



IC Market Tracking®

Liquid Waterproofing  
Coatings for Construction  
Industry 2022

### Company Profiles



### Interactive Dashboards



### Market Drivers



automatically updated



*defining growth potential since 1998*

# 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 2018 – 2021 for the total market development as well as
  - Product Groups
  - Application Types
  - Sales Channels
  - Customer Segments
  - Business Segments
- Forecasts from 2022 – 2025 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 2021/2022
  - Market Shares on the total market in value
  - Market Shares per main product group in value and 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

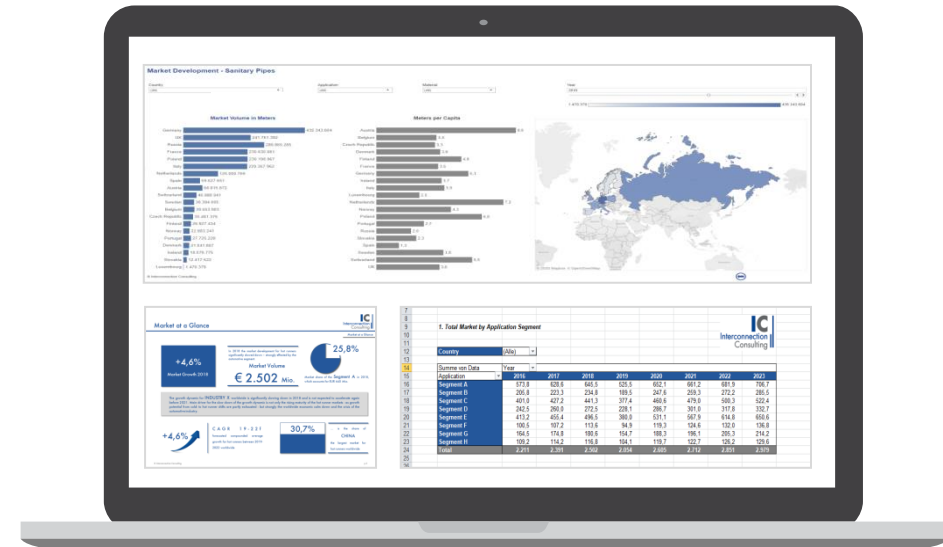
- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of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

#### EXECUTIVE REPORTS

- Executive report 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 already integrated within Tableau

#### RAW DATA -TABLES

- Downloadable tables from MIS as xls. cvs. jpg. or other formats for your own integration
  - Graphs
  - Raw Data



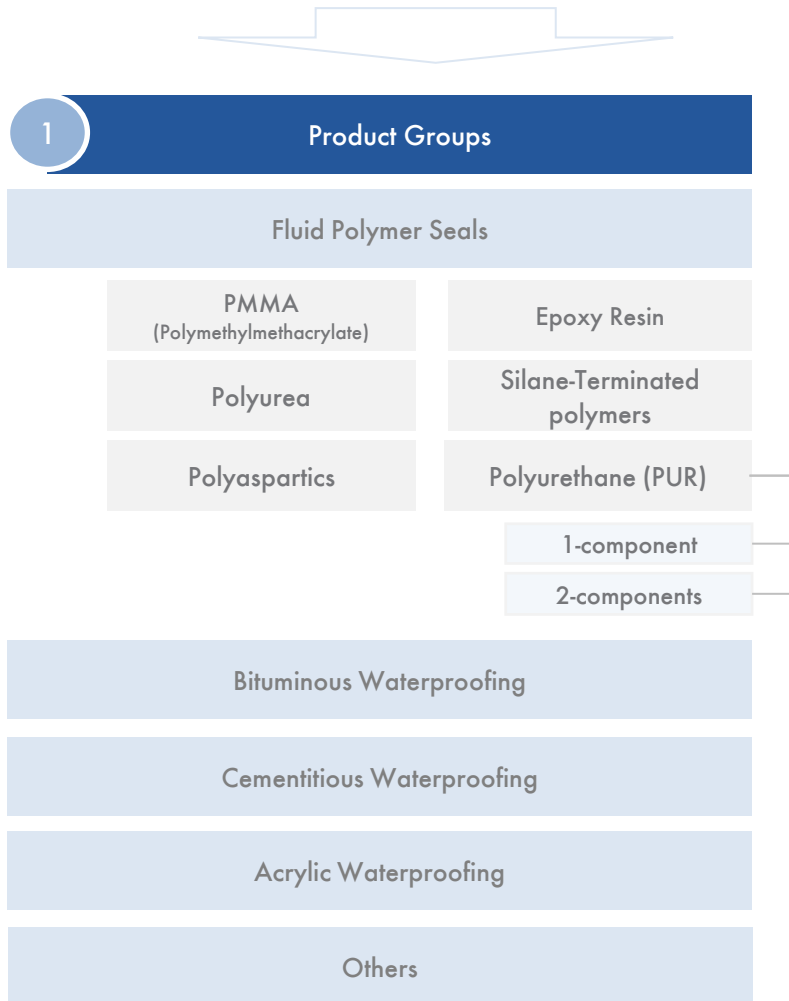
Market Intelligence Tool and Reports



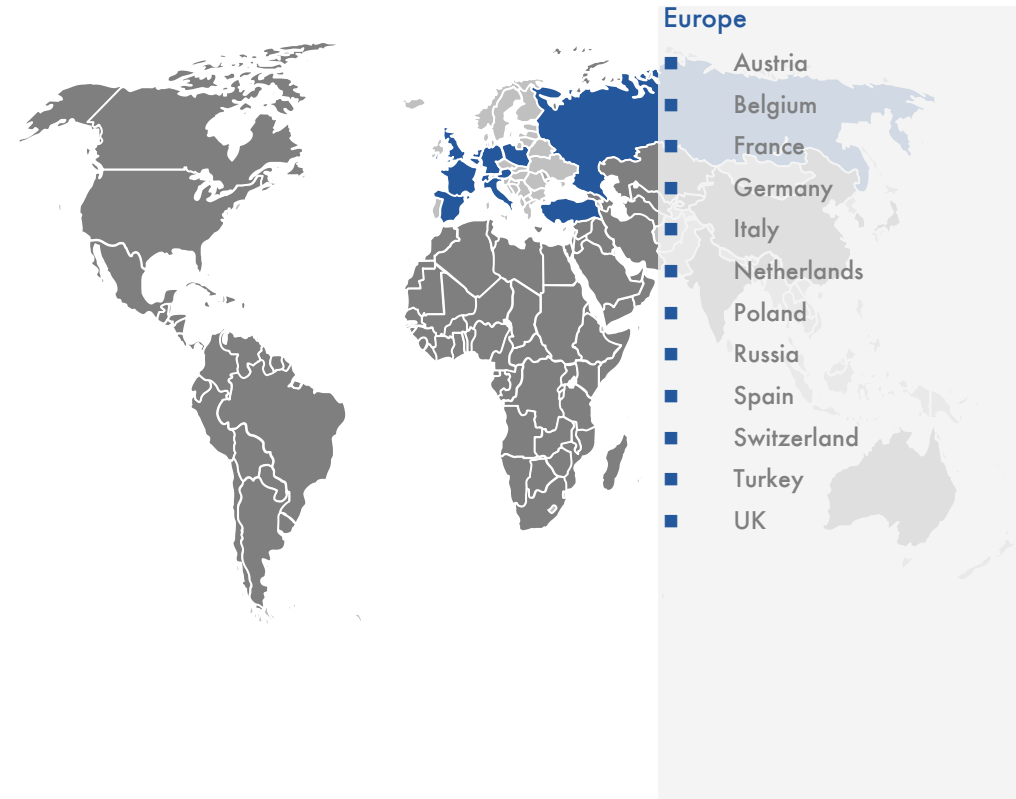
Online Dashboards

Executive Reports

## Market Report Structure

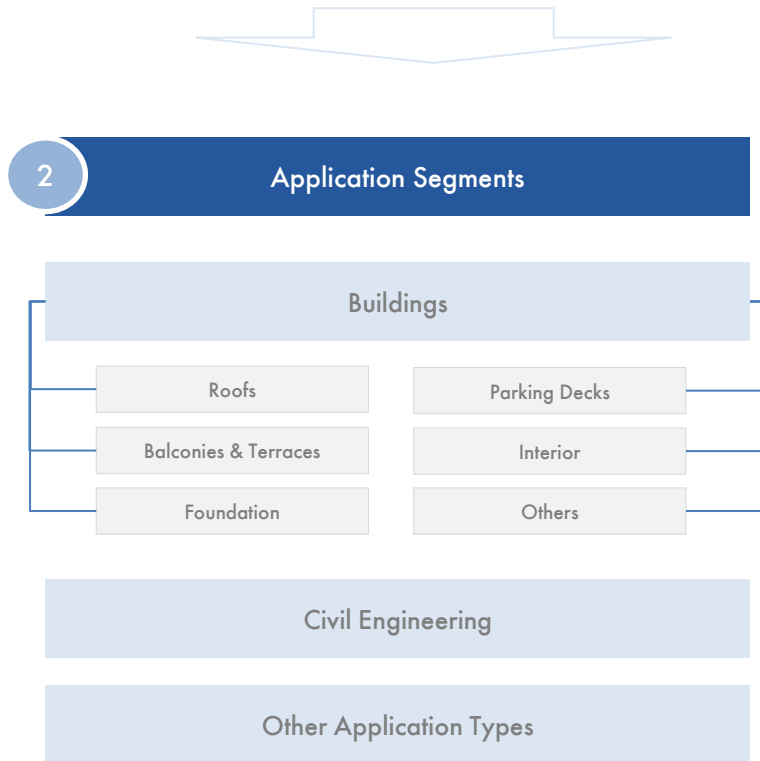


## Covered Countries

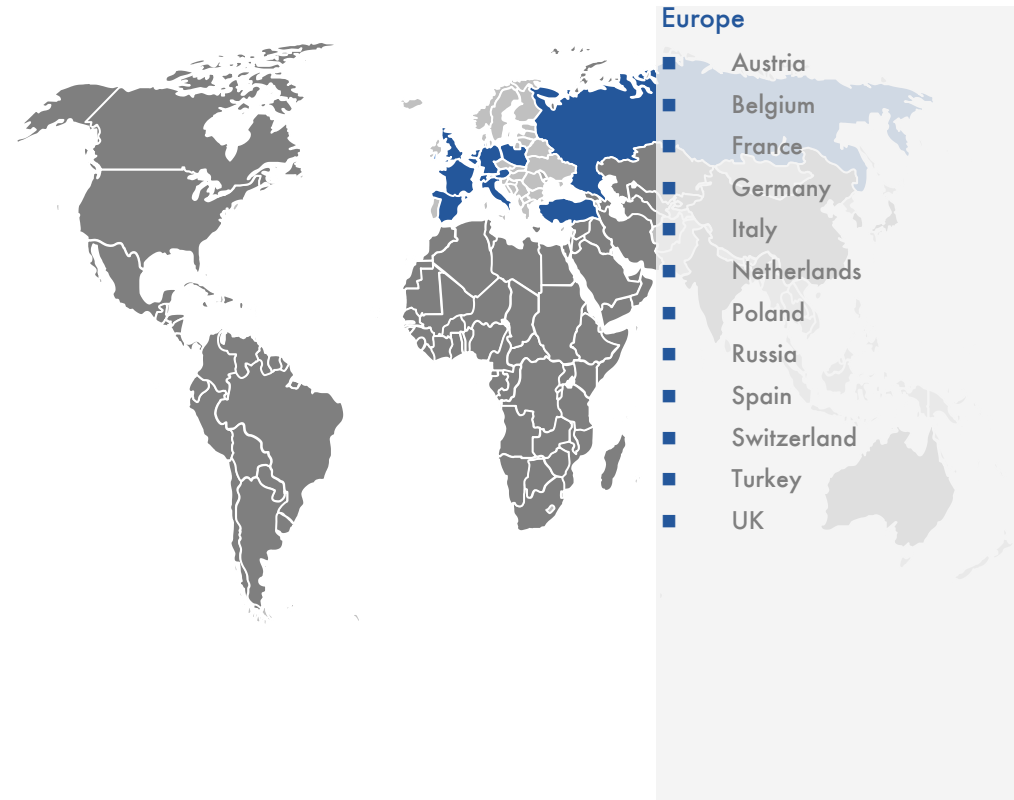


- For every market segment analysed the overall market during the previous two years and additionally make a forecast for the next 3 years.
- Turnover is stated in th. EURO. Turnover values are always net-turnover values (not list-prices), including rebates. Quantity in kg.

## Market Report Structure



## Covered Countries

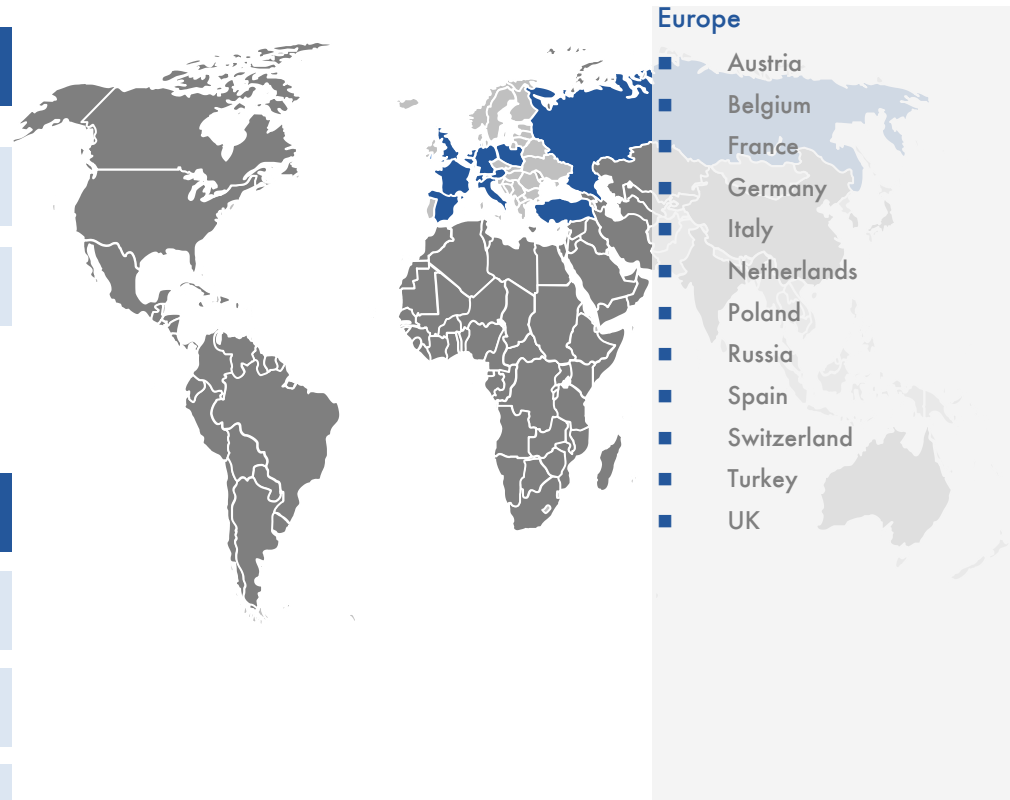


- For every market segment analysed the overall market during the previous two years and additionally make a forecast for the next 3 years.
- Data for displayed segments is presented in terms of quantity sales only.

## Market Report Structure



## Covered Countries



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1

## Product Groups

### Fluid Polymer Seals

PMMA  
(Polymethylmethacrylate)

A thermoplastic resin of polymerized methyl methacrylate which is characterized by its optical clarity

Polyurethane

A polymer composed of organic units joined by carbamate (urethane) link

Epoxy Resin

A flexible usually thermosetting resin made by copolymerization of an epoxide with another compound having two hydroxyl groups

Polyurea

Polyurea is a type of elastomer that is derived from the reaction product of an isocyanate component and a synthetic resin blend component through step-growth polymerization.

Polyaspartics

It is based on the reaction of an aliphatic polyisocyanate and a polyaspartic ester, which is an aliphatic diamine.

Silane Modified Polymers  
(SMP)

These are polymers (large, chained molecules) terminating with a silyl group.

### Bitumen Waterproofing

Polymer Modified Bitumen Coatings (PMBC), Bitumen Sealings, and any other liquid waterproofing with Bitumen as a component, including bitumen PU 1K, Bitumen PU 2K, solvent based and waterbased bitumen.

### Cementitious Waterproofing

Cement-Acrylic Waterproofing, Cement-Latex Waterproofing, and any other liquid waterproofing with cement as a component

### Acrylic Waterproofing

An Acrylic Waterproofing Membrane is created by applying liquid coatings that cure to form a rubbery barrier against water penetration between the substrate of a wall or floor and the finished surface. The coatings usually consist of a primer and two top coats, applied by roller, spray, or trowel.

### Others

Includes all the waterproofing coatings not falling in any of the other categories (for example, silicone – based waterproofing)



## 2 Application Types

Application types by product destination

### Buildings

#### Roofs

Only flat roofs are considered in the sub- segment.

#### Foundation

Only basements are considered in the given segment.

#### Parking Deck

Including parking roof & parking levels.

#### Interior

The interior flooring is included only.

#### Others

Includes: wet rooms (bathrooms & kitchens), exterior & interior walls.

### Civil Engineering

Including underground work, bridges, roads, tunnels, railways.

### Other Application Types

Including façade / fenestration (industry), pools.

## 3 Sales Channels

Application types by product destination

### Long Sales Channels

Constructors

Real Estate Developers, syndic.

Construction Materials Shops/DIY

DIY shops, stores specialized on building construction materials

Distributors

Distributors specialized on the following building materials: roofing / non -ferrous metals, waterproofing, ecomaterials, sanitary / heating, flooring (tiles, parquets, etc.), masonry.

### Short Sales Channels

Installers & Roofers

Waterproofing and roofing contractor companies

Others

Other construction companies dealing with facade, flooring installation, pool installers/specialists, Civil engineering contractors - place tenders to obtain civil engineering contracts and then organise and complete the work.

# 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

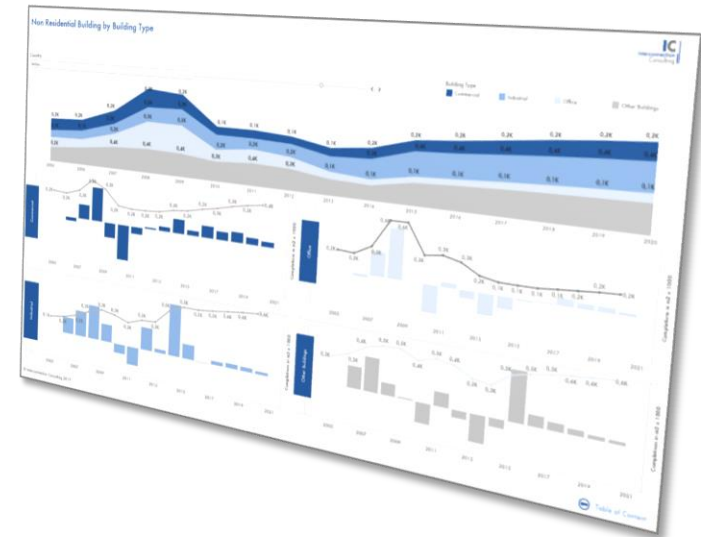
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online  
accessibility

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

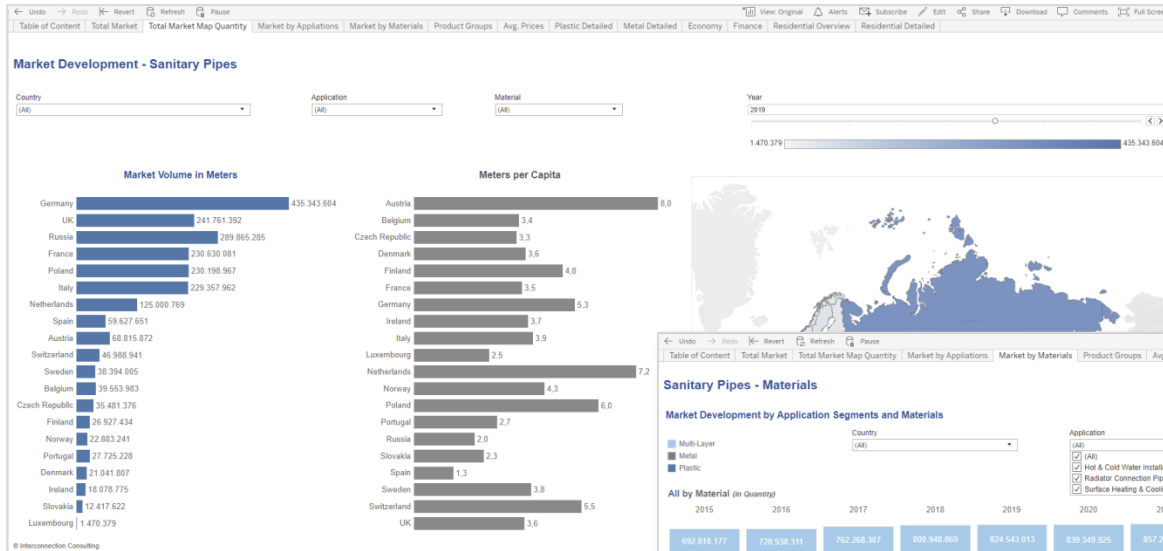


# Usability of the Market Intelligence Tool

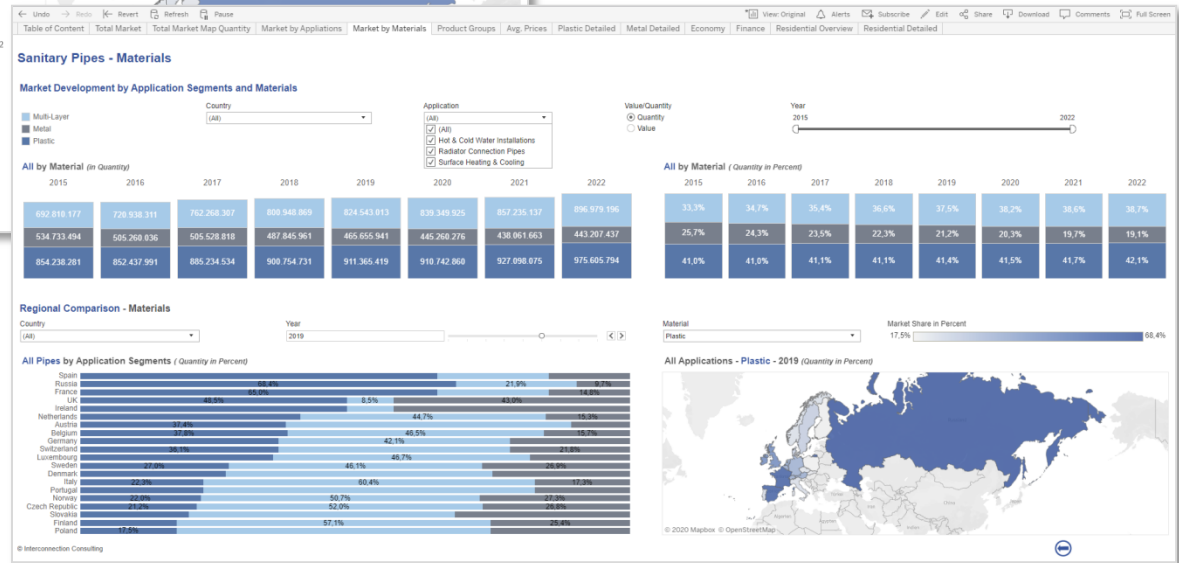
Let's Put it in a Video...



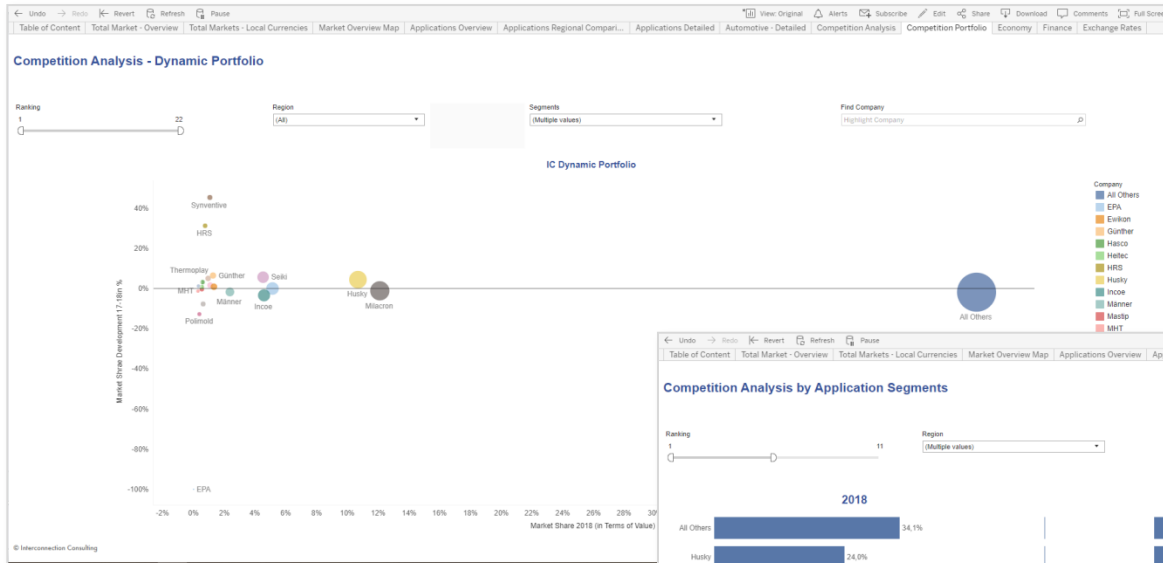
# Sample Cockpits for Market Analysis Data



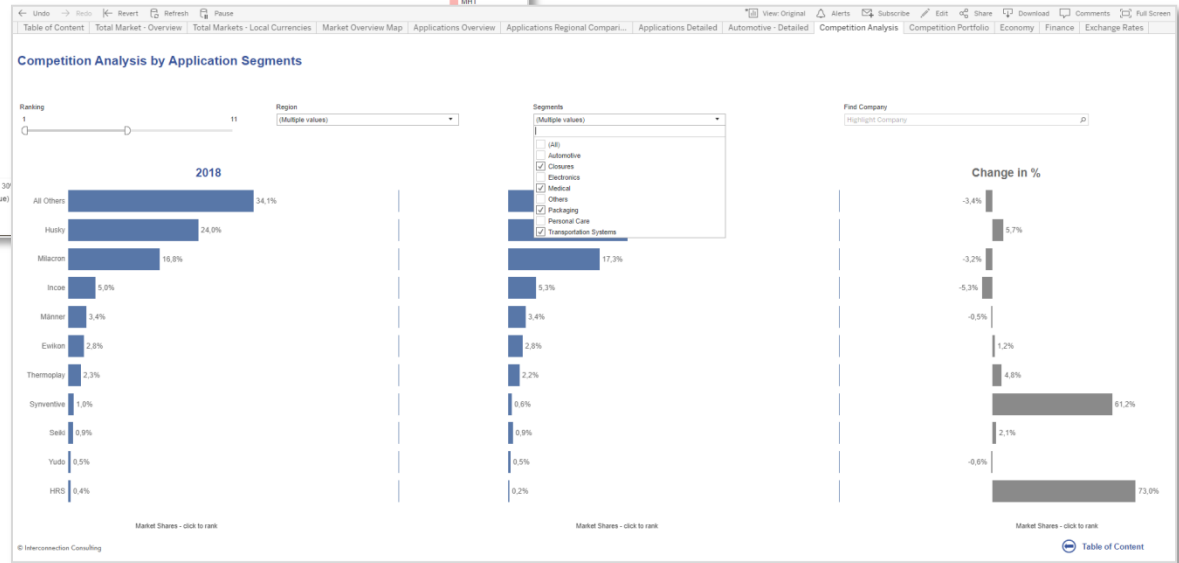
*This chart contains fictive data*



# Sample Cockpits for Competition Data



*This chart contains fictive data*



# Investment Plan for Your Market Research

IC Market Tracking® Liquid Waterproofing Coatings 2022

Prices & Conditions

## Subscription\*

2 Countries of Your Choice	€ 5.950,-
4 Countries of Your Choice	€ 9.950,-
All Countries	€ 20.950,-



## Available Countries

- Austria
- Belgium
- France
- Germany
- Italy
- Netherlands
- Poland
- Russia
- Spain
- Switzerland
- Turkey
- UK

\* **IC 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.

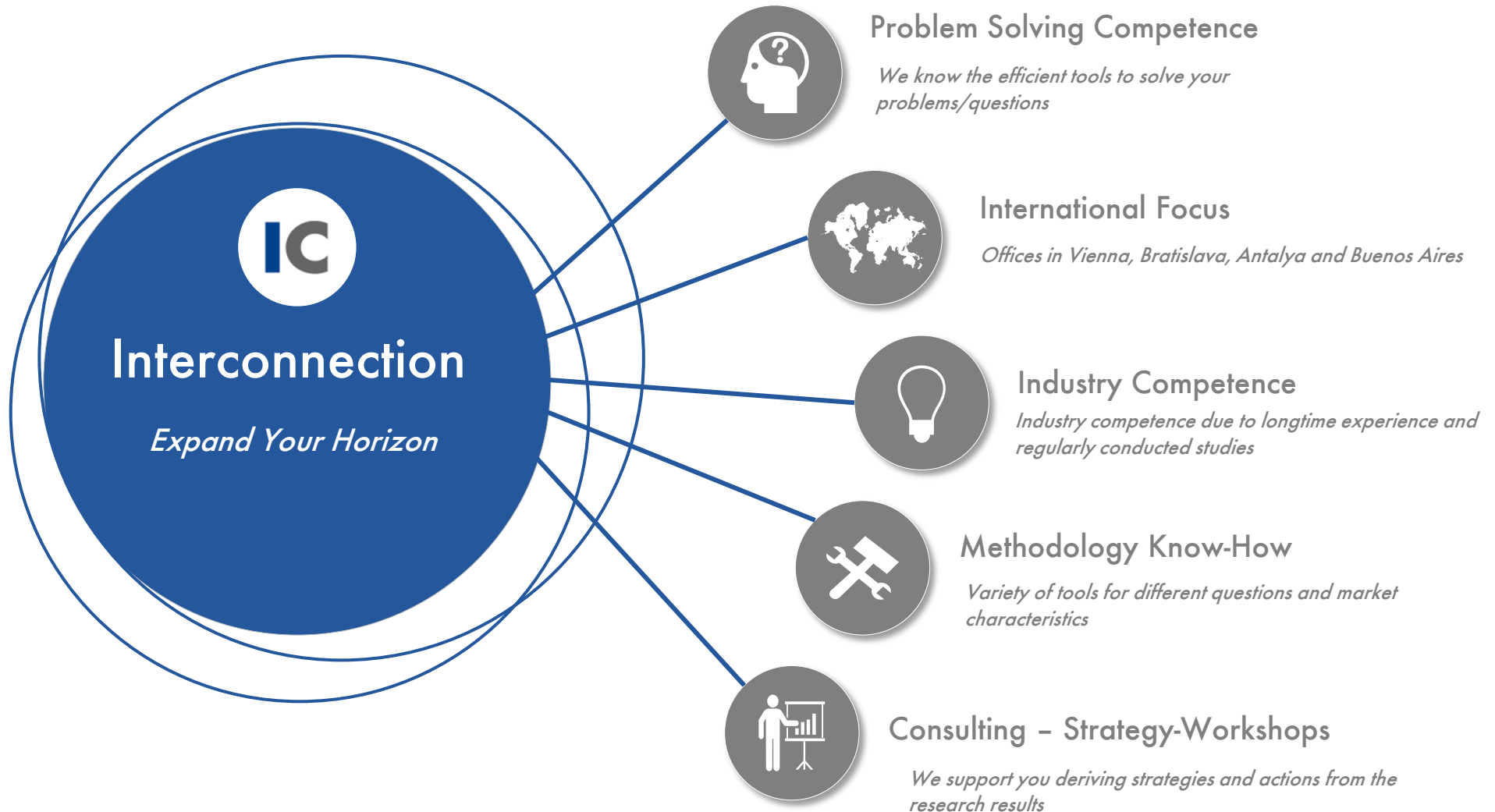
\*\* Price taking into account the scale of discount. All prices shown exclude sales tax.

The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of an subscription.



# Chosen References





# Our Market-Intelligence Tools



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

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Defining Growth Potential Since  
1998

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Liquid Waterproofing Coatings for Construction Industry 2022**

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

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Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

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