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IC Market Tracking[®]

Bricks in Europe and Russia 2015

Offer August 2015



IC Market Tracking® Bricks in Europe and Russia 2015

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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
 - Regional Markets
 - Product Groups and Segments
 - Customer Segment
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies.





Bricks in Europe and Russia 2015



Product Groups	Application	Materials	Business Segment	Customer Segment
Single Brick	Facing Bricks	Concrete	Renovation	Residential
Block	Engineering Bricks	Calcium-Silicate	New Construction	Non-Residential
	Paving Bricks	Clay		<ul style="list-style-type: none"> With Insulation Without Insulation
	Ceiling Bricks	Others		
	Others			

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



Definition and Demarcation

Product Groups

Single Brick

A rectangular block of hard material used for building walls and houses.

Block

Set of bricks manufactured together

Application

Facing Bricks

Bricks for external use above the ground with aesthetical purpose.

Engineering Bricks

Strong, load-bearing bricks, high resistance.

Paving Bricks

Bricks with special characteristics that make them ideal for external use as paving bricks.

Ceiling Bricks

Bricks designed to be used as part of a ceiling.

Others

All other bricks with different use, like special shaped bricks.



Definition and Demarcation

Material

Clay Bricks

Bricks made of coal, clay and water. Production by extrusion and burning in a high temperature kiln. Typical for facades but suitable for every use.

Concrete Bricks

This material refers to two products: if to speak about paving bricks it means classical concrete, in the field of blocks by this group we understand aerated concrete which is made with fine aggregates, cement, and an expansion agent.

Calcium-Silicate Bricks

Bricks made of lime, cement, silicate minerals and water. Pressed and autoclaved. Suitable for every use.

Others

Bricks made of every other mix of materials, usually with special properties like refractory bricks made of magnesia.

Customer Segment

Renovation

Bricks Used for the renovation of the building

New Construction

Bricks Used for newly erected buildings

Business Segment

Residential

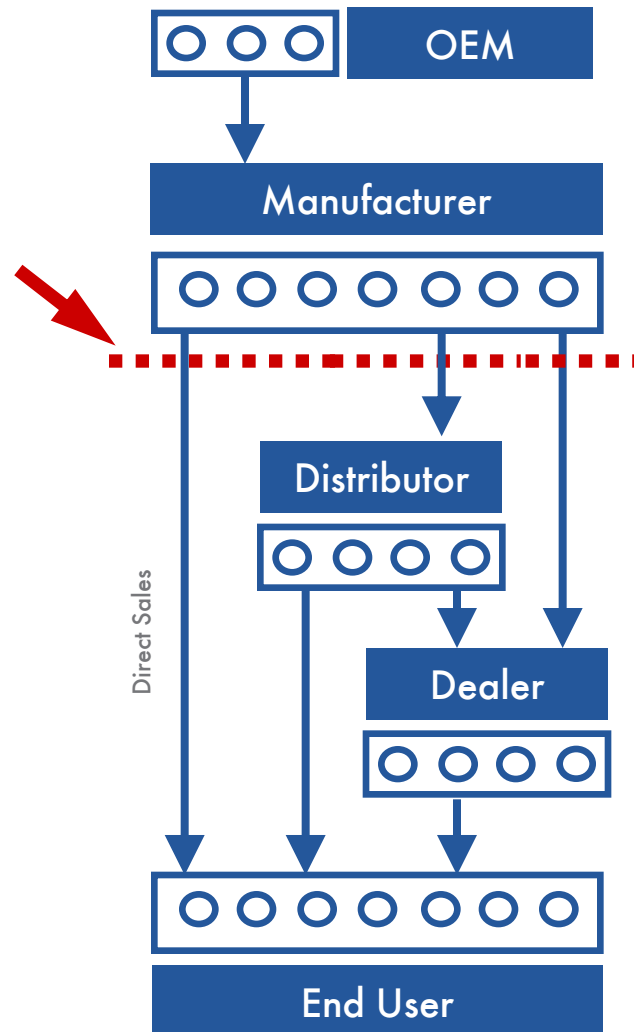
Residential Construction including 1-family, 2- family dwellings and flats

Non-Residential

Non-Residential buildings such as buildings for education, health, industry, storage, office, commercial, agricultural or other purposes.

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.

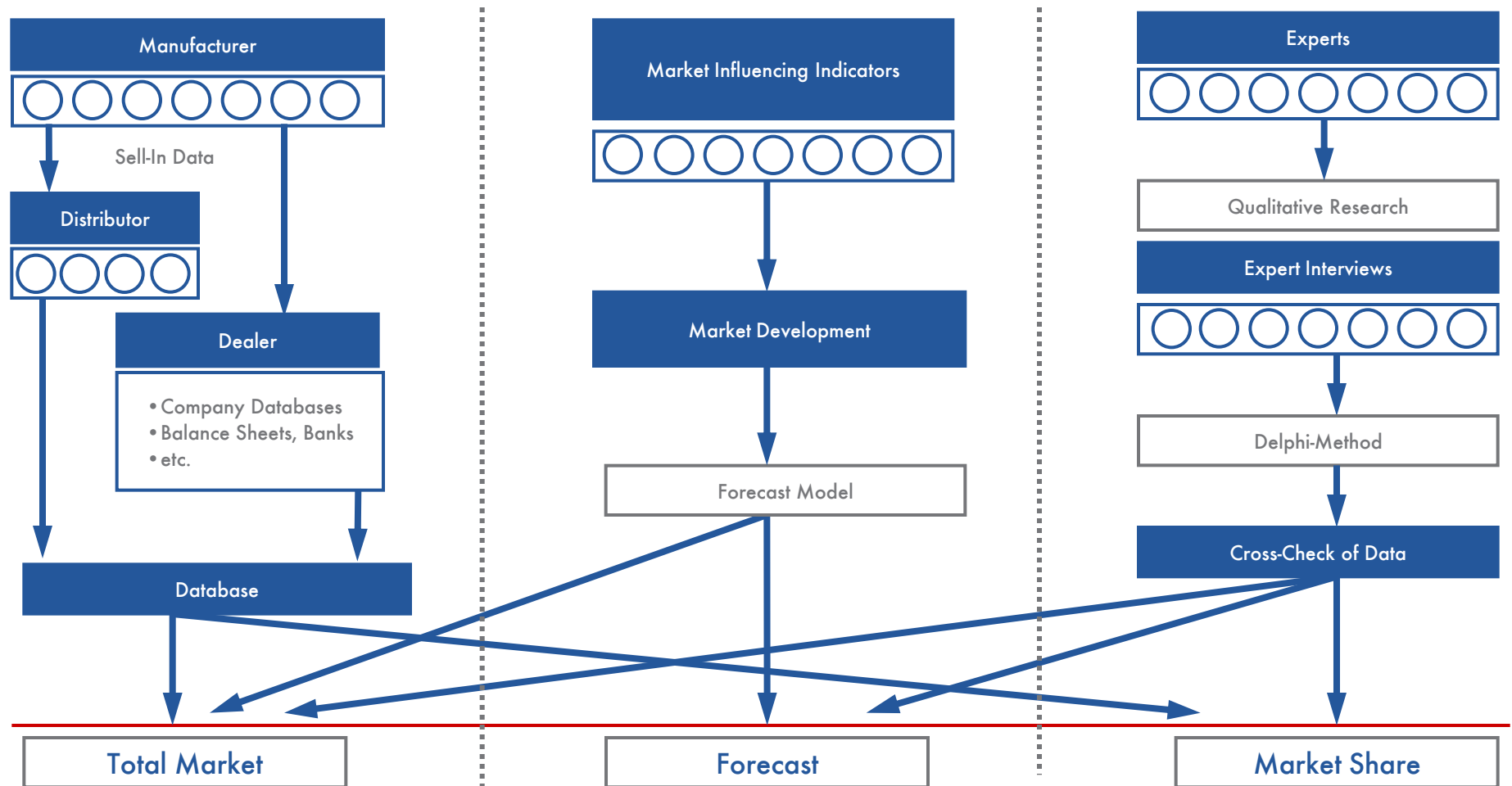


The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

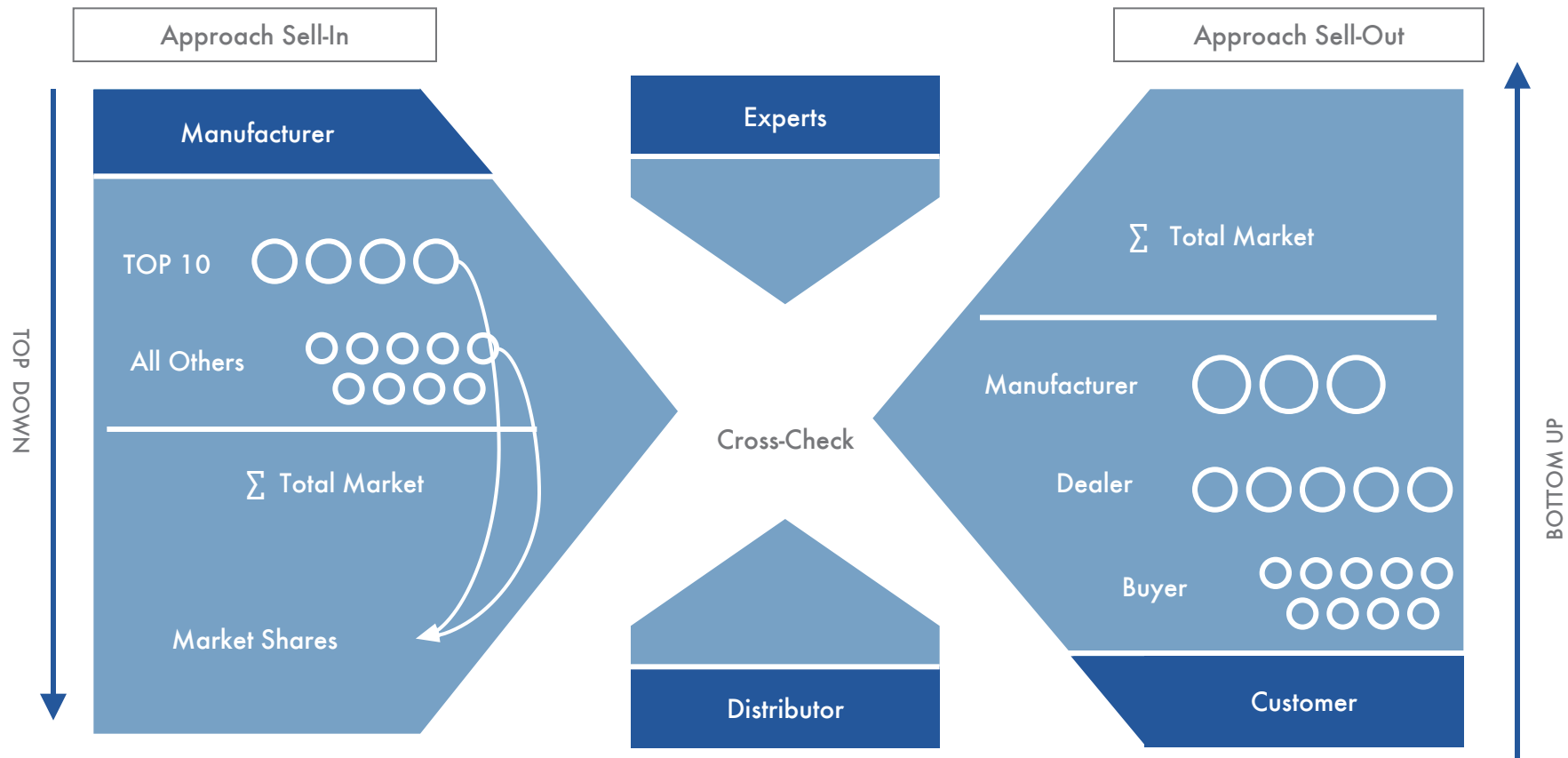
Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology



Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology





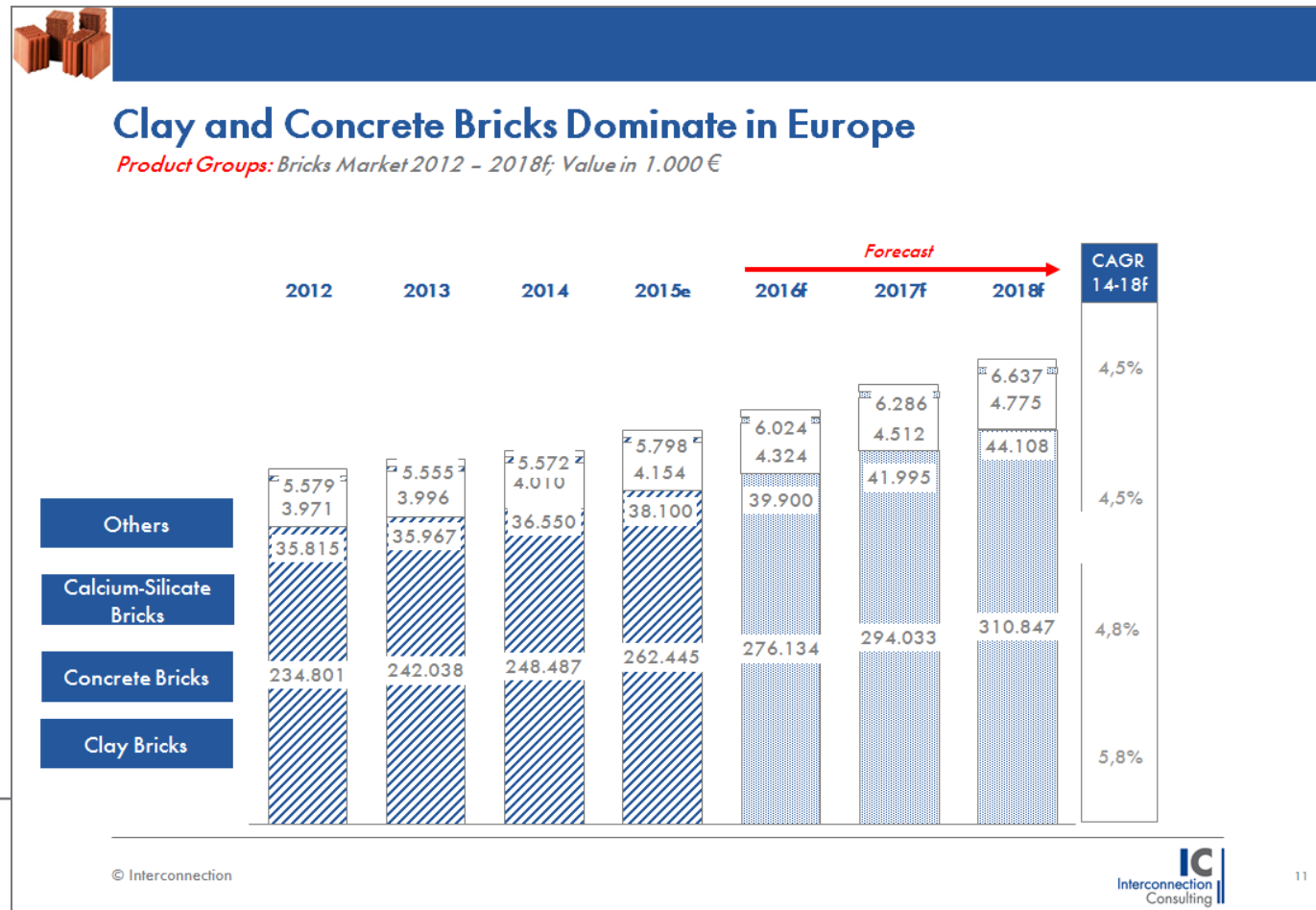
Contents of the IC Market Tracking® Bricks in Europe 2015

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 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.
- 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.

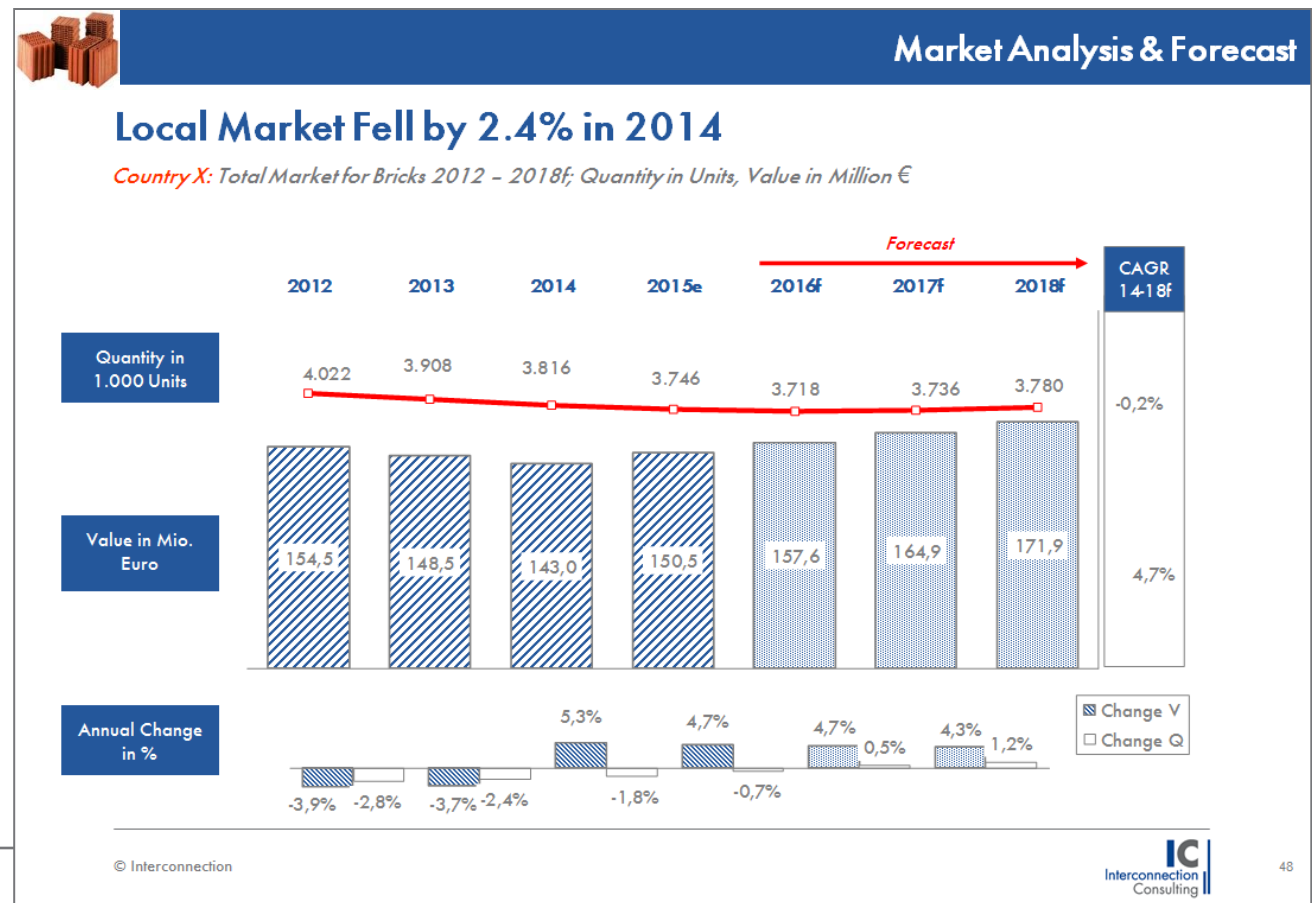
Executive Summary at the Beginning of the Report

- *The executive summary comprises all relevant information of the report in poignant and precise manner. Forecast and competition situation is highlighted*
- *This chart shows dummy figures.*



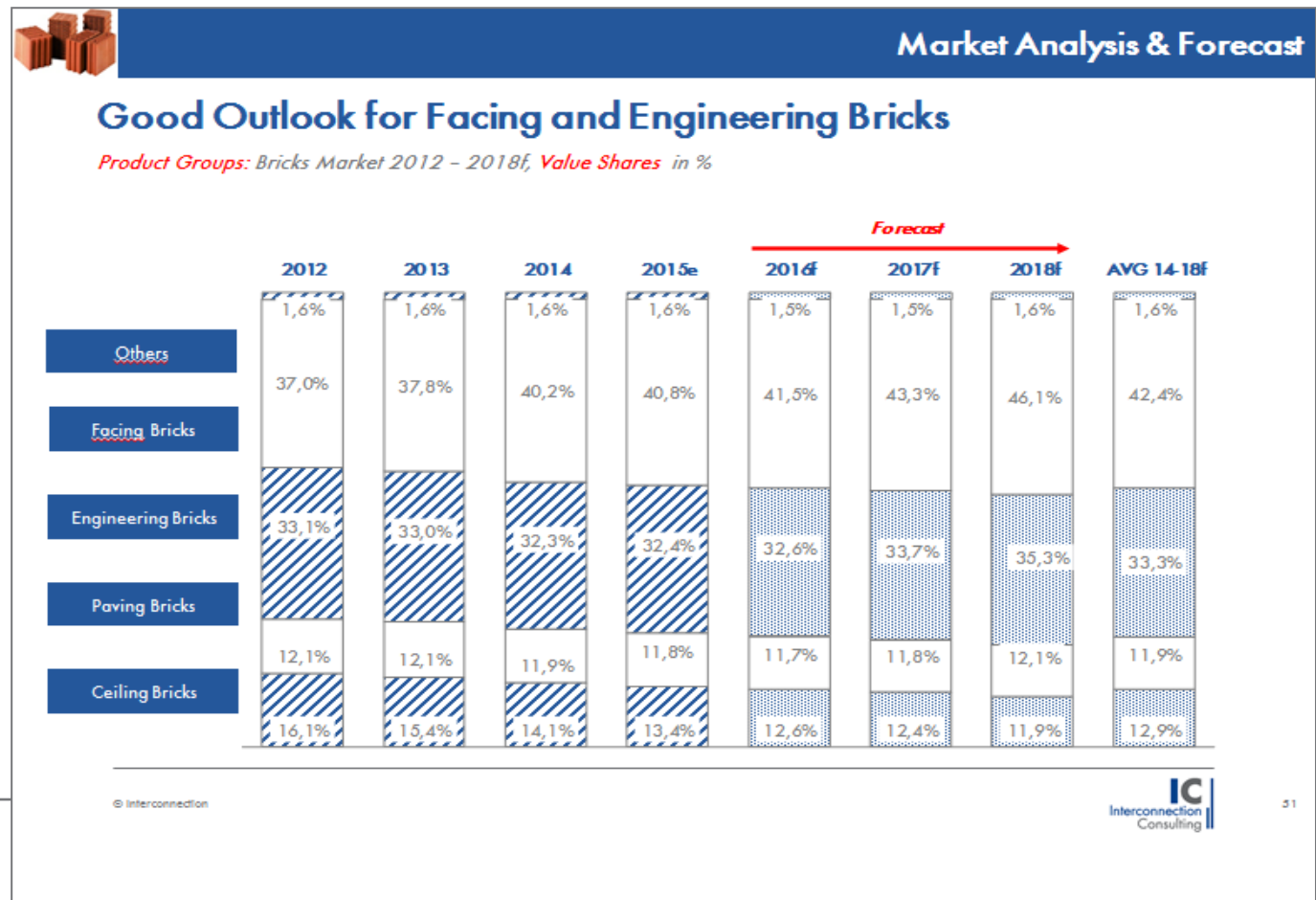
Total Market Development and Forecast

- Overview of the total market until the current year and forecast for the upcoming three years
- This chart shows dummy figures.



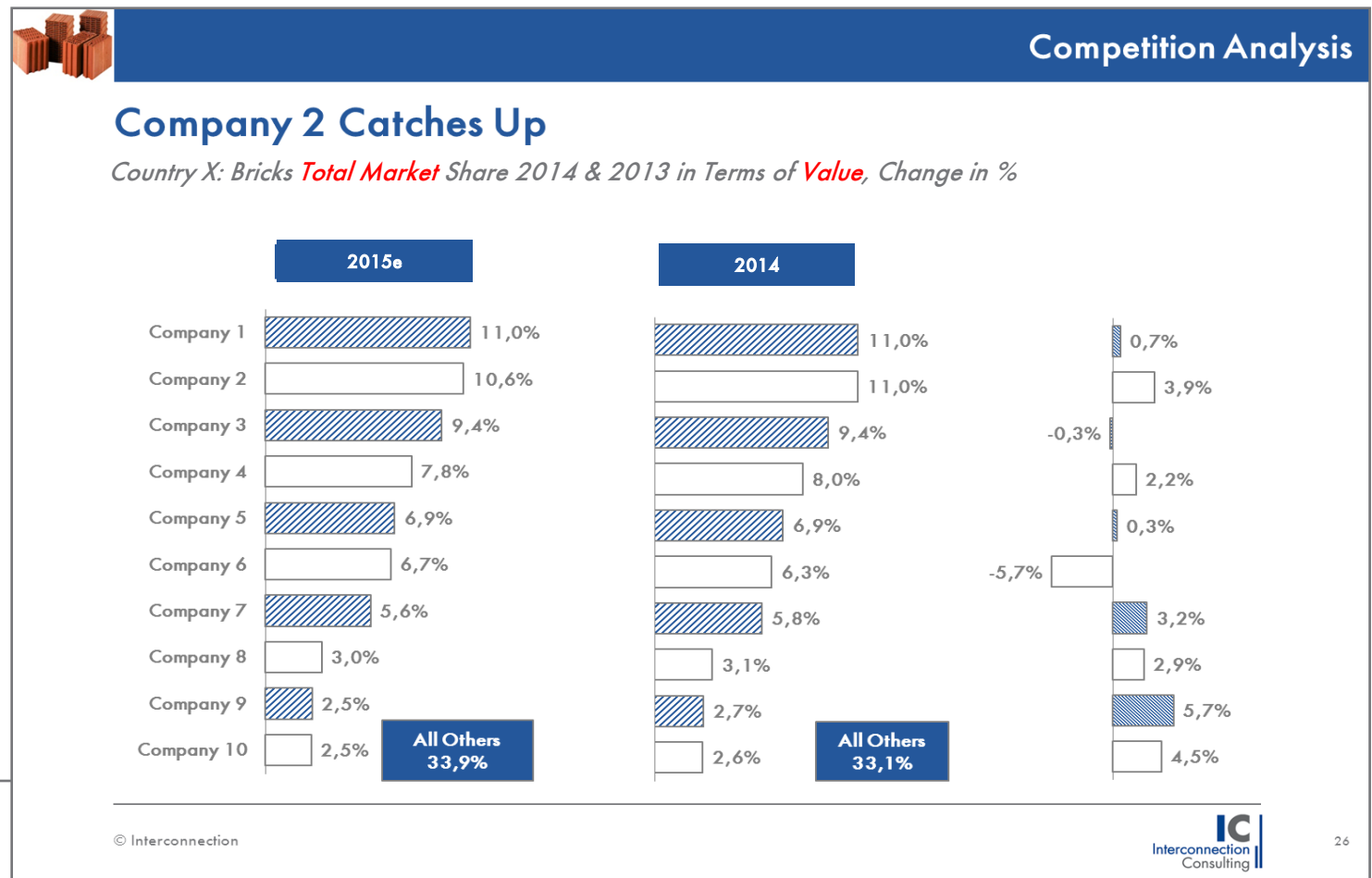
Product Group Development

- Overview of the total market until the current year and forecast for the upcoming three years by sub segments
- This chart shows dummy figures.



Competition Analysis and Market Shares

- Market Shares of the Top 10 companies in the Brick Industry
- This chart shows dummy figures.



Pivot Table

- Additionally to the visualised report a Pivot Table will be included
- With use of the analyse tool you can individually make selections of the available data to make comparisons of the development on years and segments by your own
- Pivot tables are available for the competition analysis as well as for the total market and forecasts.

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)

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

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 - #	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



IC Market Tracking® Bricks in Europe and Russia 2015

	Subscription *	Single Issue	Scale of Discounts from a buying price of	
Europe Total and Russia	€ 20.625	€ 22.715	€ 5.000	5%
Single Country	€ 2.500	€ 2.950	€ 10.000	10%
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			€ 30.000	30%
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	Italy	Netherlands	UK	Czech Republic
	Poland	Slovakia	Russia	

* Annual price for at least two orders of the study (order year and the following year). The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

Price includes an interactive PDF in electronic form. All prices shown excludes sales tax.

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 the construction industry.
- Next to market data we offer for the energy 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.





Market Analysis



- Market Potential
- Market Entry
- Competition Analysis

Customer Insight



- Focus Groups
- Buying Motives
- Customer Benefits

Pricing



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

Price Monitoring



- Price Database
- Prices per Distribution Channel
- Explanation of or Price Differences

Customer Satisfaction



- Importance/Satisfaction Portfolios
- Customer Loyalty
- Customer Typologies

Brand Insights



- Brand Scorecards
- Brand Triangle
- Brand Affinity

Distribution Analysis



- Channel Map
- Distribution Matrix
- Margins

Webverstärker



- E Commerce Insights
- Web Enforcer
- Search Engine Optimizing





For further questions
please do not hesitate to contact us!

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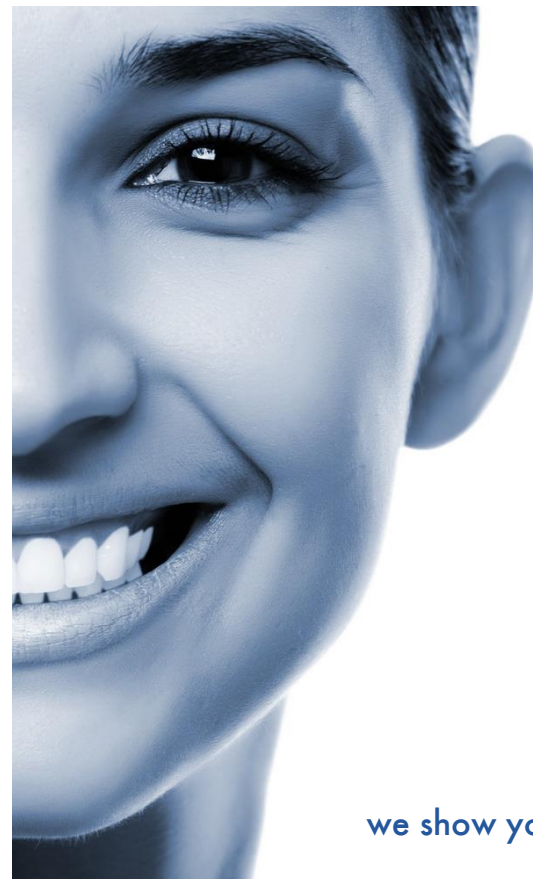
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General Information

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 300
- Optional: Hard Copy

Price

- per country: 2.950 €
- all regions: 22.715 €
- Hard Copy: 150 €

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



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 of the Market Report

Structure of the Study

Language of the report

English

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: main economic indicators.
Import & export statistics.

Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, energy, business segments and Distribution Channels.

Competition Analysis

Market development by value for each region and segment.
Market shares of the top manufacturers for each region and for each application for the last two years.

Market Structure

Regions

Austria, Belgium, France, Germany, Italy, Netherlands, UK, Czech Republic, Poland, Slovakia, Russia.

Product Groups

Single Brick, Block.

Application

Facing Bricks, Engineering Bricks, Paving Bricks, Ceiling Brick; Others

Materials

Clay Bricks (with insulation or without), Concrete Bricks, Calcium-Silicate Bricks, Others

Business Segment

Renovation, New Construction

Customer Segment

Residential, Non-Residential

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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Yes, we would like to order the following market reports IC Market Tracking® Bricks in Europe and Russia 2015

(Please print out the order form and mark your desired countries for the report)

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Order Form

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- Translation in another language (price on request)

*) Annual Price; The Subscription is valid for at least two years (order year and the following year) and can be cancelled after the second year, no later than 31.12 in the year in which the last report has been received. If the subscription is not cancelled it continues automatically for the next year. Changes of prices must be announced by Interconnection at the latest 6 weeks before the end of the year. All prices shown exclude sales tax.

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