



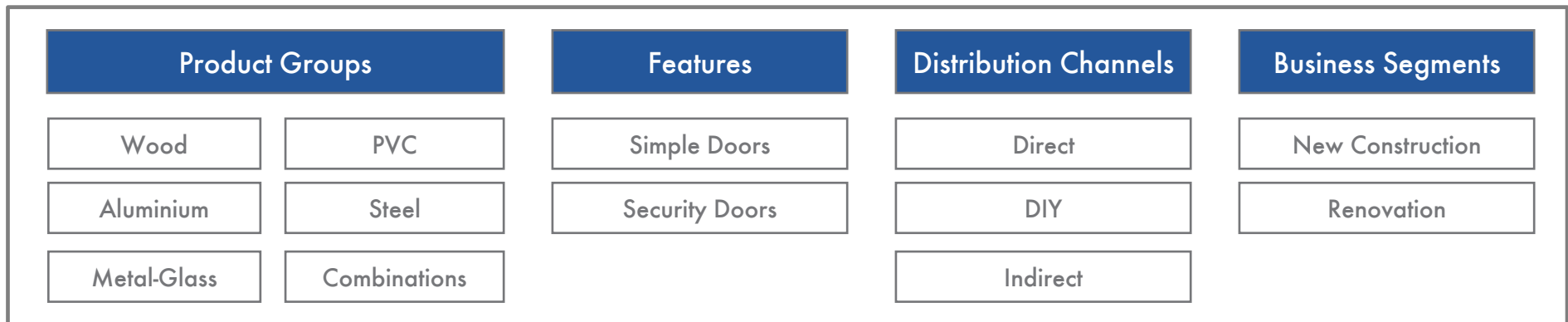
Market by

Residential Building

Non-residential Building

Market by

Market by



Total market data and forecasts from 2012 - 2021f for all segments

Value

Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included



Quantity

As there is no broadly accepted European standard door size, turnover is measured in units. As in many regions, companies are not prepared to quantify their door output in terms of size at all (e.g., door output is quantified in weight), transformation into door units is sometimes difficult. We do our best to provide reliable figures. Nevertheless the turnover expressed in value may provide more significant information of the sales volume than the turnover expressed in quantity.



Not included: Interior doors, flat / apartment entrance doors, automatic doors (sliding doors, swing doors, revolving doors, folding doors etc.), special doors (e.g. fire-rated doors). Security doors are included

Product Groups

Wood

Doors made of Wood

Aluminium

Doors made of Aluminium

Steel

Doors made of Steel

PVC

Doors made of Plastic

Metal-Glass

Doors made of Metal Glass

Combination

Other Combinations such as Wood-Metal



Characteristics

Security Doors

Doors with Burglar Protection

Normal Doors

Doors without Burglar Protection



Distribution Channel

Direct

Direct sales to the end user, also by own sales rep. or Internet

DIY

Sales through large retail stores or warehouses

Indirect

Wholesale trade, retail trade and all other forms of trade in which goods are purchased and sold by a third party

Customer Segment

Residential

Residential Construction including 1-family, 2- family dwellings

Non-Residential

Non-Residential Construction such as buildings for education, health, industry, storage, office, commercial, agricultural and other purposes

Business Segment

New Construction

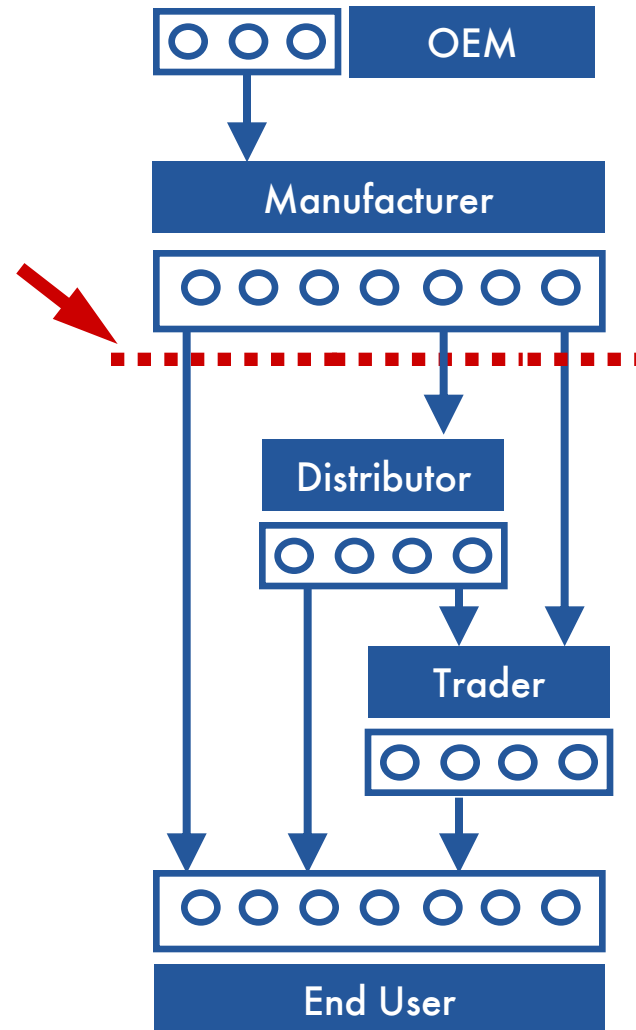
Doors in newly erected buildings

Renovation

Replacement of already existing Doors

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.



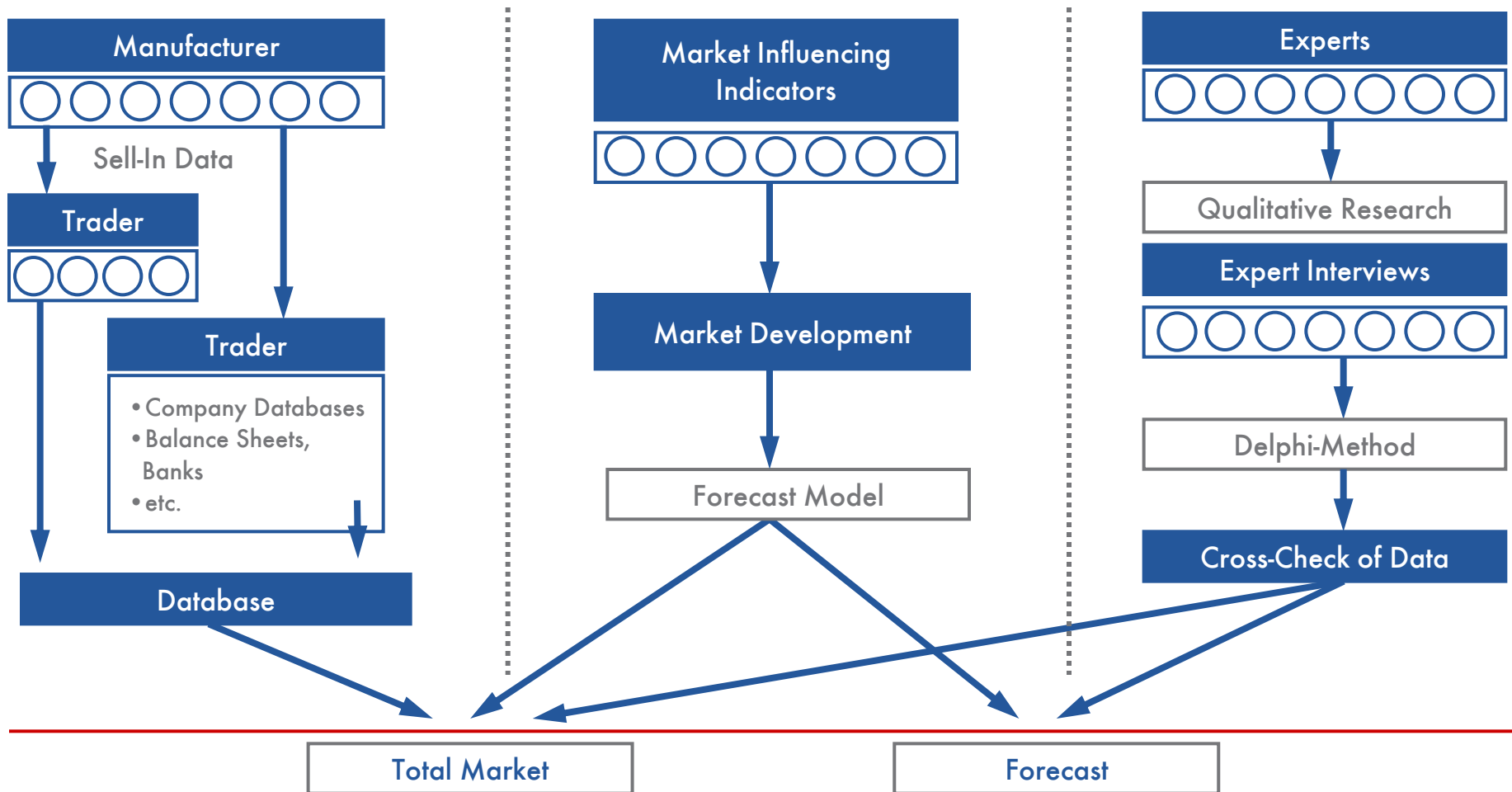
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised traders 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



Exterior Doors Market New Construction

Multiplication with...

In consideration of...



Number of Building Completions,
in consideration of residential
and Non-Residential Sector

Based on
IC Building Forecast

Average number of Exterior
Doors per type of building

(Construction)
Conjuncture

Special Factors
(special
needs,laws,etc.)

Exterior Doors Market Renovation

Basis data from two sources...

Annual Change calculated on basis
of economic factors

Regional Adaptation by Geo-
Marketing Data



Average renovation rate
on basis of a survey

Existing buildings
(Number/Age)

Propensity to Invest

GDP

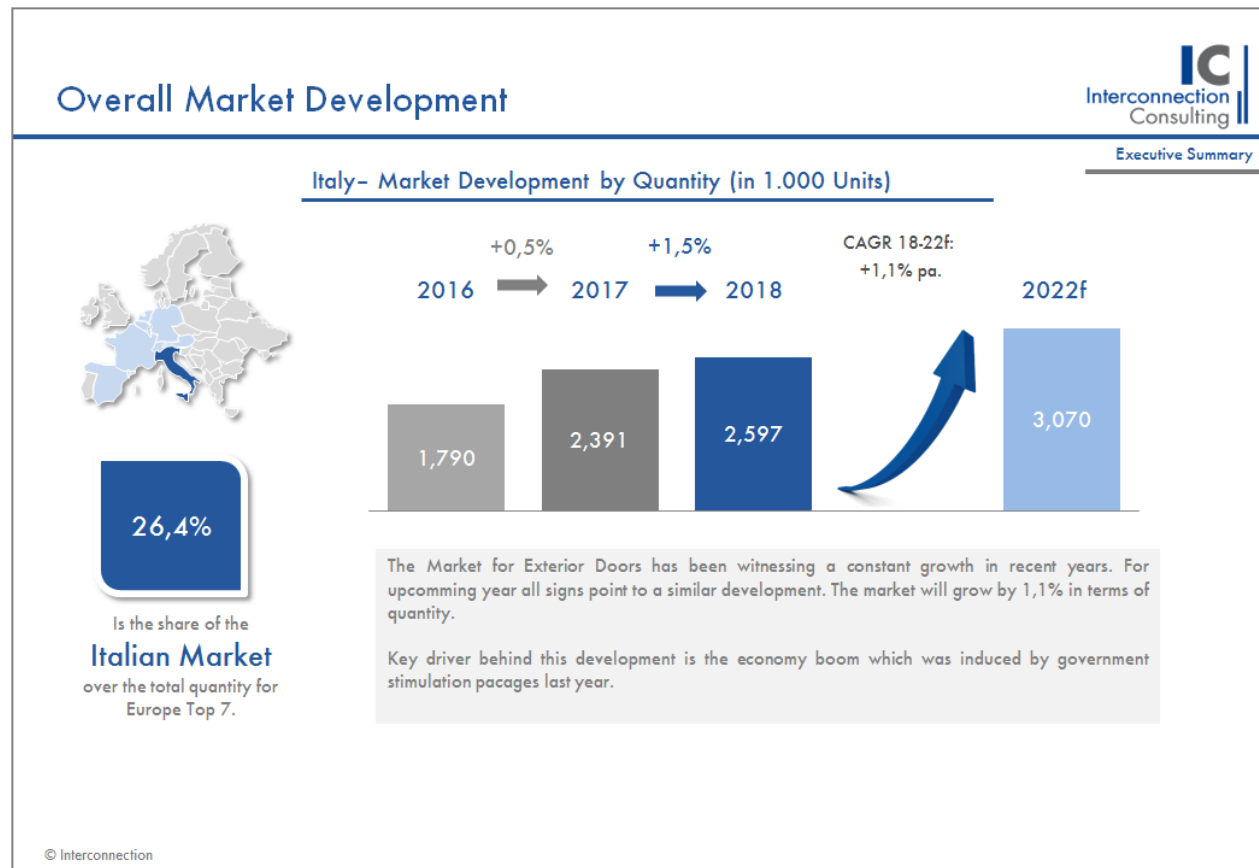
Consumer behaviour

etc.

Regional Economic Development

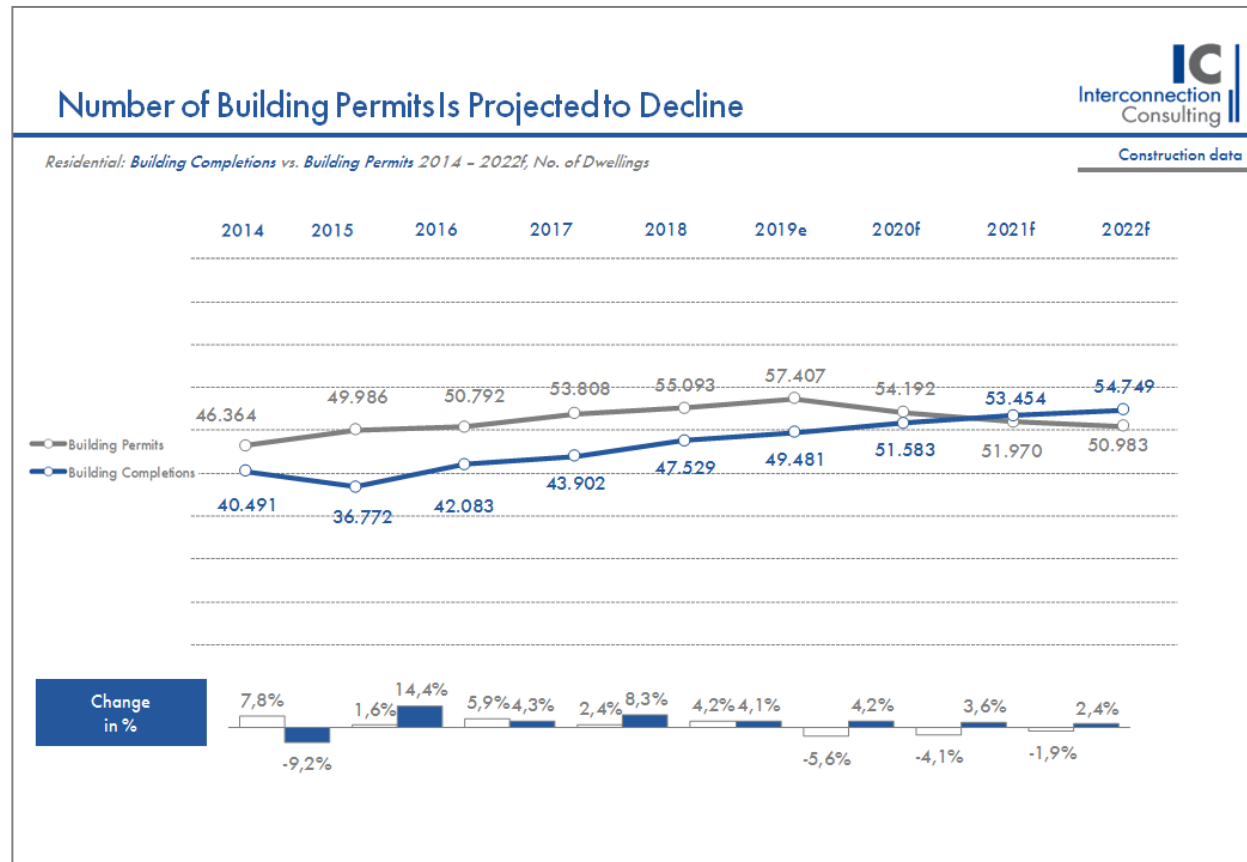
Regional Construction

- *The study starts with giving all relevant information in a precise manner*
- *The IC-Opportunity Index shows the market potential of a given country in comparison to all other markets*
- *This chart shows dummy figures*

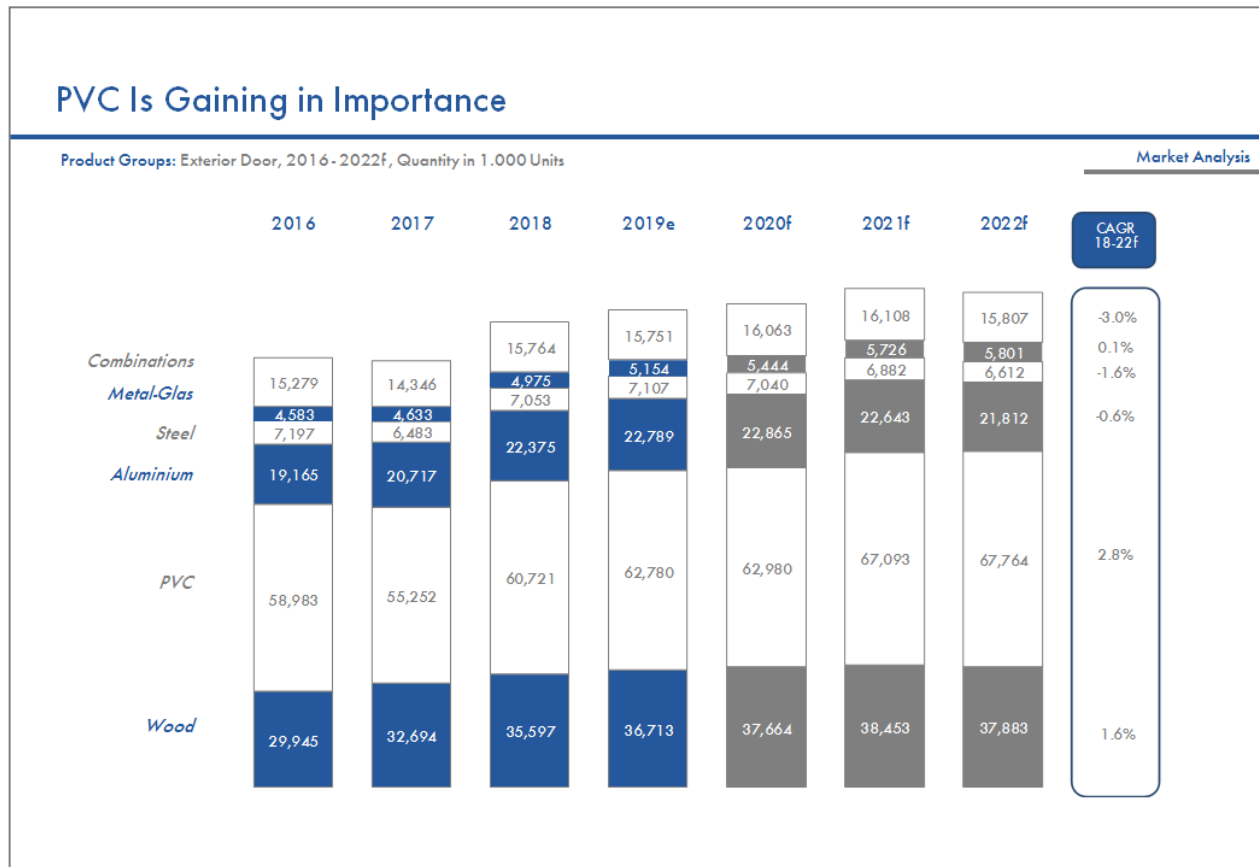


Market Environment Data of our Forecasting Model

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



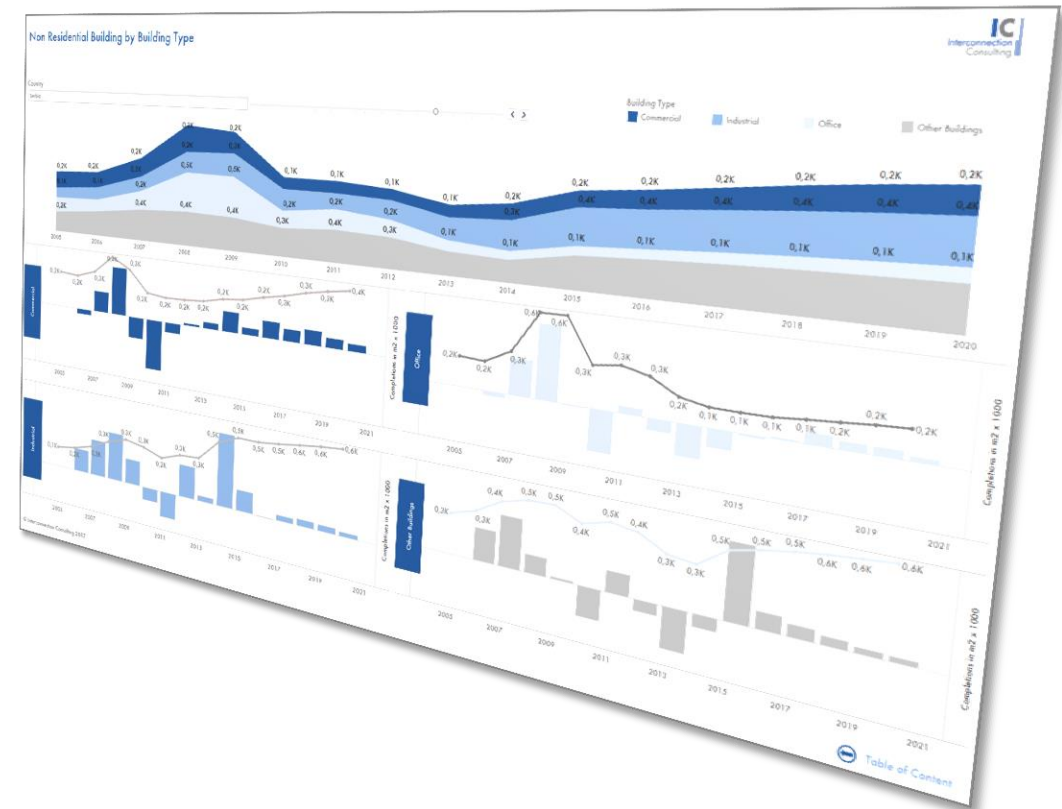
- Performance overview for each product group by year
- Forecast for the upcoming three years
- This chart shows dummy figures



IC Cockpit-Solution

Online Tool with Interactive Dashboards Presenting the Data

- We provide you also the possibility to implement all data in a dashboard solution based on Tableau.
- Together we will define what the final Tableau-Cockpit should look like to present you the data in the most efficient way for your work.
- In course of a subscription of our reports, fees for the dashboard creations will only occur in the first year. In the subsequent years the updated market data will automatically be uploaded in the software.



Software license costs are EUR 600,- in case of purchase of one country report. Software license costs are included when more than one country report are purchased.

Your Benefits at a Glance

A picture says more than 1000 words

- **Complex correlations** are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards
Updates annually

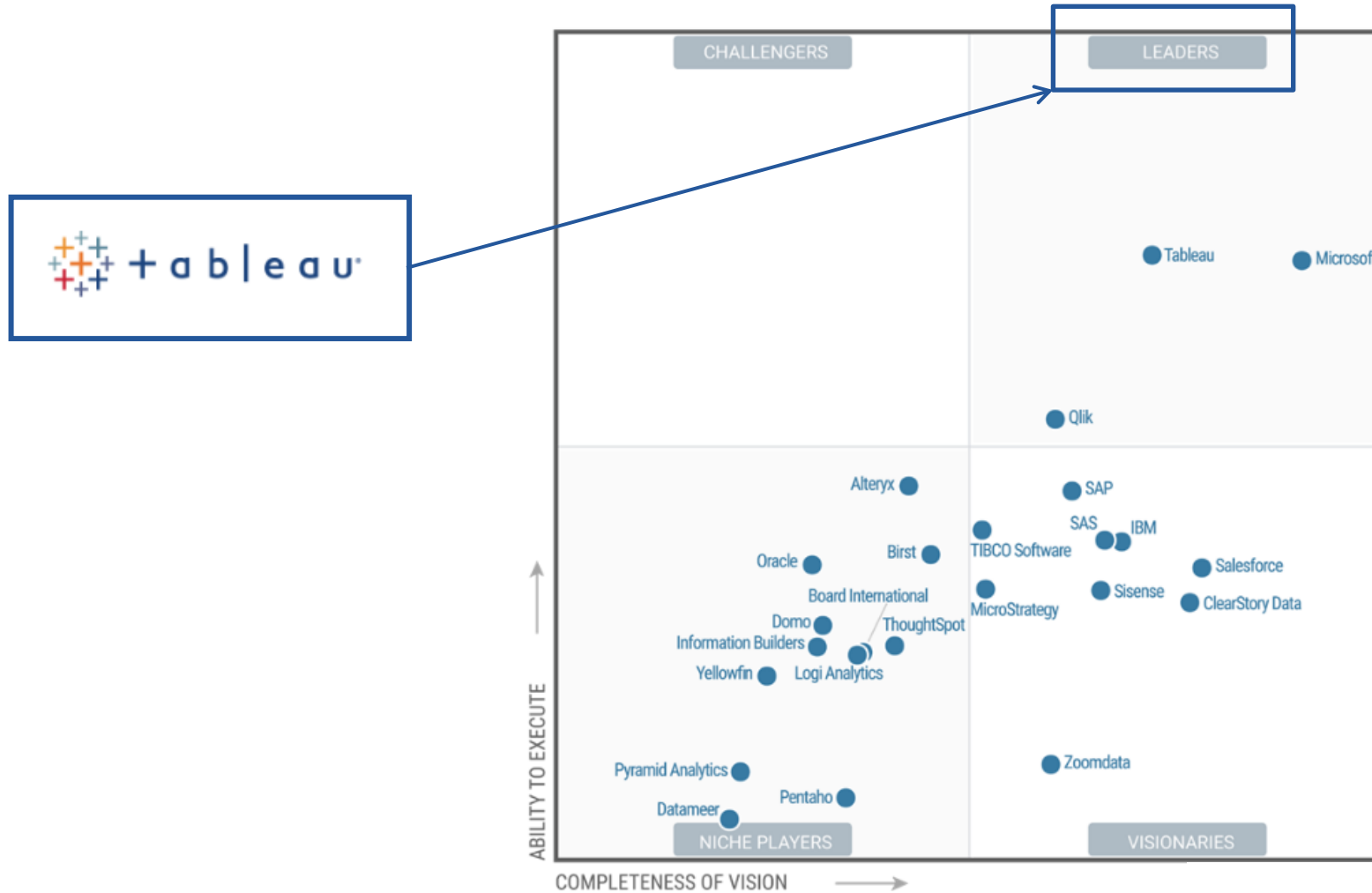
- Use **interactive dashboards** for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online accesability

- Market data are available wherever you have internet access
- You can also **export** the data as .jpg, .csv or .pdf file



IC Managementsystem Implementation with the Best BI Tool on the Markt!



Source: Gartner Magic Quadrant für Business Intelligence and Analytics, 2017

IC Market Forecast® Exterior Doors in Europe 2019

IC Market Forecast® Exterior Doors in Western and Eastern Europe 2019

Prices

	Subscription *	In case of interest for a single issue of the report, please contact the responsible analysts Laszlo Barla & Katarina Gajdova gajdova@interconnectionconsulting.com Tel.: +43 1 585 46 - 68	Scale of Discounts
Single Country	€ 1.950,-		€ 5.000,- 5%
All Countries	€ 31.200,-		€ 10.000,- 10%
			€ 25.000,- 20%
			€ 40.000,- 25%

Available countries	Germany	Switzerland	Austria	Italy	Sweden	Norway	Finland	Denmark
	France	Spain	Portugal	Belgium	Holland	Luxembourg	UK	Ireland
	Poland	Slovakia	Greece	Czech Republic				

* **Subscription:** 25% 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 .

Selected customers of our window studies:



Our Market-Intelligence Tools



Our Ad-hoc research team disposes state of the art market intelligence tools to:

analyze potential to increase turnover and profits

provide an insight about customers needs and opinions

Identify new promising markets and business segments

Optimize your pricing strategies taking customer benefits and the competitive landscape into account

Etc.



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

Interconnection Consulting

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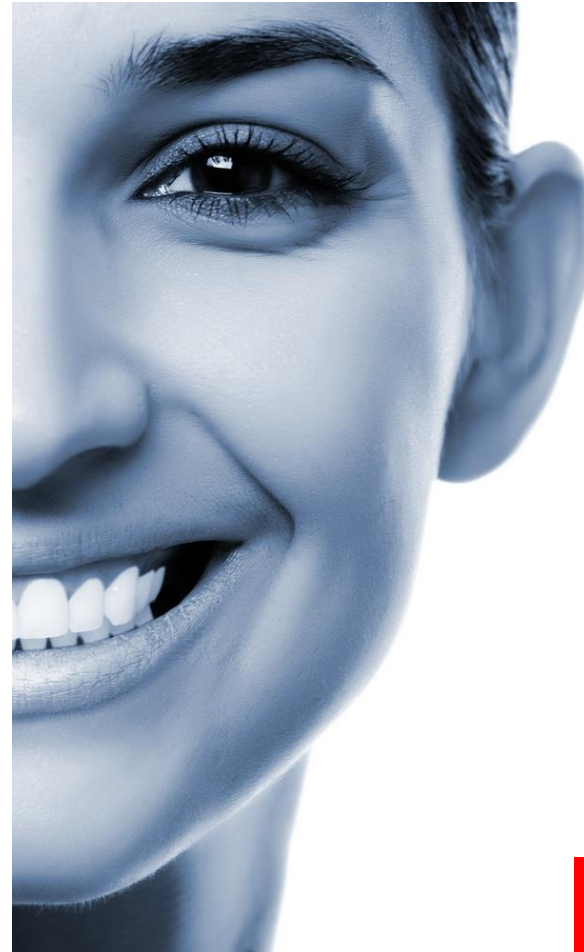
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Inquiry

Yes, we would like to order the IC Market Forecast® Exterior Doors in Europe

(Please, print out the order form and mark your desired products)

Please choose from the available countries

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Subscription* EUR 1,950.- / Country

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Interactive PDF	✓	✓
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Web-Conference with the analyst free of charge		✓

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Scale of discounts

from 5,000.- EUR	5%
from 10,000.- EUR	10%
from 25,000.- EUR	20%
from 40,000.- EUR	25%