



IC Door Insight 2019

The Importance of Doors for Home Owners in EUROPE

IC Door Insight®

Doors of the future in EUROPE

For the first time, Interconnection surveyed homeowners in Germany, Austria, Poland, France and the UK on the subject of doors. In the process, relevant topics of the door market were analyzed, including purchasing behavior, price awareness and the importance of doors for door buyers.

The following topics were assessed:

- Brand awareness and brand value: Aided and unaided brand awareness and brand use, as well as inferior and superior brands
- Material use, willingness to change material and material preference
- Buying behavior and information behavior before door purchase
- Price types: Distribution of door buyers in the door industry based on their buying motives and price sensitivity
- Price knowledge: Price estimation of doors per door material
- Importance of doors for homeowners
- Relevance of different product features



- The **IC Doors Insight 2019** provides important information for an efficient marketing strategy in the European door market. In addition to brand awareness (aided and unaided), the price awareness of homeowners is also been addressed. Also the importance of doors for the purchase decision process was evaluated, as well as the buying and information behavior. A further aim of the survey was, to evaluate the material use, preference of different door materials and the relevance of different product features.
- All questions were evaluated separately for the **different customer segments** (house owners and flat owners). The results regarding material usage and willingness to change door material are differentiated for the different segments.

Population

Homeowners from Germany, Austria, France, Poland and the UK

Sample size

N=500

Survey method

Representative online survey
Duration of the survey: approx. 10 min.

Survey period

June 2019

The following Countries are included in the Insight Study

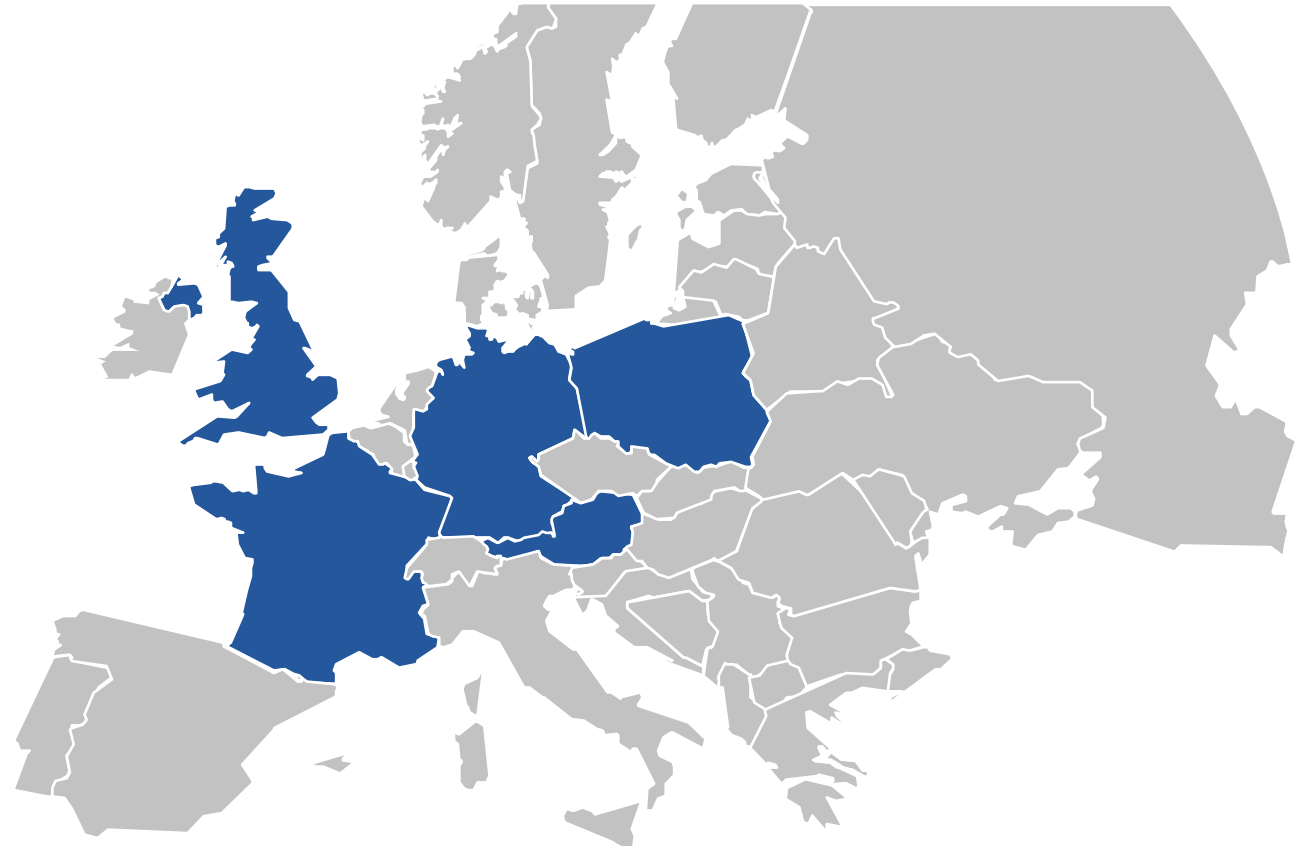
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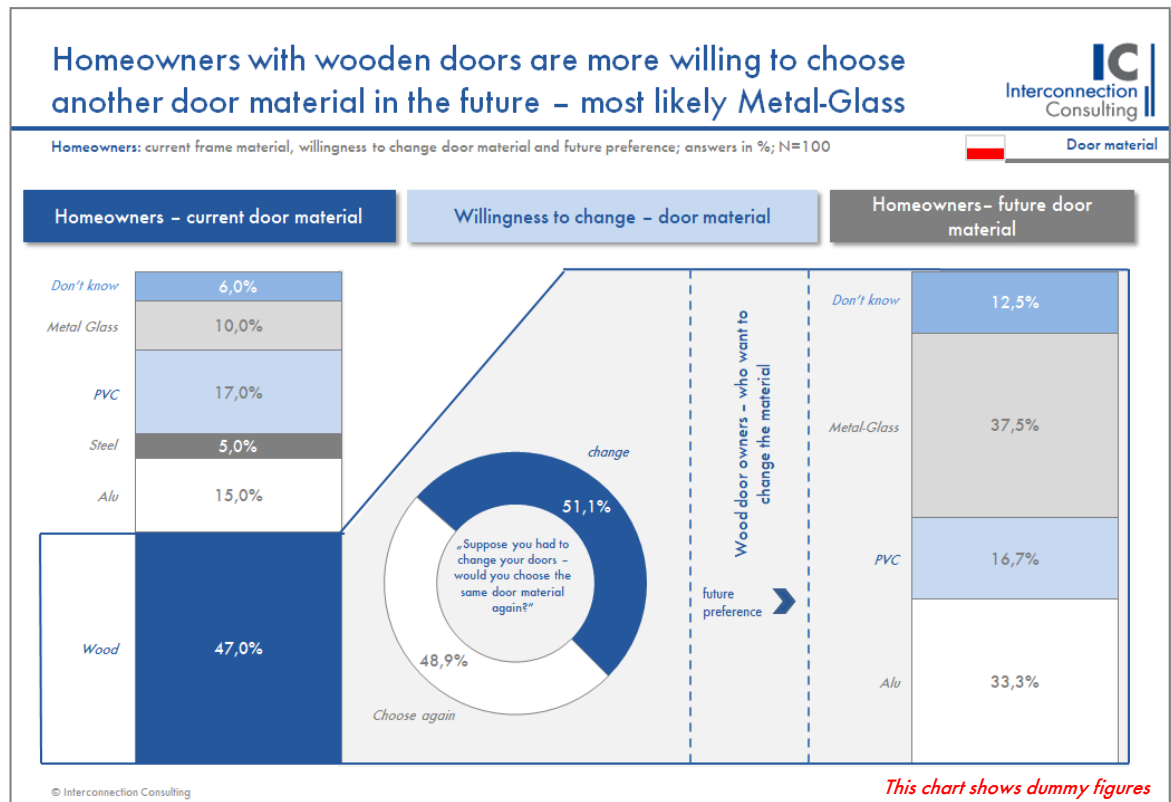
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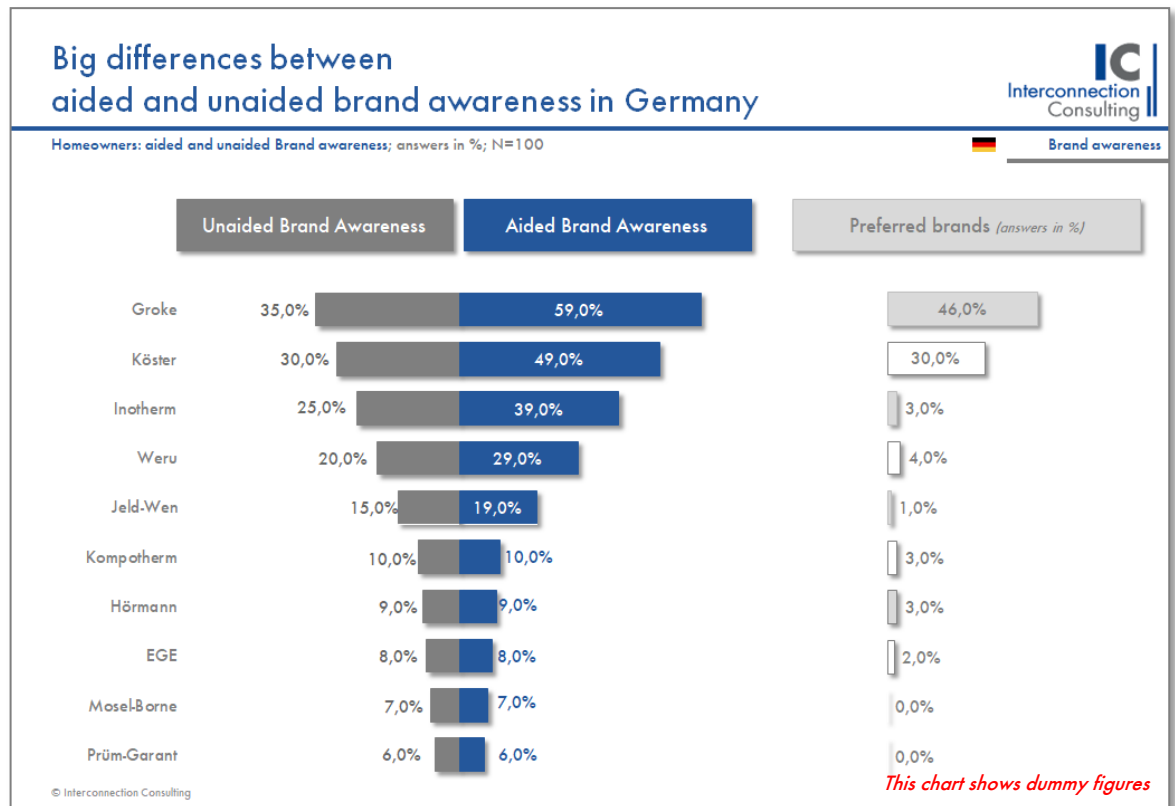
Analysis of current and future door material use

- *We analyze not only the current door material use, but also which material buyers would choose in the future.*
- *This chart shows dummy figures.*



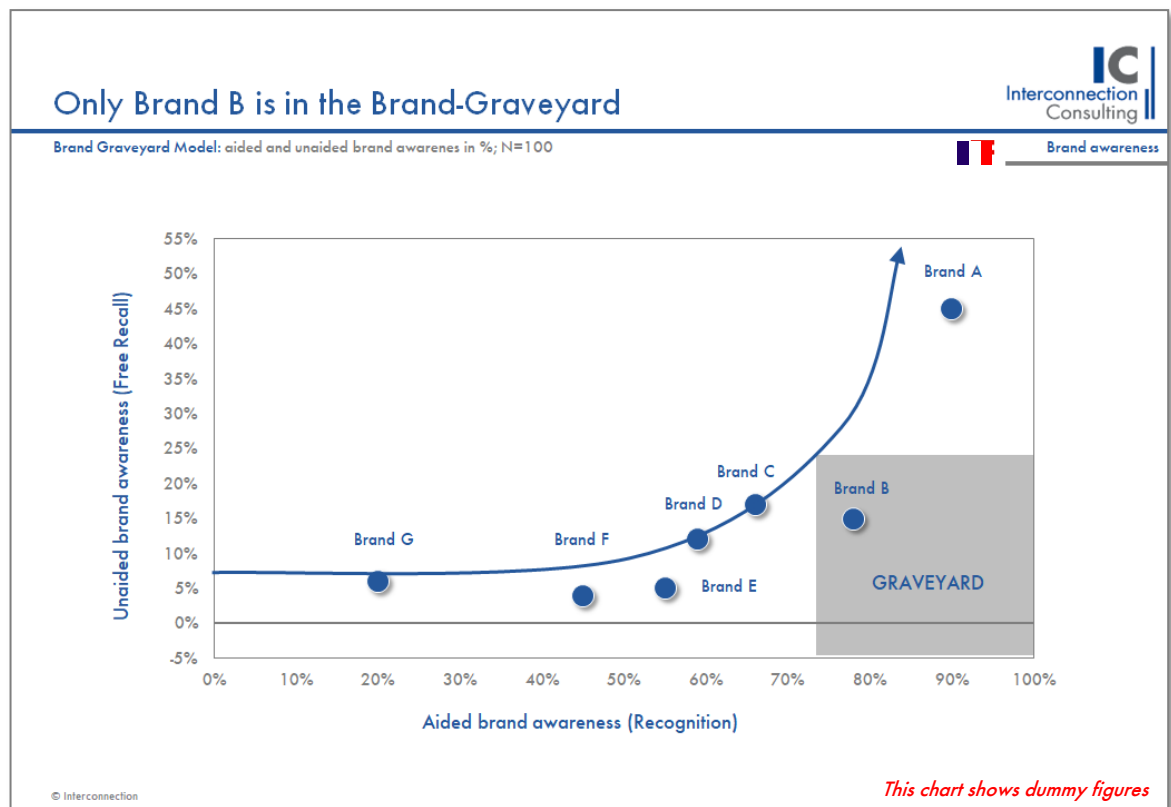
Which door brands are known to homeowners

- *Analysis of brand values based on aided and unaided brand awareness and preferred door brands by homeowners.*
- *This chart shows dummy figures.*



Strategic analysis of brand awareness

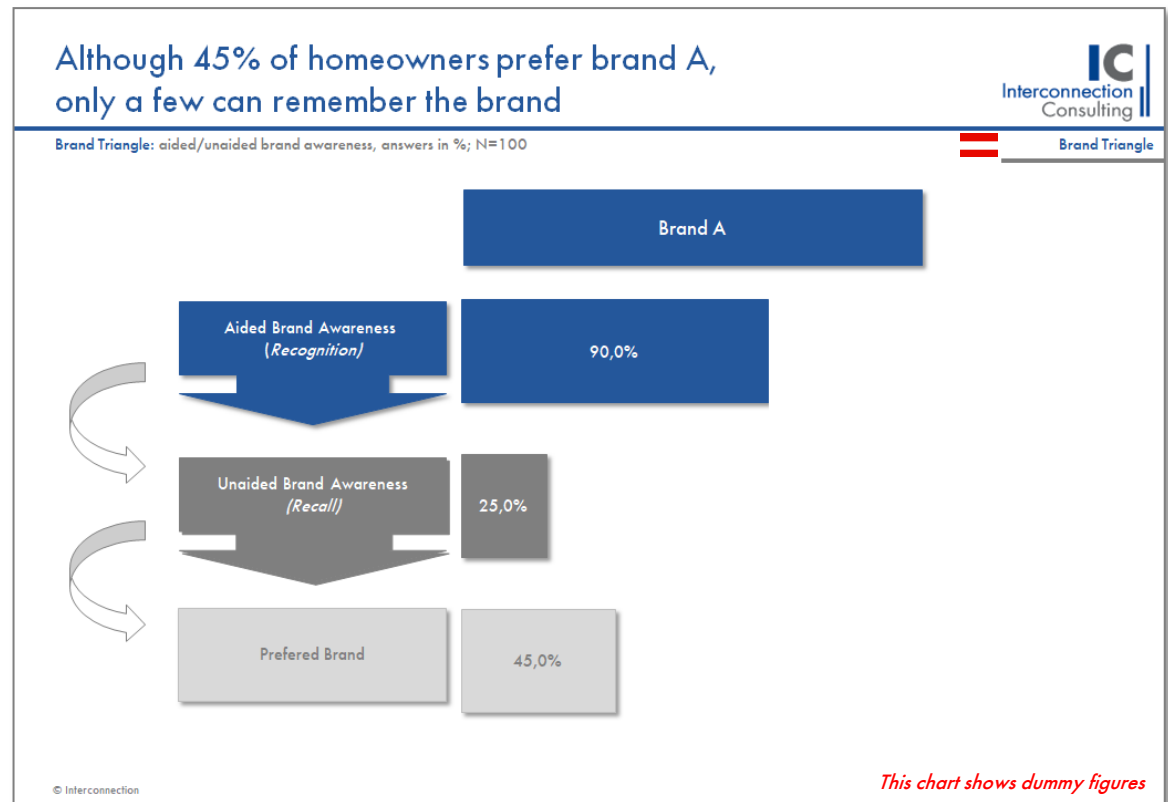
- *Strategic analysis of brand awareness based on the Brand-Graveyard Model.*
- *This chart shows dummy figures.*



Concept of the brand triangle

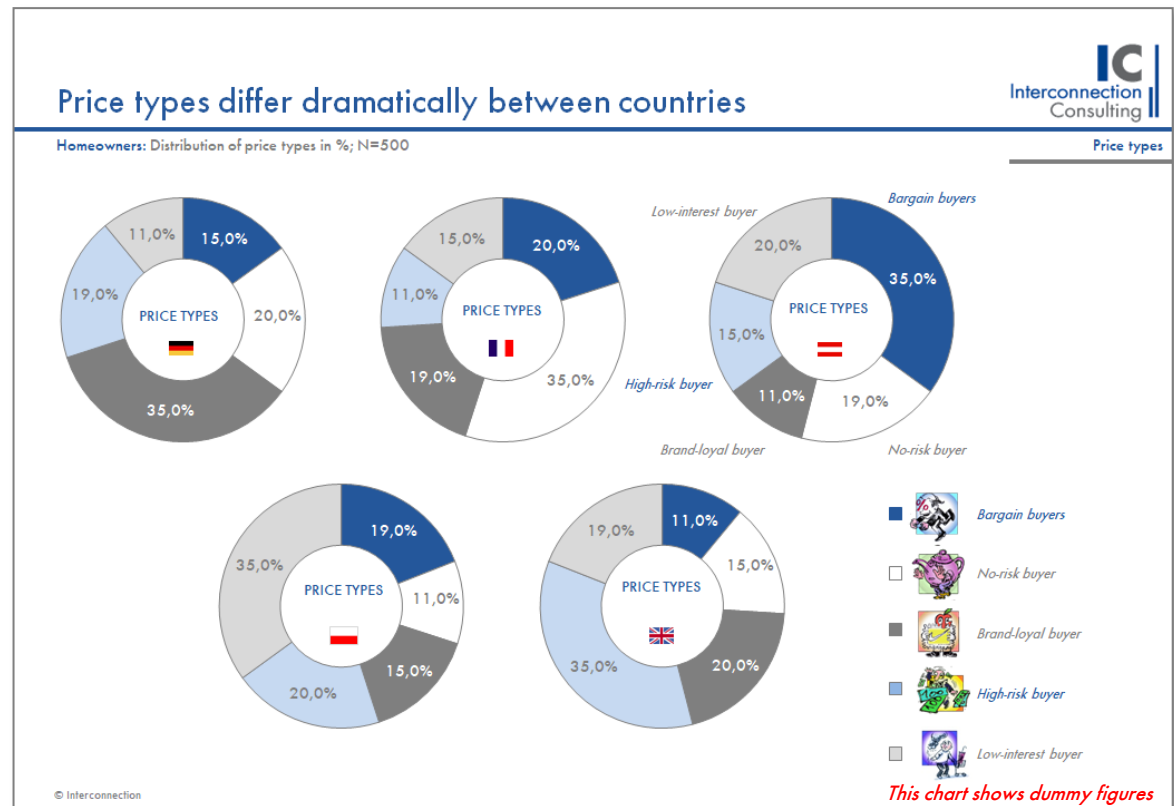
shows strengths and weaknesses of the different brands

- *Based on the brand triangle we show where most is lost between brand awareness, brands recall and actual purchase.*
- *This chart shows dummy figures.*



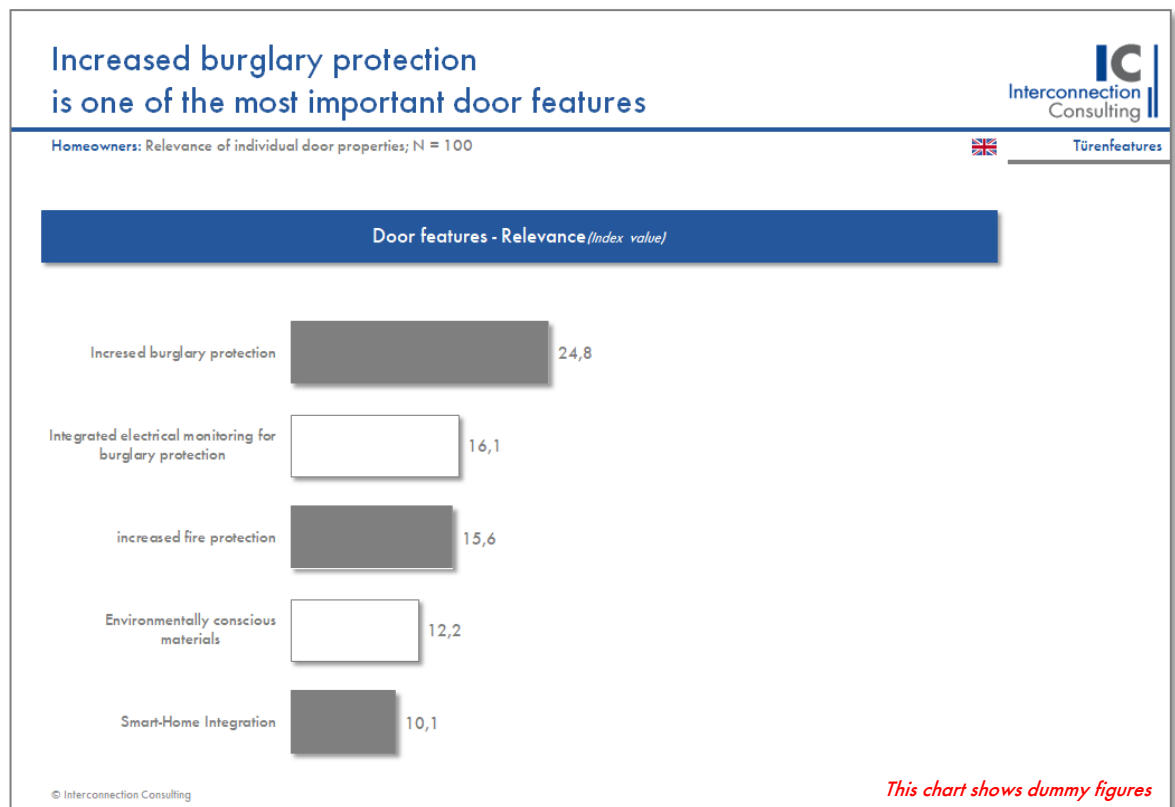
Analysis of price types for each country

- In every market there is a different distribution of price types. The knowledge about the distribution of the customers and of the competition is the most important criterion of the price policy.*
- This chart shows dummy figures.*



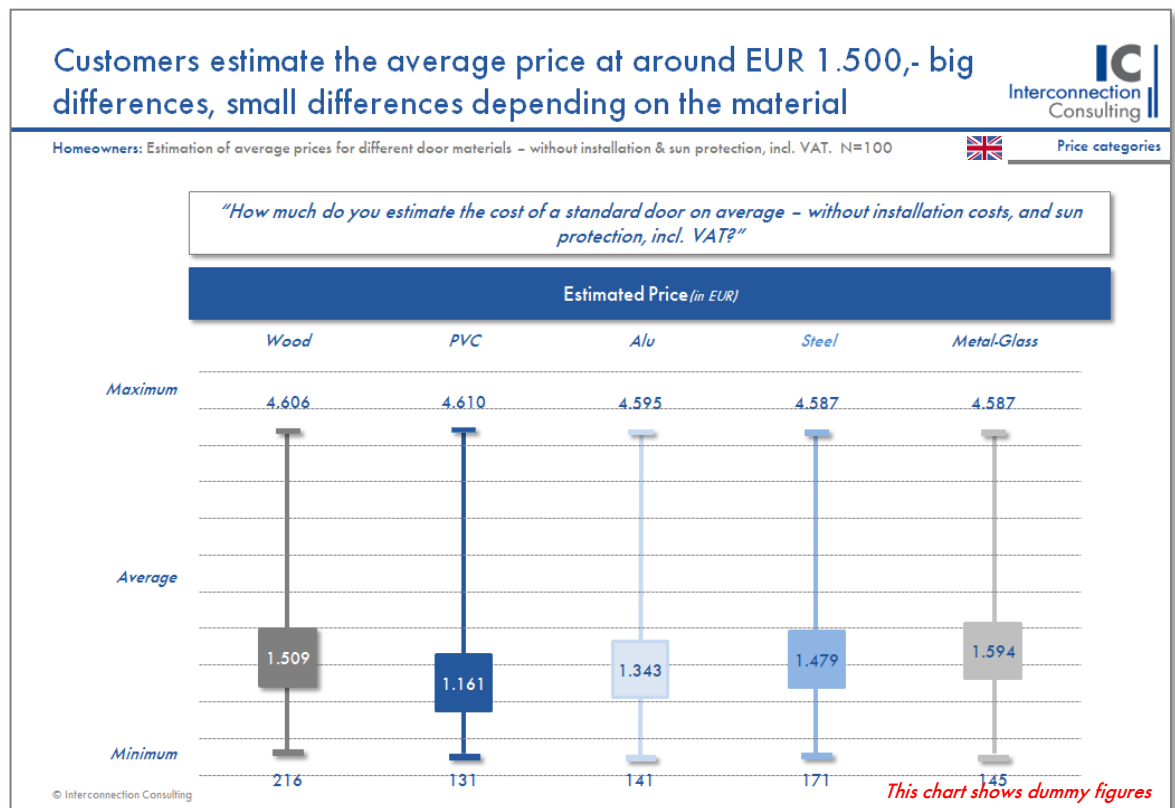
How important are the different product features

- *We analyze the importance of different product features and the price acceptance of homeowners.*
- *This chart shows dummy figures.*



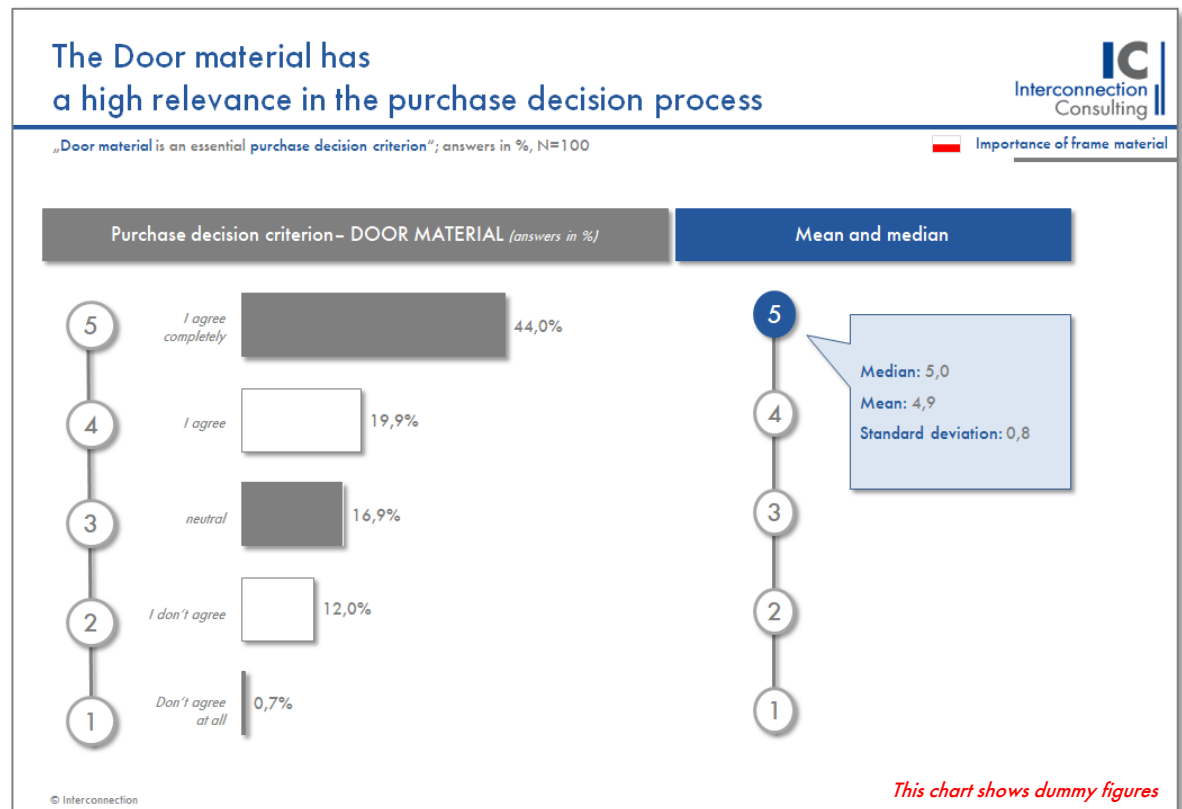
How buyers estimate door prices

- *We analyze the price awareness of homeowners for different door materials*
- *This chart shows dummy figures.*

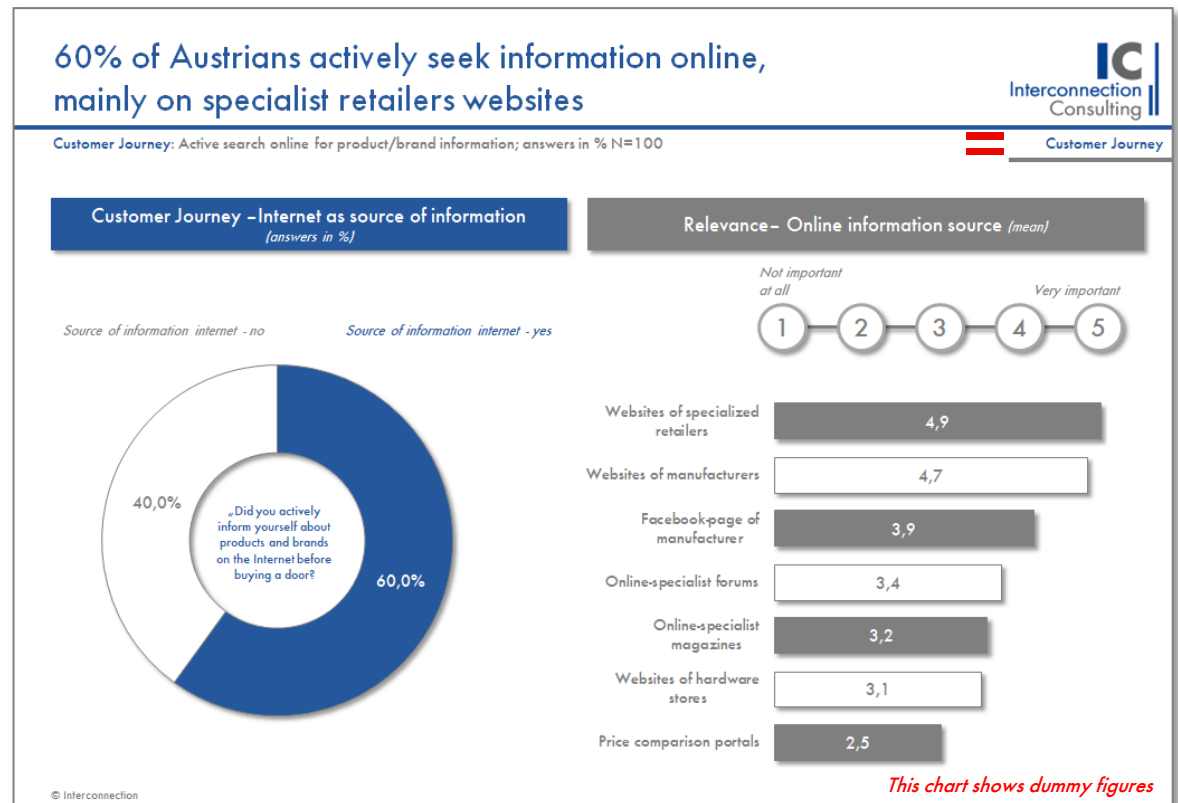


Analysis of the importance of different purchase criteria

- *We examine the importance of different door criteria for the purchase decision process.*
- *This chart shows dummy figures.*



- *We examine buying behavior and which online sources buyers use before purchasing their doors.*
- *This chart shows dummy figures.*



IC Door Insight – Doors in EUROPE

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- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in several industries.
- Next to market data we offer for the construction 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.



Customers of our Studies on Doors:



Contact Information

If there are any questions please
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