



## IC Market Tracking Kitchen Worktops in Europe 2018

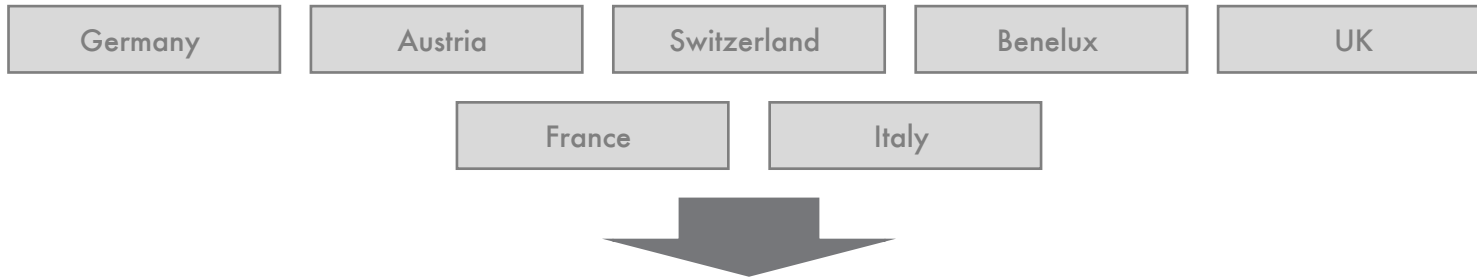
- Germany
- Austria
- Switzerland
- Italy
- France
- UK
- Benelux

# Your Benefits at a Glance

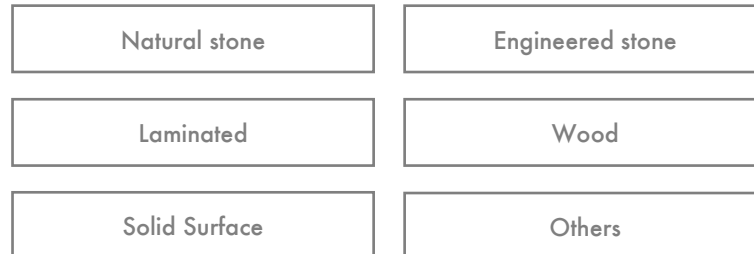
- ✓ Overview of the development of the **total market** and the **individual segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ Awareness of **Market Position** and development during the last two years, in comparison with major competitors and with respect to:
  - Total Market
  - Product Groups
  - Distribution Channels
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphic Presentation of the results facilitates the development of your own strategies



## Available Countries



## Product Groups



## Distribution Channels



For each segment, we show the overall market of the last two years and a forecast for the next three years.  
We also show the market shares of the Top Players for the last two years (2017/2016)

## Product Groups

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

### Natural stone

Naturally forming stone, that has existed at various locations around the world. The most common natural stones used to make countertops include granite, soapstone and slate.

### Engineered stone

Engineered stone worktop is a manufactured stone man-made surfaces from a mix of materials made of crushed stone bound together by an adhesive, (most commonly polymer resin, with some newer versions using cement mix). It is a manufactured stone. There are a variety of products on the market, including Quartz-based, Granite-based, Marble-based, Semi-precious Stones.

### Solid Surface

Solid surface worktop is a petroleum-based product made from the combination of acrylic or polyester resins and an inert filler material. Solid surface is made up of two main constituents called a "filler" and a "binder". The filler in most cases is a substance known as "ATH". ATH is a natural mineral that's in the form of a white powder when used in the manufacture of solid surface. The binder that's used to hold the ATH and any other secondary ingredients together is a resin that's either pure acrylic or polyester or a combination of both. Main types include: acrylic-based, polyester-based.

### Wood

Solid Wood worktops are represented by the following wood types: ash wood, oak wood, walnut wood, iroko wood, etc.

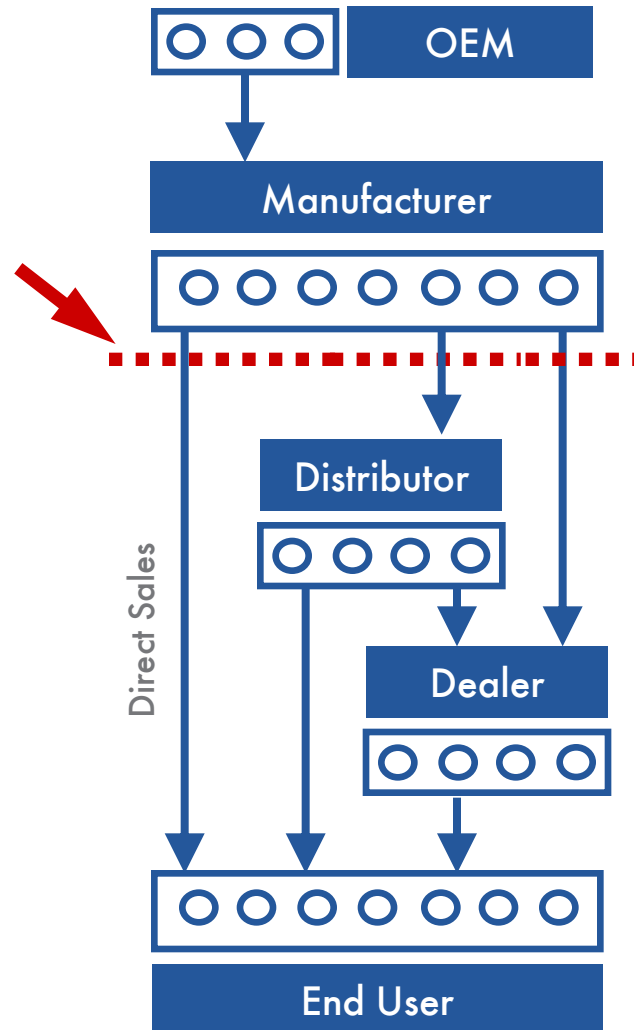
### Others

Others include tile, concrete, bamboo, stainless steel and glass worktops.

# 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.



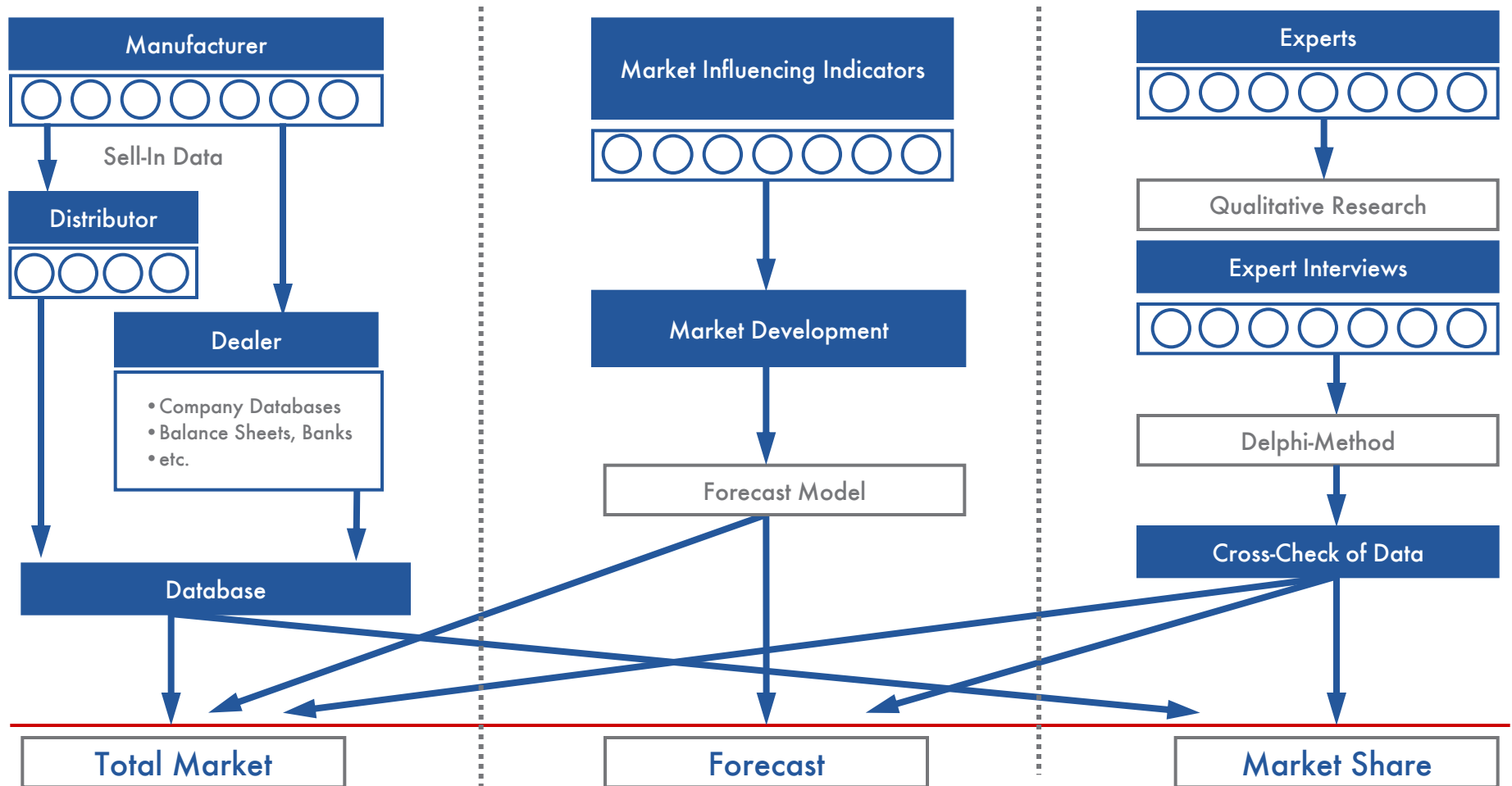
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

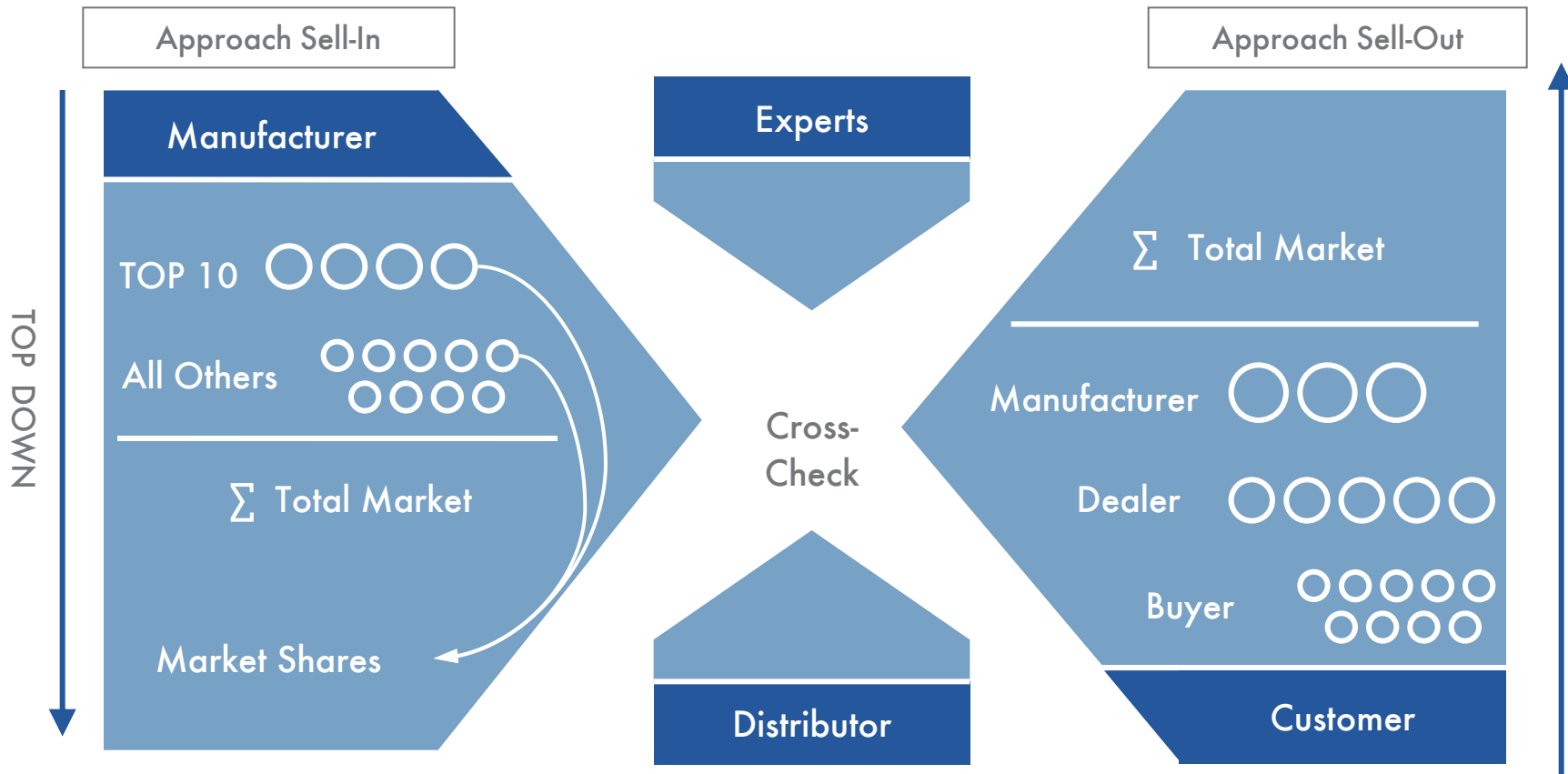
# How Do We Conduct Our Research?

Description Structure of Survey Methodology

Methodology



# How Do we Cross Check the Data?



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

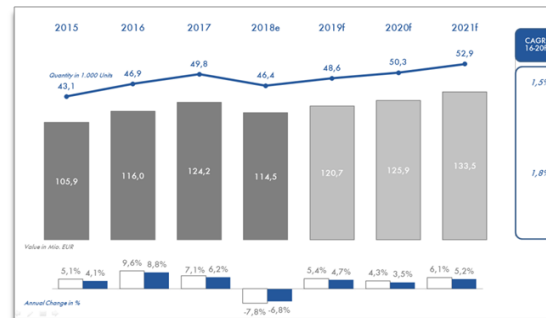
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market 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 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**. Our Pivot-Table helps you to undertake further in-depth analysis for your individual needs for all companies represented in the study.



- 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*

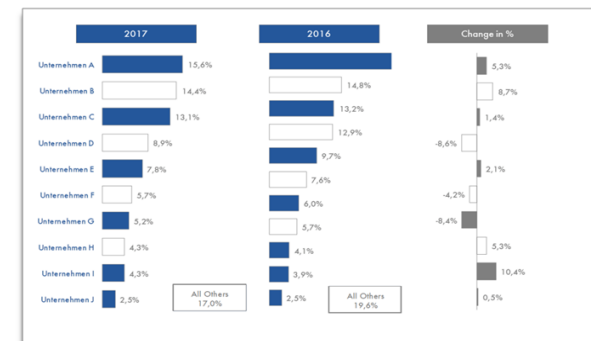
## Market Grows With Constant Pace

Total Market: Kitchen Worktops



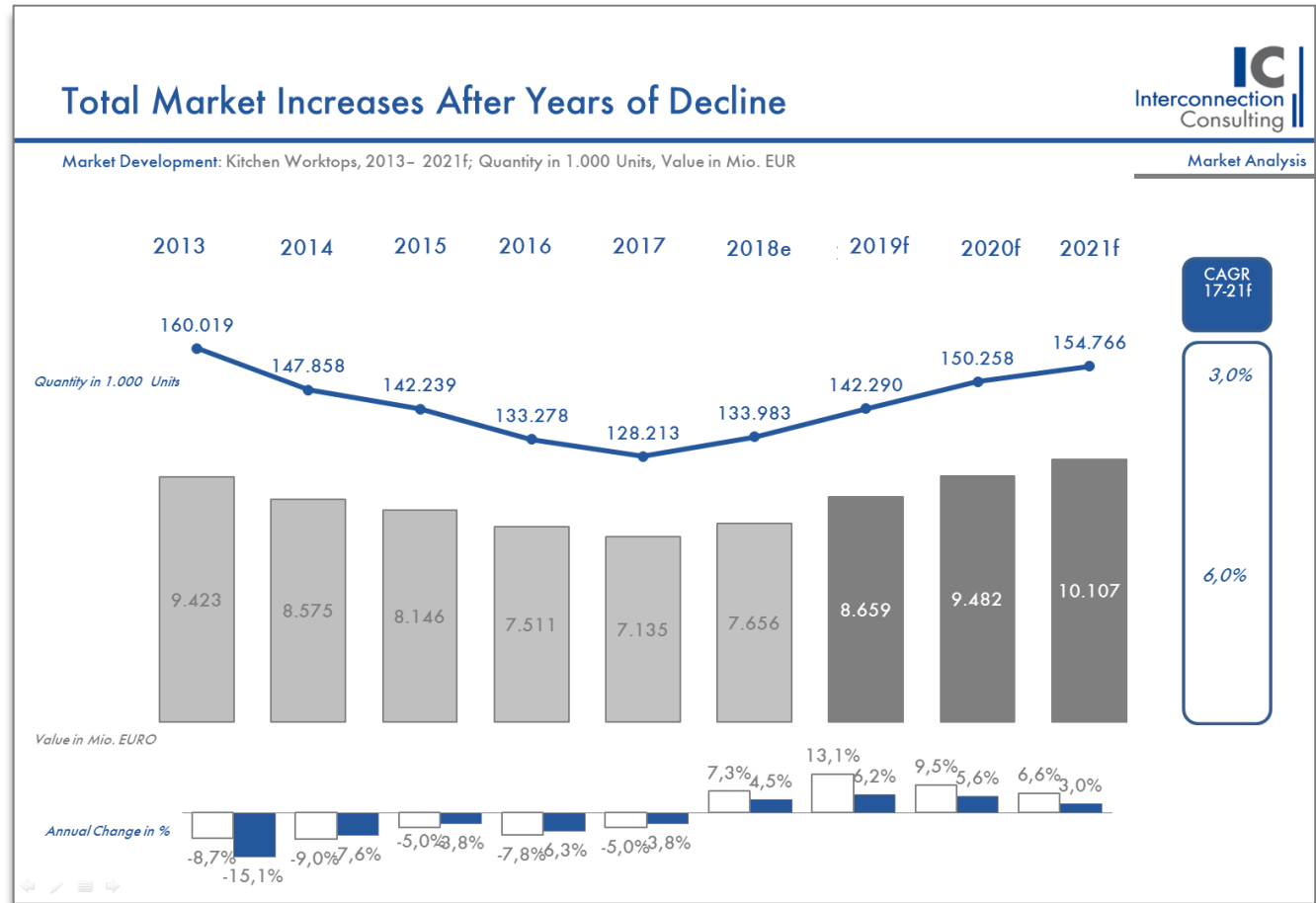
- The top two companies performed above average. Hence, they could increase their market shares. Company G in contrast resulted in financial difficulties which directly influenced the production lines.
- Additionally, more and more competitors from Asia are entering the market. This will lead to fierce competition within the next years.

- The market for Kitchen Worktops has been witnessing a constant growth in recent years. For the upcoming year all signs point to a similar development. The market will grow by 3,1% in terms of quantity.
- Key driver behind this development is the economy boom which was induced by government stimulation packages last year.



# Total Market Development and Forecast

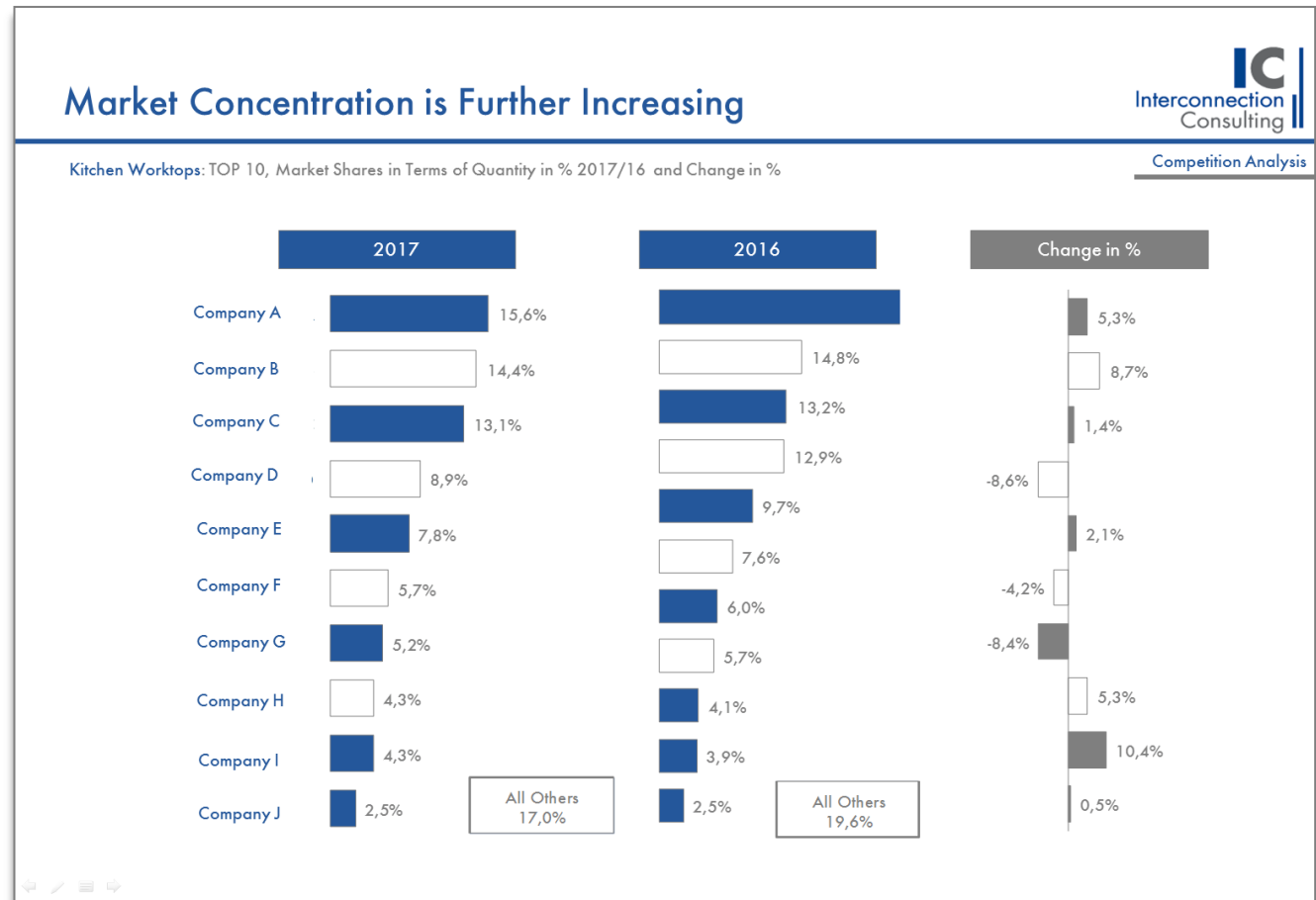
- Overview of the total market until the current year and forecast for the upcoming three years.
- *This chart shows dummy figures.*



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



- Market Shares of the Top 10 Players for every Market Segment.
- *This chart shows dummy figures.*



# Investment Plan in Your Market Analysis

	Single Issue	IC Subscription *	Scale of Discount
Single Country	€ 2.950,-	<b>20 % ABOVORTEIL</b>	€ 8.500 - 10%
All Countries	€ 14.455,-		€ 14.000 - 15%
			€ 17.000 - 20%
			€ 20.000 - 30%

Available Regions	Germany	Austria	Switzerland	Benelux
	France	Italy	UK	

**\*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.

\*\*Prices shown without VAT or other applicable taxes. Price includes an interactive PDF in electronic form

# Your Advantages as a Subscription Customer

Please choose between Subscription\* 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:*

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue taking into account the **scale of discount**
- **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 Gastronomy 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 construction industry.
- Next to market data we offer for the Cleaning Machines 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.



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

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe





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

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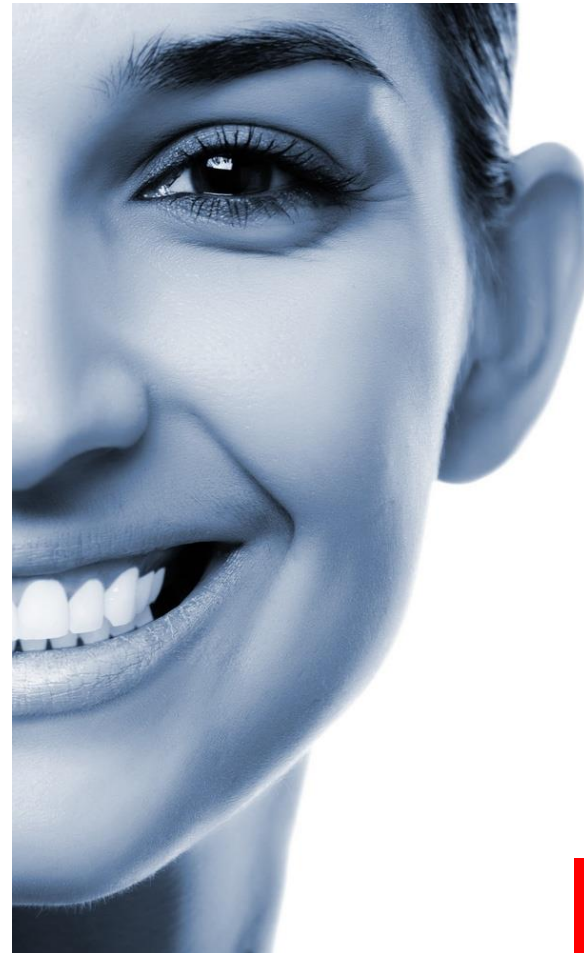
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**Inquiry**

## Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 80/ per Country
- Optional: Hard Cover: 150 €

## Price

- All Regions: 14.455,-€ Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.
- Single Country: 2.950,-€



## 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

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 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 and for each application for the last two years.

### Market Structure

#### Countries / Regions:

Germany, Austria, Switzerland, France, Poland, Spain, Italy, Benelux, UK, USA

#### Product Groups

Natural Stone, Engineered Stone, Laminated, Wood, Solid Surface, Others

#### Customer Segments

Private Investors, Restaurants, Hospitality, Others

#### Distribution Channels

Kitchen Studios, Furniture Retailers, Others

### 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 analysed 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: tarasenko@interconnectionconsulting.com



## Yes, we would like to order the IC Market Tracking® Kitchen Worktops in Europe 2018

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

**IC SUBSCRIPTION  
20% PRICE ADVANTAGE**

### Industry/Region

- Germany
- Austria
- Switzerland
- Benelux
- France
- Italy
- UK
- All Regions

### Single Issue

2.950,- EUR  
2.950,- EUR  
2.950,- EUR  
2.950,- EUR  
2.950,- EUR  
2.950,- EUR  
2.950,- EUR  
14.455,- EUR

# Order Form

- Abonnement (20% Price Advantage)\*
- Single Issue
- We would like to order ..... additional hard copies, each for € 150
- Translation in another language (price on request)

## \*IC Subscription:

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.

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From: 17.000,- EUR 20%

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Signature