



IC Market Tracking Safety Seats Worldwide 2020

What Do You Get - Your Benefits at a Glance

Content of the Report

Market Data, Insights and Expertise...



MARKET ANALYSIS

- Historical market data from 2015 – 2019 for the total market development as well as
 - Product Groups
 - Price Segments
 - Distribution Channels
- Forecasts from 2020 – 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 2018/19
 - Market Shares on the total market 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

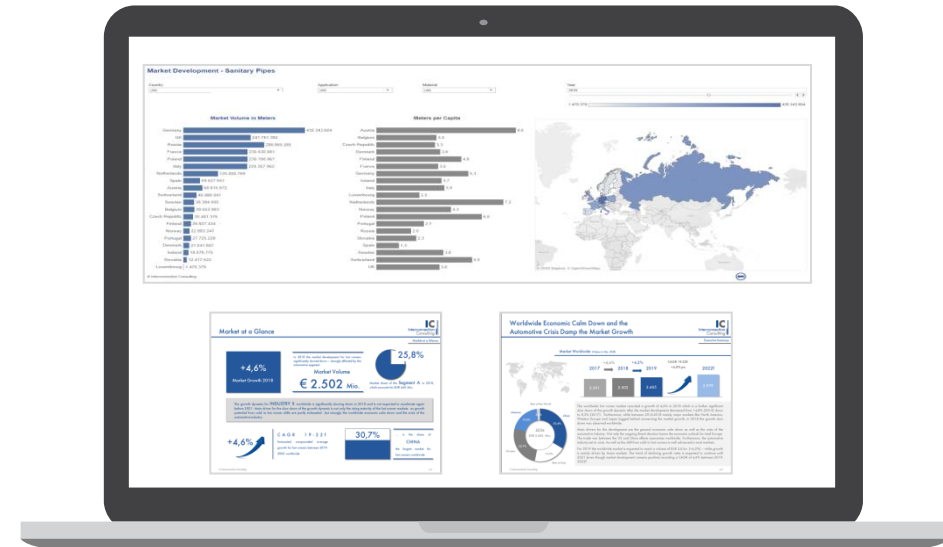


ONLINE-COCKPITS

- 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

- 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

IC Market Tracking Safety Seats Worldwide

USA	Brasil	EU-Top 7	Russia	China	AUS/NZ
Canada	Rest of America	Rest of Europe	Turkey	Japan	Rest of the World



Product Group
Infant
Convertible
Booster Seat
Seat Base
Others

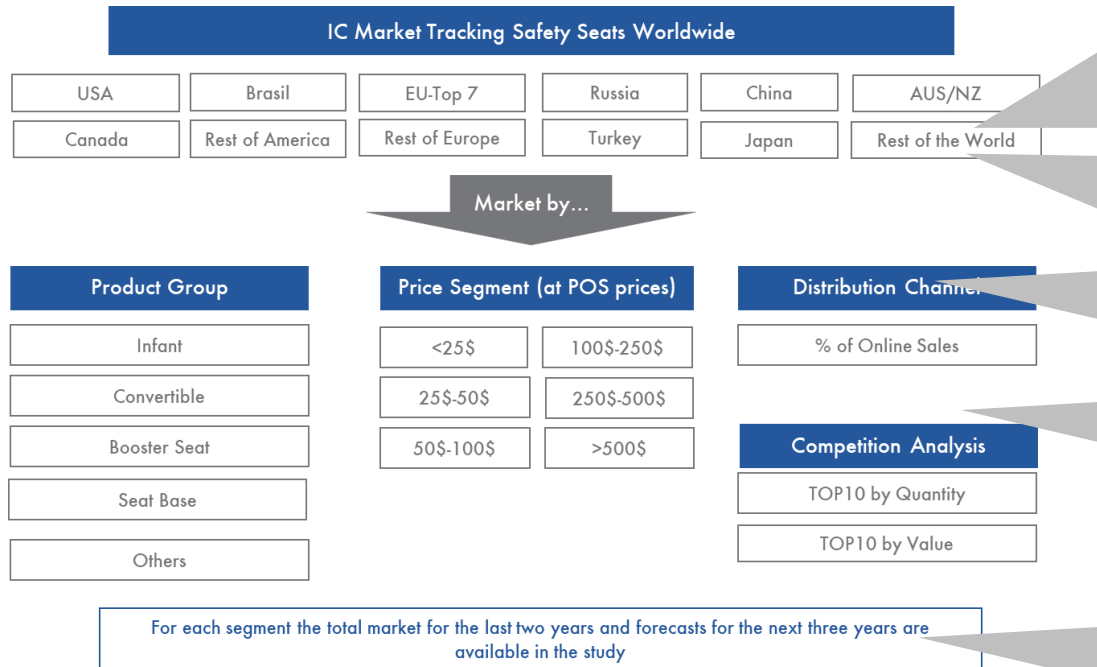
Price Segment (at POS prices)	
<25\$	100\$-250\$
25\$-50\$	250\$-500\$
50\$-100\$	>500\$

Distribution Channel
% of Online Only

Competition Analysis
TOP10 by Quantity
TOP10 by Value

For each segment the total market for the last two years and forecasts for the next three years are available in the study

Market Structure - Interpretation



- Market data is available for each country/region separately as well as aggregated for the country package purchased.
 - Each country/regional report includes data for all product groups separately as well as aggregated for the total market of safety seats in terms of value and quantity
 - The total market is broken down by Price Segments and Distributionannels only in terms of quantity
 - ⇒ For instance – the total amount of sold safety seats by the price segment 250\$-500\$ is available in the report, as well as for 'online only'/offline channels.
- Total market shares are available for each country/region in terms of quantity and value.
- ⇒ For instance – market shares for safety seats sold in USA in 2018 and market shares development for 2019 are available.

Product Group
Infant Seat
Convertible Seat
Booster Seat
Seat Base
Others

Price Segment

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

Seat for newborn babies which can only be used rear-facing.

Seat which converts from rear-facing (min. 9 kg) to forward-facing for older and larger children. All types of convertibles are also included.

Backless + seat that raises and positions the child so that the vehicle's lap and shoulder belt fit properly. **IMP.: They include seats that are sold as group 2/3, 2, or 3 in Europe and in other regions**

Universal base which can hold different car seats categories

All other types of baby safety seats. **IMP.: This category includes all non-convertible safety seats (sold as group 1, 1/2, 1/2/3 or combination seats) excl. those included as booster seats.**

Prices are to be considered POS prices (no VAT)



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

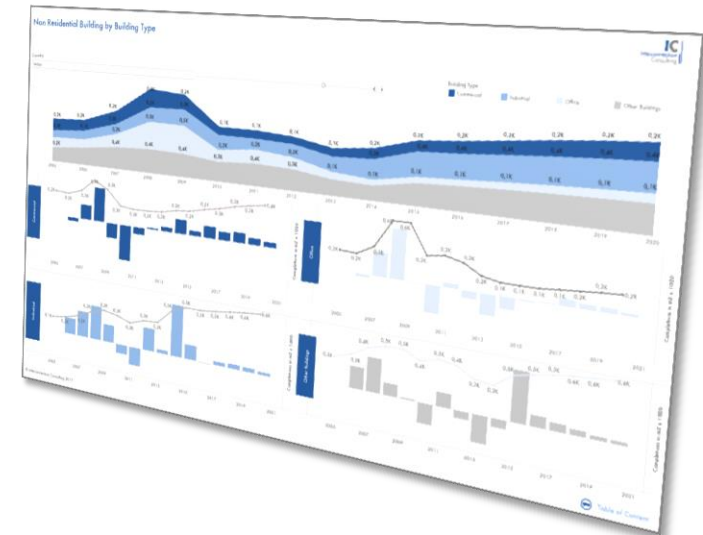
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

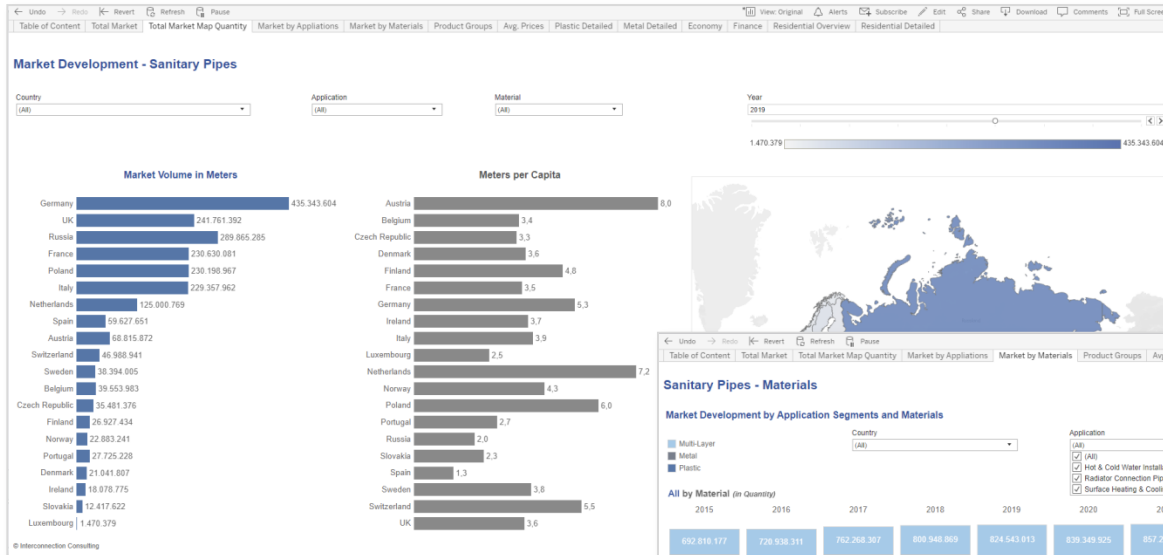
Easy online
accessability

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

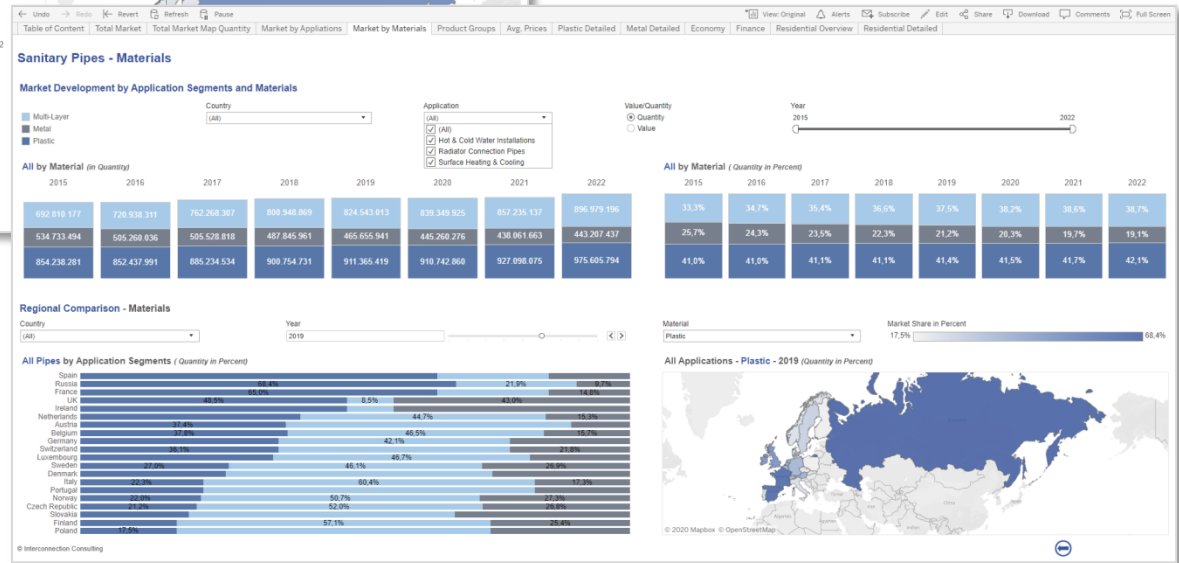


In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.

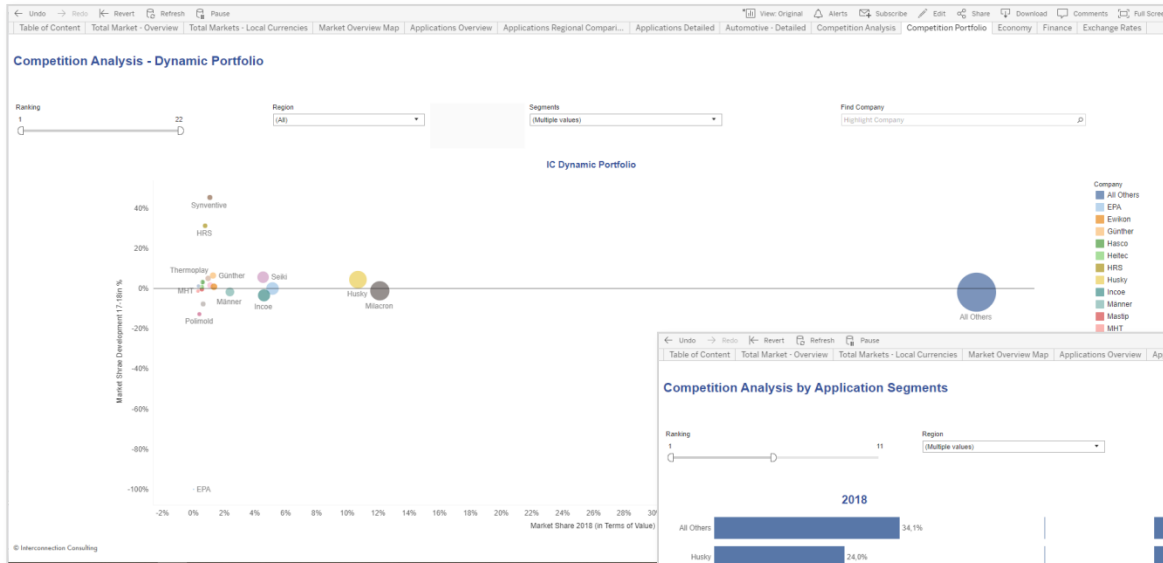
Sample Cockpits for Market Analysis Data



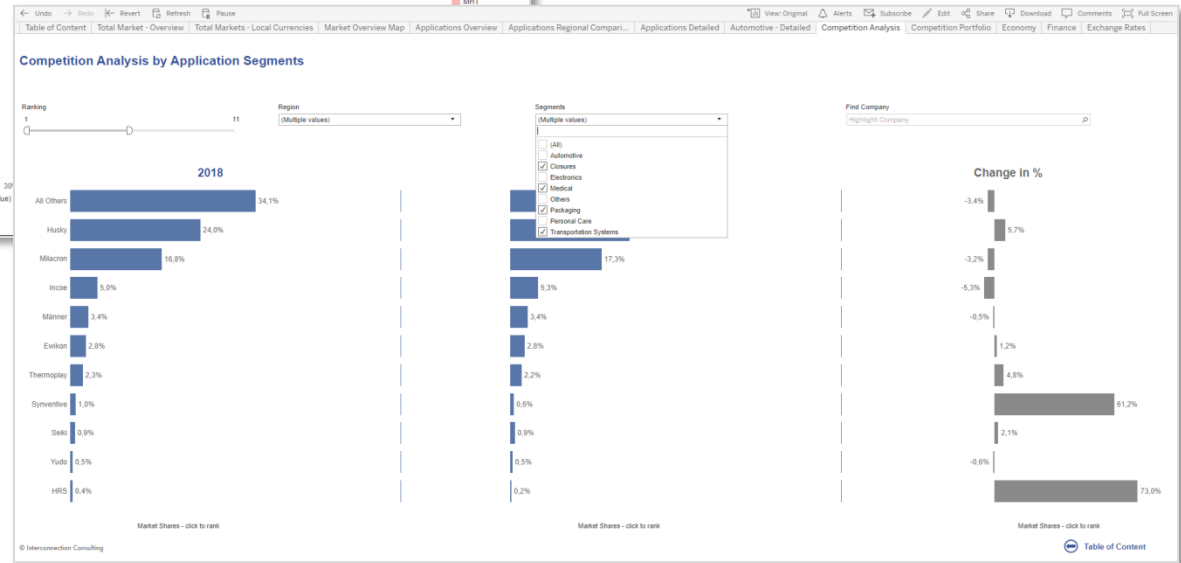
This chart contains fictive data

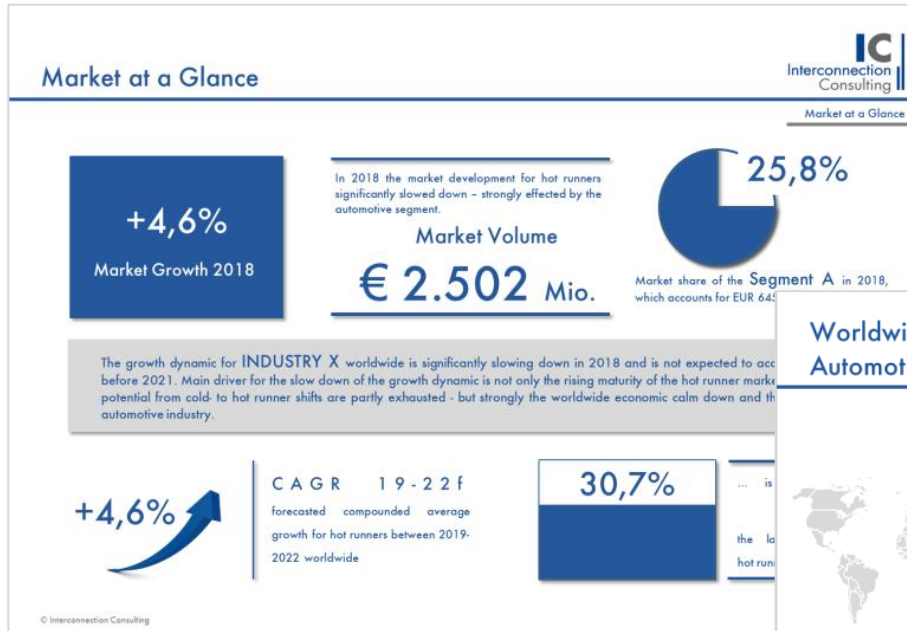


Sample Cockpits for Competition Data

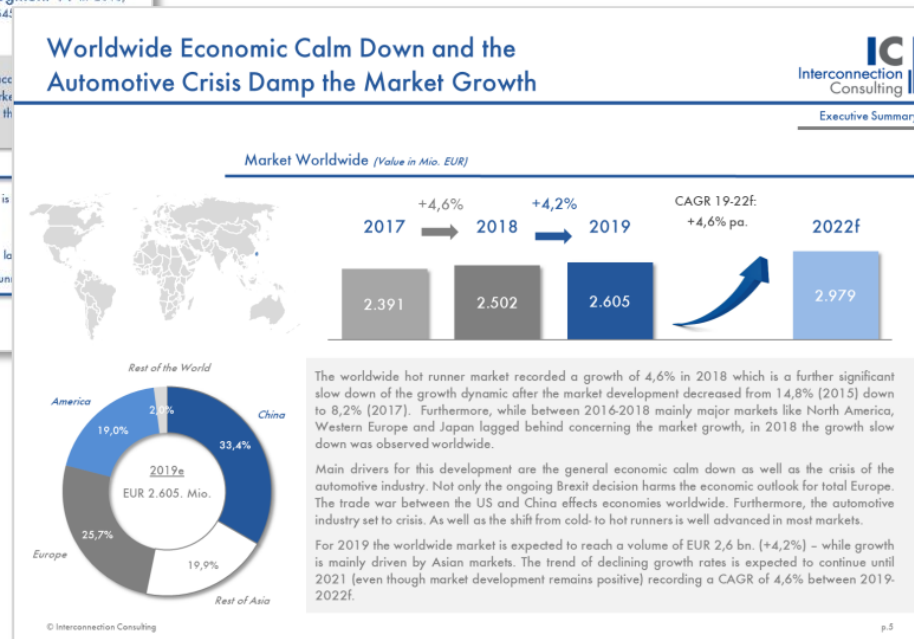


This chart contains fictive data





Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

Investment Plan for Your Market Research

IC Market Tracking® Safety Seats Worldwide

Prices & Conditions

	Subscription *	Single Issue
All 12 Regions	€ 9.950,-	+25% for Single Issues



- * **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.

In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 600,-/license.

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

Herr 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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