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www.interconnectionconsulting.com

IC Customer-Insight®

Commercial Fitness Equipment in Europe 2016

Offer September 2016

What Are the Benefits of This Report for Your Company?

Buying Intentions

What fitness equipment are fitness centres willing to buy within the next two years: treadmills, stair climbers, cross trainers, exercise bikes or strength systems.

Buying behavior

Questions concerning the buying behavior will be answered and related to your brand.

Brand Multitude

We are not only surveying the aided /unaided brand recall and brand usage, but also inferior and superior brands

Brand Scorecards

Learn directly about your strenghts and weaknesses of your brands regarding product characteristics compared to your competitors

Cause-Analysis

We do not only reveal strenghts and weaknesses of your brands, but also discover the reasons behind eg. Reasons for the willigness to change the used furniture brand.

Professional Customers Surveyed For Your Brand Policy



In order to obtain valid information about the European fitness market we developed the following research design:

- Standardised telephone interviews guarantee a high response rate and access to all possible potential customers.
 - The questionnaires are developed in cooperation with the main manufacturers.
 - Focus on the German, French, Italian, Spanish, Dutch and UK market, which covers a significant part of the European market and allows additionally comparisons between European regions.
- ⇒ We deliver impartial results and specific strategy advices at the costs of a multi-client-study.

POPULATION

Potential buyers of Commercial Fitness Equipment in Europe.

SAMPLE

N = 500 (100 Interviews per country)

40% Fitness Center
30% Spa Hotels/Recreation Center
30% Medical / Health

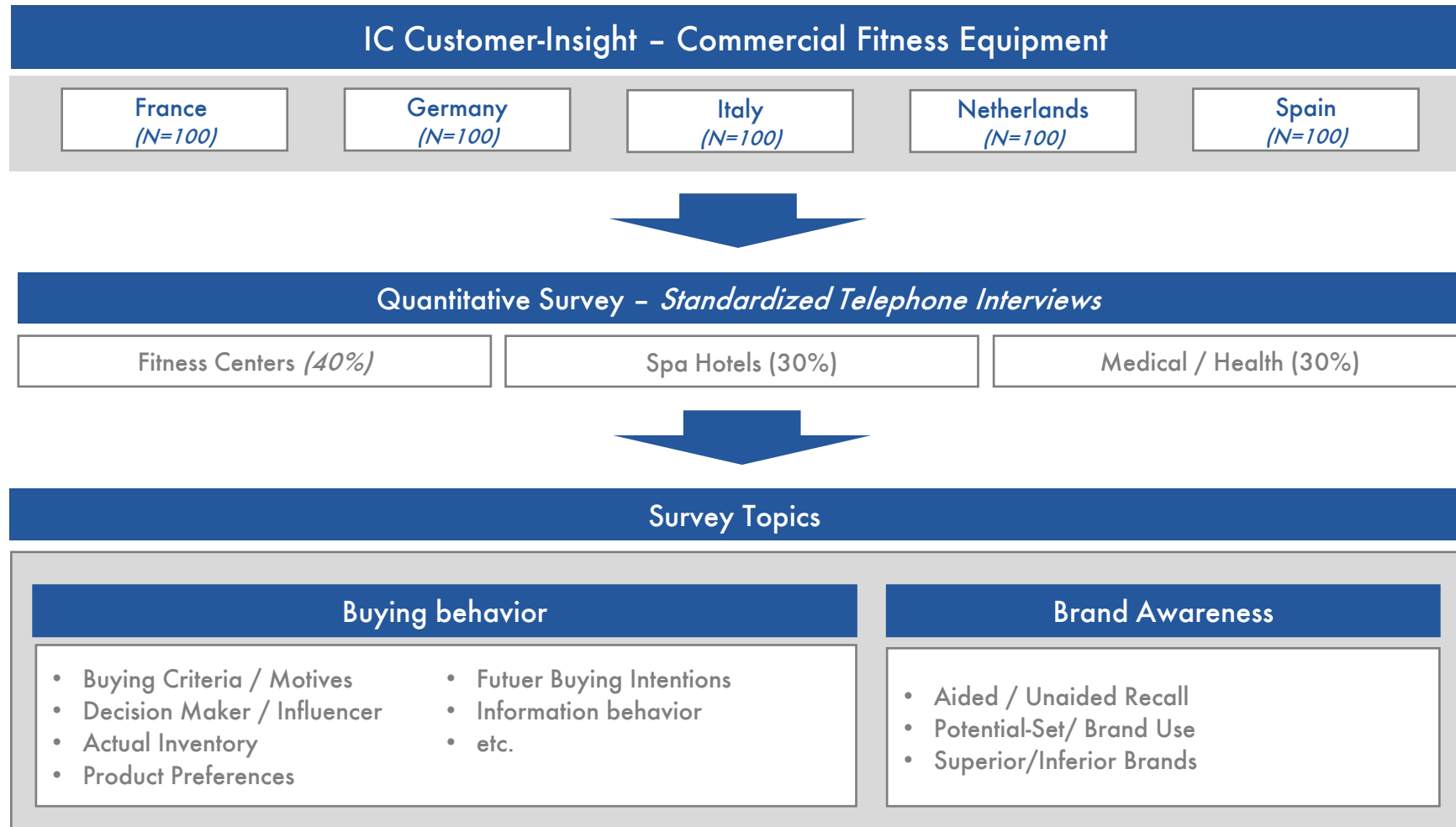
SURVEY PERIOD

October-November 2016

SURVEYING METHODE

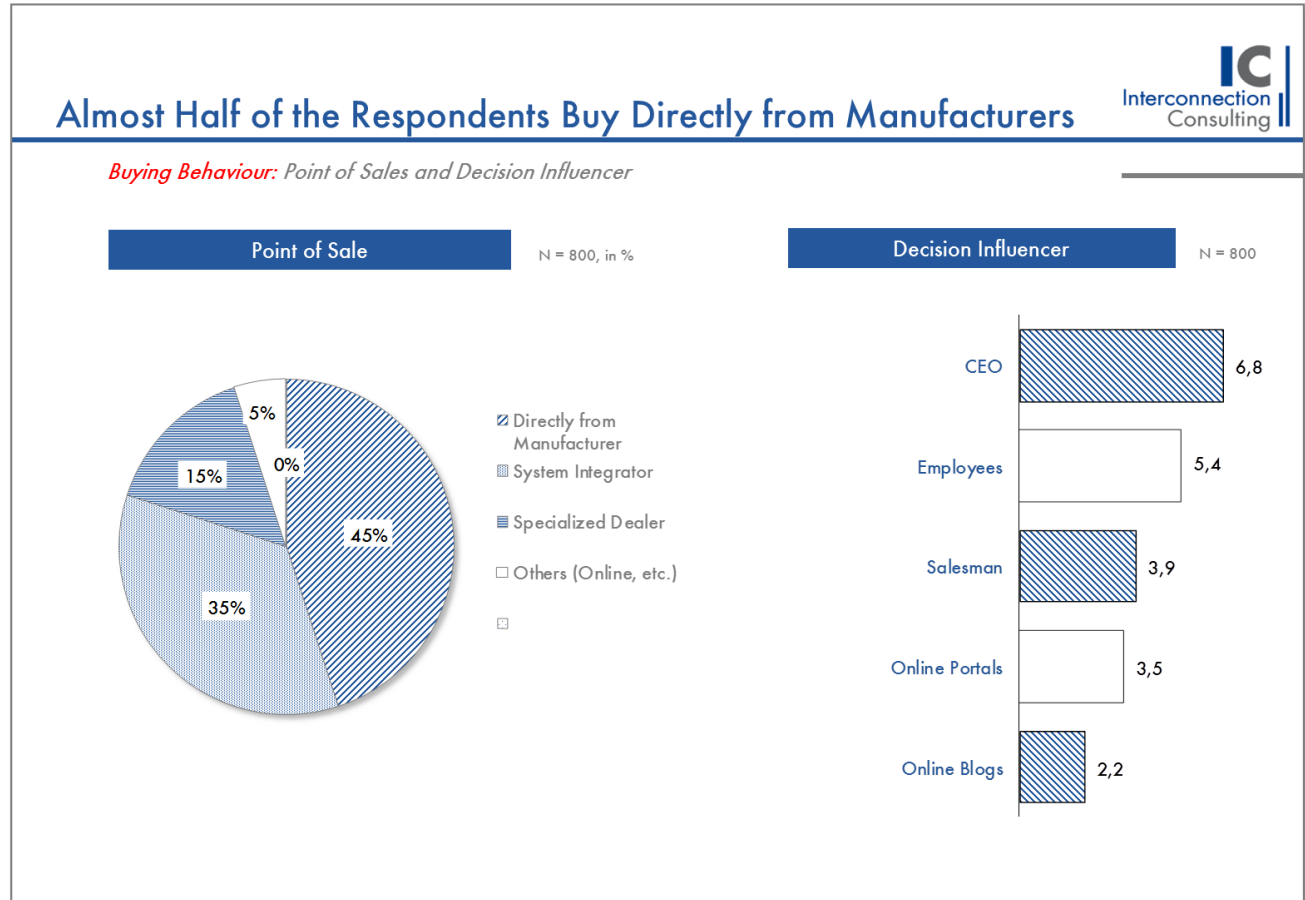
Standardised telephone interviews
Interview duration: approx. 15 minutes

Structure of the Customer Insight



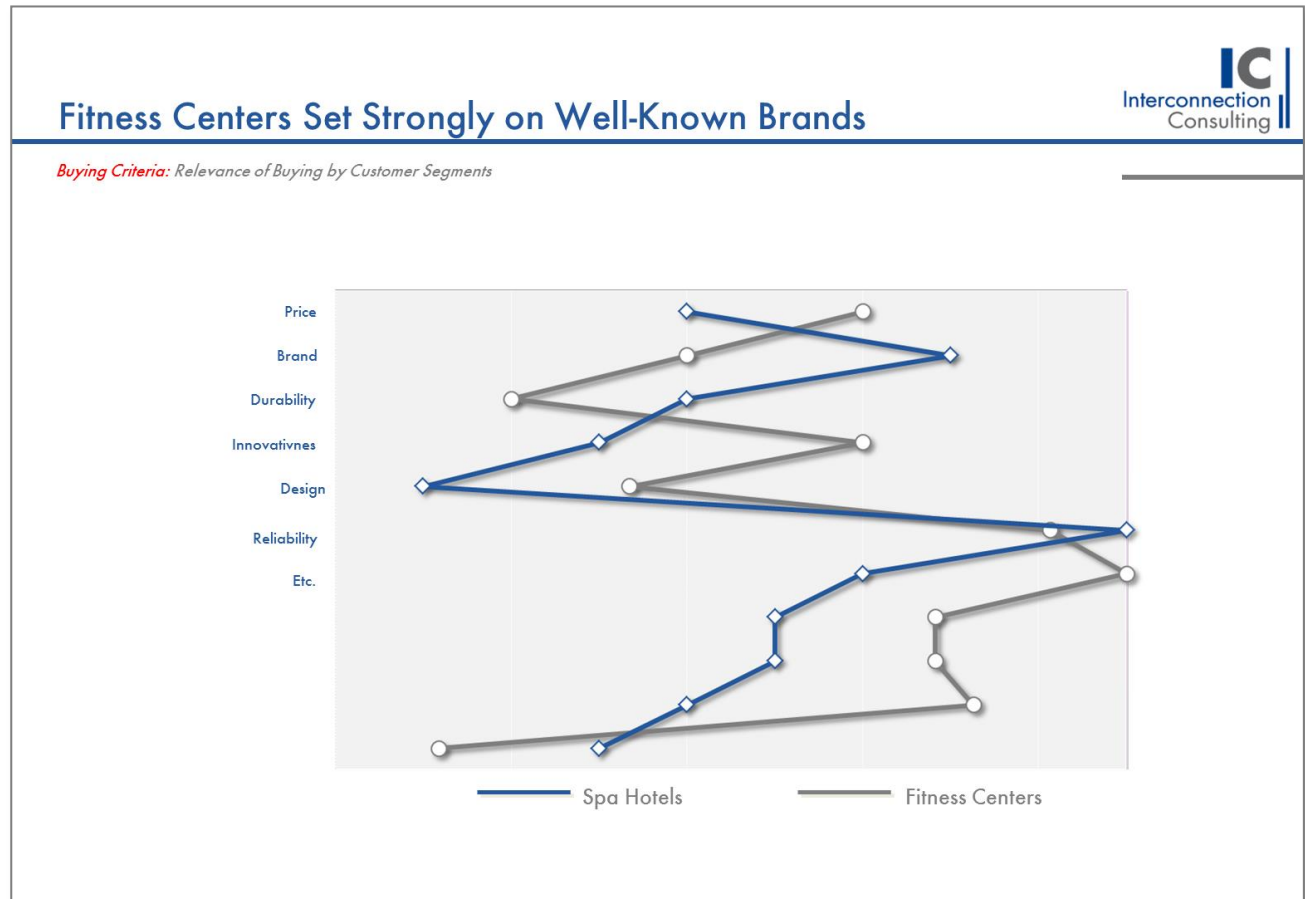
How Are Customers Equipped and What Will They Buy in Future

- Analysis of equipped fitness equipment, point of sale, decision makers and influencers as well as future buying intentions.
- This chart shows dummy figures.

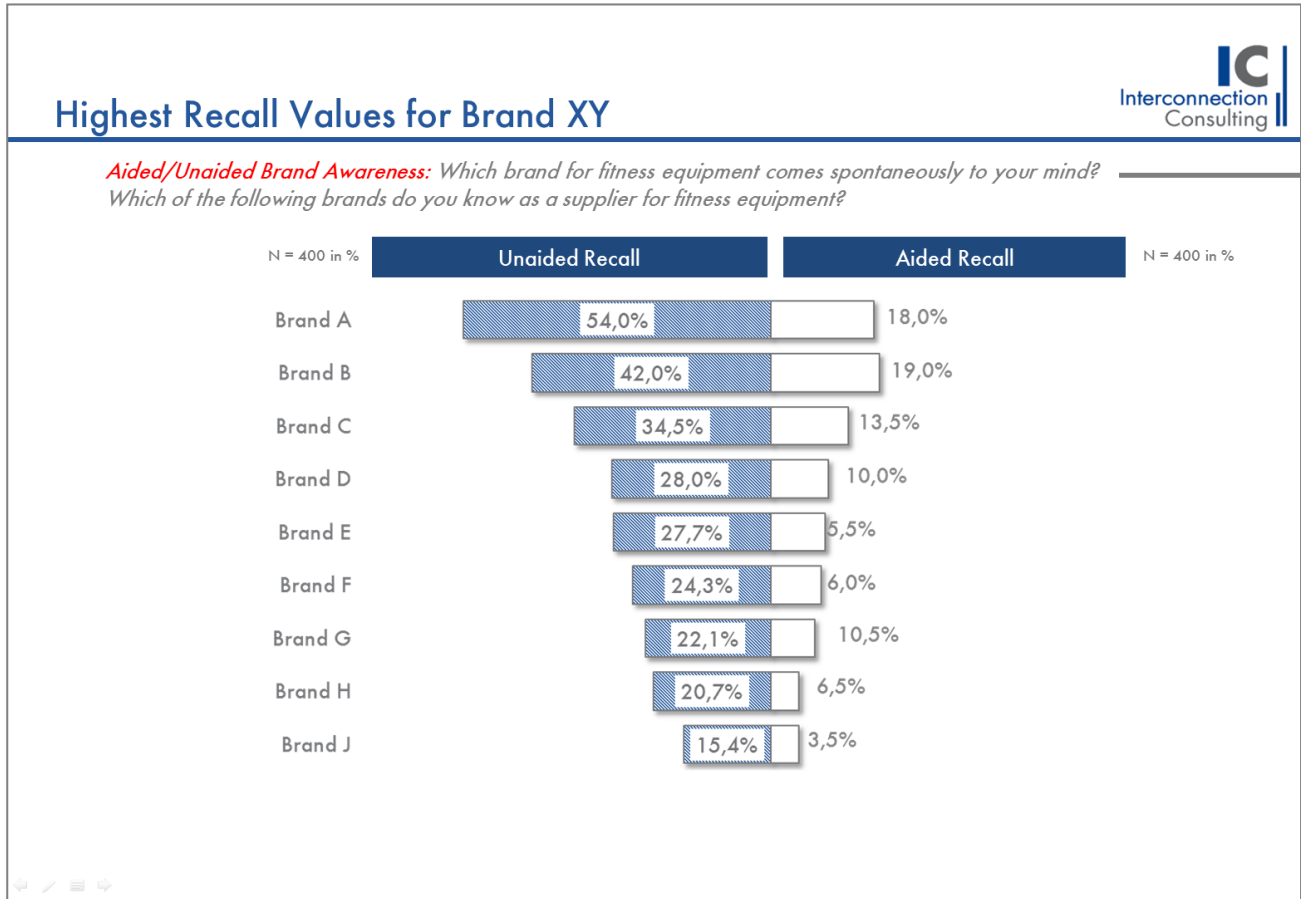


Based on what Criteria Do Customers Make their Decisions?

- *Analysis of relevant buying criteria for different customers groups*
- *This chart shows dummy figures.*

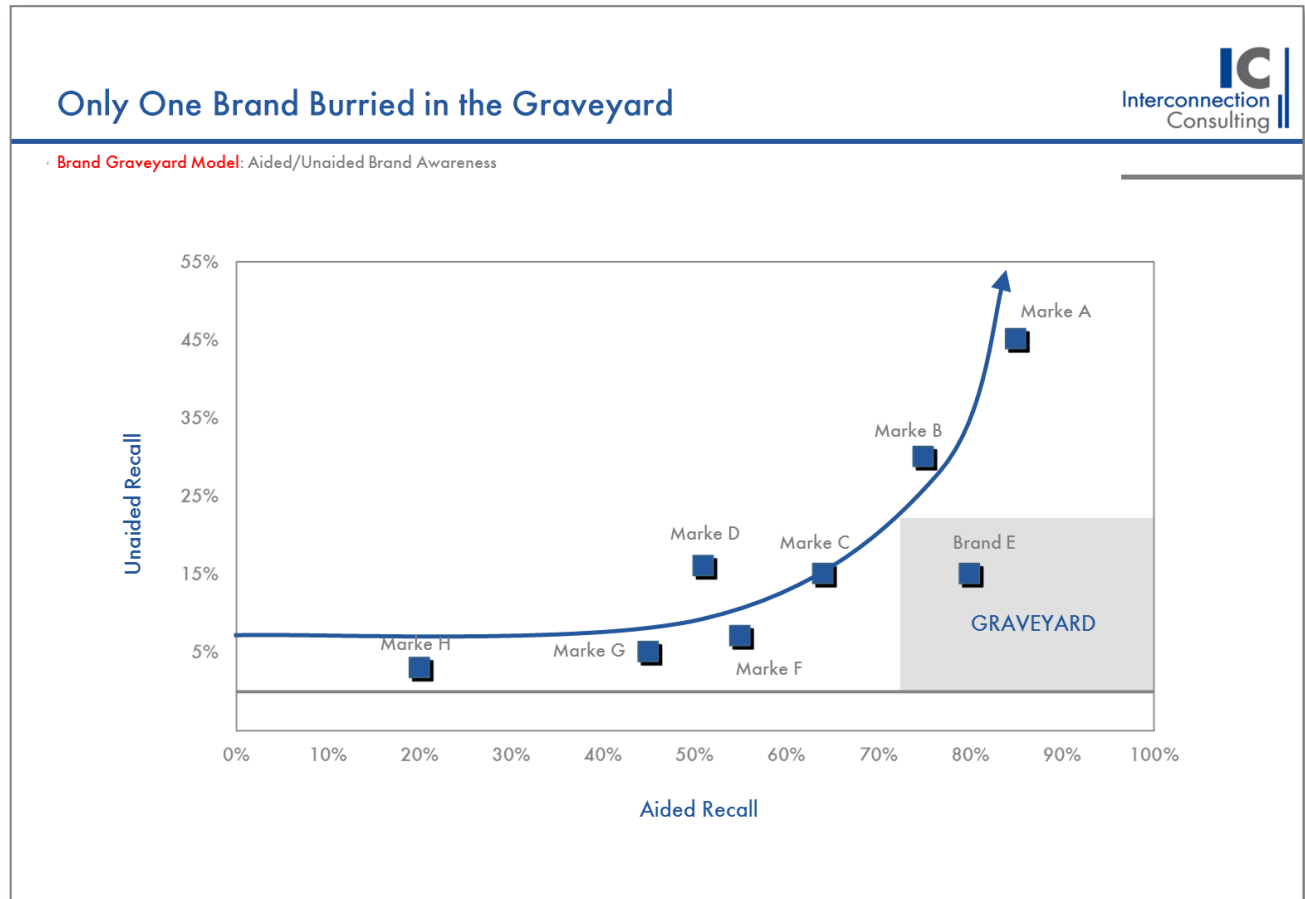


- Analysis of aided and unaided brand awareness for office furniture as well as office chairs.
- This chart shows dummy figures.



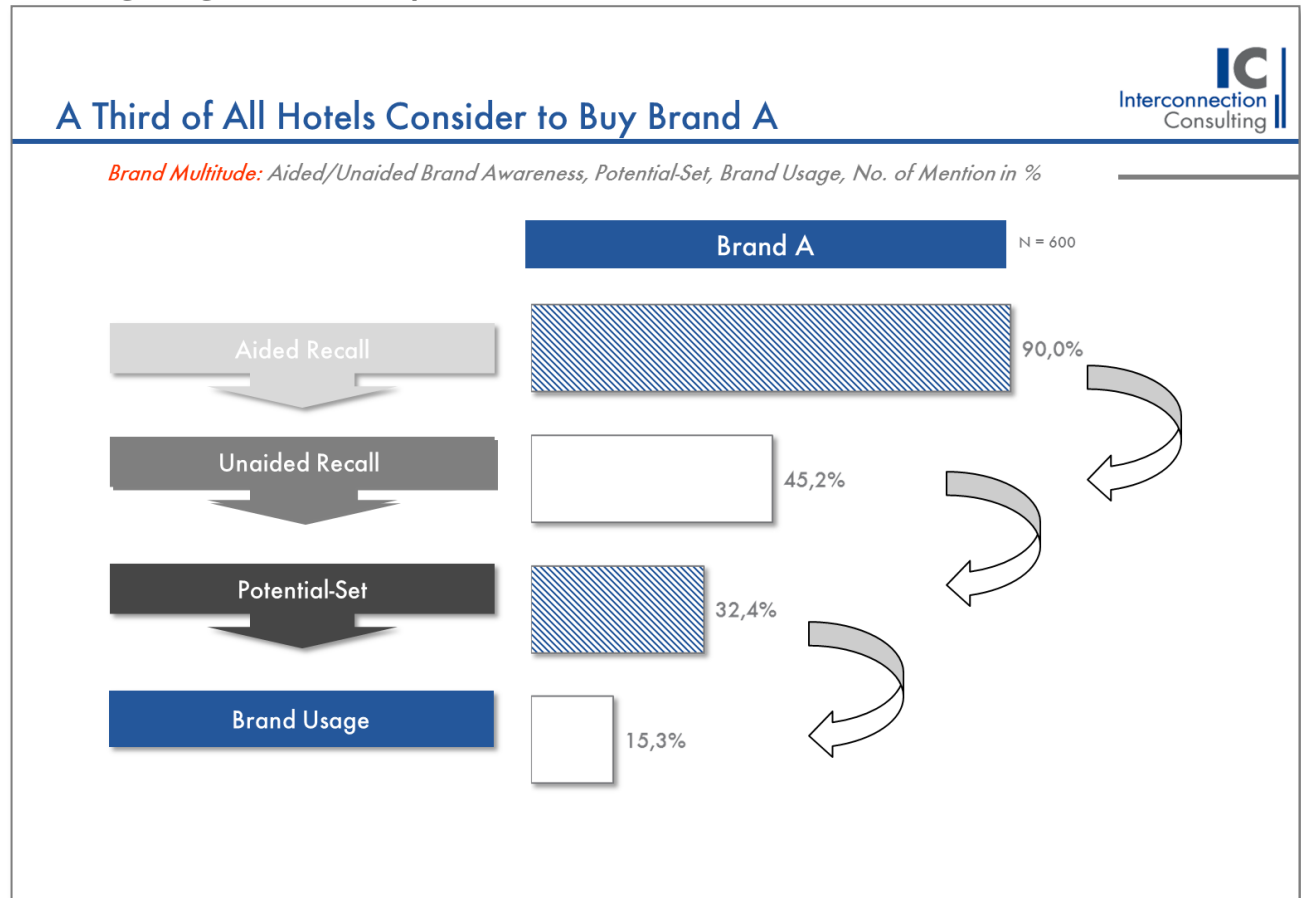
Which Brands are in the Graveyard?

- *Brand-Graveyard Model for a strategic analysis of the brand awareness.*
- *This chart shows dummy figures.*



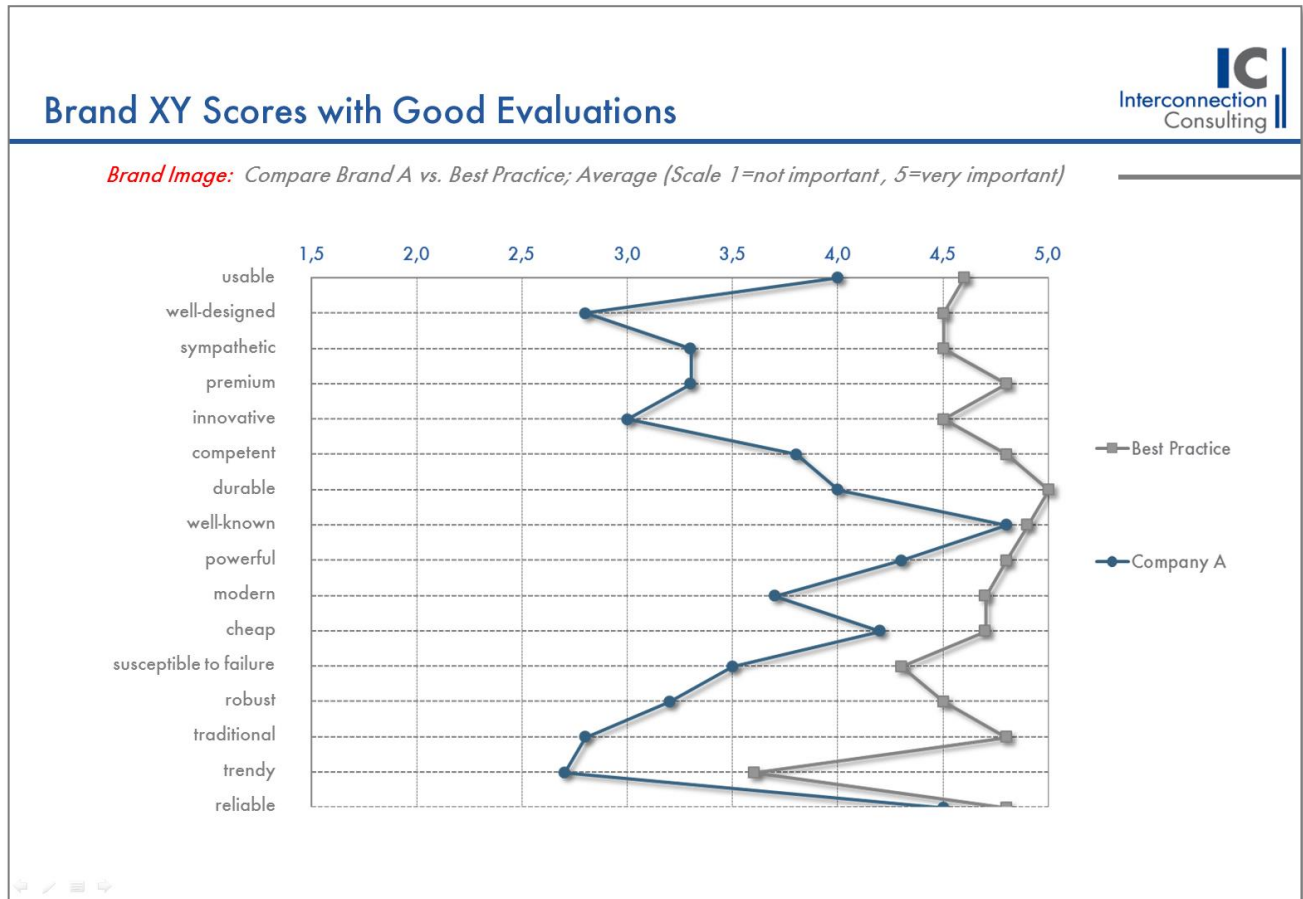
The Brand – Multitude: From Recall to Usage

- *Brand Multitude* providing information about the brand awareness down to the actual brand usage. This approach allows to identify on which stage significant drops occur.
- This chart shows dummy figures.



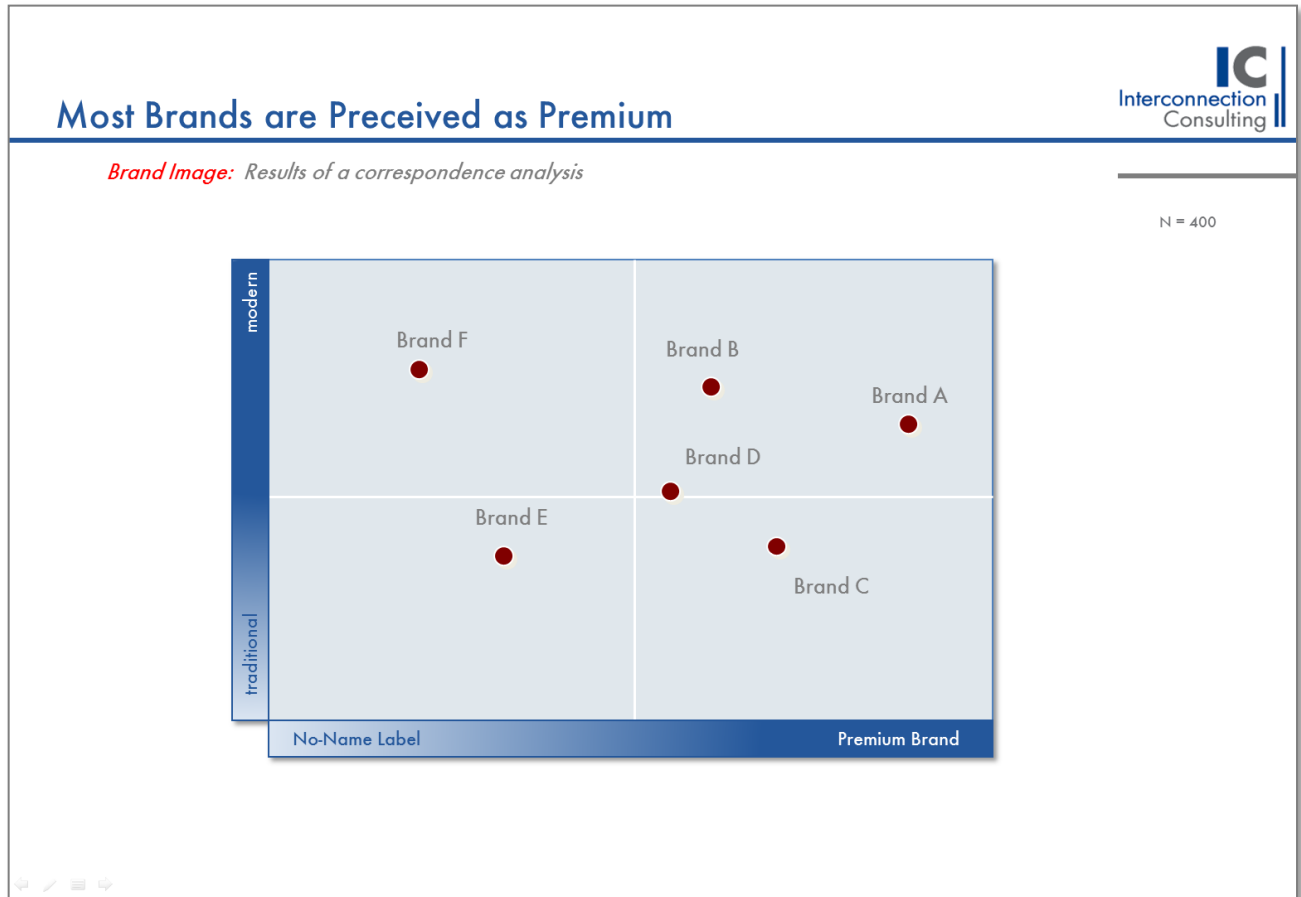
Which Attributes are Associated with your Brand?

- Analysis of the brand affinity for the most popular brands and comparison of the results among the analyzed brands
- This chart shows dummy figures.



Learn About the Strengths and Weaknesses of Your Brand

- *Relevance Portfolios delivering strategic information about the strengths and weaknesses of single brands.*
- *This chart shows dummy figures.*



Investment in Your Customer Insight

| <i>IC Customer-Insight® Commercial Fitness Equipment*</i> | Single Issue |
|--|--------------|
| France | € 2.950,- |
| Germany | € 2.950,- |
| Italy | € 2.950,- |
| Netherlands | € 2.950,- |
| Spain | € 2.950,- |
| <i>IC Customer-Insight® Commercial Fitness Equipment in Europe</i> | € 11.950,- |

* Minimum purchase of two countries, or one country with a sample size of 200 for EUR 4.950,- (subscription 4.500,-).

** 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 exclude sales tax.

Selected References of our Market Reports

LifeFitness

PRECOR[®]

TECHNOGYM

NAUTILUS

SportPlus

CYBEX[®]

Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the fitness equipment industry.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, 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 fitness industry.
- Next to market data we offer for the boat sector Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in actions = in the development of marketing strategies.



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

Webverstärker



E Commerce Insights
Search Engine Marketing
Web Channel Analysis

For further questions
please do not hesitate to contact us!

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