

IC Market Tracking®
Industrial Kitchens/
Commercial Kitchen
Technology in Europe

Company Profiles



Interactive Dashboards



Market Drivers



automatically updated

more than just a report – A TOOL FOR SUCCESS!

Detecting Market Potential



GEO-Maps



Benchmarks



Strategic Workshops



on request

What Do You Get - Your Benefits at a Glance

Content of the Report

Market Data, Insights and Expertise...



MARKET ANALYSIS

- Historical market data from 2019 – 2022 for the total market development as well as
 - Product Groups
 - Customer Segments
 - Distribution Channels
- Forecasts from 2023 – 2026 for the total market as well as each analyzed product group and segment
- Annually updates of the data

COMPETITION ANALYSIS

- Market shares of the top players for 2022/2021
 - Market Shares on the total market in value and quantity
 - Market Shares per product groups and segments in quantity

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



Market & Competition Analysis

Market Volume

Market Growth

Trends

Market Shares

What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

Market Intelligence Tool Access and Deliverables

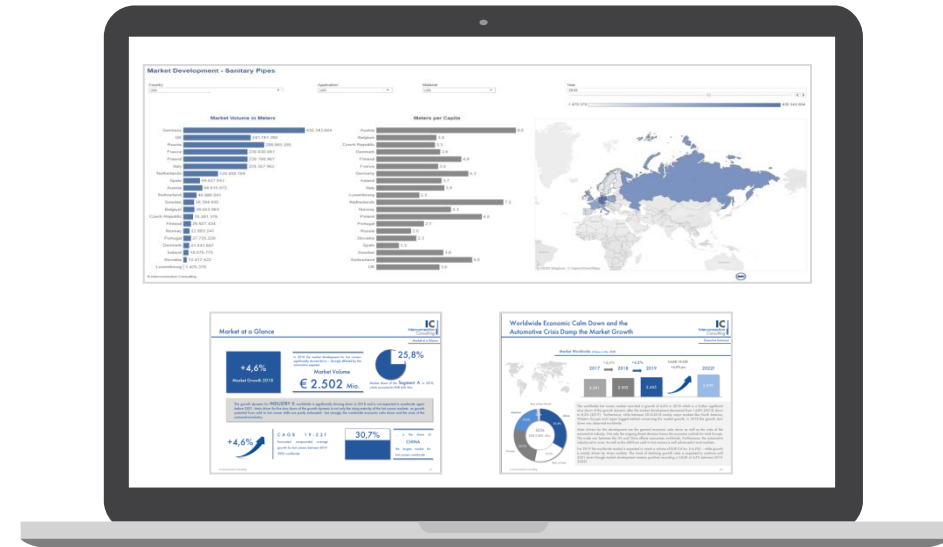


ONLINE-COCKPITS

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

- Executive summary dashboards including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts



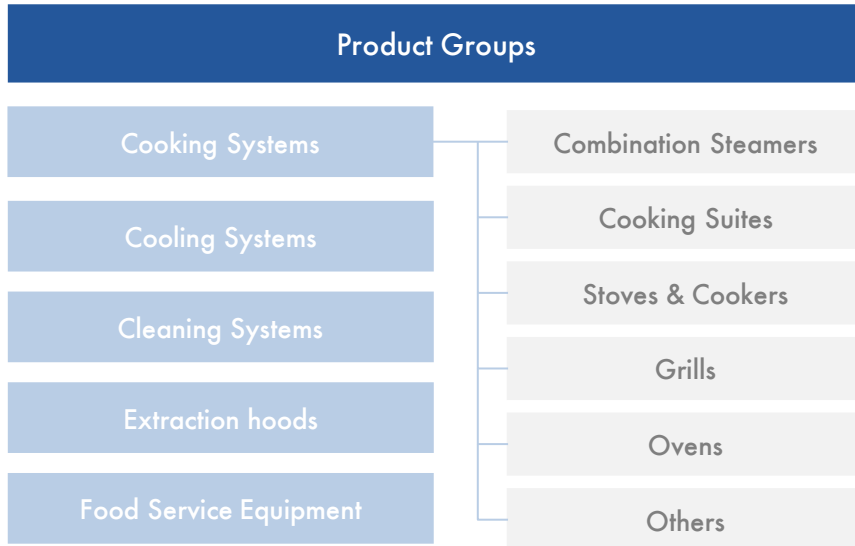
Market Intelligence Tool and Reports



Online Dashboards

Market Report Structure

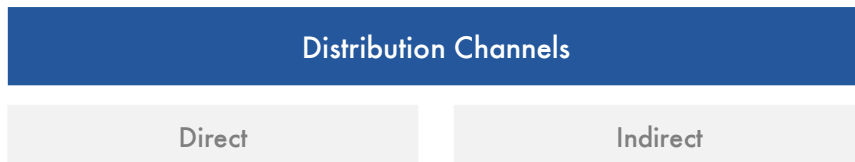
Product Groups



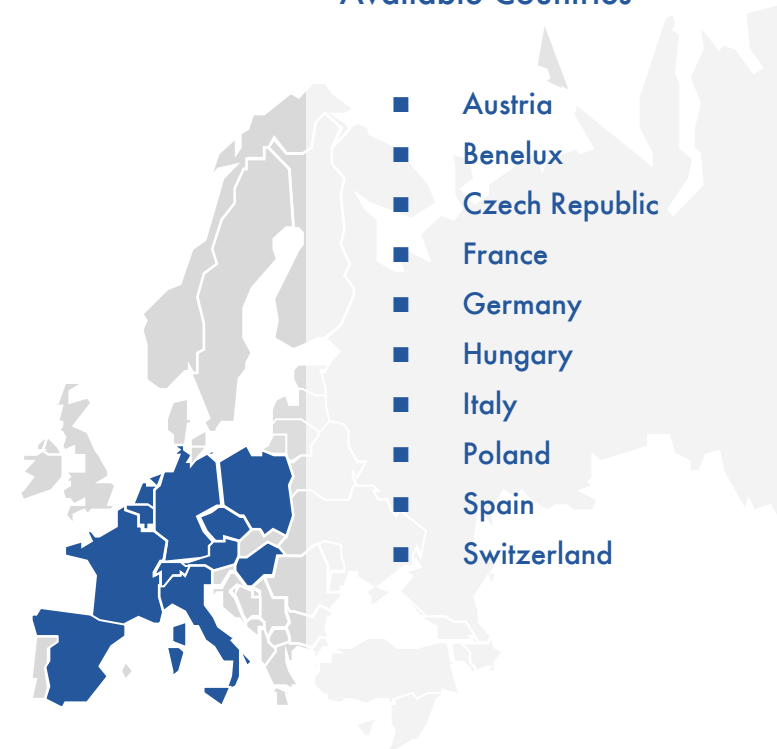
Customer Segment



Distribution Channels



Available Countries



Market Structure - Interpretation

Market Report Structure

Product Groups

Cooking Systems

Combination Steamers

Cooling Systems

Cooking Suites

Cleaning Systems

Stoves & Cookers

Extraction hoods

Grills

Food Service Equipment

Ovens

Others

Distribution Channels

Direct

Indirect

Customer Segment

Restaurants

Healthcare

Hospitality

Education

Other

Available Countries



- Austria
- Benelux
- Czech Republic
- France
- Germany
- Hungary
- Italy
- Poland
- Spain
- Switzerland

- Market data are available for each country separately as well as aggregated for the package purchased.
- Each country report includes data for industrial kitchens/commercial kitchen technology by product group, customer segment and distribution channel separately as well as aggregated for the total market in terms of value and quantity.
- Cooking systems are further broken down into six subcategories.

Definitions and Demarcations

Customer Segment	
Restaurants	Low-cost, medium-cost, high-cost and fast-food chains, employee restaurants, etc.
Hospitality	Hotels, motels, hostels, resorts and student homes, cruise ships
Healthcare	Kitchens used for nursing homes, hospitals
Education	Kitchens used in primary and secondary schools, universities and college as well as training centres
Others	Bakery, coffee shops, cafeteria, etc.
Product Groups	
Cooling Systems	Refrigerators and freezers, ice machines
Cleaning Systems	Dishwashers, glass washers, pot & utensil washers, cutlery polishing machines
Extraction hoods	Extractor fans, exhaust canopies
Food Service Equipment	For storing (hot/cold) and preserving food as well as displaying it
Cooking Systems	
Cooking Suites	Combination of several systems of cooking plants in the form of cooking blocks/large cooking appliances
Stoves & Cookers	Ceramic-/ gas-/ electric-/ inductionstove, wok stove, dwarf boilers, boiler, kettle
Grills	Barbecue, Frying/ roasting pan/ frytop, grill and griddle plates, multiroaster
Others	Fryers, microwaves, etc.



The Unique Mix of Methods and Approaches for Reliable Market Analysis



SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



Survey with Manufacturer & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts.



Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**
“Only who talks with the industry knows what’s going on!”

The Market Intelligence Tool

Dashboards - The Best Way to Work with Data

A picture says more
than 1000 words

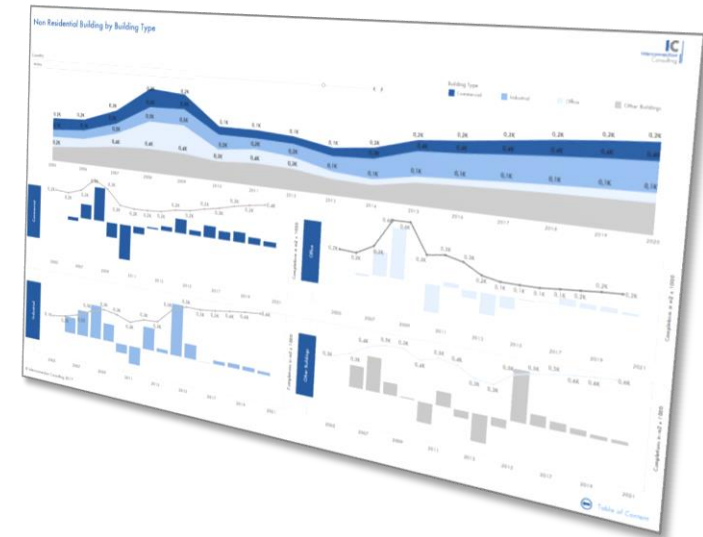
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online accesibility

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

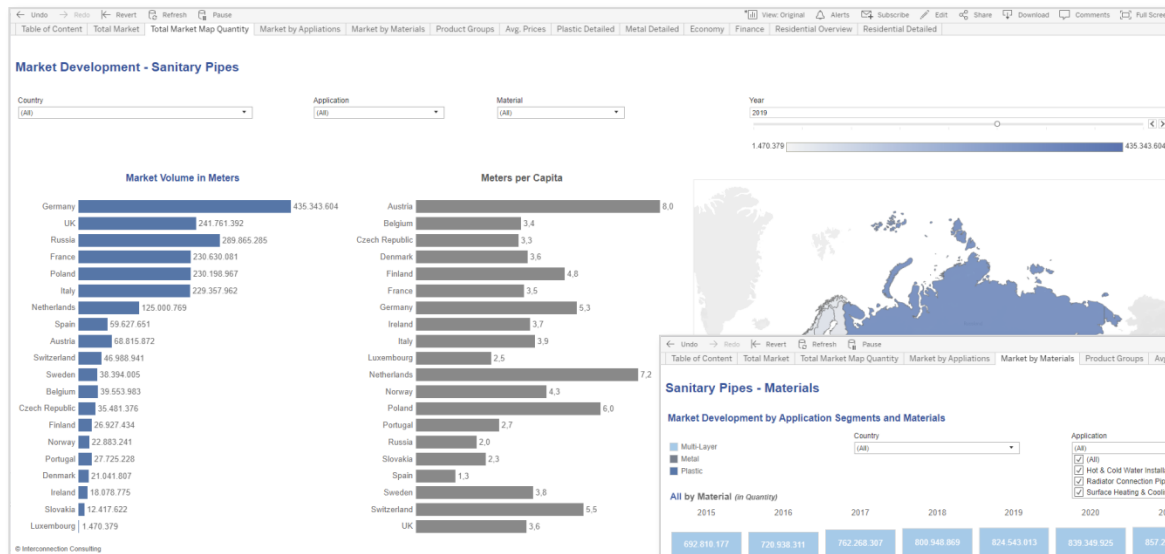


Usability of the Market Intelligence Tool

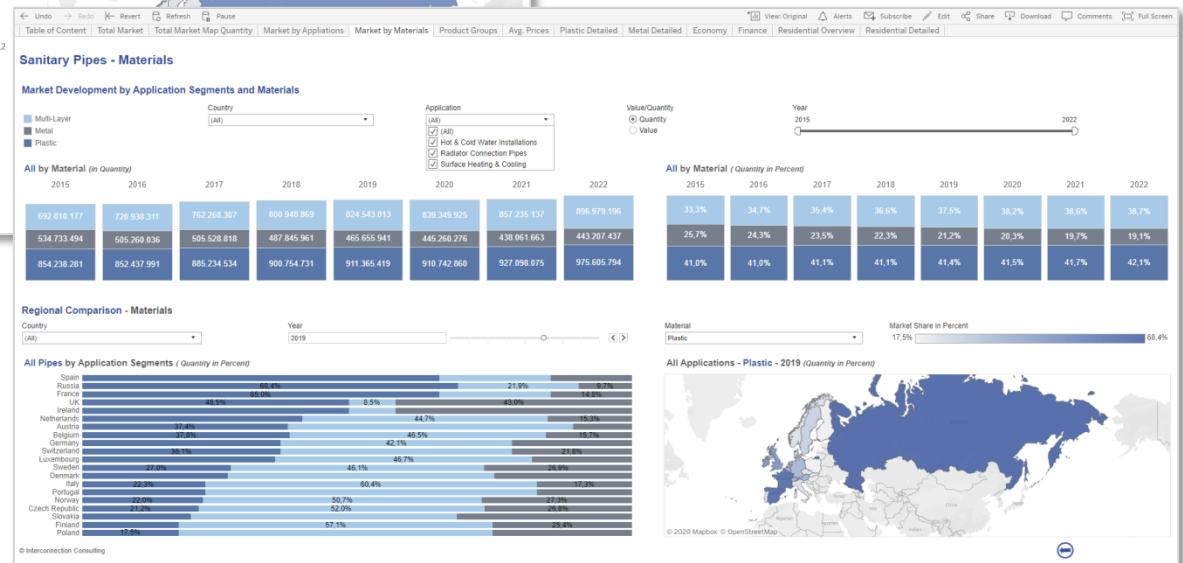
Let's Put it in a Video...



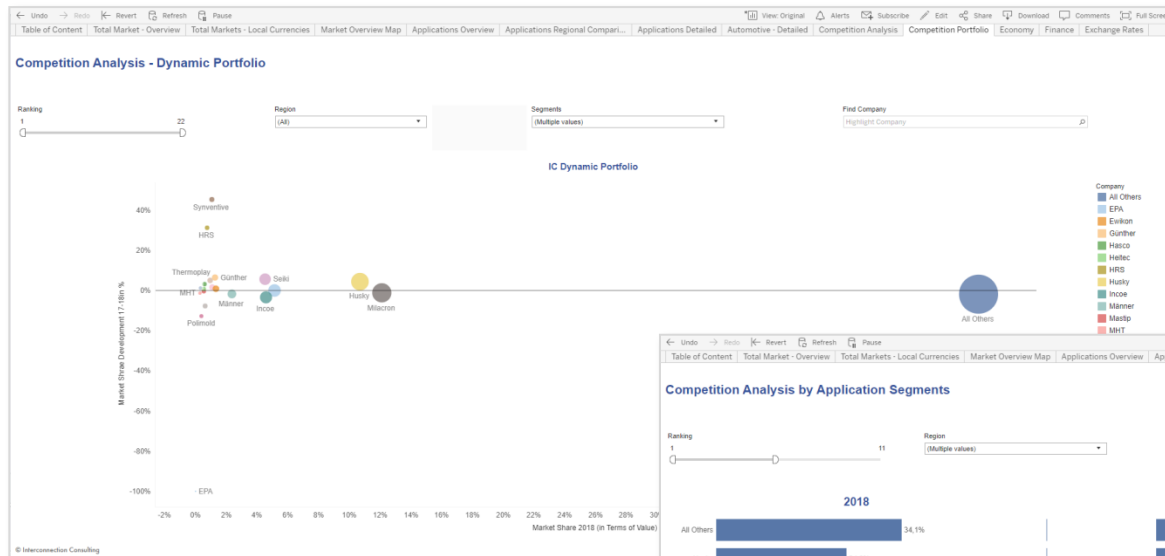
Sample Cockpits for Market Analysis Data



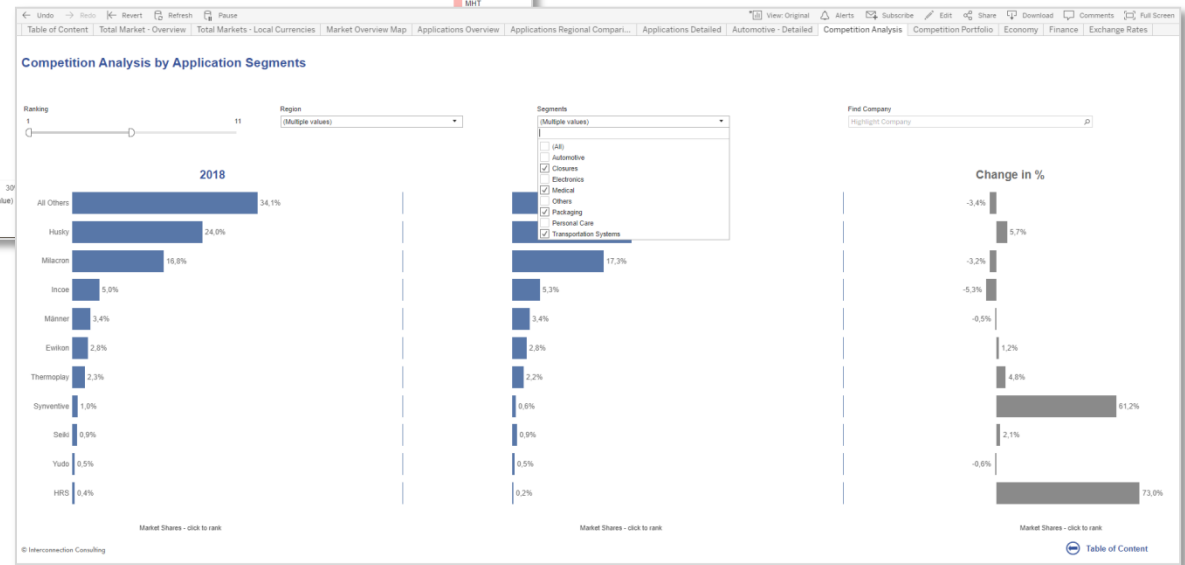
This chart contains fictive data



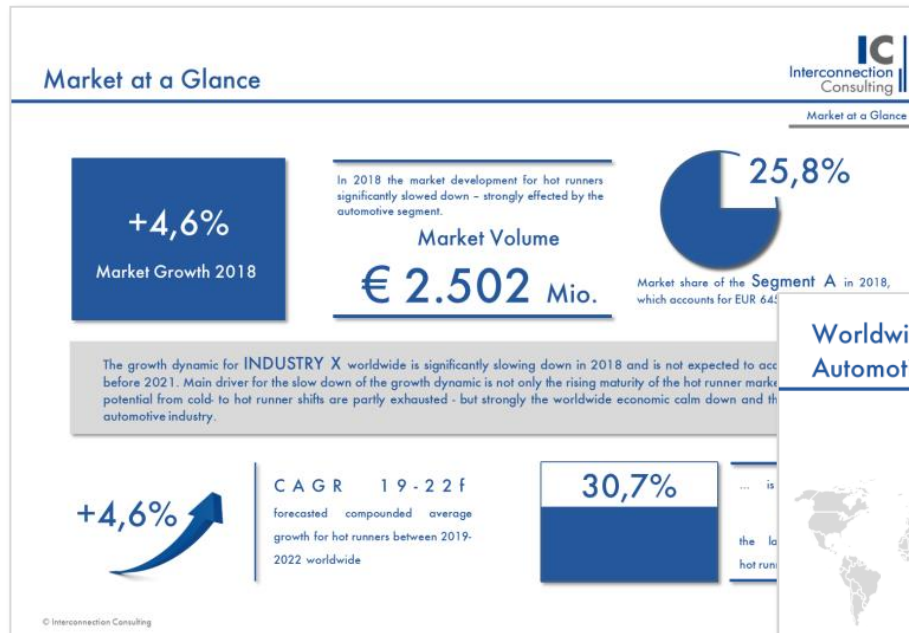
Sample Cockpits for Competition Data



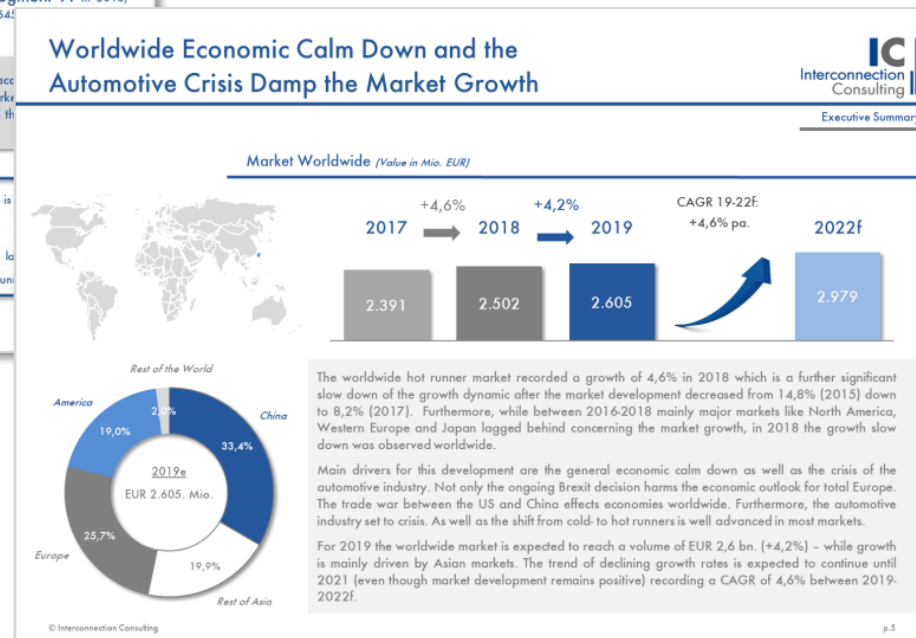
This chart contains fictive data



Additional Deliverables - Executive Summary



Executive Summary as part of Tableau (fictive data)



Executive Summary as part of Tableau (fictive data)

Investment Plan for Your Market Research

IC Market Tracking® Industrial Kitchens/Commercial Kitchen Technology in Europe

Prices & Conditions

	Subscription*
Single Country	€ 3.999,-
3 Countries of Your Choice	€ 9.999,-
5 Countries of Your Choice	€ 14.999,-
All Countries	€ 24.999,-



Available Countries

- Austria
- Czech Republic
- Germany
- Italy
- Spain
- Benelux
- France
- Hungary
- Poland
- Switzerland

Subscription:

- The price is the individual price for each edition, at least two orders of the study (order year and the following year). Price changes for the next edition must be announced by Interconnection Consulting at least six weeks before 31st December. 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.
- If you have selected single issue (no subscription price advantage) the contract is valid for 12 months.
- Our products/studies will be usually delivered as online dashboards in a common web browser, based on the BI Tool "Tableau" and include one named user license. You have access to these dashboards for the duration of your contract. If you need further licenses, the price is EUR 390,- per user and year. Reports, which as default delivered as online dashboards, can be requested as PDF versions for an additional fee.

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

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe





Our Market-Intelligence Tools



In case of any questions
please do not hesitate to contact us!

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IC
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Yes, we would like to order the IC Market Tracking® Industrial Kitchens/Commercial Kitchen Technology in Europe

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

Please, choose from the available countries and package selection

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- Info-Hotline: answering of questions with regards to the report and on methodological issues relating to market research
- Flexible subscription packages on request: alternating countries, product change, etc., if possible