

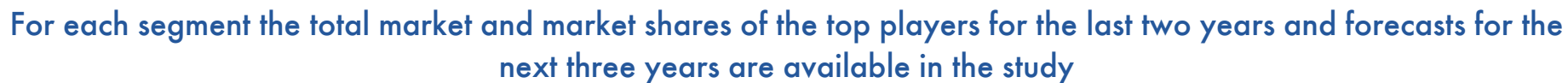
IC Market Tracking Interior Doors in Europe 2018

- Austria
- Germany
- France
- UK
- Italy
- Netherlands
- Belgium
- Poland
- Czech Republic
- Slovakia

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
 - Product Groups
 - Material Used
 - Business Segment
 - Customer Segment
 - Distribution Channels
- ✓ Information about the most important **Factors of Influence**.
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.





Definition and Demarcation

Materials Used									
Veneer Doors	Doors covered with natural wood veneer or fineline veneer								
Pre-Painted Doors	Painted, lacquered or varnished doors. Taking into consideration peculiarities that each market has, this group also includes also moulded (Moulded panel doors are suitable for paint finish only)and lacquered doors.								
Wooden Doors	Doors made of timber panels								
Full Glass Doors	Doors comprising of Glass completely <table> <tr> <td>Full Glass Sliding Door</td><td>Doors open sideways</td></tr> <tr> <td>Full Glass Swing Doors</td><td>Doors open either outwards or inwards</td></tr> <tr> <td>Full Glass Hinged Doors</td><td>Doors open only in one direction</td></tr> <tr> <td>Other Full Glass Doors</td><td>Doors with other types of openings</td></tr> </table>	Full Glass Sliding Door	Doors open sideways	Full Glass Swing Doors	Doors open either outwards or inwards	Full Glass Hinged Doors	Doors open only in one direction	Other Full Glass Doors	Doors with other types of openings
Full Glass Sliding Door	Doors open sideways								
Full Glass Swing Doors	Doors open either outwards or inwards								
Full Glass Hinged Doors	Doors open only in one direction								
Other Full Glass Doors	Doors with other types of openings								
Laminated Doors	Doors covered with laminate or other synthetic material, including so-called eco-veneer <table> <tr> <td>CPL</td><td>Doors covered with Continuous Pressure Laminate.</td></tr> <tr> <td>HPL</td><td>Doors covered with High Pressure Laminate.</td></tr> <tr> <td>Decorative Foil</td><td>Doors covered with colour/imitation wood laminate</td></tr> </table>	CPL	Doors covered with Continuous Pressure Laminate.	HPL	Doors covered with High Pressure Laminate.	Decorative Foil	Doors covered with colour/imitation wood laminate		
CPL	Doors covered with Continuous Pressure Laminate.								
HPL	Doors covered with High Pressure Laminate.								
Decorative Foil	Doors covered with colour/imitation wood laminate								

Definition and Demarcation

Business Segment	
New Construction	Doors in newly erected buildings
Renovation	Replacement of the existing doors
Price Segments	
Low	Up to 100 Euro
Medium	From 101 to 300 Euro
Premium	More than 300 Euro
Customer Segment	
Residential	Including single and two-family homes and apartments in multi-story residential buildings.
Non-Residential	Non-residential construction, including buildings for education, health, industrial, warehouse, office, commercial, and other uses
Distribution Channel	
Direct	Sales directly to consumers, through own sales staff, Internet, etc.
Indirect	Wholesale, retail and all other forms of trade in goods are sold to third parties.

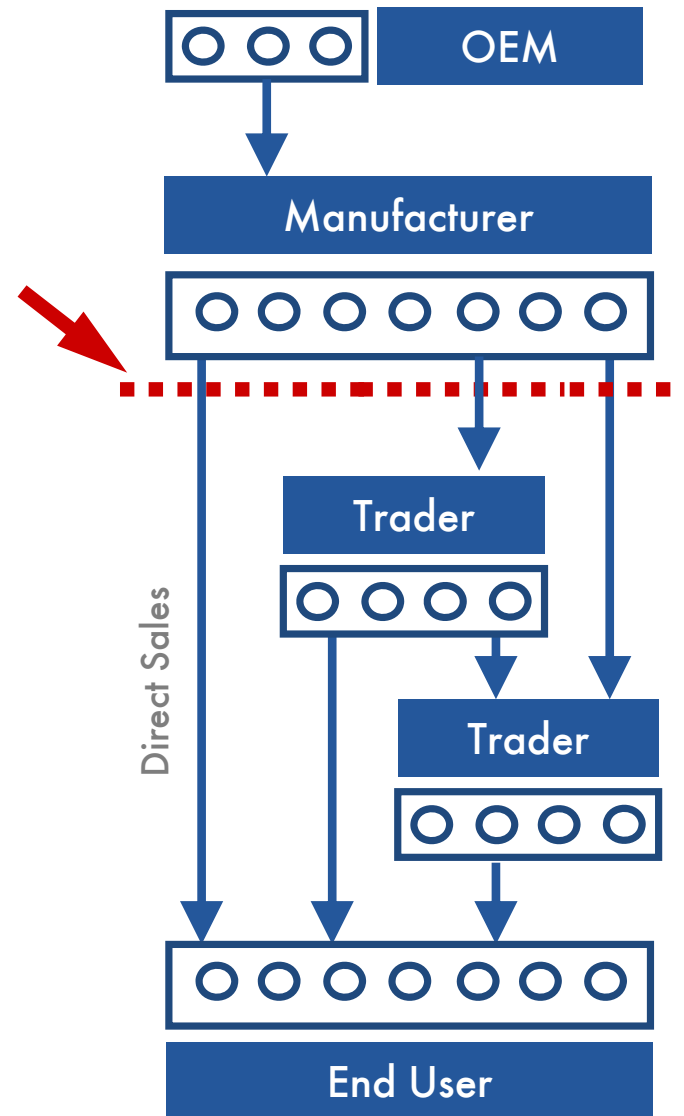


Not included: Entrance doors, House doors, Fire-rated doors and other Technical doors

How Do We Conduct Our Research?

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.

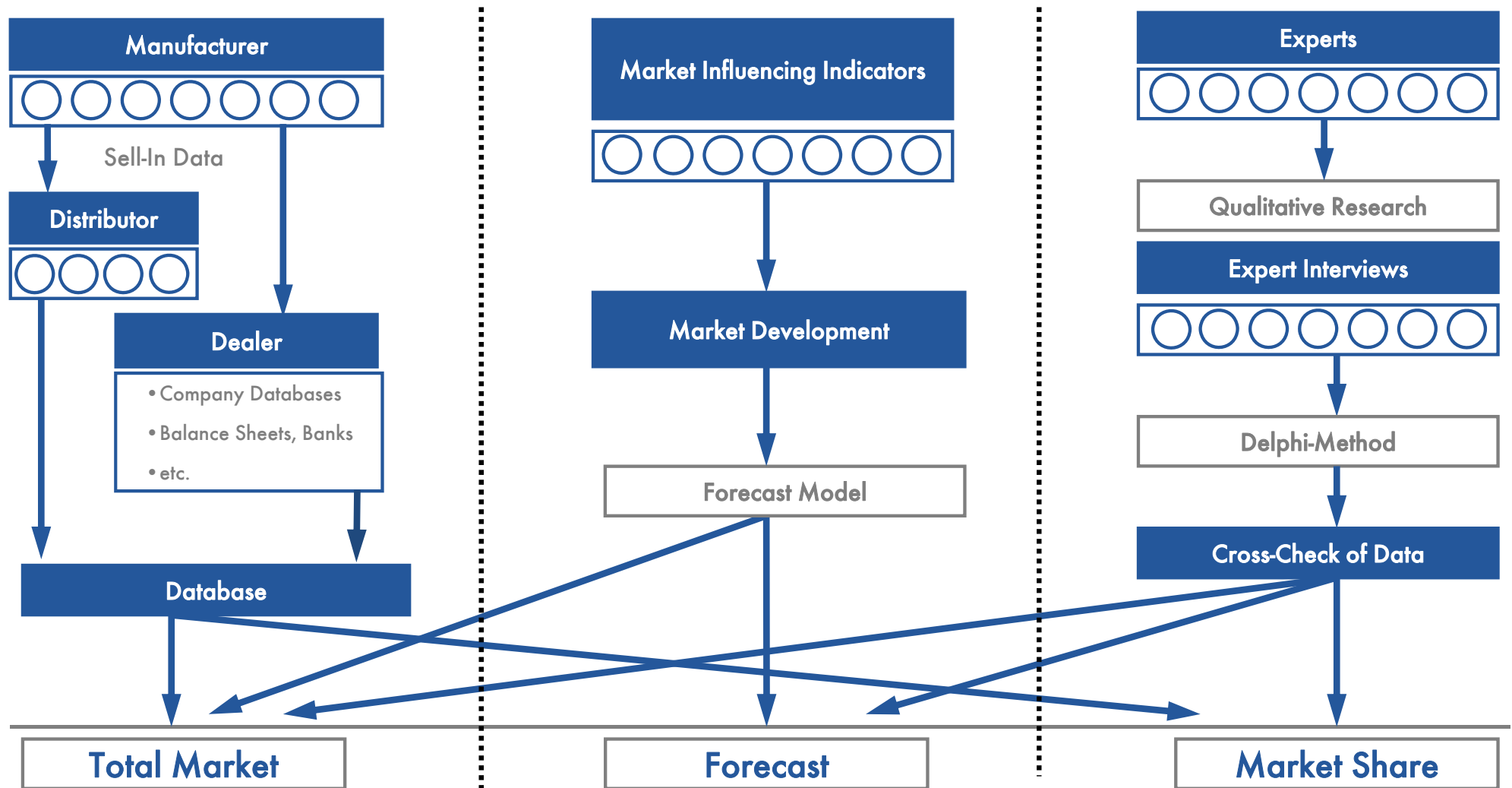


The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised traders 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



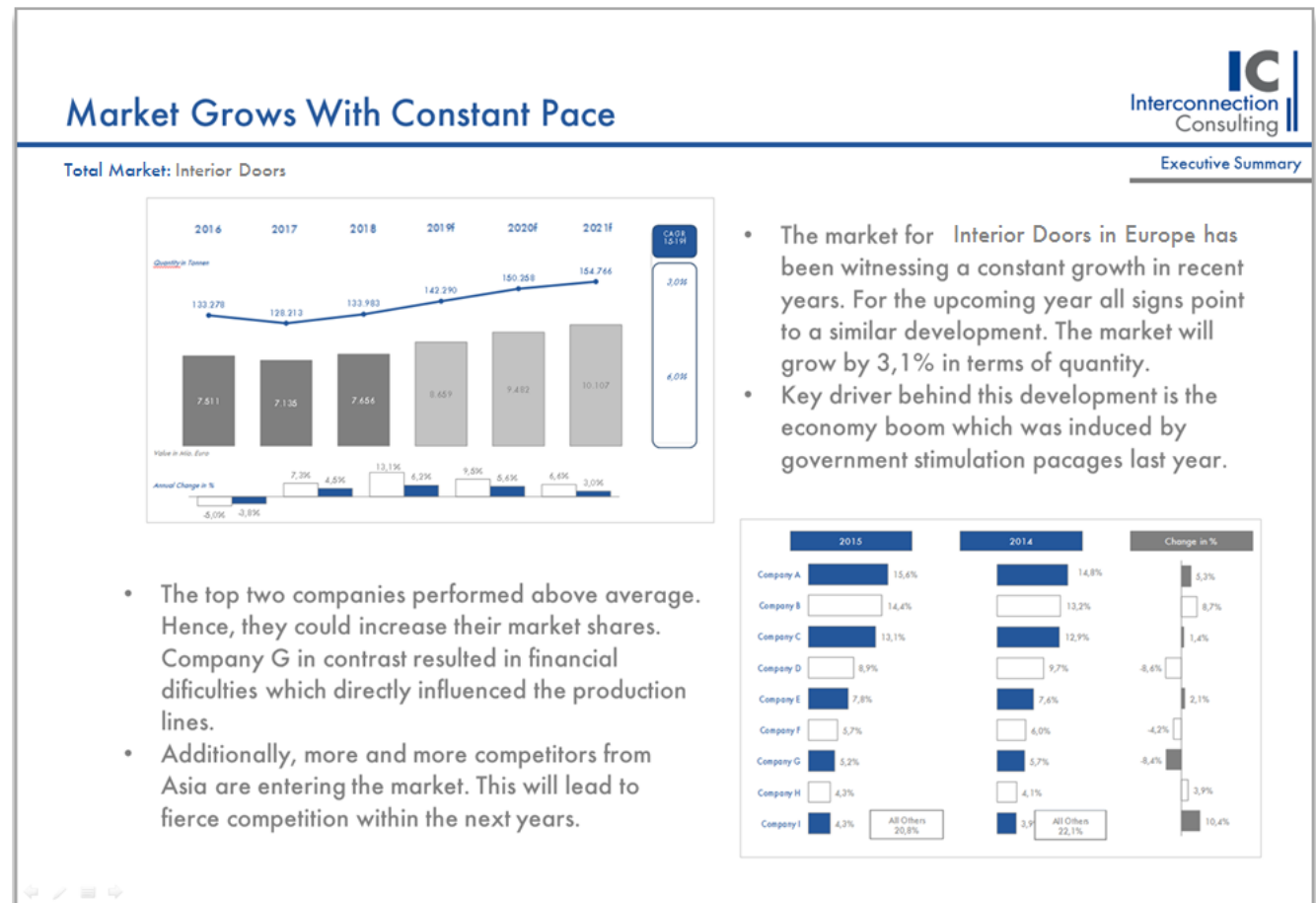
Contents of the IC Market Tracking®

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 consumer behaviour, 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.
- Finally, all data are documented in the table section, also called **Facts & Figures**. Here you will find all sales figures of the top companies in order to check our results.

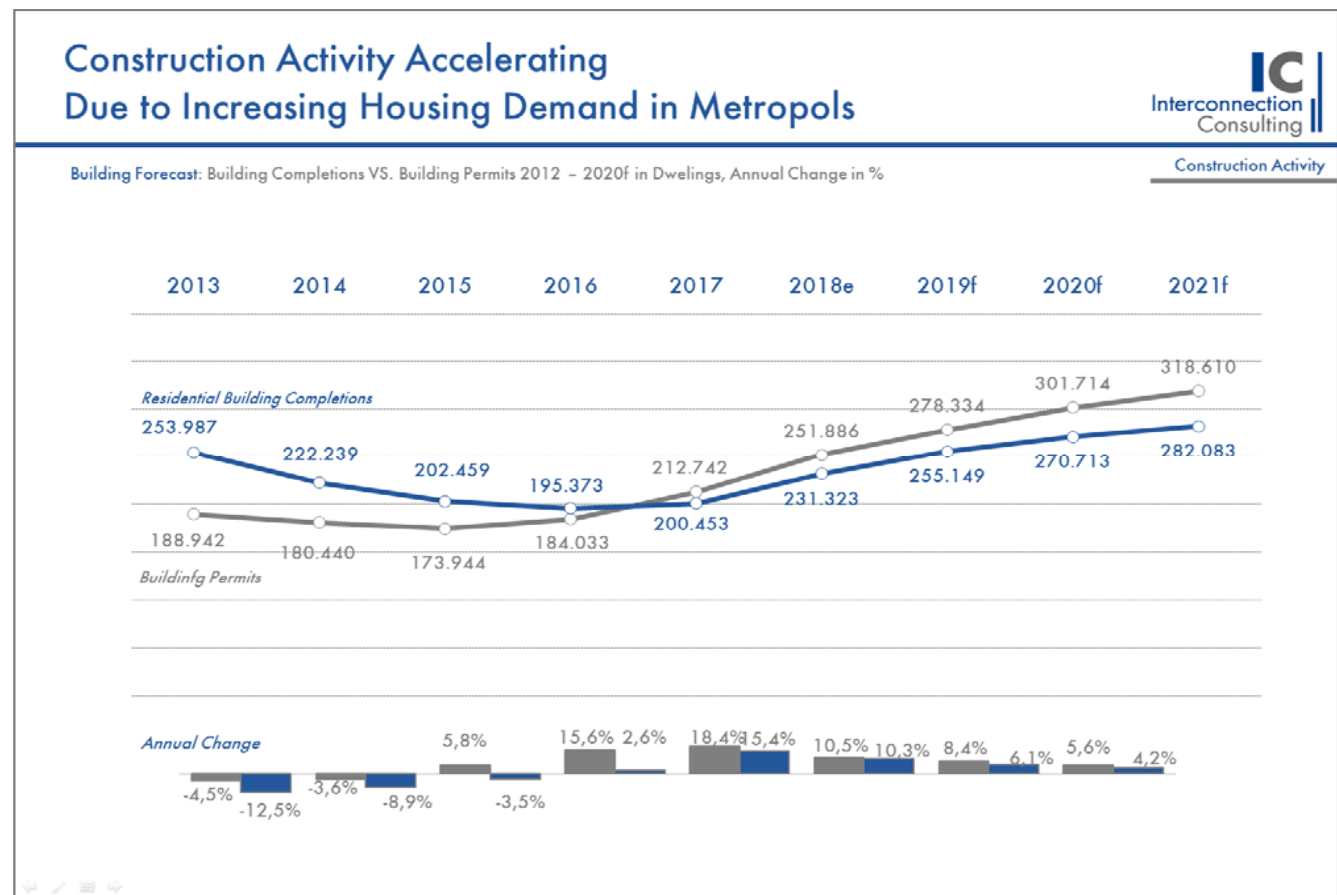
Market at a Glance – the Executive Summary

- *The study starts with giving all relevant information in a precise manner*
- *This chart shows dummy figures*



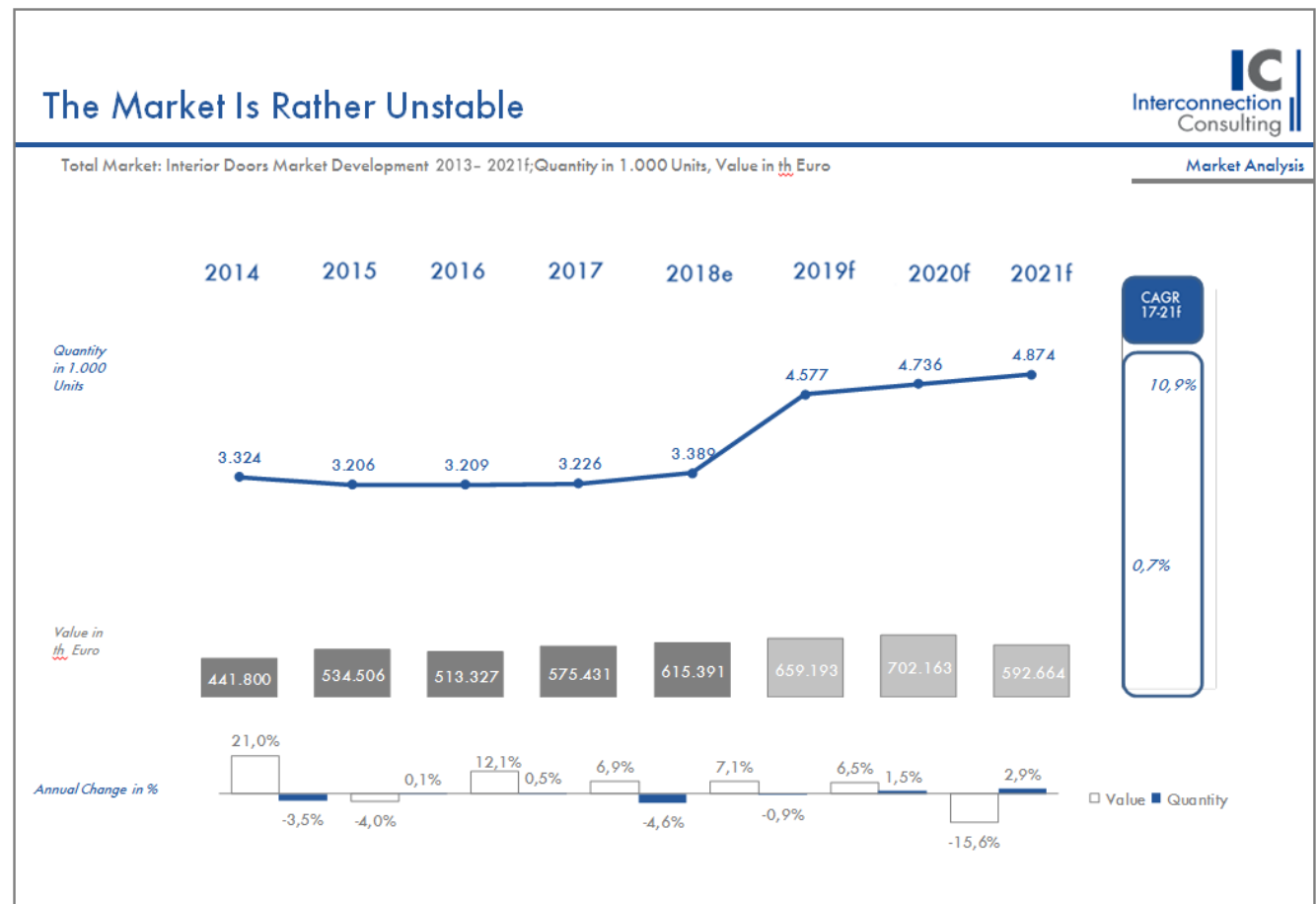
Market Environment Data of our Forecasting Model

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

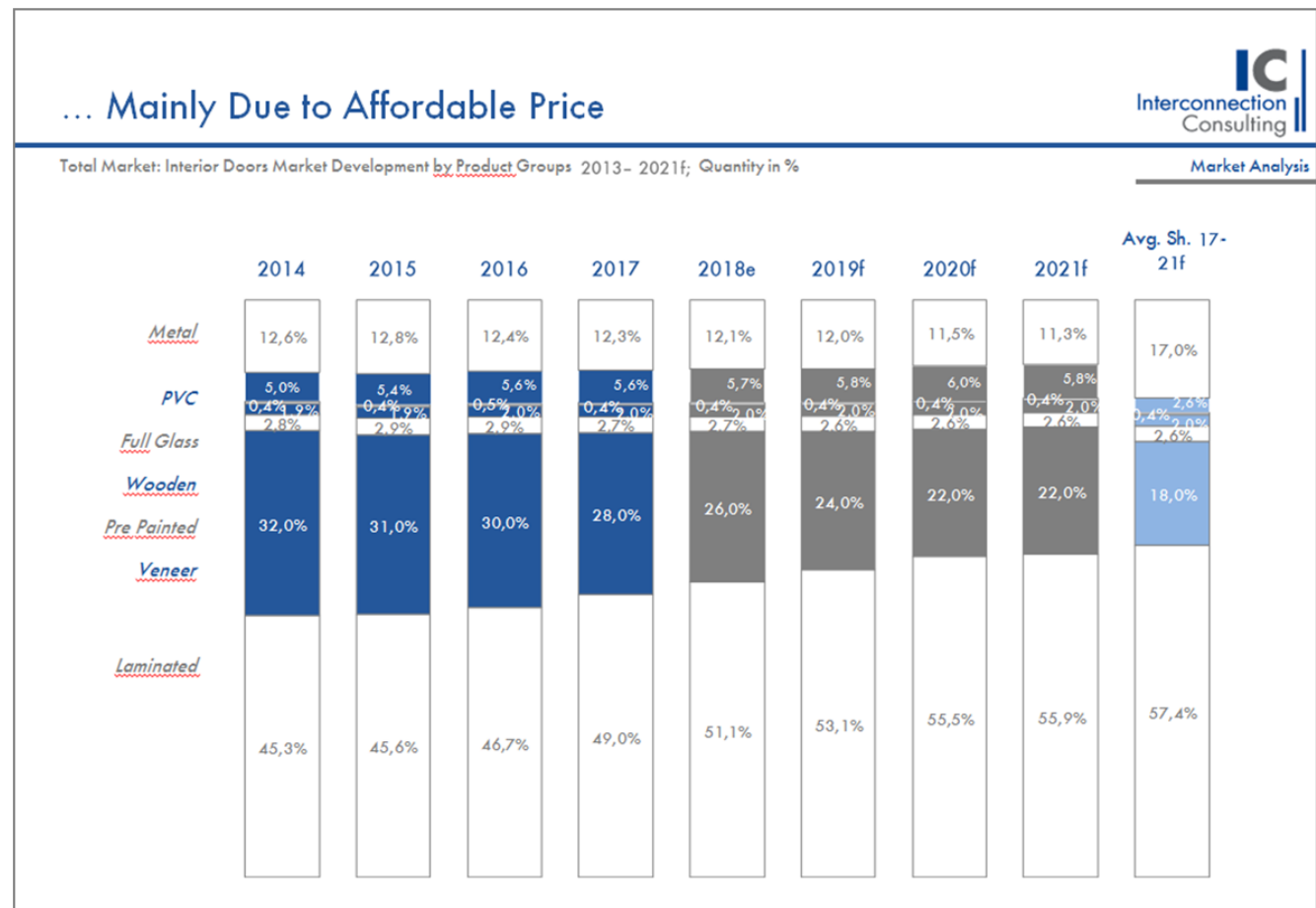


Total Market Development and Forecast

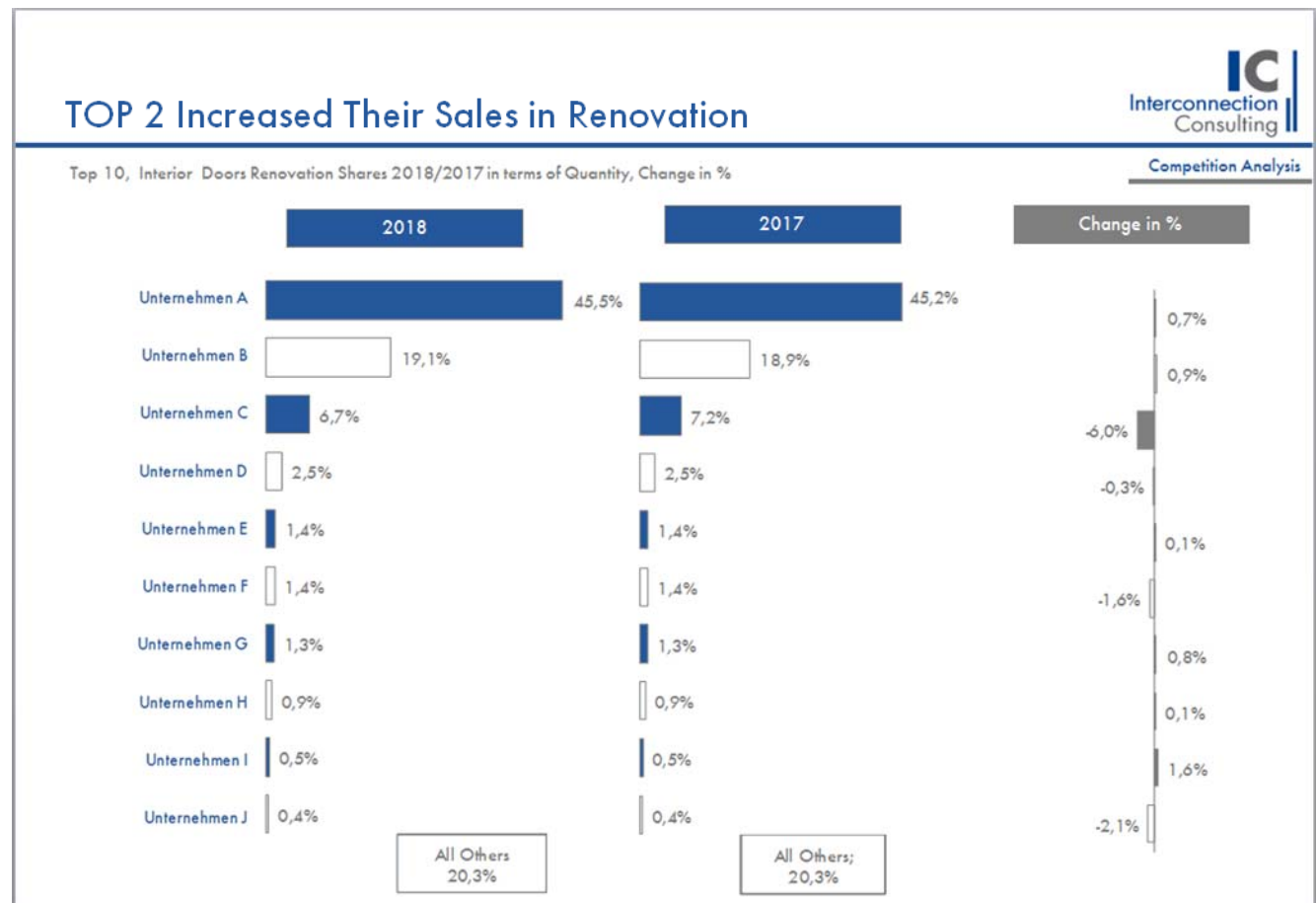
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- This chart shows dummy figures



- *Performance overview for each product group by year*
- *Forecast for the upcoming three years*
- *This chart shows dummy figures*



- Detailed description of the most important Companies in the examined market by reference to market shares, changes, BCG-Portfolios, etc.
- *This chart shows dummy figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modeling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

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)
Ø 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)
Ø 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

This chart shows dummy figures

Investment Plan for Your Market Research

IC Market Tracking® Interior Doors 2018

Prices

	Subscription*	Single Issue	Scale of Discount			
Price per Country	€ 2.950,-	+25% for Single Issues	€ 5.000	-5%		
			€ 10.000	-10%		
Europe 10 Total	€ 22.125,-		€ 25.000	-25%		
Available Countries	Austria	Germany	France	UK		
	Netherlands	Poland	Czech Republic	Slovakia		
Available in 2017 edition	GER	FRA	BEL	NED	GBR	RUS

* **IC Subscription:** 20% 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

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- Info-Hotline: answering of questions with regards to the report and on methodological issues relating to market research
- Flexible subscription packages: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- Easy termination: After 2 issues each subscription can be terminated easily

- Interconnection is the leading institute for market data in the interior doors sector in Europe.
- With our headquarter in Vienna and local office in Lviv (Ukraine), Bratislava (Slovakia) and Gdansk (Poland) we combine local and international analytical competence.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, competition monitoring and control of marketing actions.
- Next to market data we offer for the interior doors branch 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.



Our Market Intelligence Tools

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

Web



E Commerce Insights
Search Engine Marketing
Web Channel Analysis

Selected References

„IC is a constant tutor in the evaluation of markets and offers a helpful decision basis.“

Mr. Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe

JELD-WEN
WINDOWS & DOORS

GU
GRETSCH-UNITAS


AkzoNobel
Tomorrow's Answers Today

Hawa
SWISS

KABA
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Roto

ASSA ABLOY

heroal
Kompetenz in Alu

INOTHERM

Always precise **WINK
HAUS**

SCHÜCO

sapa:

Internorm
Fenster - Licht und Leben

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we show you the way

Factsheet: IC Market Tracking® Interior Doors in Europe 2018

Included in the Report

- Interactive PDF, Pivot Tables
- 80-90 pages per country
- Optional: hard cover: 150 €

Subscription *

Per country : 2.950 €

- All countries : 22.125 €

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



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- 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, German translation on request

Introduction, Market Structure and Executive Summary

Definition and limits of product groups, as well as a summary of the results

Market Drivers

Summary of the most important market driving factors on the market

Overall Market and Forecast

Market development by quantity and in value in various segments of the market for the upcoming three years

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, Germany, France, UK, Italy, the Netherlands, Poland, the Czech Republic, Slovakia, Belgium

Material Used

Veneer, Pre-Painted, Wooden, Full glass (incl. Sliding, Swing, Hinged, Other Doors, Laminated (incl. CPL, HPL, Decorative Foil)

Business Segment

New Construction, Renovation

Customer Segment

Residential, Commercial

Distribution Channel

Direct, Indirect

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 analysed 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.

E-Mail: budzovych@interconnectionconsulting.com



**Yes, we would like to order the
IC Market Tracking® Interior Doors 2018**

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

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