



**IC Market Tracking®**  
Raised Floor Panels in Europe  
Top 6

**Special 2-for-1**

# What Do You Get - Your Benefits at a Glance

## Content of the Report

### Market Data, Insights and Expertise...



#### MARKET ANALYSIS

- Historical market data from 2016 – 2020e for the total market development as well as
  - Product Groups
  - Destination Areas
  - Business Segment
- Forecasts from 2021 – 2023 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 2019/20
  - 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, building sector, disposable incomes, public spending, 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

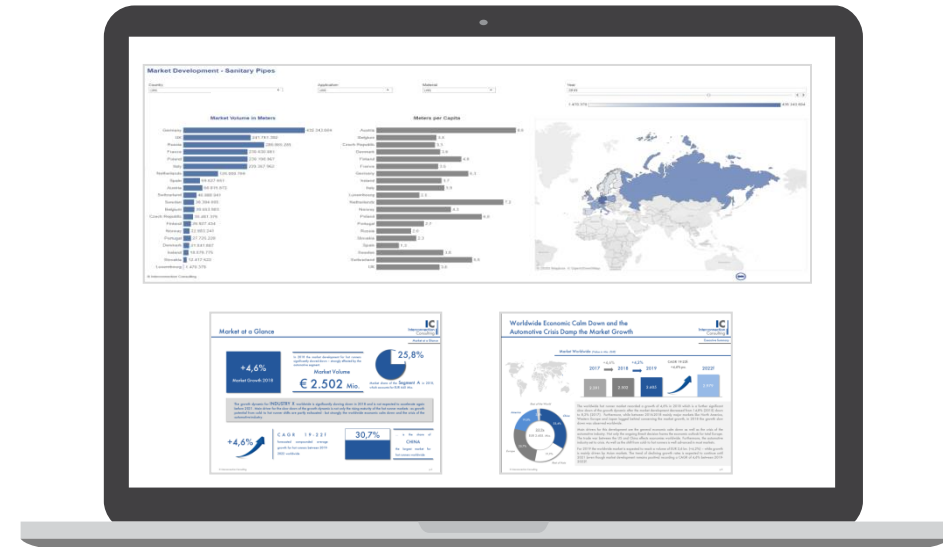


#### ONLINE-COCKPITS

- 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

- PDF 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



### Market Intelligence Tool and Reports



Online Dashboards

Executive Reports

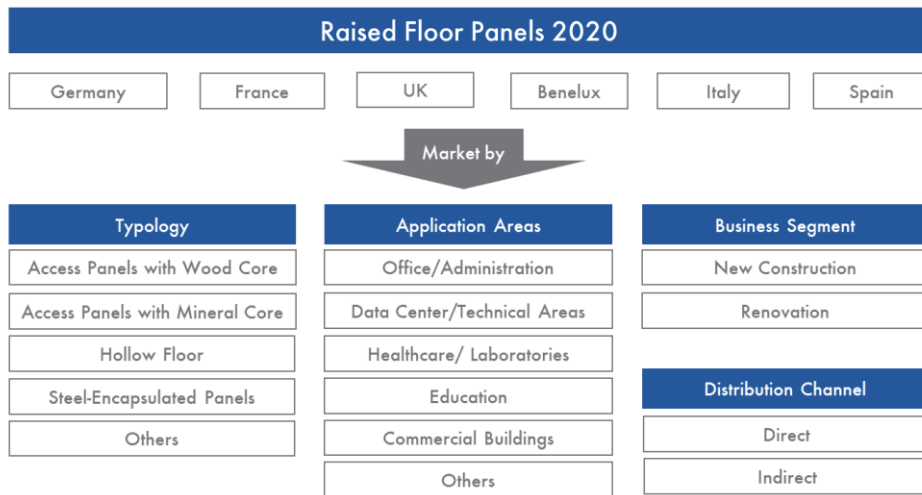
## Raised Floor Panels 2020

- |         |        |    |         |       |       |
|---------|--------|----|---------|-------|-------|
| Germany | France | UK | Benelux | Italy | Spain |
|---------|--------|----|---------|-------|-------|



Typology	Application Areas	Business Segment
Access Panels with Wood Core	Office/Administration	New Construction
Access Panels with Mineral Core	Data Center/Technical Areas	Renovation
Hollow Floor	Healthcare/ Laboratories	
Steel-Encapsulated Panels	Education	<b>Distribution Channel</b>
Others	Commercial Buildings	Direct
	Others	Indirect

The Study Contains a Market Forecast for each segment from 2016-2023f and market shares for 2019-20 of the Top Players.



The Study Contains a Market Forecast for each segment from 2016-2023f and market shares for 2019-20 of the Top Players.

- Market data is available for each country separately as well as aggregated for the country package purchased.
- Each country report includes data for all product groups separately as well as aggregated for the total market of raised floor panels in terms of value and quantity
- The total market is broken down by Application Areas, , Distribution Channels and Business Segments in terms of quantity
  - ⇒ For instance – the total amount of sold raised floor panels is splitted by application areas, as well as by direct and indirect distribution channels and renovation vs. new construction.
- Market shares are available for each product group in terms of quantity and value.
  - ⇒ For instance – market shares for wood panels sold in 2019 and market shares development in 2020 are available.

# Definitions and Demarcation

## Turnover/Quantity

Value to Net-Turnovers (No List-Prices), Discounts Included.  
Quantity in sold units (1 panel = 0,6m\*0,6m).

## Typology

A classification according to the technic of fabrication and core materials.

### Access Panels with Wood Core

Removable panels with an internal core of wood or wood composites. A thin layer of aluminum and/or steel is usually applied to the lower part , while a PVC border is applied to the perimeter.



### Access Panels with Mineral core

Removable panels with an internal core of mineral fibres (ex. calcium sulphate). A thin layer of aluminum and/or steel is usually applied to the lower part , while a PVC border is applied to the perimeter.



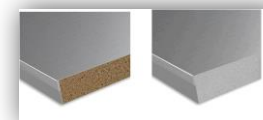
### Hollow Floor

Tongue&Groove panel edges are glued together due to structural reasons. Panels made of calcium sulphate or other materials.



### Steel Encapsulated Panels

Panels encapsulated in a box of steel with a core of mineral fibres or other materials.



### Others

Other types of panels.

# 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

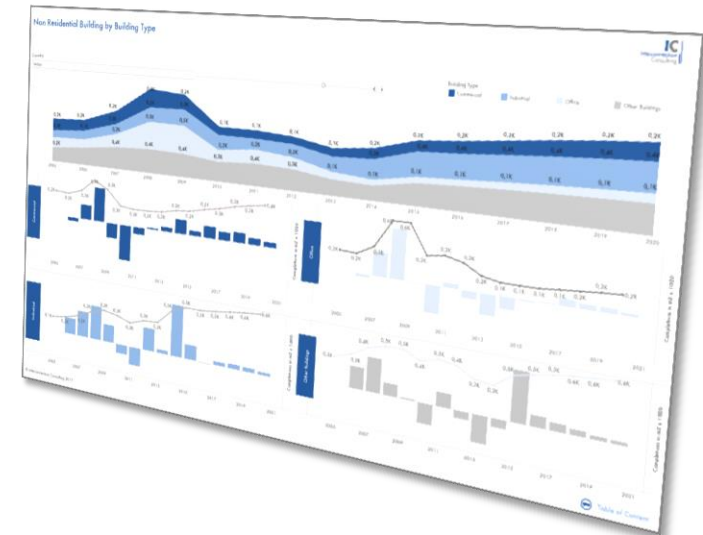
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online accesability

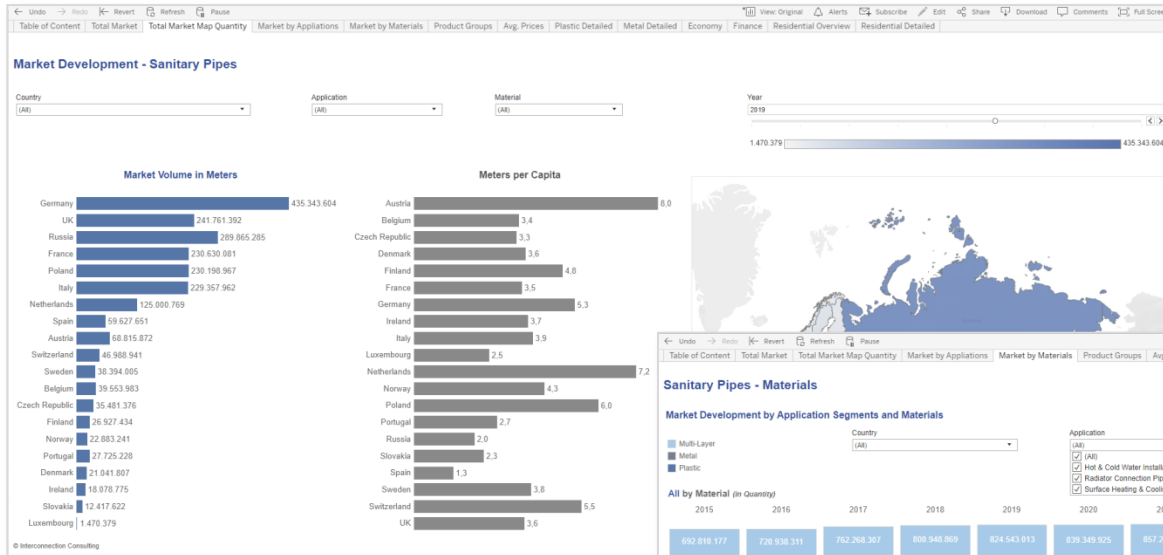
- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



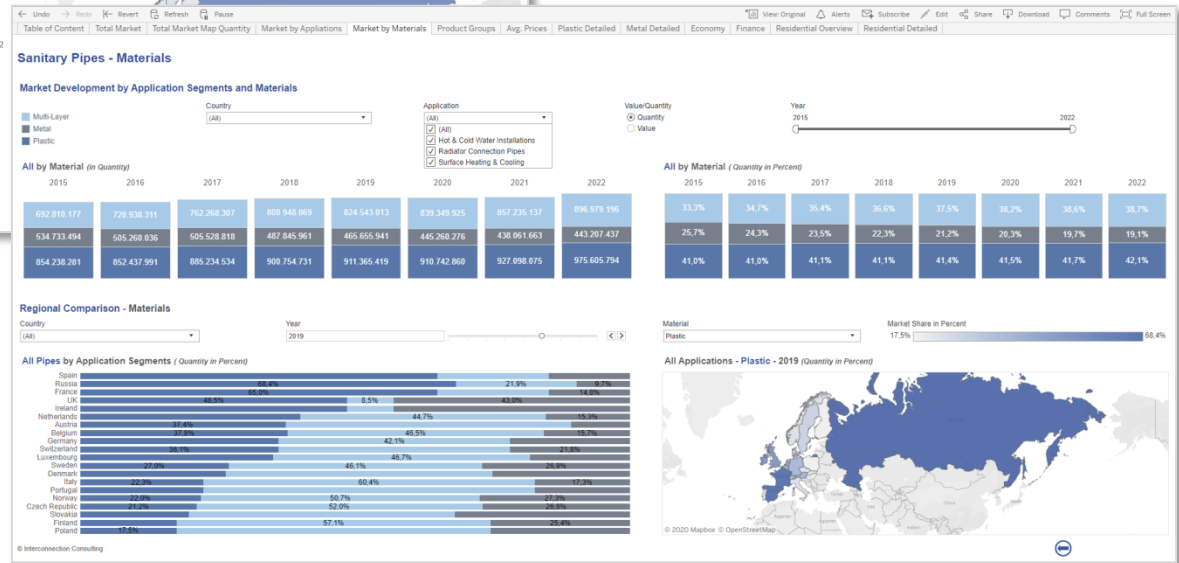
*In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.*



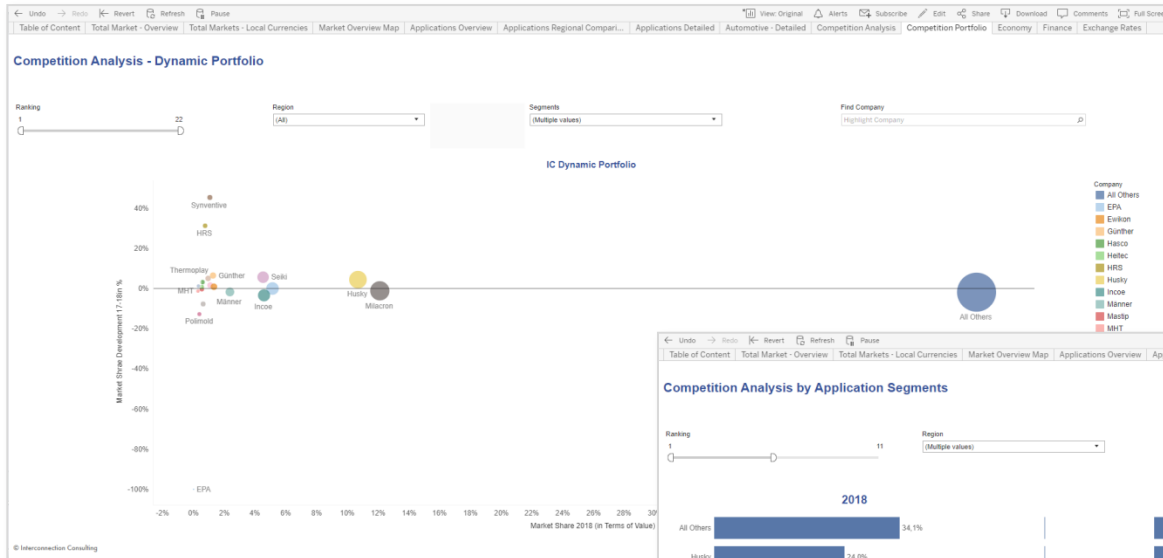
# Sample Cockpits for Market Analysis Data



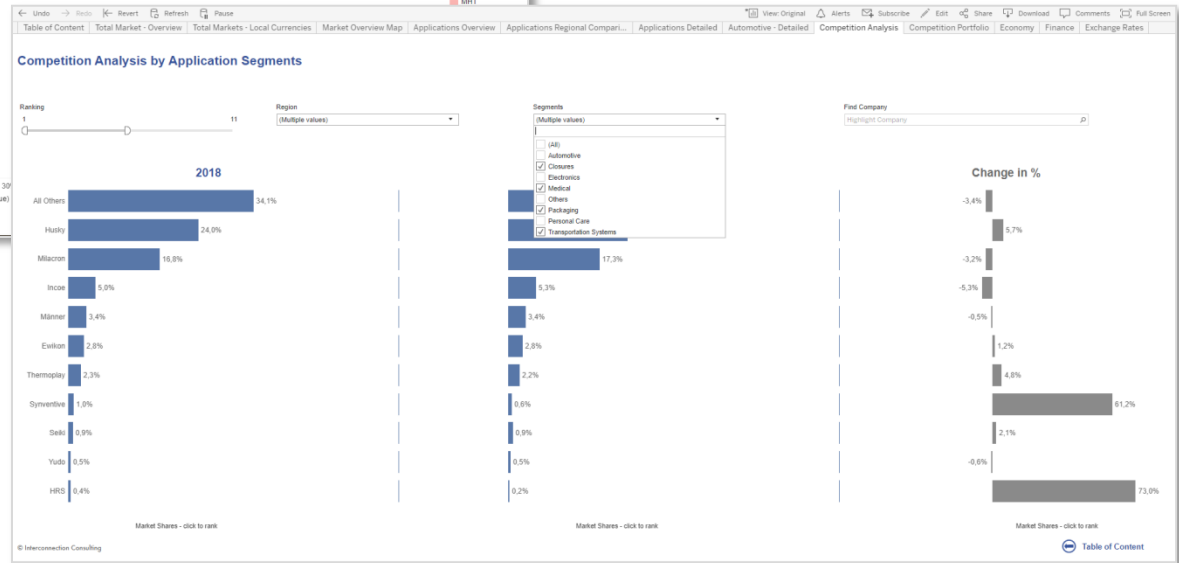
*This chart contains fictive data*

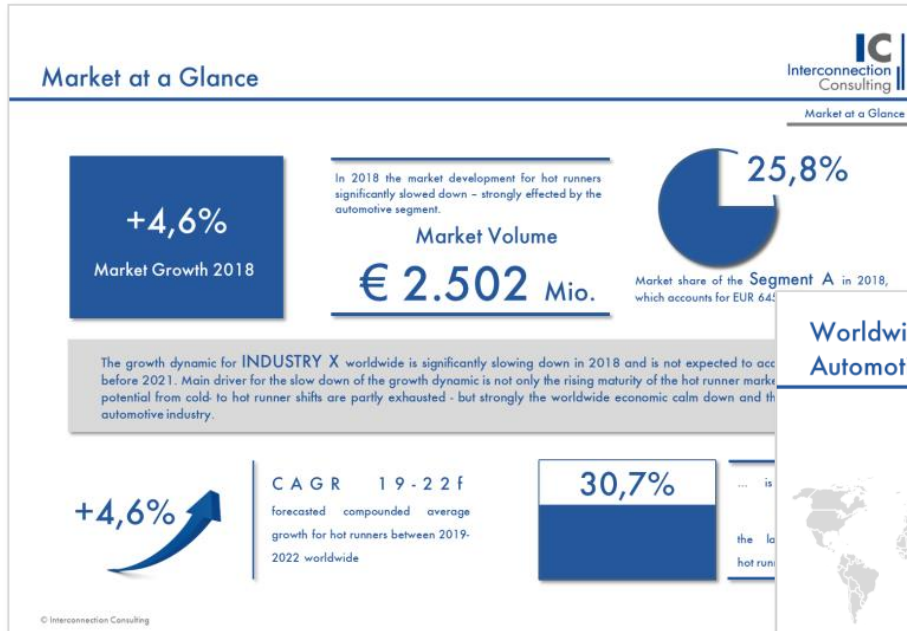


# Sample Cockpits for Competition Data

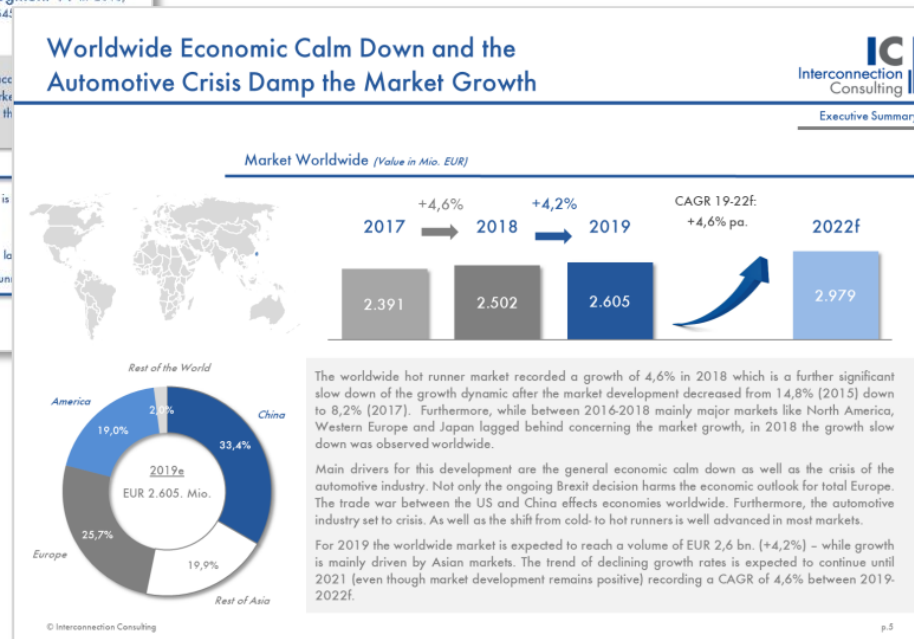


*This chart contains fictive data*





Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

# Investment Plan for Your Market Research – Special 2-for-1

IC Market Tracking® Raised Floor Panels in Europe **Special 2-for-1**

Prices & Conditions

	Subscription *		
All 6 Country Reports	€ 8.990,-		
Available countries	Germany	France	UK
	Italy	Spain	Benelux

 [BUY NOW](#)

- \* **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.
- \*\* Package Price taking the scale of discounts already into account.

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*„IC is a constant tutor in the evaluation of markets and offers a helpful decision basis.“*

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe

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<p><b>Technology &amp; IT</b></p>		



# Our Market-Intelligence Tools



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

**Interconnection Consulting**

Getreidemarkt 1, A-1060 Wien

Dr. Stefano Armandi- Market Analyst

Tel: +43 1 5854623 -54

Fax: +43 1 5854623 -30

[armandi@interconnectionconsulting.com](mailto:armandi@interconnectionconsulting.com)

Frederik Lehner - Managing Director

Tel: +43 1 5854623 -11

Fax: +43 1 5854623 -30

[lehner@interconnectionconsulting.com](mailto:lehner@interconnectionconsulting.com)

Interconnection Consulting  
Vienna • Oberstdorf • Lviv • Buenos Aires • Bratislava

[www.interconnectionconsulting.com](http://www.interconnectionconsulting.com)



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