

IC Market Tracking Tile Adhesives 2018

- Germany
- Austria
- Switzerland
- Poland
- France
- UK
- Spain
- Italy

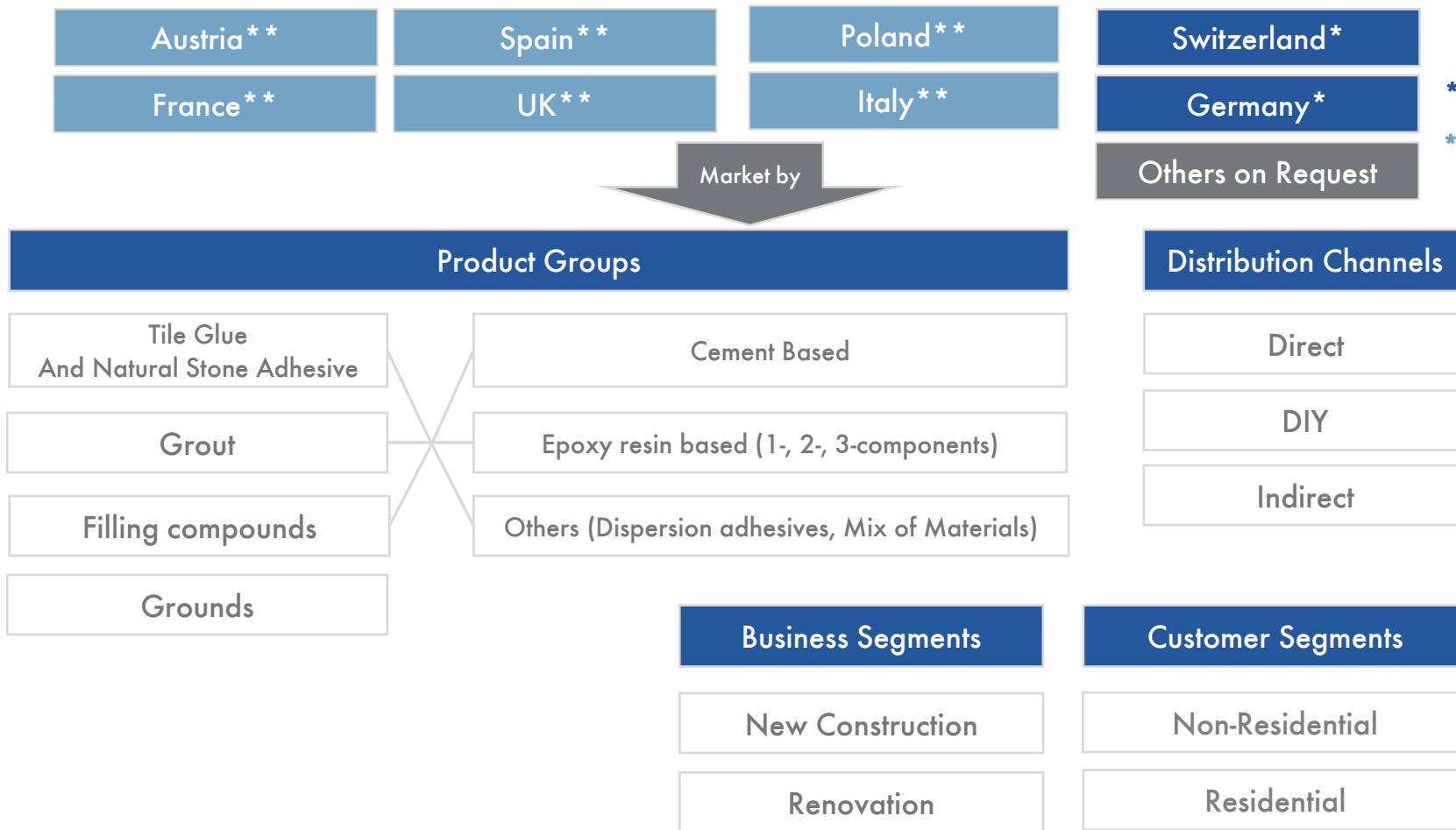
Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and **individual segments**.
- ✓ **Market Forecasts** for all product segments for the next three years based on our economic **Indicator Model**.
- ✓ **Competition analysis with market shares** and development over the last two years , based on our econometric models and with respect to:
 - Total Market
 - Product Groups
 - Business Segments
 - Customer Segments
 - Distribution Channels
- ✓ Information about the most important **Factors of Influence**.
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.



IC Market Tracking® Tile Adhesives 2018

Market Structure



* Currently Available

** Upon Request

Total market for the last two years and forecasts (for all product groups and segments incl. Business Segments) for the next three years. Also market shares of the top players (from 2016 to 2017) are available in the study.

Value

Revenue is stated in EUR 1,000. The values are always net sales (without list prices), including discounts.

Quantity

The Sales are measured in kilograms. We will try our best to deliver reliable numbers. Nevertheless, the value of sales may provide more meaningful information than sales in quantity.



Product Groups

Tile Glue
And Natural Stone Adhesive

Tile adhesives are used to attach tiles to the wall or floor in a thin-bed process. Natural stone adhesives are used for laying natural stone.

Grout

It is impermeable and frost-proof mortar, which is used for grouting of visible and facing masonry, but also in the field of tile laying.

Filling compounds

Used for surface repairs with a spatula, mainly for filling cracks.

Grounds

Flowable, mortar-like mass, which is applied to compensate for unevenness on soils and distributed evenly thin.

Cement Based

Cement-based adhesives are powder adhesives with a high content of cement. A special form of cementitious thin-bed mortar is the flexible adhesive. This plastic-coated cement mortar is used where a high adhesive force of the plastic (dispersion) is required, for example on old, fixed ceramic coverings and on "working" substrates such as dry screed or plasterboard.

Epoxy Resin Based
(1-, 2-, 3-components)

One-, two- or three-component synthetic resin adhesives based on polyurethane or epoxy resin are reaction resin adhesives;

Others
(Dispersion adhesives,
Mix of Materials)

Dispersion adhesives (water-soluble) are ready-to-use adhesives based on plastics. The glue is only used indoors and because of the long curing time only on walls.

Business Segments

New Construction

Tile, joint, spatula, soil and natural stone work in newly built buildings.

Renovation

Replacement or renovation of tile, joint, spatula, floor and natural stone work.

Distribution Channels

Direct

Direct sales to the end user by own sales staff, Internet or other.

DIY

Sales through large retail chains, warehouses or hardware stores.

Indirect

Wholesale and retail trade as well as all other forms of trade in goods sold by a third party.

Customer Segments

Residential

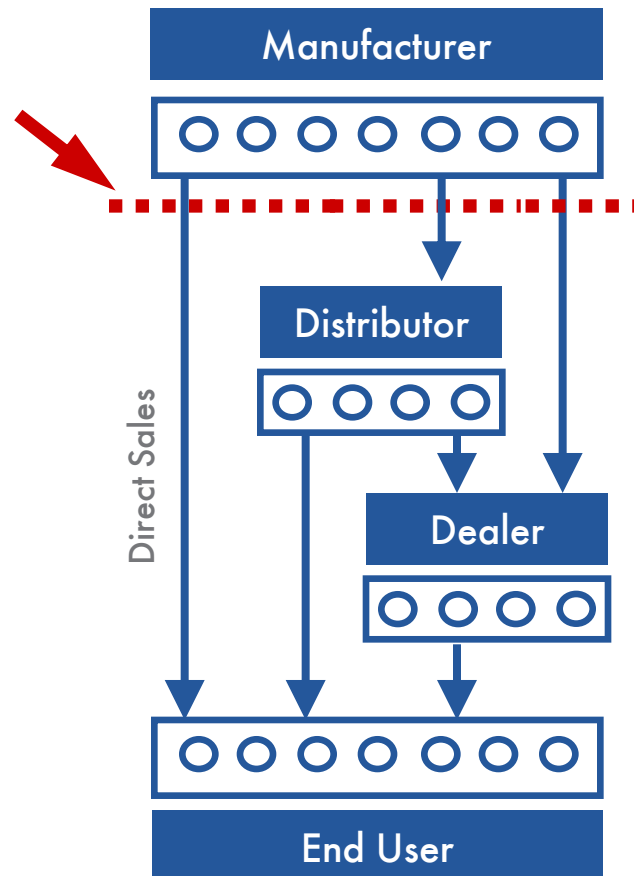
Residential construction including one- and two-family houses as well as multi-storey housing construction.

Non-Residential

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

Interconnection measures the total sales at street prices without VAT per branch to the first buyer

Sales are segmented by the first distribution partner.



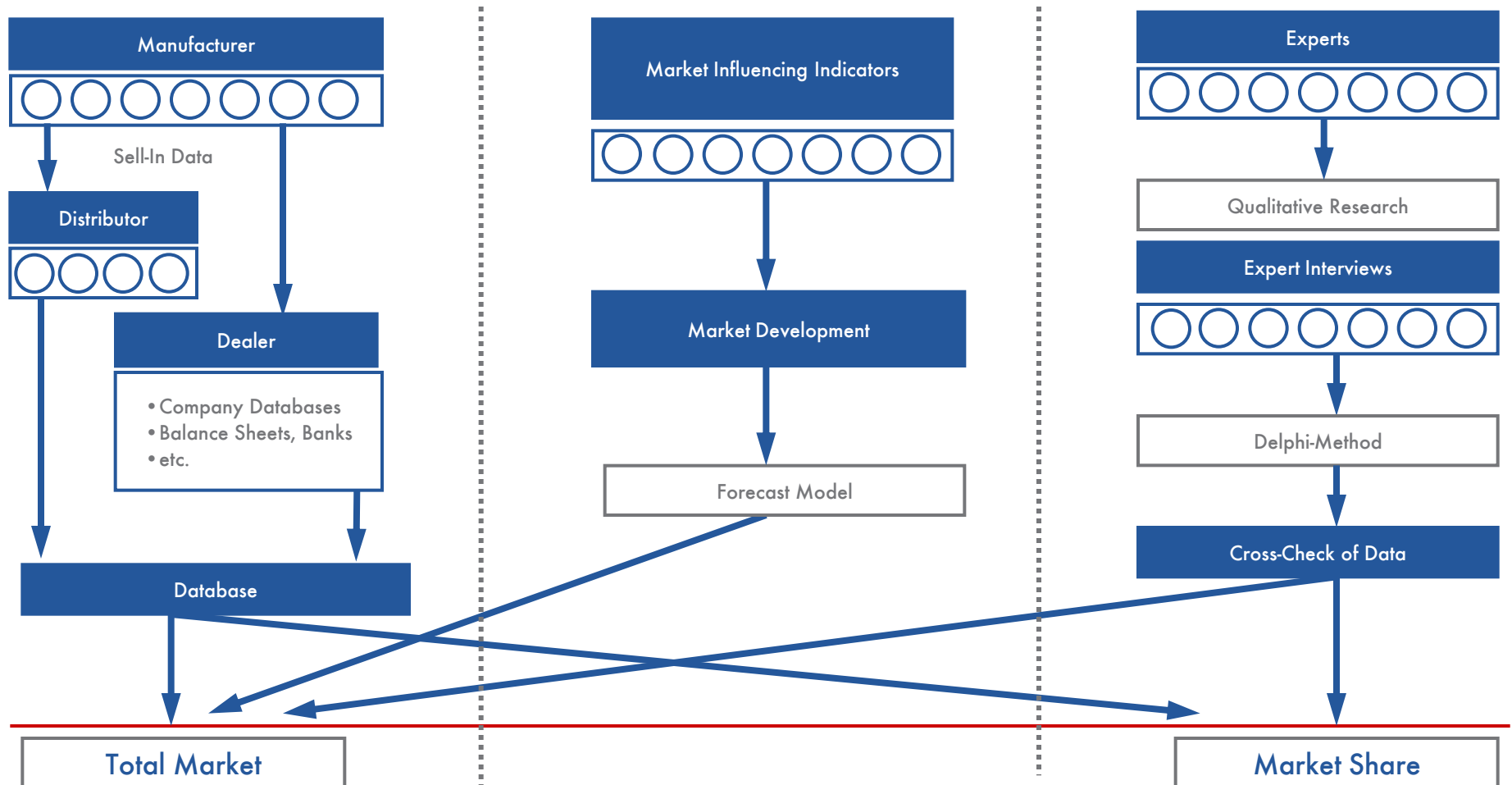
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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

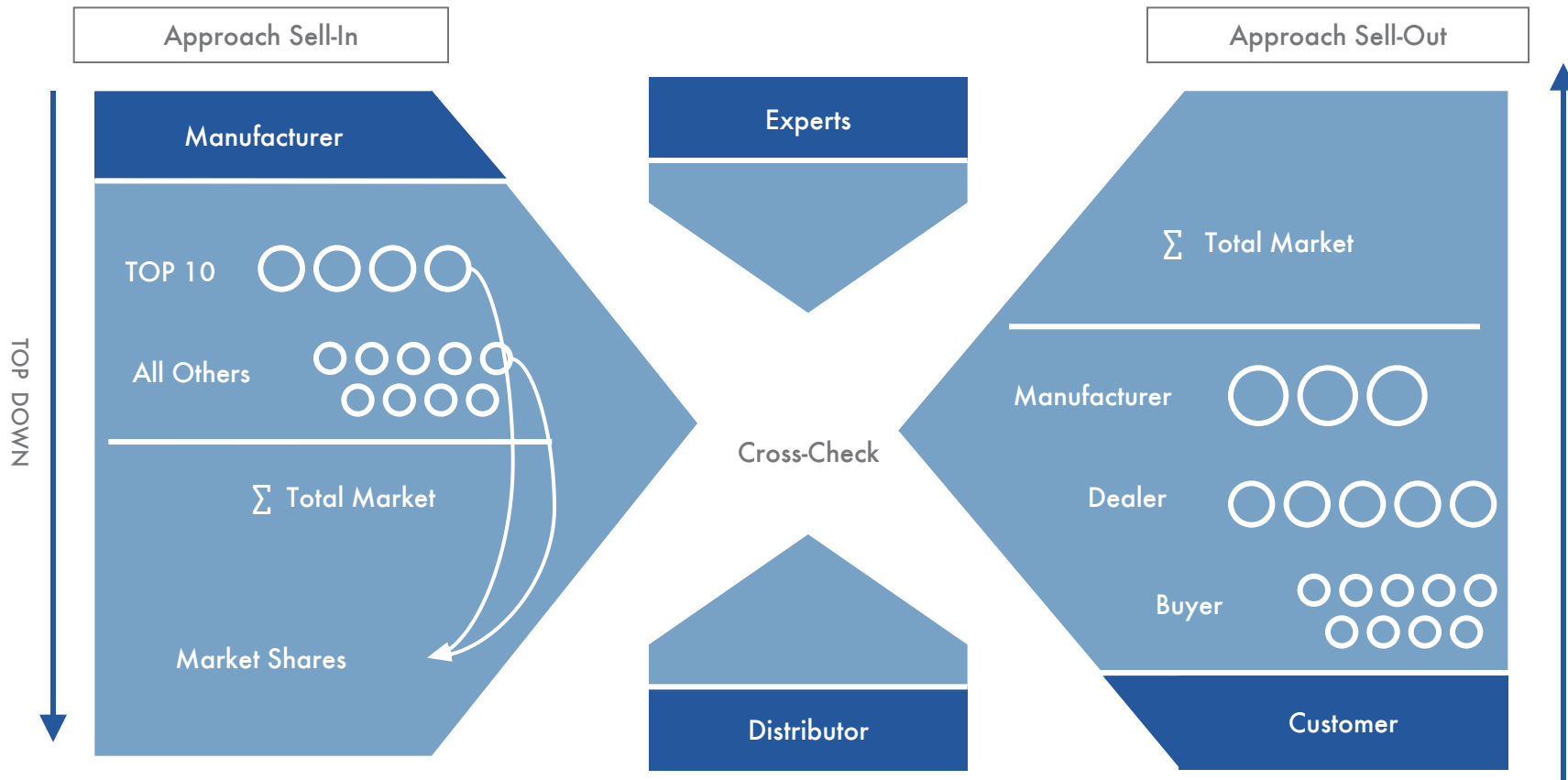
Methodology



Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

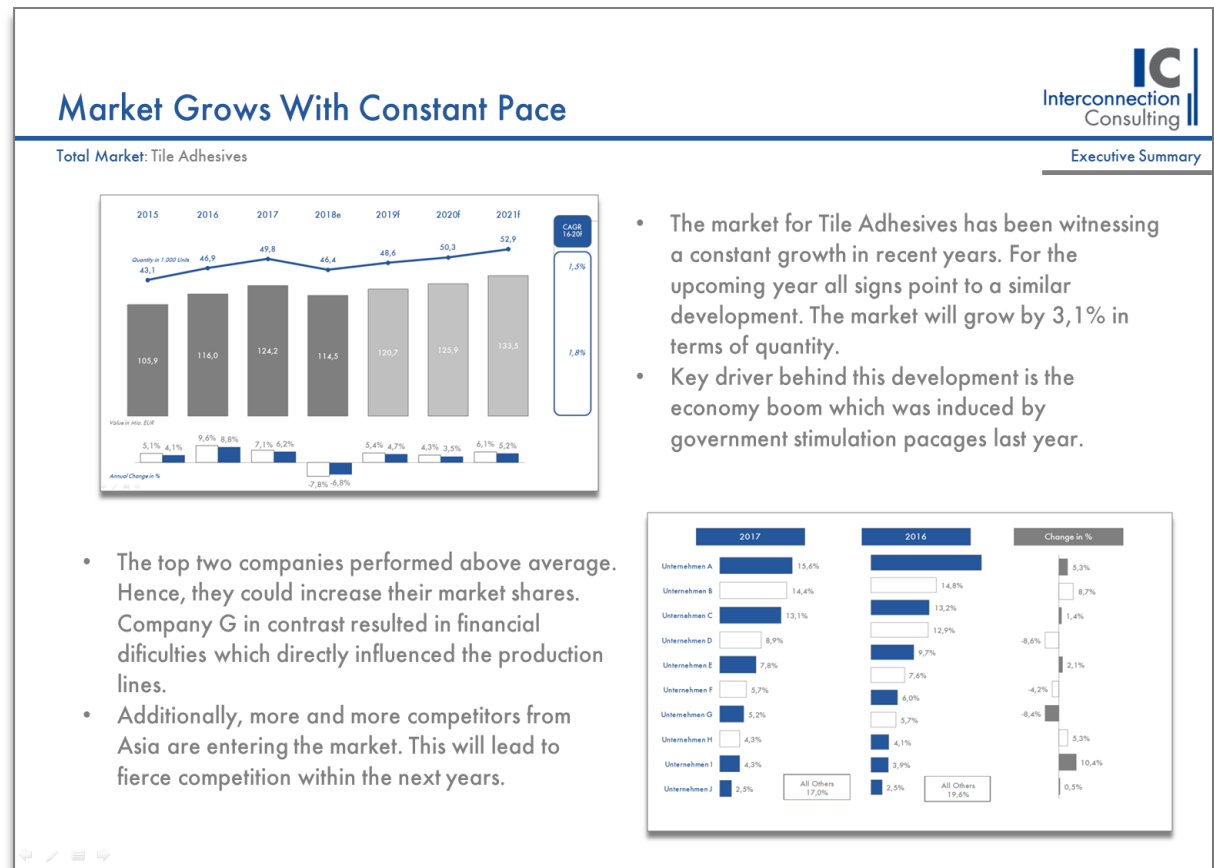
Methodology



- The **Introduction** shows 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 analysed in the **Economic Environment**: You will find the most important data on 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.
- **Competitive Landscape Analysis** shows market shares of the top manufacturers for each region and for each segment for the last two years.
- **PivotTables**: Here you will find a powerful and interactive tool for the further processing of our data for your personal market research needs.

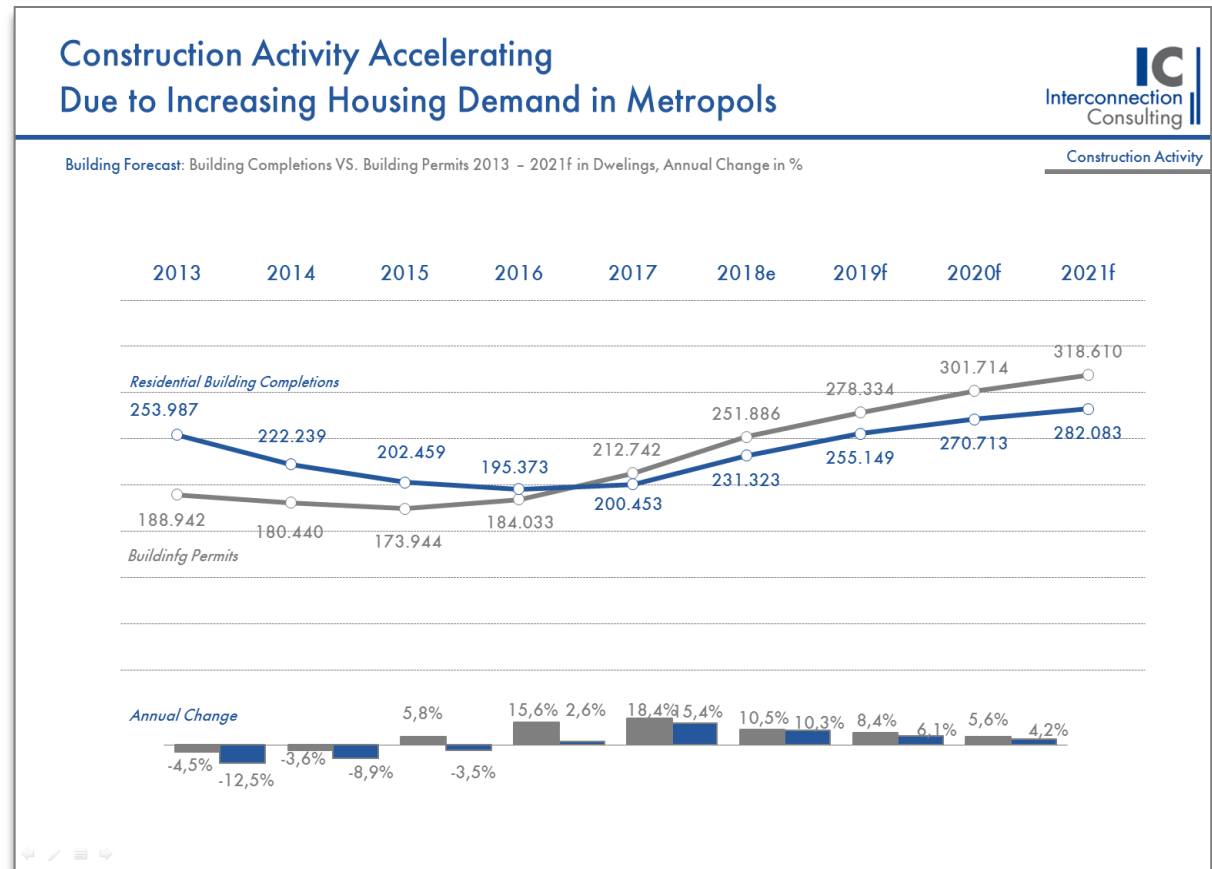
Market at a Glance – the Executive Summary

- The study starts with giving all relevant information in a precise manner
- The IC-Opportunity Index shows the market potential of a given country in comparison to all other markets
- This chart shows dummy figures



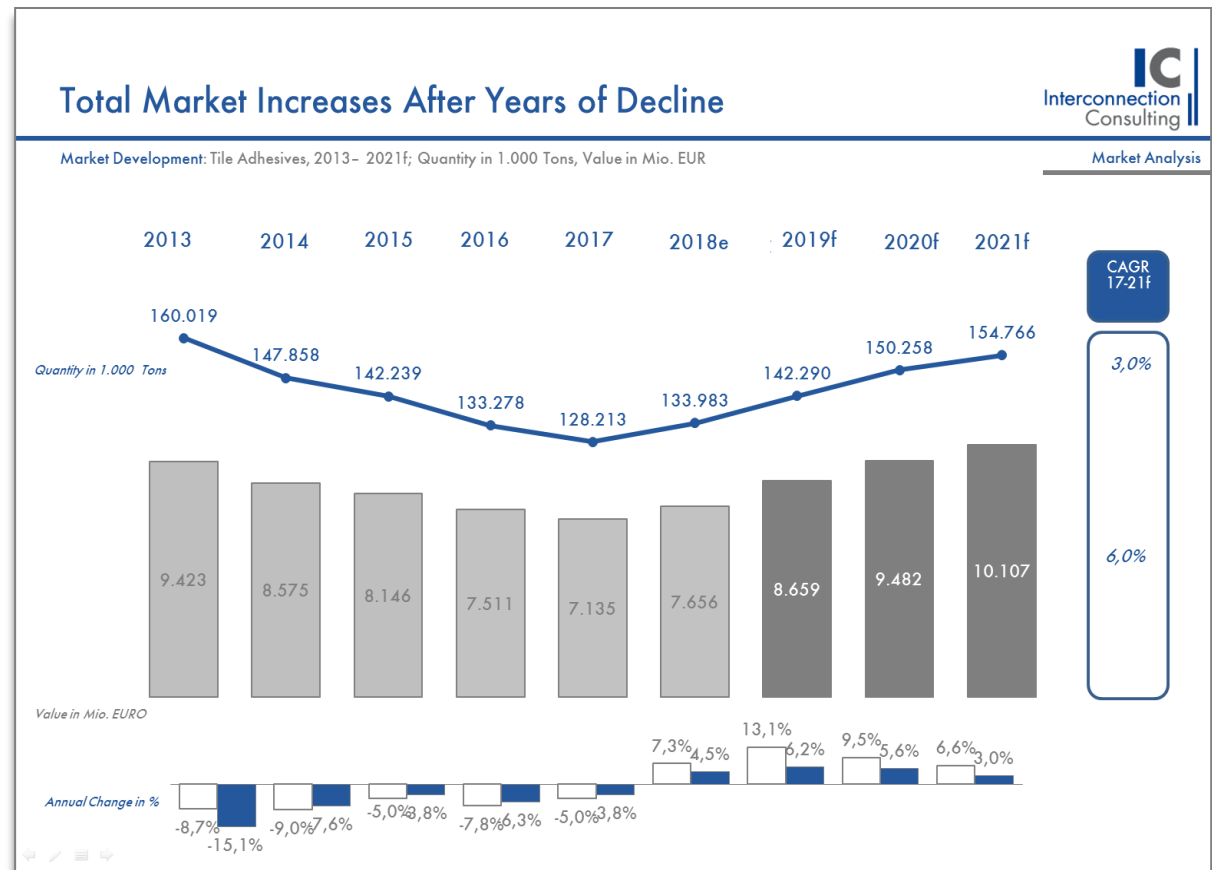
Market Environment Data of our Forecasting Model

- *The data for the market environment consists of main factors such as construction data, demography, income statistics and sentiment.*
- *This chart shows dummy figures*



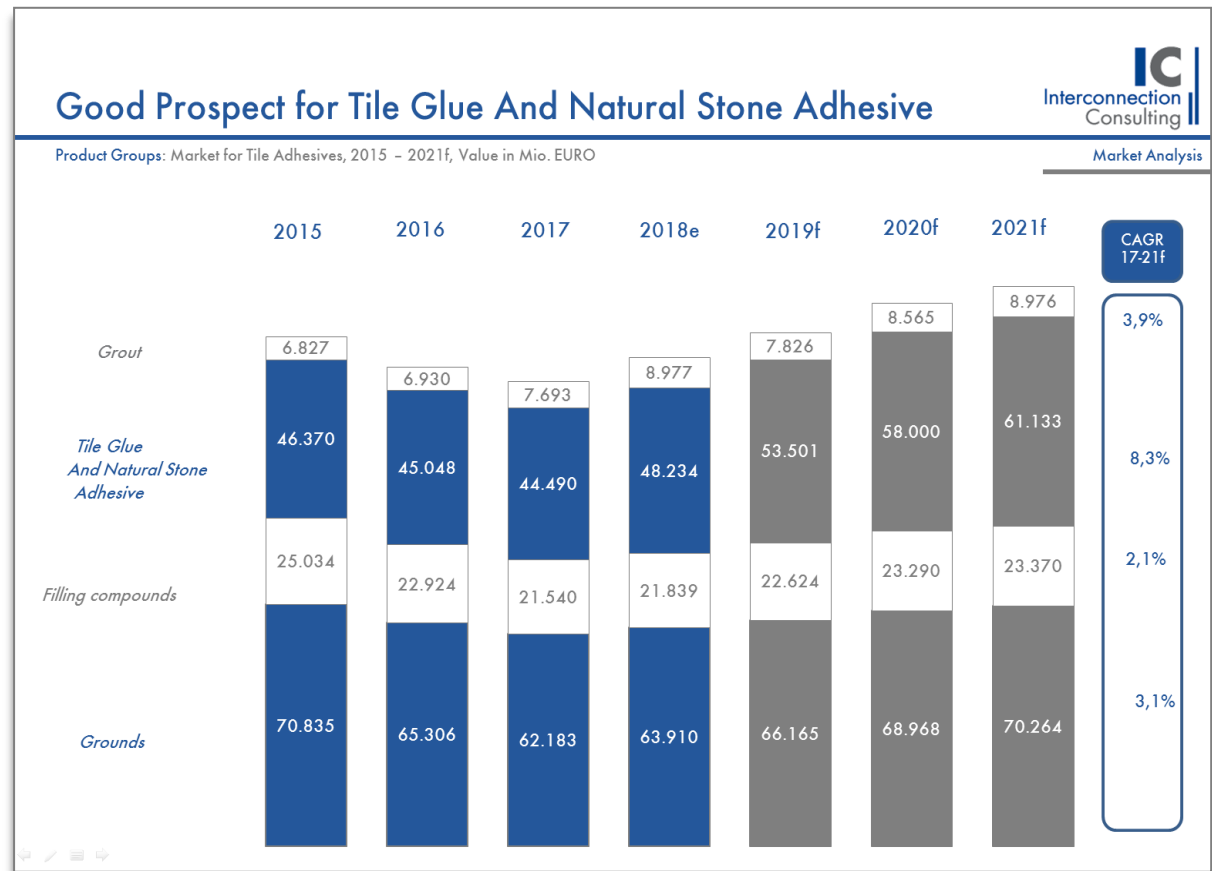
Total Market Development and Forecast

- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- This chart shows dummy figures

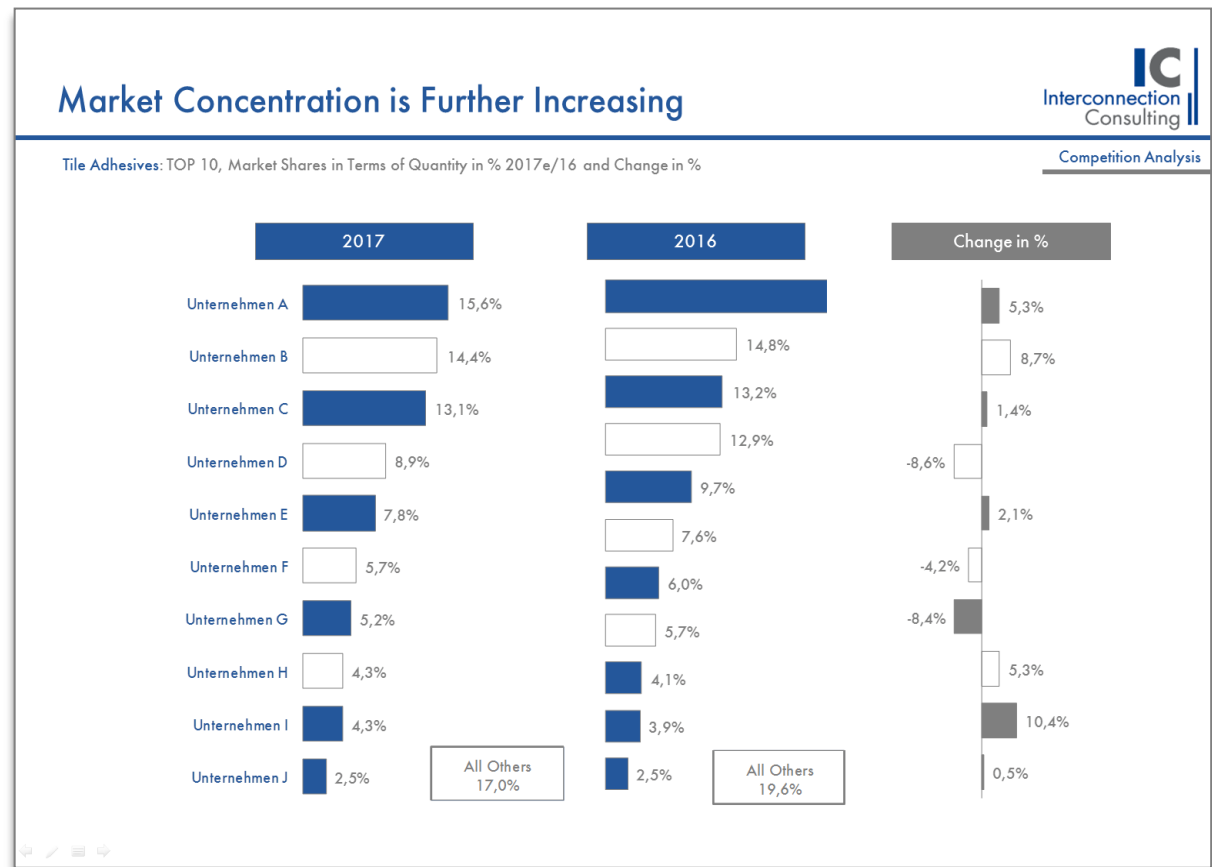


Distribution Channels, Business Segments

- Performance overview for each Distribution Channel by year
- Forecast for the upcoming three years
- This chart shows dummy figures



- ❑ Detailed representation of the most important companies in the market under investigation by means of market share changes *BCG* portfolios etc.
- ❑ This chart shows fictitious numbers.



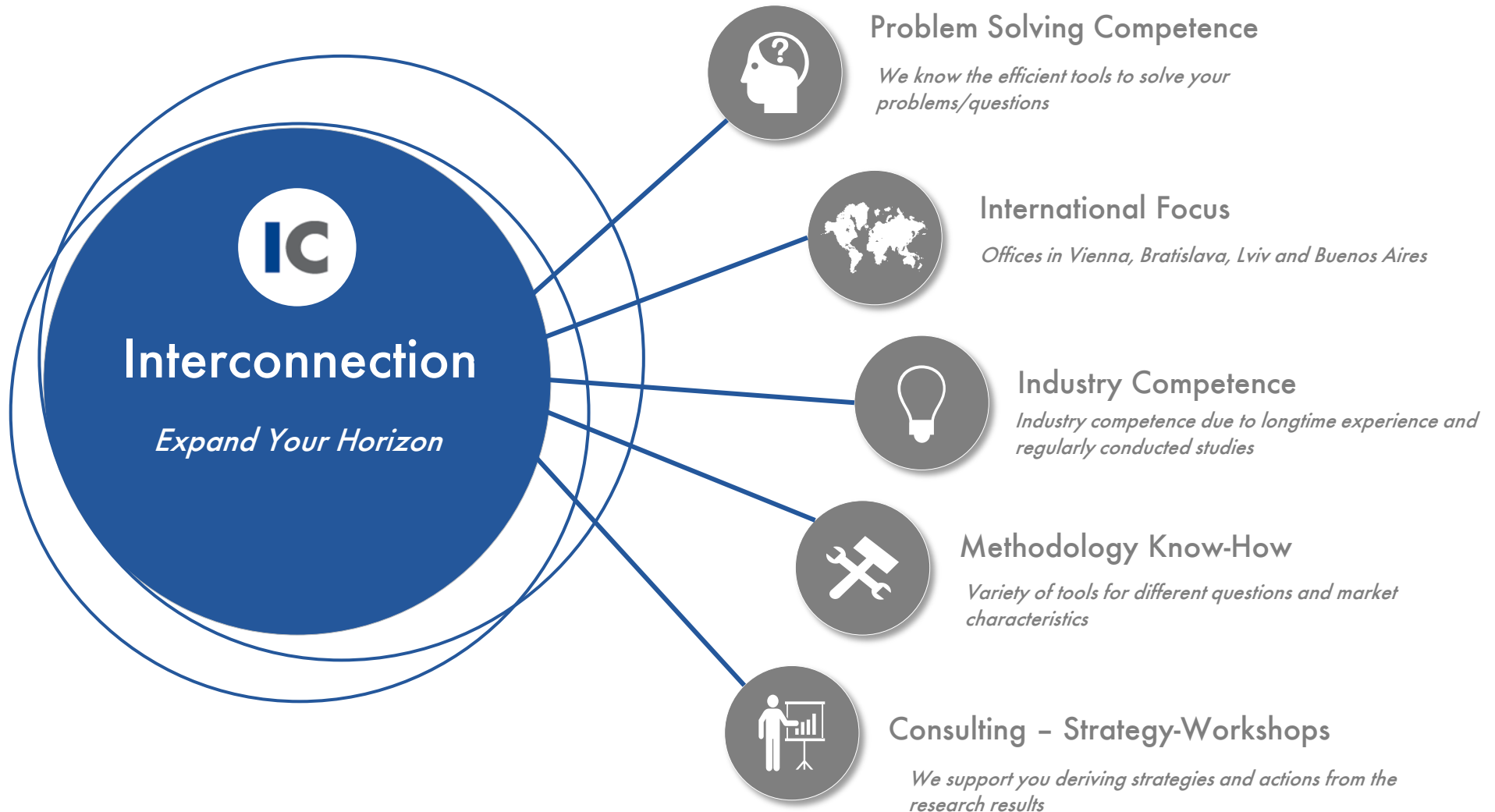
Investment Plan for Your Market Research

	Subscription*	Single Issue	Scale of Discounts
Single Region (Market Tracking)	€ 2,500,-	+25% for Single Issues	€ 5.000 -10%
All Regions**	€ 12.000,-		€ 8.000 -20%
Available Regions	Germany	Austria***	Switzerland
	Italy***	France***	Spain***
		UK***	Poland***

* 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
Price includes an interactive PDF Document. All prices shown exclude sales tax

***Regions upon request



Our Market-Intelligence Tools



Selected References of our Market Reports

" Long-term experience and deep understanding of DIY stores make the quality of IC studies reality."

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



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

Interconnection Consulting

Dostojevského rad 11, SK-811 09
Bratislava

Mag. Andreas Erdpresser- Managing Director

Tel: +421 220 748 248

Fax: +43 1 5854623 -30

erdpresser@interconnectionconsulting.com



we show you the way

Yes, we would like to order the IC Report® Tile Adhesives in Europe 2018

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

Please choose from the available countries

- Germany
 Italy*
 France *
 Poland*
 Switzerland
 Austria*
 Spain *
 UK*

*Regions upon request

Subscription

Market Tracking EUR 2,500.- / Country

Single Issue

Market Tracking..... EUR 3,125.- / Country

	Single Issue	Subscription*
25% price advantage		✓
Interactive PDF	✓	✓
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		✓

Scale of discounts

- From: 5.000,- EUR 10%
 From: 8.000,- EUR 20%
 From: 11.000,- EUR 30%
 From: 16.000,- EUR 40%

Billing Address:
(please fill in the data completely)

Company: _____
Name: _____
Address: _____
Post Code/Zip: _____
Country: _____
VAT identification number: _____
E-Mail: _____

Delivery Address:
(necessary if different from the billing address)

Company: _____
Name: _____
Address: _____
Post Code/Zip: _____
Country: _____
E-Mail: _____

Date	Name	Signature
------	------	-----------

***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 31st December. 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.

Terms of Payment

Payable after receipt of invoice without discount or via Credit Card. General terms of business apply, as agreed; any disputes arising will be settled before a competent Vienna court of law. We claim copyright protection for the work. Distribution to third parties, duplication, publication or revision, even in part, is not permitted. In case of violation the company or persons placing the order agree to pay a contract penalty of one hundred thousand Euros in each case. All prices shown exclude sales tax. Interconnection reserves the right to use the client's logo as reference until revocation.