



IC Market Tracking Concrete Refurbishment and Restoration 2017

- Germany
- Switzerland
- Czech Republic

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



Available Countries / Regions

Germany	Switzerland	Czech Republic
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Product Groups	Customer Segments	Business Segments	Distribution Channels
Reprofiling Mortar	Residential	New Construction	Building Materials Trading
Shotcrete	Non-Residential	Renovation	Specialists / Plasterers
Grouting Mortar	Civil Engineering		Construction Company / General contractor
Bonding bridges & Corrosion protection	Garden Landscaping		
Injections			
Surface Protection			
Anchoring Mortar			
Bedding Mortar (Paving Grout Mortar)			

Included are special building materials for the repair, renovation, restauration of concrete and reinforced concrete according to EN1504. No ordinary dry mortar/building materials, no chemical corrosion protection, dry construction materials or concrete sealingsfor floors, etc.

Product Groups

Product groups in accordance with EN 1504.

Reprofiling Mortar

Various modified mortar systems, reprofiling mortars are used for the refurbishment and restoration. Reprofiling mortars are cement-bonded or cement-bonded, polymer-modified mortars with a maximum grain size of 8 mm.

Shotcrete

Sprayed concrete is a concrete that is applied by high-speed spraying and is compacted in this process. Cement mortar (factory-mixed dry mix) with aggregate for concrete up to a maximum of 4 mm, which is produced, monitored and processed as **shotcrete**.

Grouting Mortar

Grouting mortar consists of a dry mixture of cement, mineral aggregate and, if necessary, concrete admixtures and / or concrete additives. Potting mortar is produced by the factory, stored dry and weather-proof, and after a certain water supply at the installation site is produced according to a separate work instruction and processed in a flowable consistency. Grouting mortar is defined by a grain size error of ≤ 4 mm.

Bonding bridges & Corrosion protection

Bonding bridges serve as an adhesive agent between smooth and / or weakly absorbent substrates (especially concrete) and a plaster or plaster-containing plaster and contribute to the adhesion of the plaster to the substrate. Only in the case of concrete surfaces which have been clad with non-planed / sawdust boards and have sufficient absorbency, a bonding bridge can be dispensed with.

Corrosion protection means all measures which prevent corrosion of metallic materials or prolong their service life up to corrosion damage.

Bedding Mortar (Paving Grout Mortar)

Bedding mortar is also referred to as laying mortar. This serves to compensate for possible ground unevenness of the subsoil. Furthermore, the laying height of paving or other laying materials can be determined. Bedding mortar is used together with other means for the perfect fixing of bonded pavement and paneling.

Injections

For the sealing of cracked components, two-component polyurethane resins are pressed, which after curing have a certain elasticity. Their good adhesion to the crack flanks thus also retain their sealing function even with slight deformations of the component.

Surface Protection

Coating, by which the service life and the useful life of the building materials and thus also the construction of the building material are significantly extended.

Anchoring Mortar

Anchors are used for anchoring reinforcement steel, which is used for structural reinforcement to ensure the continuity of steel-reinforced concrete structures. Anchoring mortars are also used to cast galvanized or stainless steel and anchoring bolts in concrete or masonry for statically non-relevant purposes.

Customer Segments

Residential

Residential construction including one- and two-family houses as well as multi-storey residential buildings.

Non-Residential

Non-residential construction, e.g. Buildings for education, health, industry, warehouse, office, commercial, agricultural buildings and other buildings.

Civil Engineering

Subdivision of construction, which involves the planning and construction of buildings that are located on or under the earth's surface (eg road construction, sewage, bridges, tunnels, etc.).

Garden Landscaping

Design, maintenance and keeping of public and private green spaces and gardeners.

Business Segments

New Construction

New / newly built building

Renovation

Original repair of a building.

Distribution Channels

Building Materials
Trading

Sales via building material trades and DIY stores (Obi, Bauhaus, Hornbach, Praktiker, Zeus /Hagebaumarkt, Globus Baumarkt, Toom, EMV-Profi, Poco, Hellweg, etc).

Specialists / Plasterers

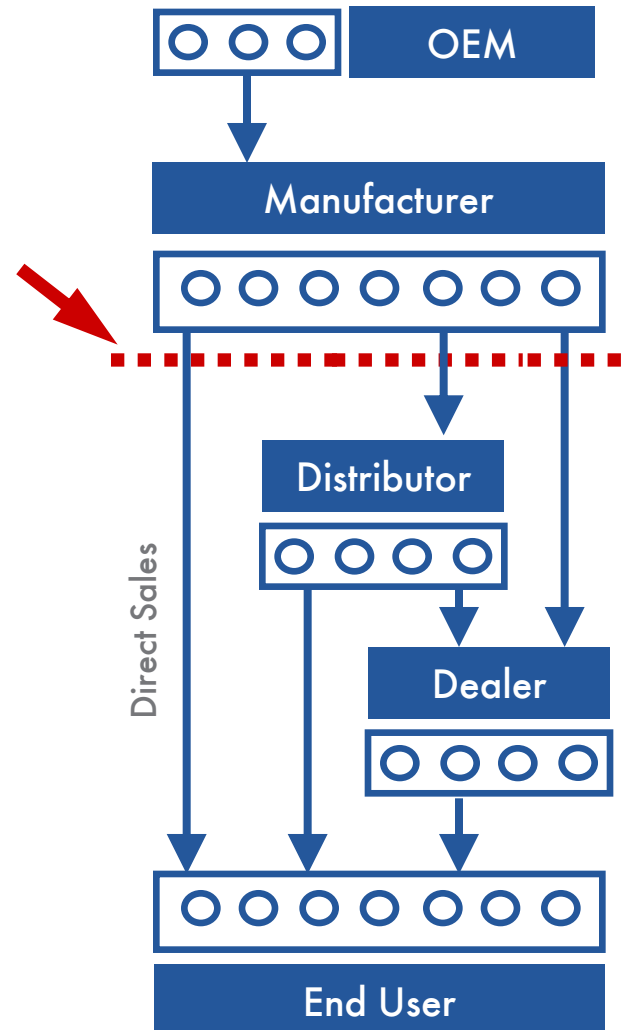
Sales directly to exporting specialist companies who apply these products directly on the construction site.

Construction Company /
General Contractor

The contractor will operate on the basis of building contracts concluded with builders, which may contain provisions of the Regulations governing construction work; General contractor: The contractor entrusted with the execution of an order (usually a construction contract), which is used to fulfill the order of other contractors (subcontractors). Legal relations arise only between the client and the general contractor on the one hand and the general contractor and the subcontractors on the other.

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.



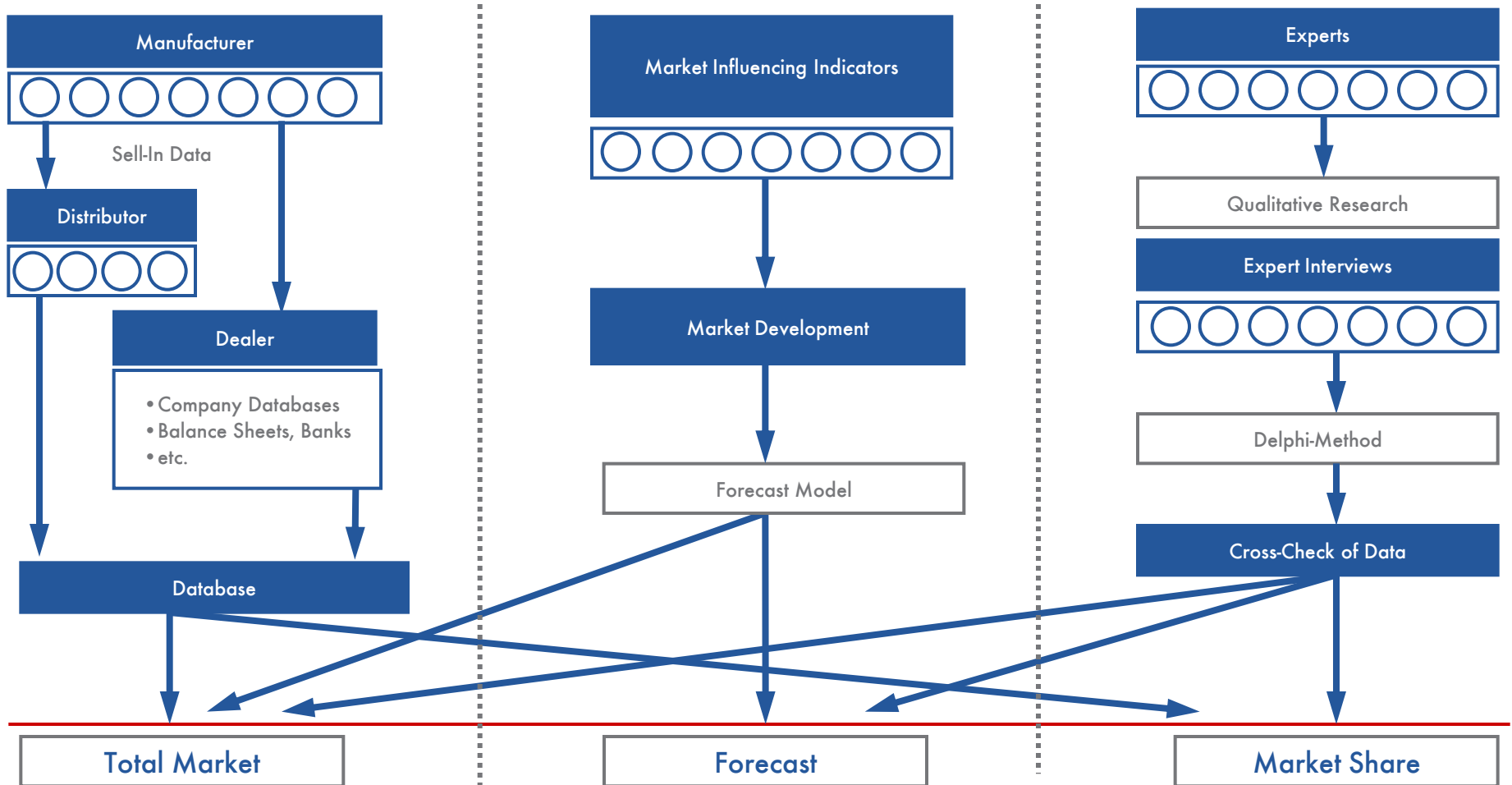
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

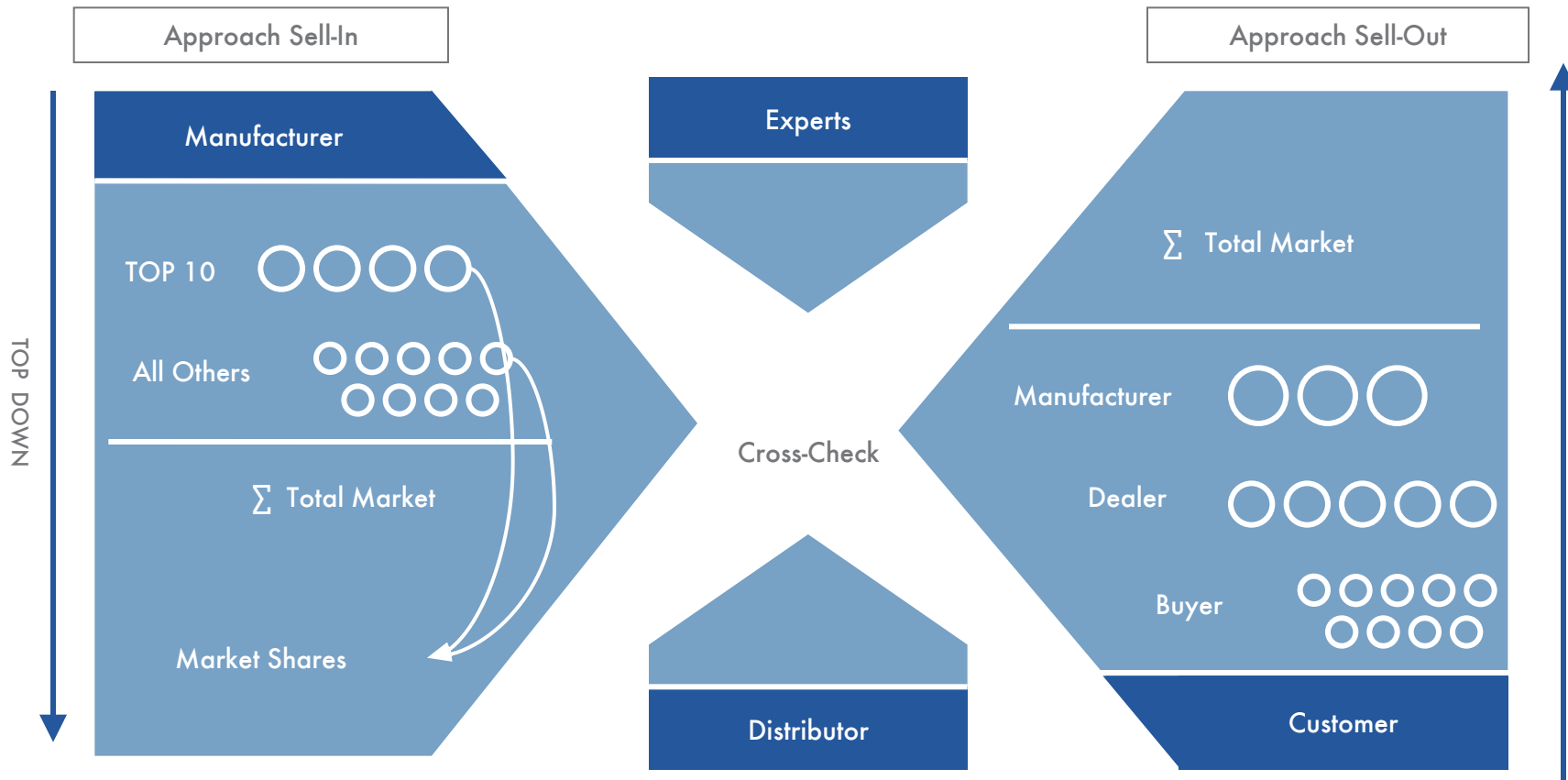
Methodology



Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology

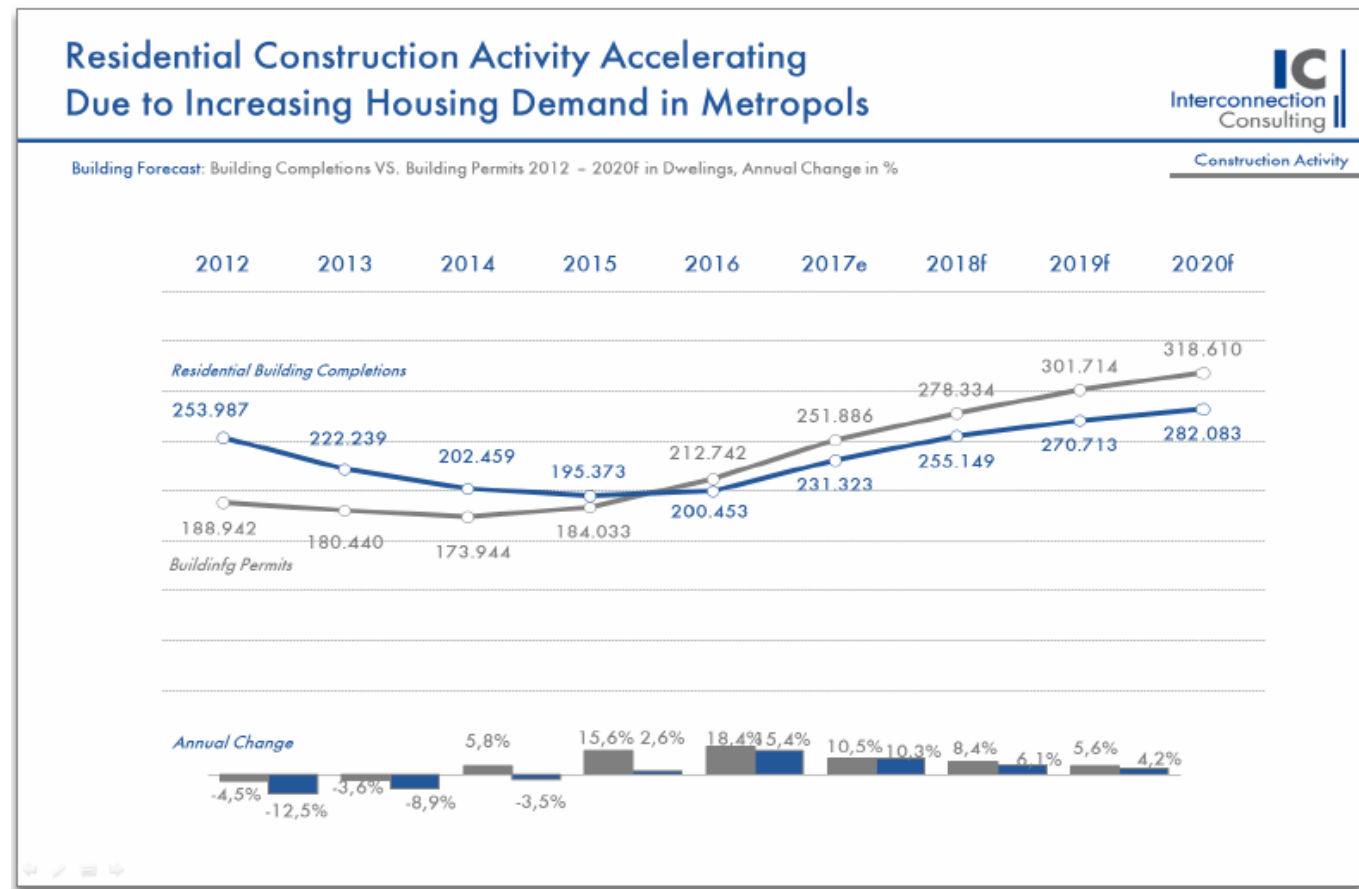


The IC Market Tracking® is modularly built and consists of the following sections:

- 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 and quantity 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**. Here you will find all absolute and relative sales figures of the top companies in order to check our results. Company profiles provide you with further practical information on the main companies in the market.

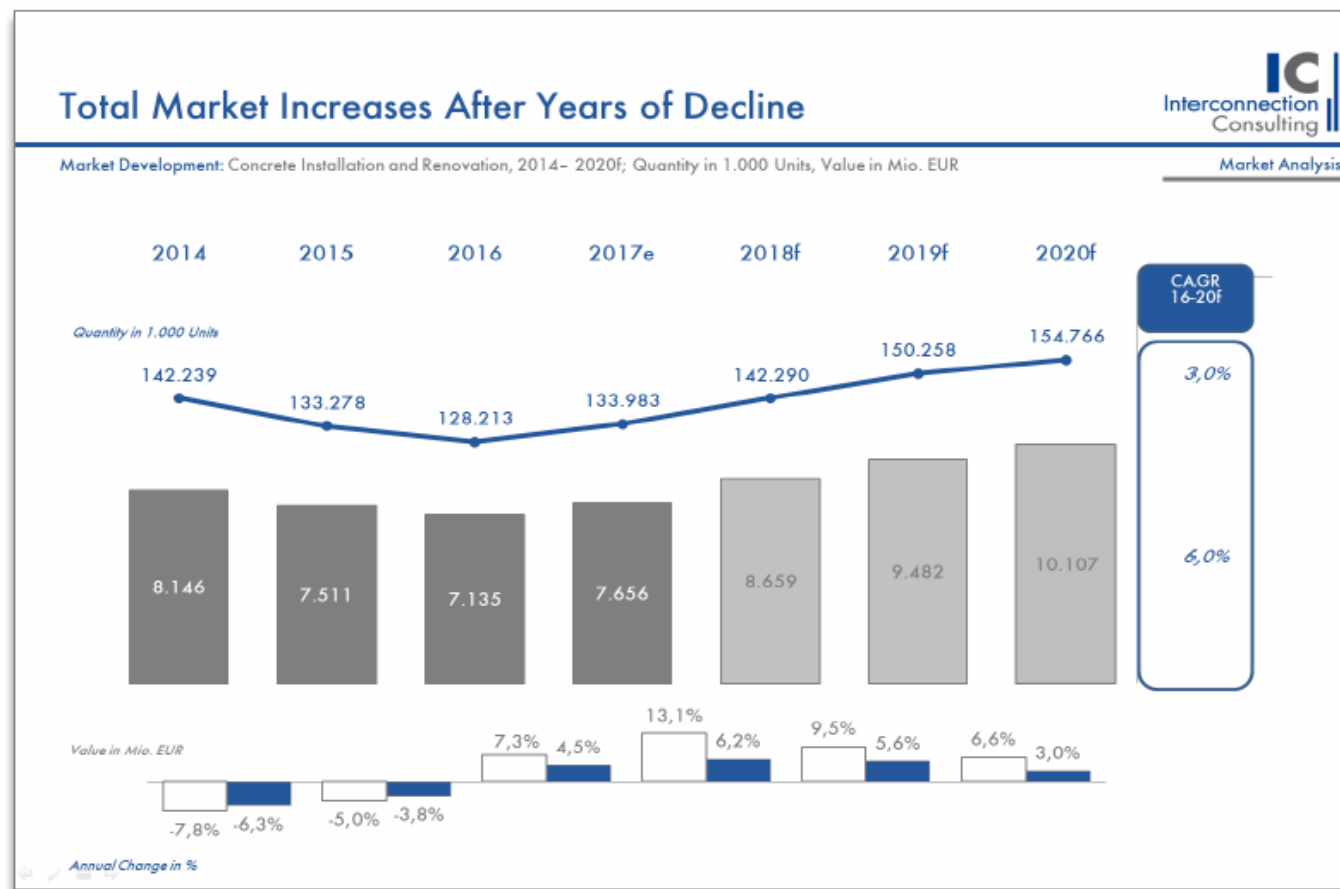
How Is the Market Environment Developing?

- ❑ Overview of the Development of relevant micro- and macro economical market influencing Factors.
- ❑ This Sample Chart shows fictive figures.



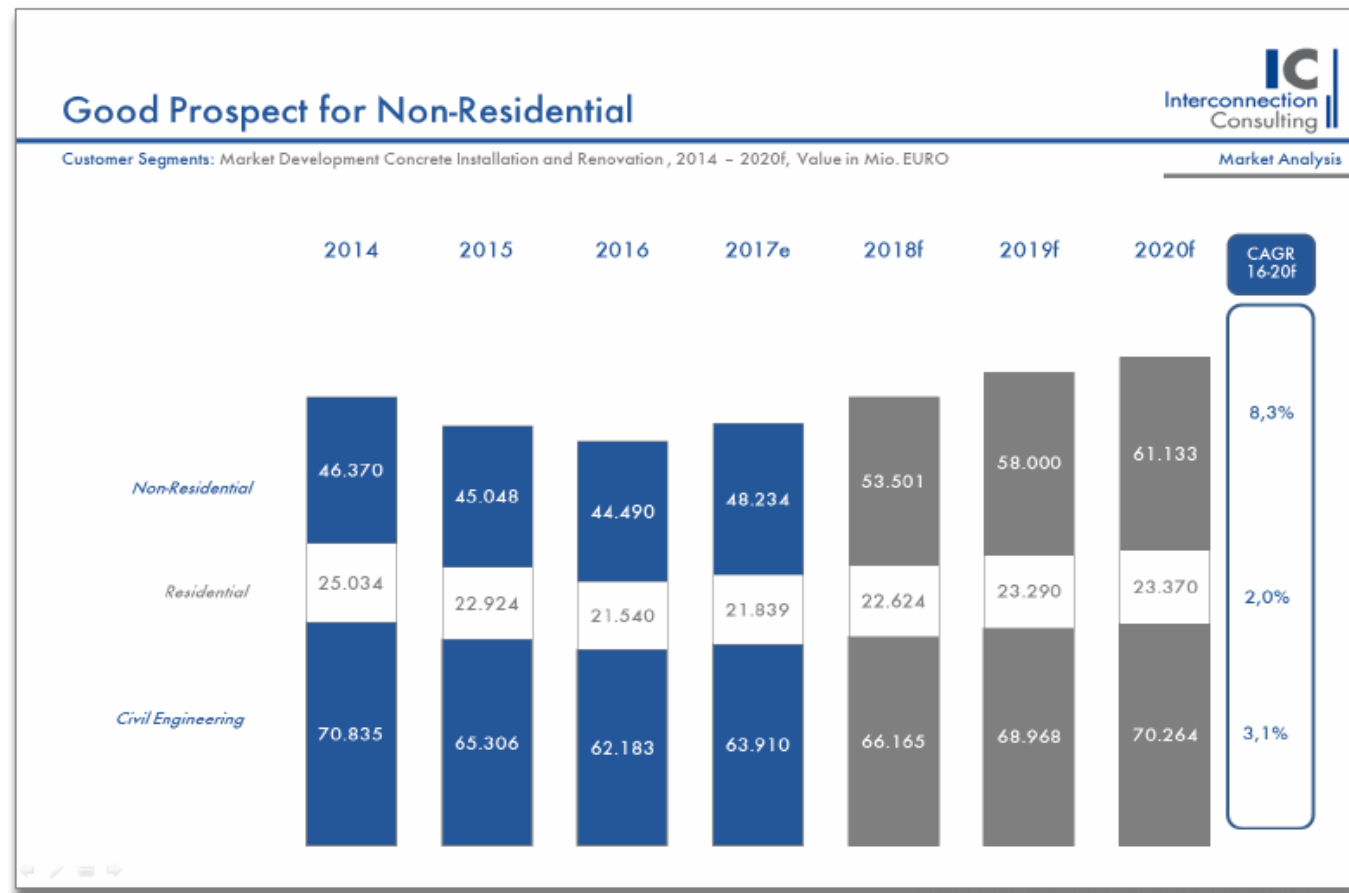
Total Market and Development

- ❑ Presentation of Total Market & Forecasts for the next three years.
- ❑ Overview of Market Development according to regions, market segmentation in different customer segments.
- ❑ This Sample Chart shows fictive figures.

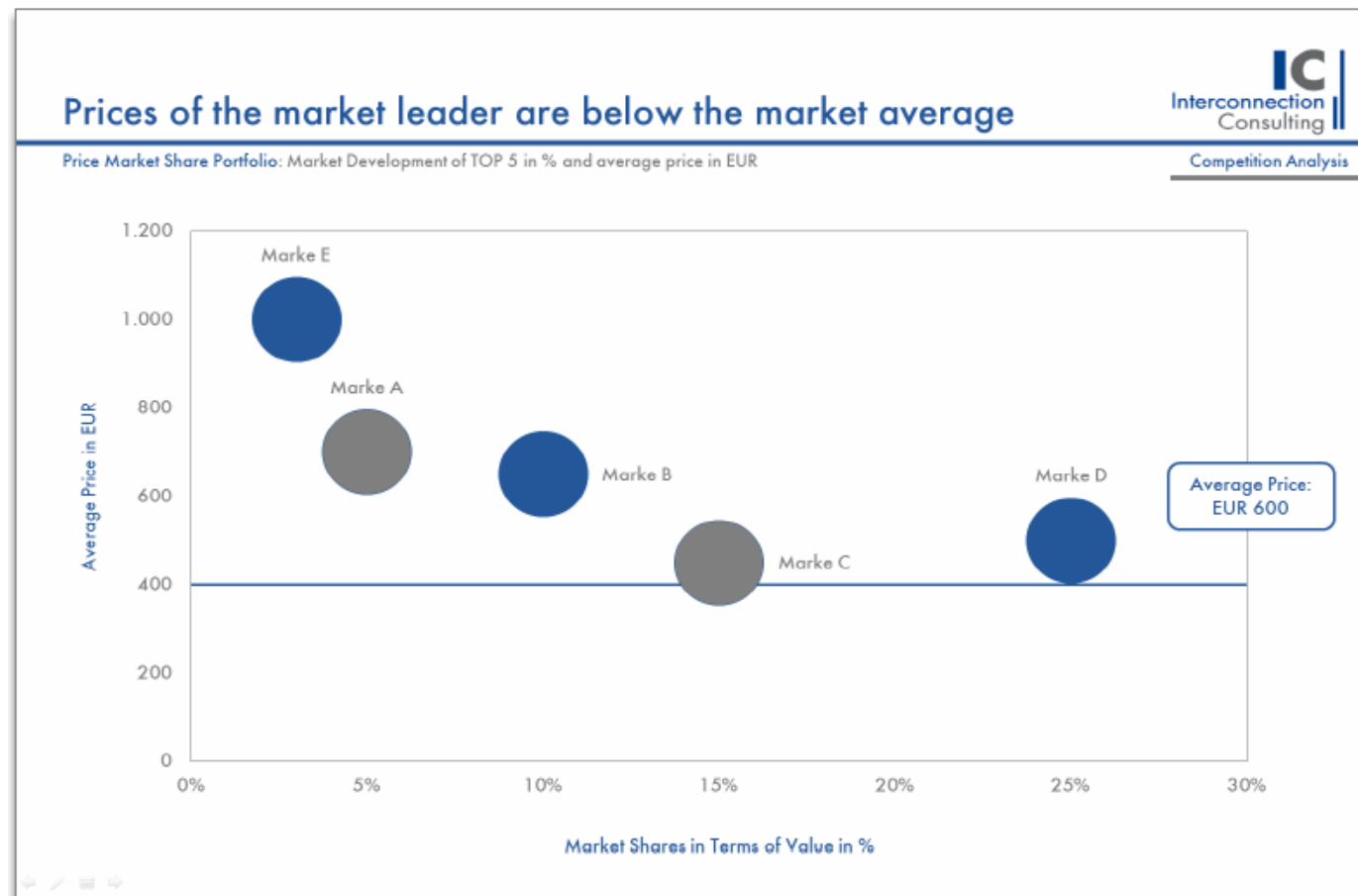


Size and Market Shares of Different Segment

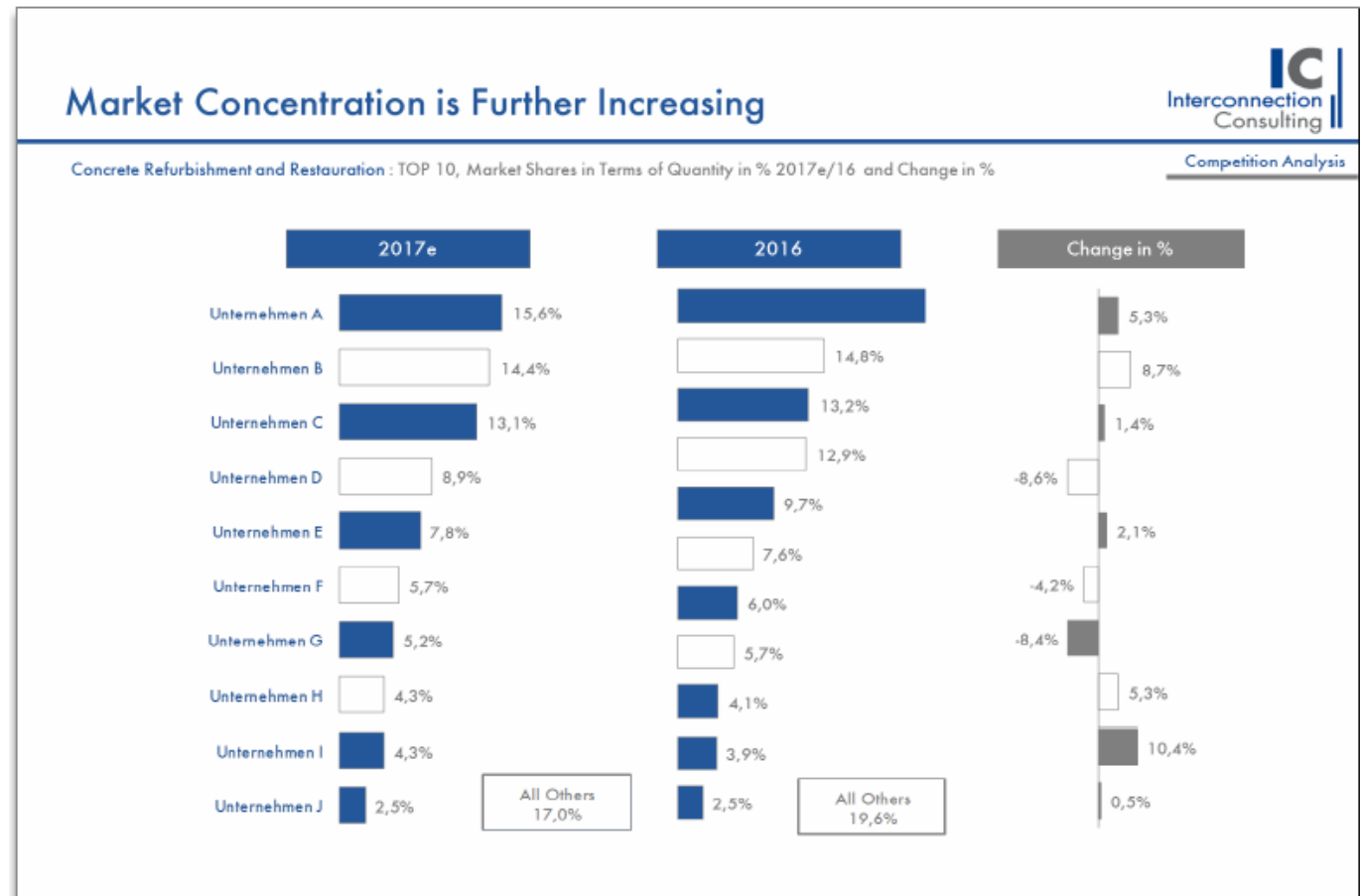
- ❑ *Presentation of different Segments and their Market Shares*
- ❑ *Forecasts for the next three years*
- ❑ *This Sample Chart shows fictive figures.*



- ❑ Detailed presentation of most important companies regarding market shares, development, etc.
- ❑ This Sample Chart shows fictive figures.



- ❑ Detailed presentation of most important companies regarding market shares, development, etc.
- ❑ This Sample Chart shows fictive figures.



Dieses Chart zeigt fiktive Zahlen zur Illustration

- Additionally to the visualised report a Pivot Table will be included
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modeling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

Sum - #	Technology		
Segments	A	B	C
Segment A	3.290	5.452	7
Segment B	5.310	8.925	21
Segment C	8.434	10.794	
Segment D	18.592	14.624	13
Segment E	1.332	2.229	6
Total	36.958	42.025	47

Dieses Chart zeigt fiktive Zahlen zur Illustration

	Single Issue	IC Subscription*	Scale of Discounts
All 3 Regions**	€ 9.360,-		€ 7.800,- 15%
Single Country	€ 3.900,-		€ 11.700,- 20%
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #0056b3; color: white; padding: 10px; margin-right: 20px;">Available countries</div> <div style="display: flex; gap: 10px;"> <div style="border: 1px solid #ccc; padding: 5px 20px; background-color: #f0f0f0;">Germany</div> <div style="border: 1px solid #ccc; padding: 5px 20px; background-color: #f0f0f0;">Switzerland</div> <div style="border: 1px solid #ccc; padding: 5px 20px; background-color: #f0f0f0;">Czech Republic</div> </div> </div>			

* **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.

** Price taking into account the scale of discount
Price includes an interactive PDF Document. All prices shown exclude sales tax

*** Additional countries available on request

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- **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 construction industry.
- Our studies support the leading companies in defining targets and marketing strategies, including 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 several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.



Our Market-Intelligence Tools

Market Analysis




- Market Volume
- Market Shares & Entry
- Competition Analysis

Distribution Analysis



- Channel Map
- Distribution Matrix
- Margins

Customer Insight




- Focus Groups
- Buying Motives
- Customer Benefits

Market Forecasts




- Indicator Models
- Life Cycle Models
- Econometric Analysis

Brand Analysis




- Brand Scorecards
- Brand - Triangle
- Brand Affinity

Customer Satisfaction




- Importance/Satisfaction Portfolios
- Customer Loyalty
- Customer Typology

Price Research



- Price-Sales-Function
- Price-Simulation-Tool
- Optimal Pricing

E-Commerce



- E Commerce Insights
- Search Engine Marketing
- Web Channel Analysis

Chosen References



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

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we show you the way

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 70
- Optional: Hard Cover

Price

- Price per Country: 3.900 €
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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:

Structure of Study

Language of the report

English, German on Request

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 behavior, main economic indicators etc.

Import & export statistics

Total Market Analysis

Total market development and forecasts for all market segments in quantity 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.

Market Structure

Countries

Germany, Switzerland, Czech Republic

Product Groups

Reprofiling mortar, Shotcrete, Grouting mortar, Bonding bridges & Corrosion Protection, Injections, Surface Protection, Anchoring Mortar, Bedding Mortar (Paving Grout Mortar)

Customer Segments

Residential, Non-Residential, Civil Engineering, Garden Landscaping

Business Segments

New Construction, Renovation

Distribution Channels

Building Materials Trading, Specialists/Plasterers, Construction Company/General Contractor

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 analyzed 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: office@interconnectionconsulting.com



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Industry/Region

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- Easy termination: After 2 issues each subscription can be terminated easily

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