



**IC Market Forecast<sup>®</sup>**  
Interior Doors in  
Europe 2023

## 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 2019 – 2022 for the total market development as well as
  - Materials
  - Price Segments
  - Business Segments
  - Customer Segments
  - Distribution Channels
- Forecasts from 2023 – 2026 for the total market as well as each analysed segment and sub-segment

#### MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, inflation, etc. and building construction
- Continuous updates of the data



#### Market 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

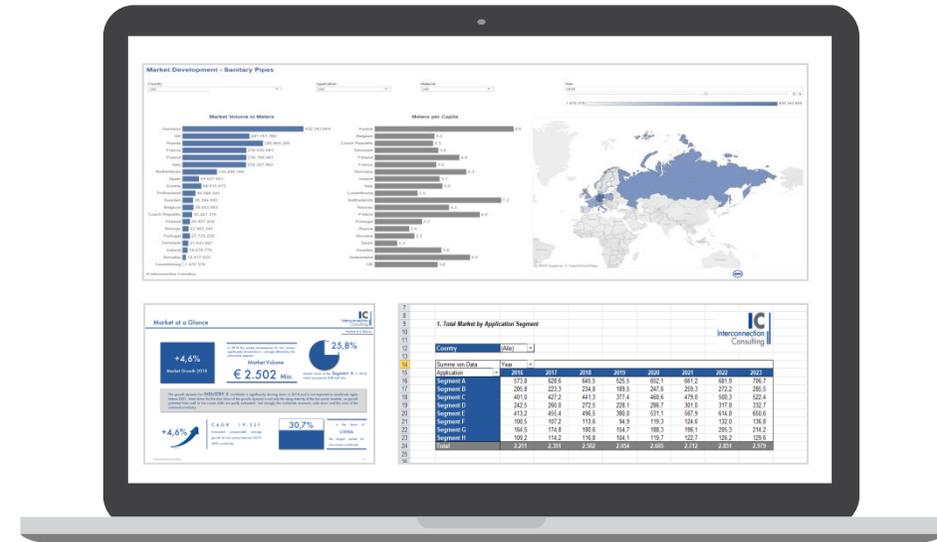


#### ONLINE-COCKPITS

- 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

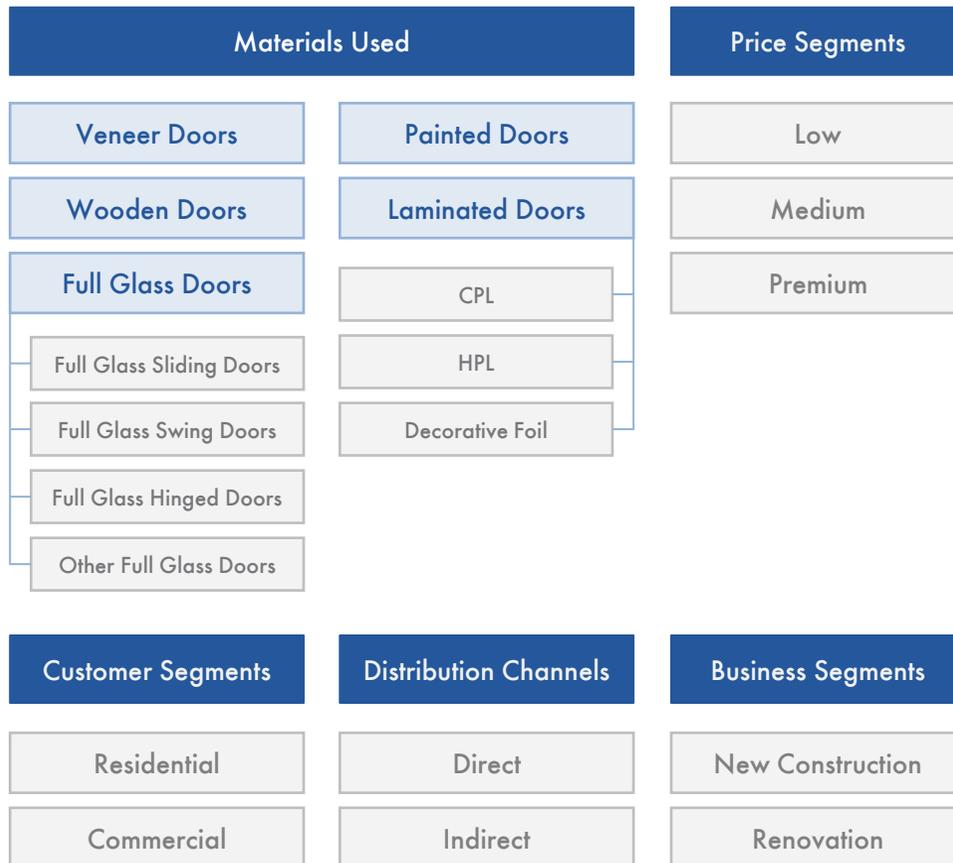


Market Intelligence Tool and Reports



Online Dashboards

# IC Market Forecast<sup>®</sup> Interior Doors in Europe 2023

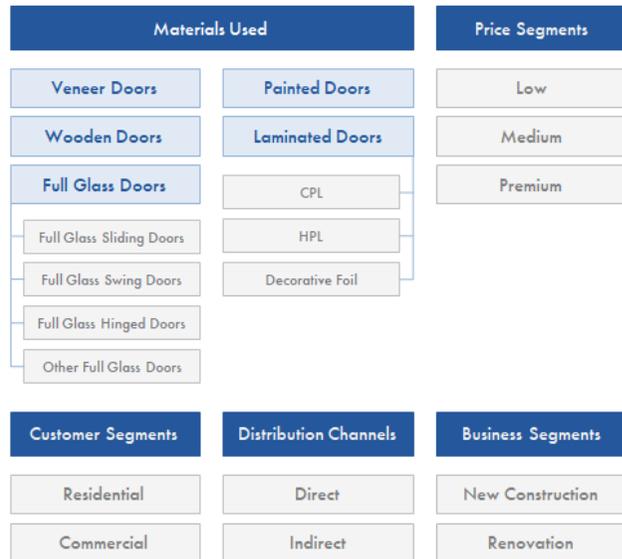


## Available Countries



- Austria
- Belgium
- Czech Republic
- France
- Germany
- Great Britain
- Italy
- Netherlands
- Poland
- Romania
- Slovakia
- Spain
- Sweden
- Switzerland
- Turkey

# Market Structure - Interpretation



- Market data are available for each country separately as well as aggregated for the package purchased.
- Each country report includes data for interior doors by materials, price segments, business segments, customer segments and distribution channels in terms of quantity.
  - Main material categories and the total market data are presented in both quantity and value.

## Materials Used

Veneer Doors

Doors covered with natural wood veneer or fineline veneer

Painted Doors

Painted, lacquered or varnished doors. Taking into consideration peculiarities that each market has, this group also includes also moulded (Moulded panel doors are suitable for paint finish only)and lacquered doors.

Wooden Doors

Doors made of timber panels

Full Glass Doors

Doors comprising of Glass completely

Full Glass Sliding Door

Doors open sideways

Full Glass Swing Doors

Doors open either outwards or inwards

Full Glass Hinged Doors

Doors open only in one direction

Other Full Glass Doors

Doors with other types of openings

Laminated Doors

Doors covered with laminate or other synthetic material, including so-called eco-veneer

CPL

Doors covered with Continuous Pressure Laminate.

HPL

Doors covered with High Pressure Laminate.

Decorative Foil

Doors covered with colour/imitation wood laminate

# Definitions and Demarcation

Business Segment	
New Construction	Doors in newly erected buildings
Renovation	Replacement of the existing doors
Price Segments	
Low	Up to 100 Euro
Medium	From 101 to 300 Euro
Premium	More than 300 Euro
Customer Segment	
Residential	Including single and two-family homes and apartments in multi-story residential buildings.
Non-Residential	Non-residential construction, including buildings for education, health, industrial, warehouse, office, commercial, and other uses
Distribution Channel	
Direct	Sales directly to consumers, through own sales staff, Internet, etc.
Indirect	Wholesale, retail and all other forms of trade in goods are sold to third parties.



Not included: Entrance doors, House doors, Fire-rated doors and other Technical doors

# 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 Manufacturers & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturers 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

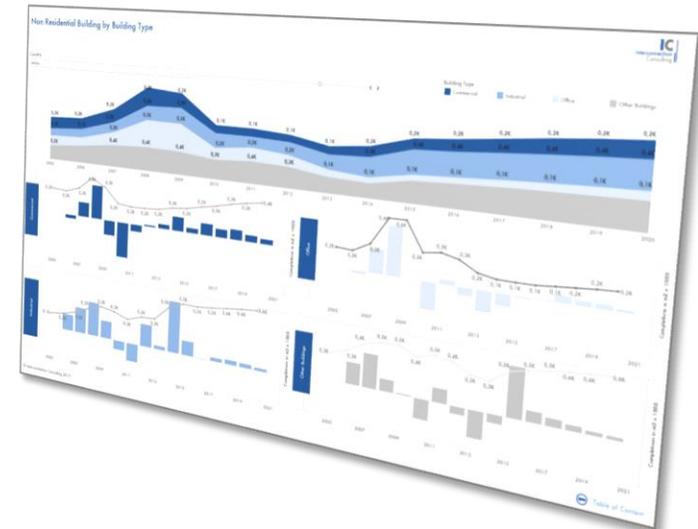
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

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

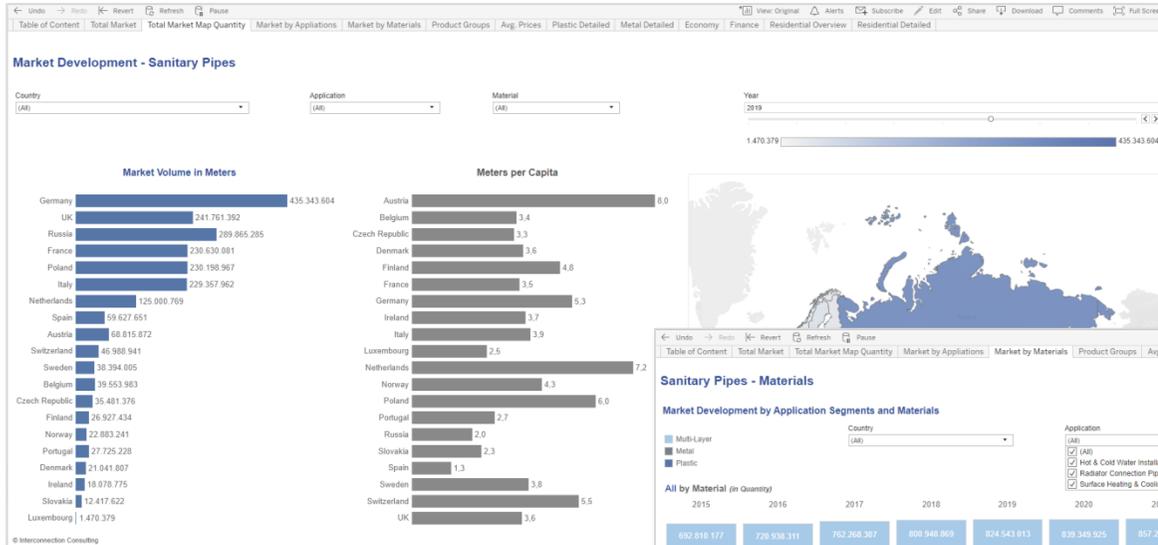


# Usability of the Market Intelligence Tool

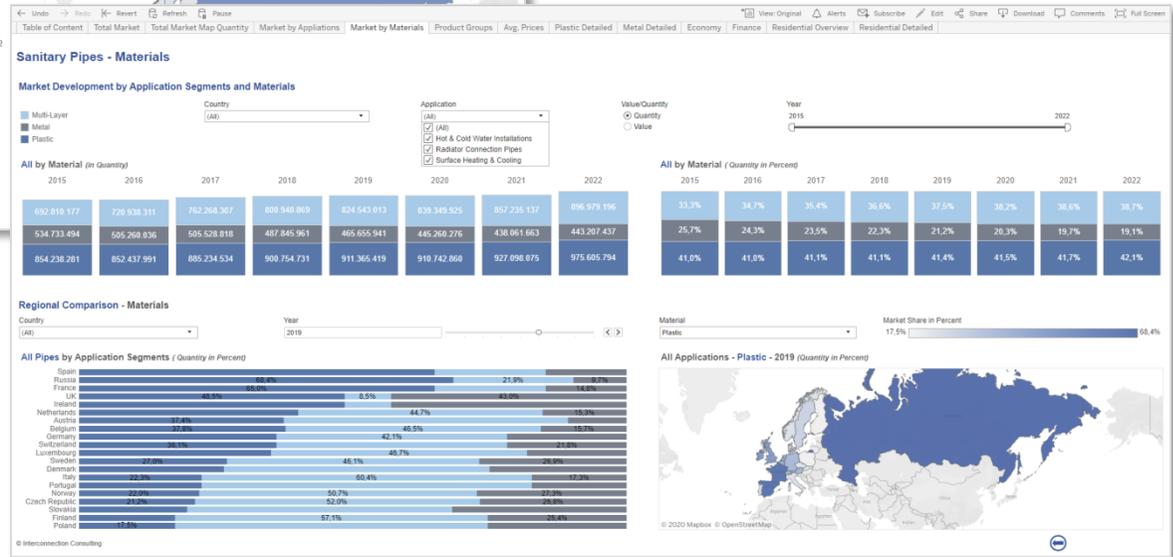
Let's Put it in a Video...



# Sample Cockpits for Market Analysis Data

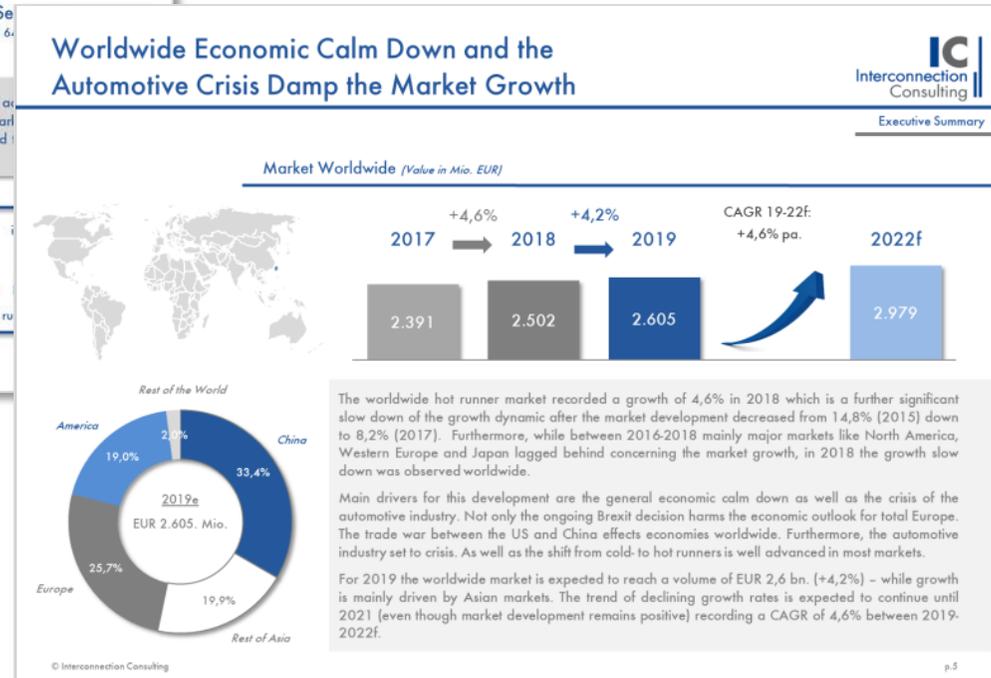


*This chart contains fictive data*





Executive Summary as part of Tableau (fictive data)



Executive Summary as part of Tableau (fictive data)

# Investment Plan for Your Market Research

IC Market Forecast<sup>®</sup> Interior Doors in Europe 2023

Prices & Conditions

	Subscription*
1 Country	€ 2.399,-
3 Countries of Your Choice	€ 5.499,-
6 Countries of Your Choice	€ 9.999,-
All Countries	€ 21.499,-



## Available Countries

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- Turkey

- **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 automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.
- 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.
- In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit (Software for Online Dashboards) is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 500,- per license per year.

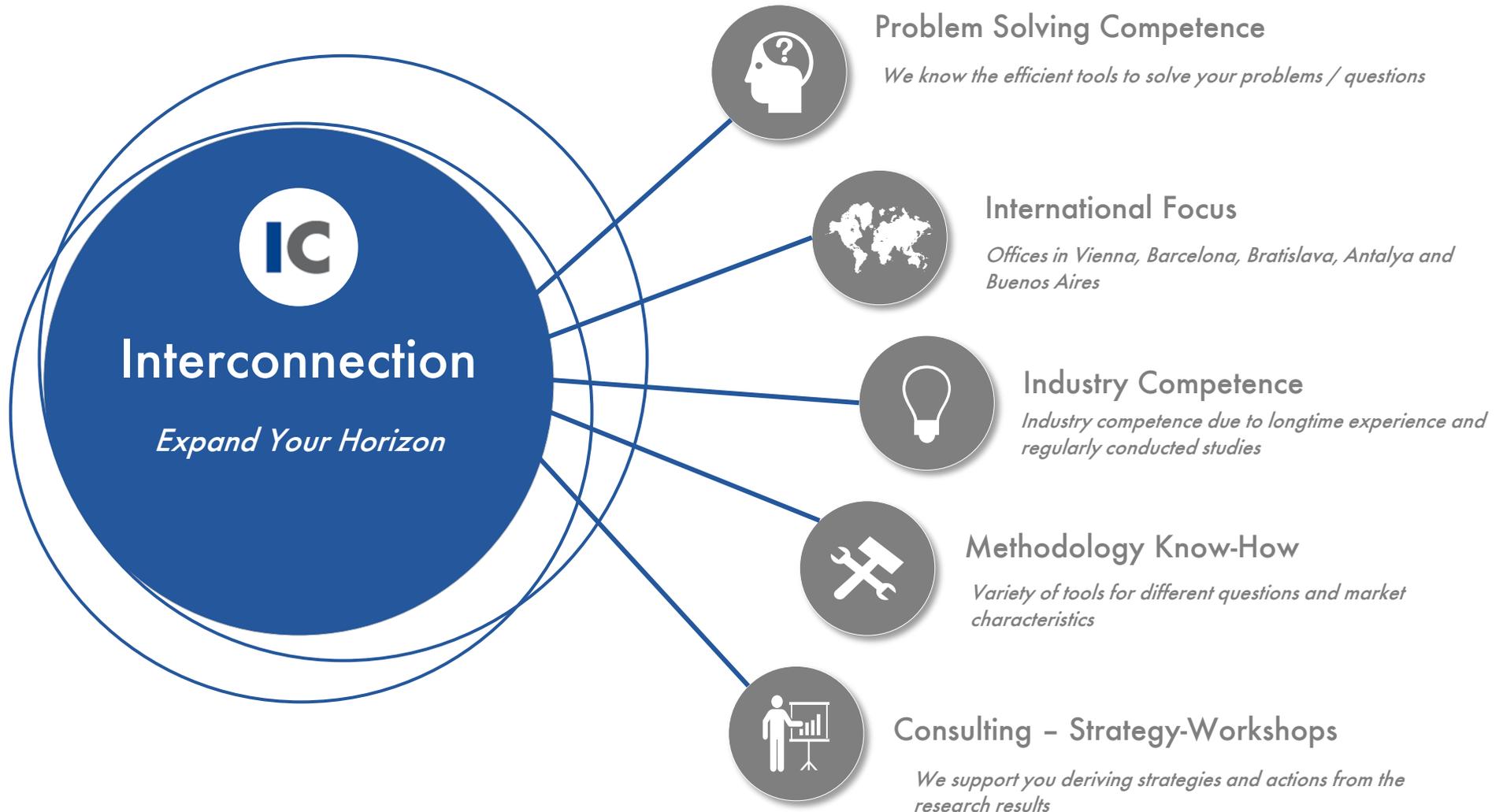
# Selected References

*„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





# Our Market-Intelligence Tools



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

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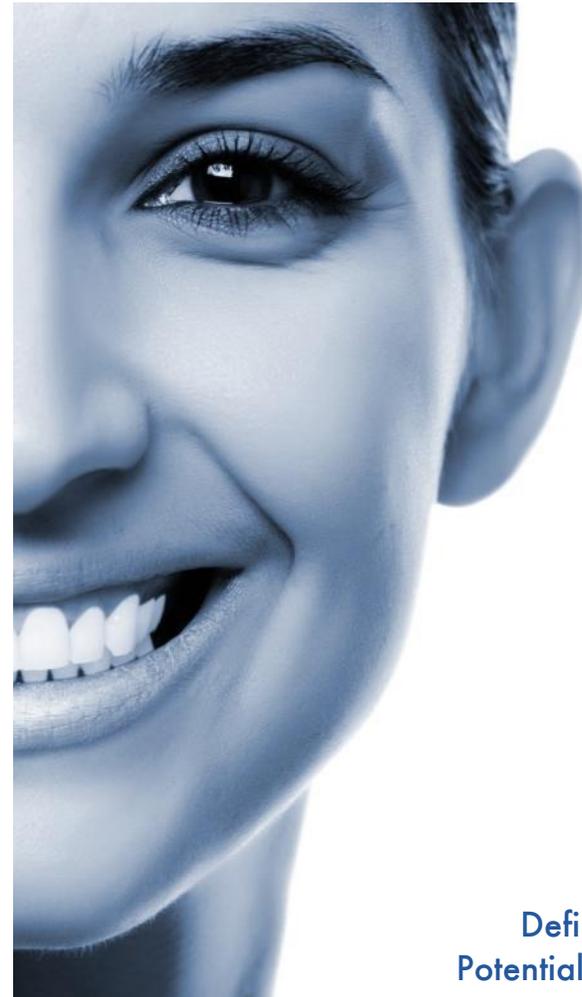
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Defining Growth  
Potential Since 1998

## Yes, we would like to order the IC Market Forecast® Interior Doors in Europe 2023

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

Please, choose from the available countries and package selection

- |                                         |                                      |                                   |                                      |
|-----------------------------------------|--------------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Austria        | <input type="checkbox"/> Germany     | <input type="checkbox"/> Romania  | <input type="checkbox"/> Switzerland |
| <input type="checkbox"/> Belgium        | <input type="checkbox"/> Italy       | <input type="checkbox"/> Slovakia | <input type="checkbox"/> Turkey      |
| <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Netherlands | <input type="checkbox"/> Spain    | <input type="checkbox"/> UK          |
| <input type="checkbox"/> France         | <input type="checkbox"/> Poland      | <input type="checkbox"/> Sweden   |                                      |

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|-----------------------------------------------|--------------|
| <input type="checkbox"/> 1 Country* .....     | EUR 2.399,-  |
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| <input type="checkbox"/> 6 Countries* .....   | EUR 9.999,-  |
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	Single Issue	Subscription*
25% price advantage		✓
IC Cockpit – Online Dashboard Solution	✓	✓
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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Date	Name	Signature
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In case of interest in single issue (+25 %), please contact the responsible analyst.

#### \*Subscription:

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 31<sup>st</sup> December. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> 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 includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of a subscription.

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