

IC Market Information System
Exterior Doors in Europe &
Worldwide
2022

Market Data for the Exterior Doors Industry (Annually Updated)



IC Market-Forecast® - Exterior Doors in Europe & Worldwide

Annual analysis of the exterior doors markets in 20 European countries and in the USA and Canada. The studies offer a very detailed overview of the market potential and the market development with forecasts for the overall market as well as individual market segments.

Data Scope IC Market-Forecast® - Exterior Doors	Availability	Comment
Total market development including forecasts per country	✓	Time series from 2017-2025f
Examination of the market for product groups	✓	wood, PVC, aluminium, steel, metal-glass, combination
Data for the Residential / Non Residential Segment	✓	Market Analysis by absolute figures and in percentage
Data about New Construction / Renovation	✓	Further divided by residential and non-residential buildings
Data about the share of the Features	✓	Data for normal and security doors
Data about Distribution Channels	✓	Direct and indirect distribution
Online-Access to all Data	✓	Management Information System Tableau

What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

Market Intelligence Tool Access and Deliverables

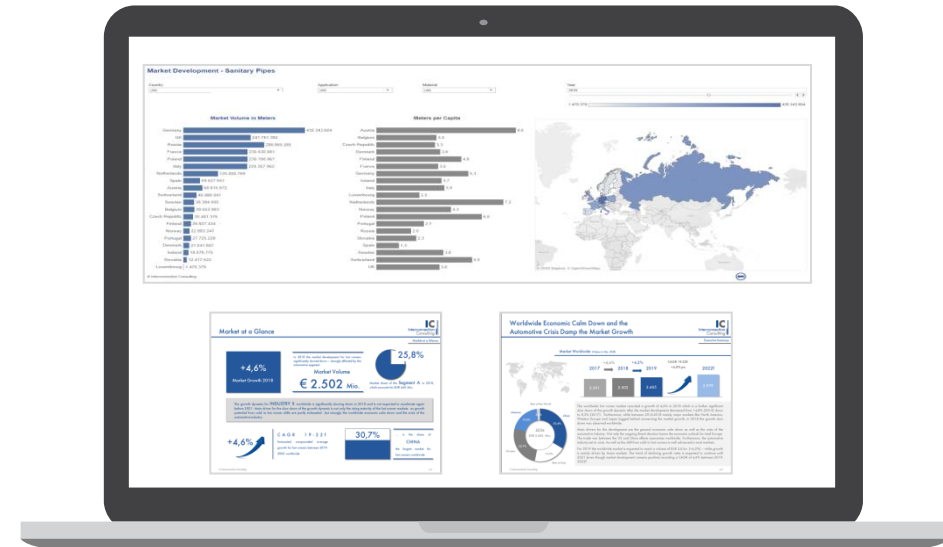


ONLINE-COCKPITS

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

- PDF report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts



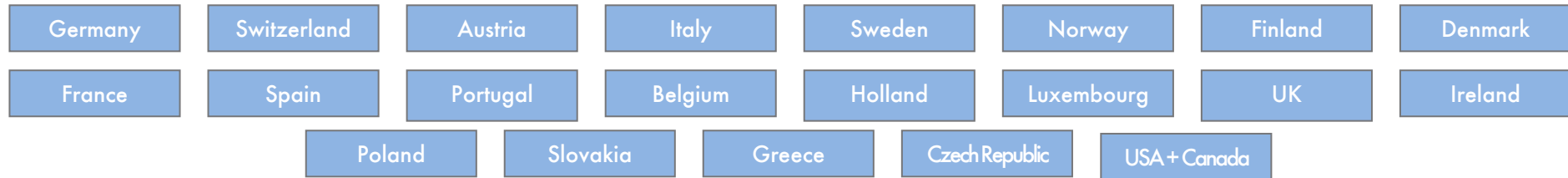
Market Intelligence Tool and Reports



Online Dashboards

Executive Reports

IC Market Forecast[®] Outline and Structure of the Study



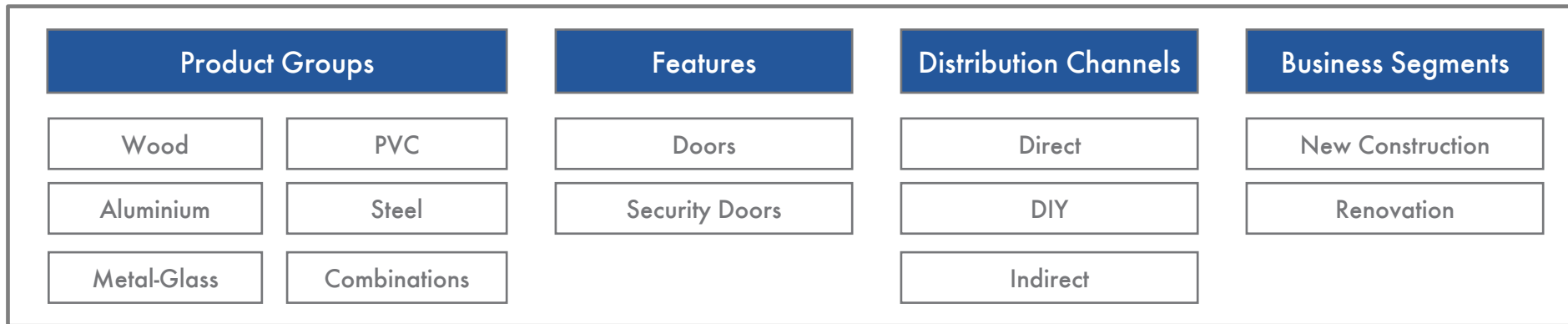
Market by

Residential Building

Non-residential Building

Market by

Market by



Total market data and forecasts from 2017 - 2025f for all segments

Value

Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included



Quantity

As there is no broadly accepted European standard door size, turnover is measured in units. As in many regions, companies are not prepared to quantify their door output in terms of size at all (e.g., door output is quantified in weight), transformation into door units is sometimes difficult. We do our best to provide reliable figures. Nevertheless the turnover expressed in value may provide more significant information of the sales volume than the turnover expressed in quantity.



Not included: Interior doors, flat / apartment entrance doors, automatic doors (sliding doors, swing doors, revolving doors, folding doors etc.), special doors (e.g. fire-rated doors). Security doors are included

Distribution Channel

Direct

Direct sales to the end user, also by own sales rep. or Internet

DIY

Sales through large retail stores or warehouses

Indirect

Wholesale trade, retail trade and all other forms of trade in which goods are purchased and sold by a third party

Customer Segment

Residential

Residential Construction including 1-family, 2- family dwellings

Non-Residential

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

Characteristics

Security Doors

Doors with Burglar Protection

Normal Doors

Doors without Burglar Protection

The Unique Mix of Methods and Approaches for Reliable Market Analysis



SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



Survey with Manufacturer & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts.

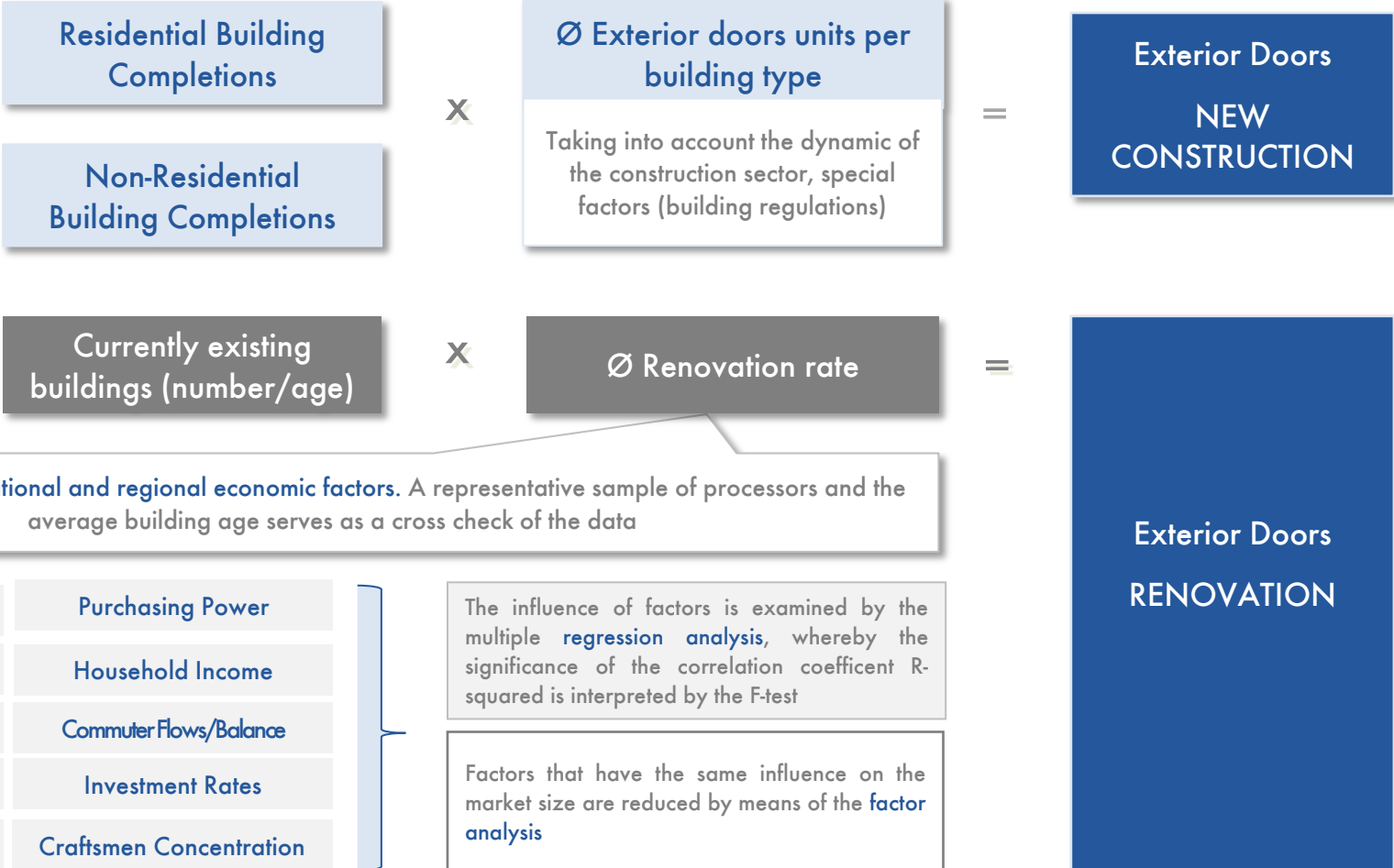
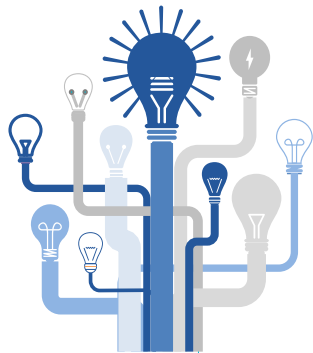


Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**
“Only who talks with the industry knows what’s going on!”

Calculation and Forecast: Prediction Methods



The Market Intelligence Tool

Dashboards - The Best Way to Work with Data

A picture says more
than 1000 words

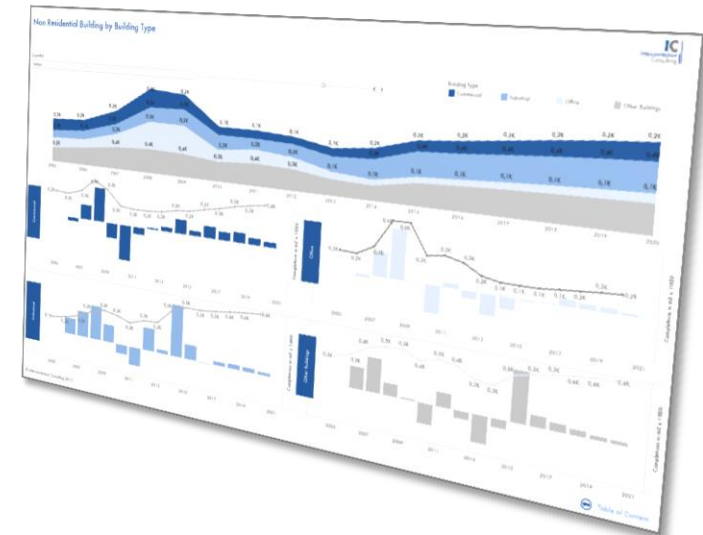
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online
accessability

- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.

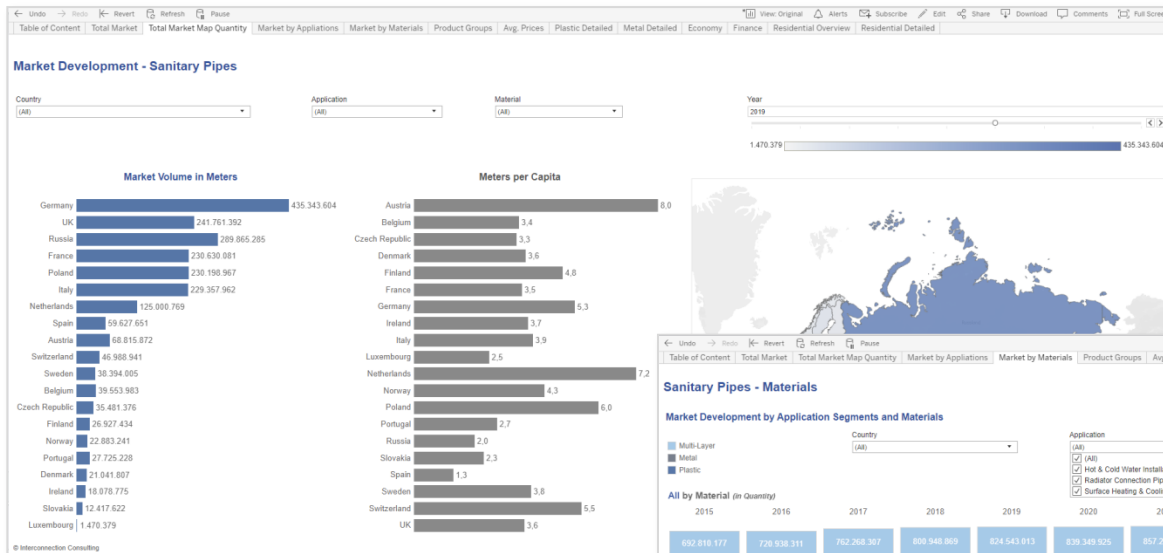
Usability of the Market Intelligence Tool

Let's Put it in a Video...

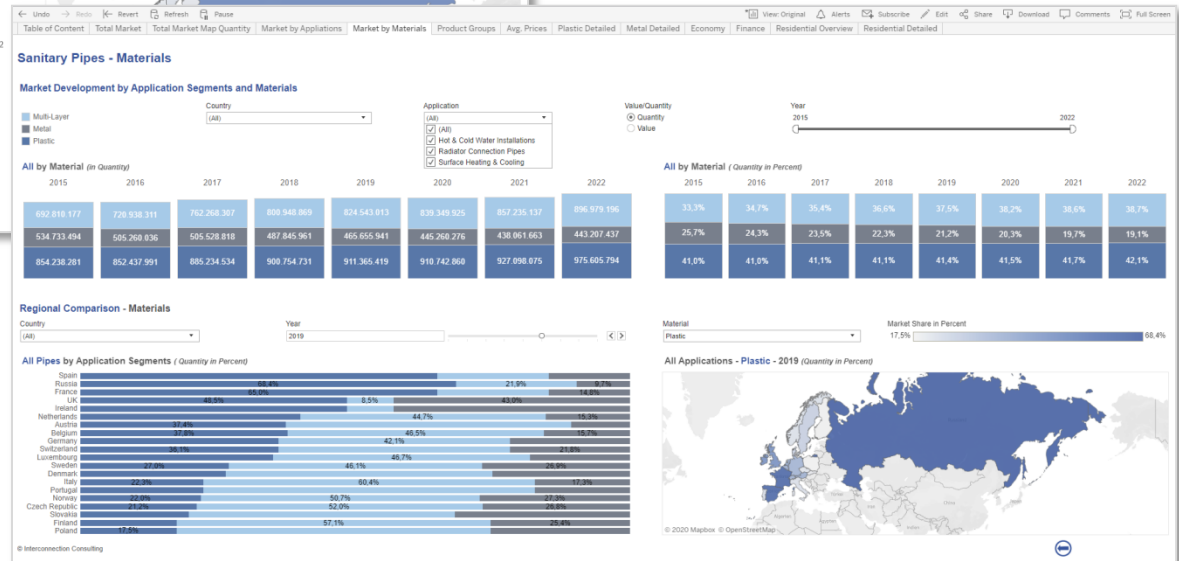


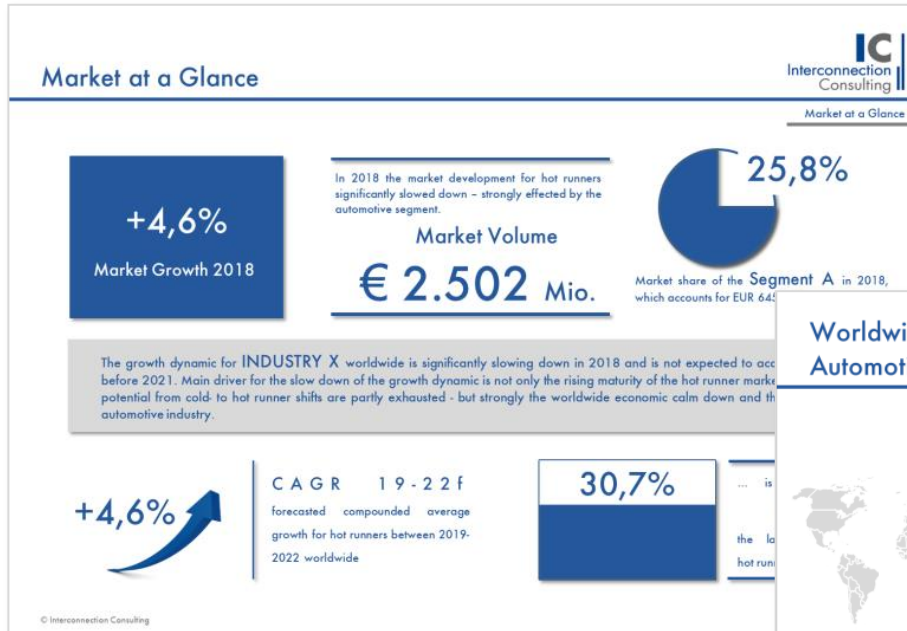
Click here
to watch
the Video

Sample Cockpits for Market Analysis Data

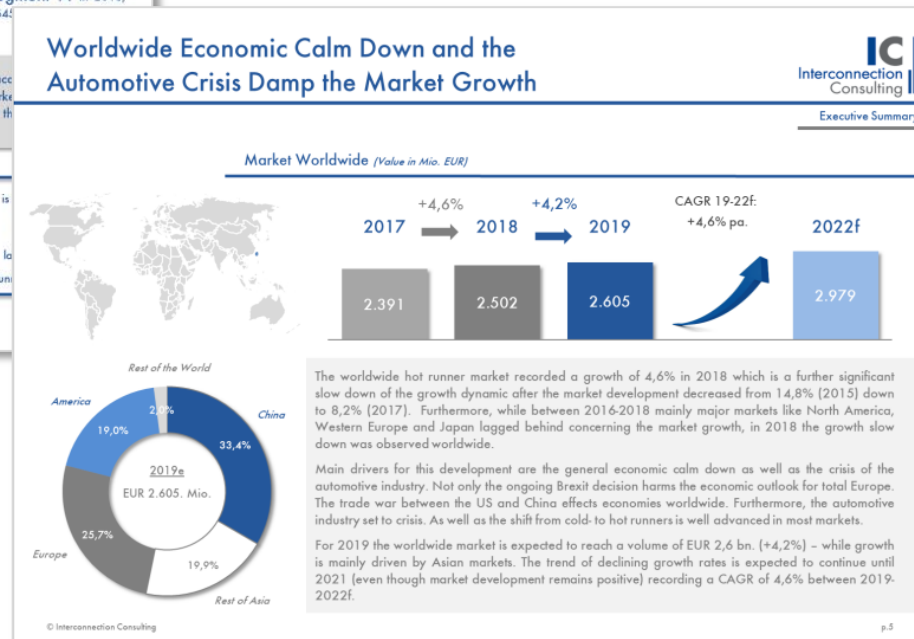


This chart contains fictive data





Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

Investmentplan in Your Market Information System

IC Market Forecast® Exterior Doors

Pricing

Market Information System - Packages		Subscription*
OPTION - 5	5 Countries of Your Choice	€ 7.990,-
OPTION - 10	10 Countries of Your Choice	€ 14.990,-
OPTION - 15	15 Countries of Your Choice	€ 19.990,-

Available Countries:

GER	AUT	SUI	ITA	SWE	NOR	FIN	DEN	FRA	ESP
PRT	BEL	NLD	LUX	GBR	IRE	POL	CZE	SVK	GRE
USA & CAN									

* **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 includes access to the online cockpit solution with the data.

In addition to our package offers, you can of course put together an individual number of countries.

Further current market data from Interconnection

1



Mystery Shopping

- IC Mystery Shopping provides you with all the information you need for an **efficient sales policy** in the highly competitive exterior door market in **Austria and Germany**.
- Soft facts, hard facts including **price analysis**

3



Regional Data

- IC Win! Local is a **geomarketing tool** that offers market data at regional level.
- Regional sales figures for **Austria and Germany** down to the district level.

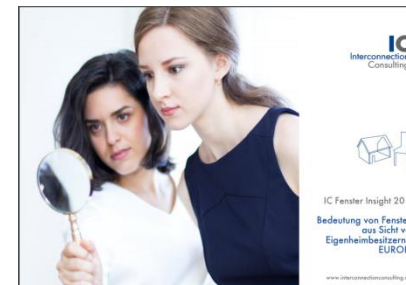
2



Price Analysis

- **Price analysis** of the brands with the largest market share in the German and Austrian exterior door market with regard to **frame materials, thermal insulation, security classes etc.**

4



Exterior Doors Insight

- **Survey of homeowners** in Germany, Austria, Poland, France and Great Britain regarding exterior doors.
- **Brand awareness / value, use of materials, willingness to switch, buying behaviour, price types.**

Selected customers of our doors studies:







Our Ad-hoc research team disposes state of the art market intelligence tools to:

- analyze potential to increase turnover and profits
- provide an insight about customers needs and opinions
- identify new promising markets and business segments
- optimize your pricing strategies taking customer benefits and the competitive landscape into account

Our Market-Intelligence Tools



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

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