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IC Market Tracking Interior Paints in Europe 2017

- Germany
- Austria
- Switzerland
- France
- Poland
- Netherlands
- Italy
- Belgium

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
 - Distribution Channels
 - Business Segments
 - Customer Segments
- ✓ Information about the most important **factors of influence**
- ✓ Graphic presentation of the results facilitates the development of your own strategies.



Available Regions			
Germany	Austria	Switzerland	France
Netherlands	Italy	Belgium	Poland

Product Groups	Distribution channels	Business Segments	Customer Segments
Dispersion Paint	Builder's Merchants	New Construction	Residential
Silicate Paint	DIY	Renovation	Non-Residential
Glue-bound Distemper	Painter (Handicraft)		
	Wholesale		

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

Product Groups

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

Dispersion Paint

Mixed out of dissolve, vehicle, dispersant, coloring matter and additives.



Silicate Paint

Mineral paint, which uses potassium silicate as a vehicle.

Glue-bound Distemper

Glue used as a vehicle and water as a dissolver.



Business Segments

New Construction

Interior paint for newly erected buildings.

Renovation

Interior paint for the renovation of the building.



Customer Segments

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.



Distribution Channel

Builder's Merchants

Supplier of materials to the building trade

DIY

Do-it-yourself store and home improvement stores

Painter (Handicraft)

Paints are purchased on behalf of the end-customers by the painters for construction purposes

Wholesale

Wholesalers purchase huge amounts of products from the producer to resell them to further processors or retailers.

Abbreviations

CAGR

Compound Annual Growth Rate 2013 - 2017.

Avg. Share

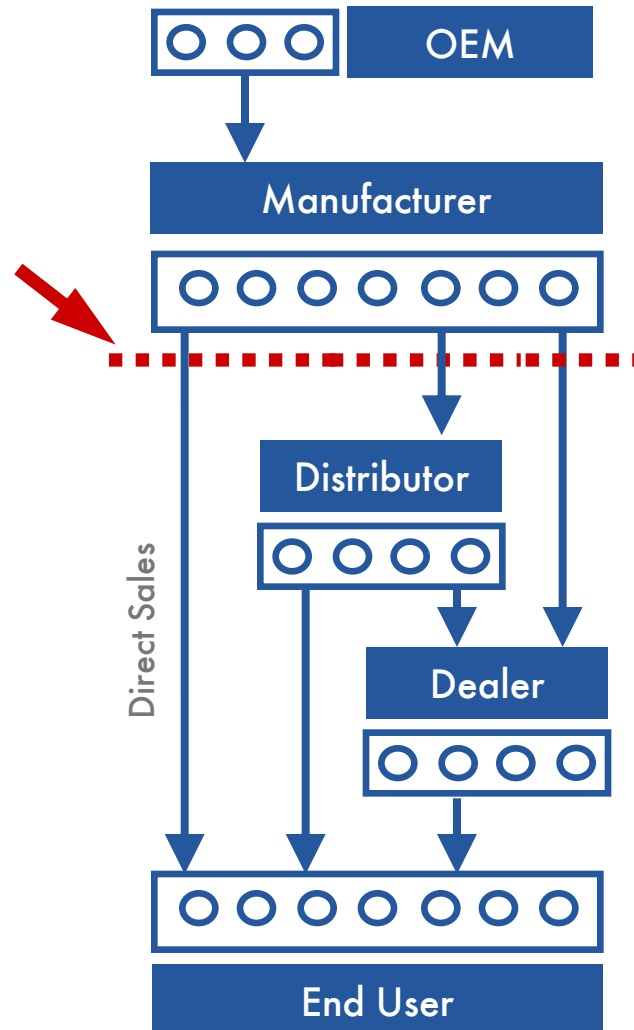
Average Share 2013 - 2017.

2014e/2017f

Estimated/ Forecasted

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.



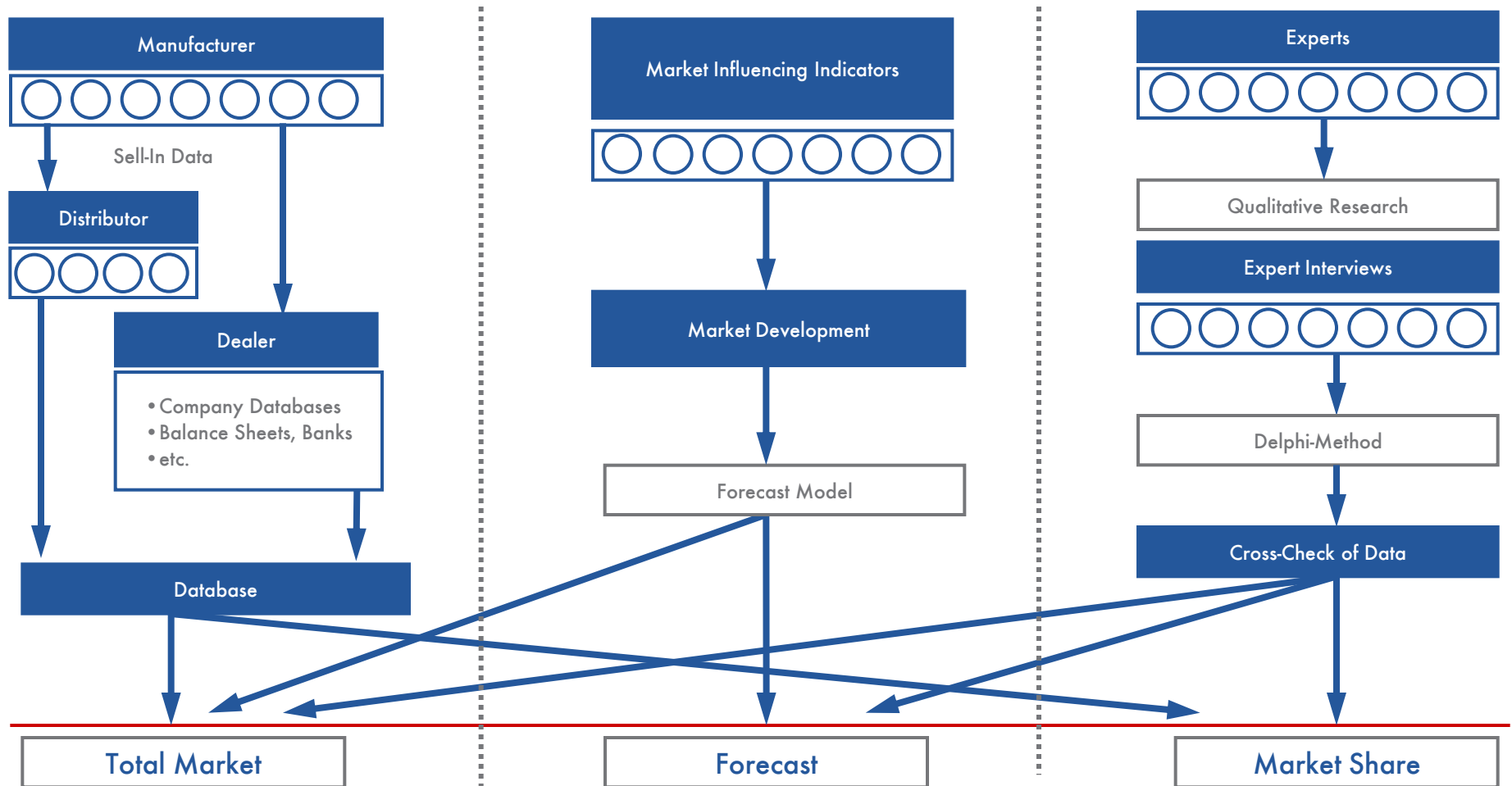
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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

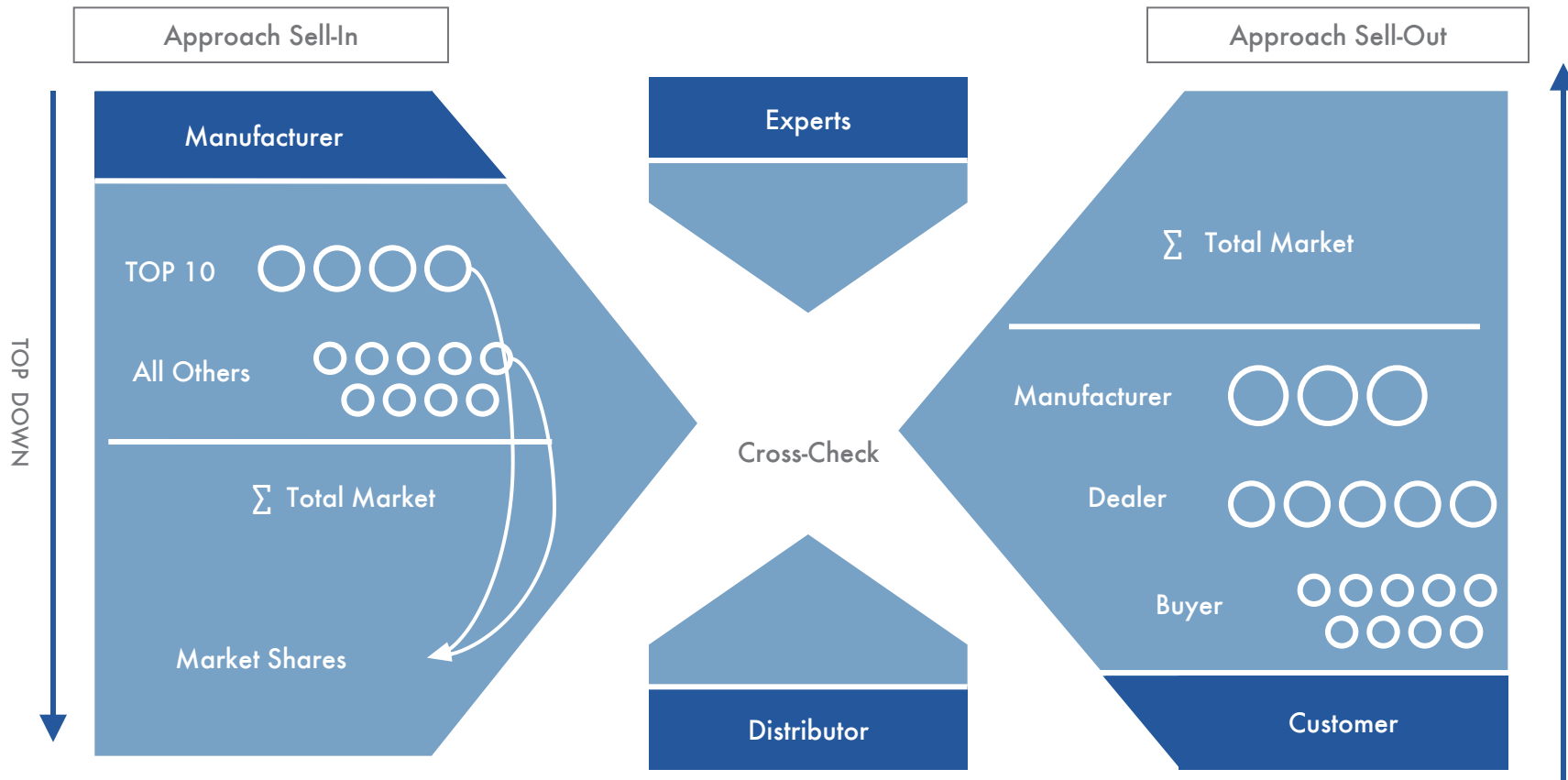
Methodology



Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology

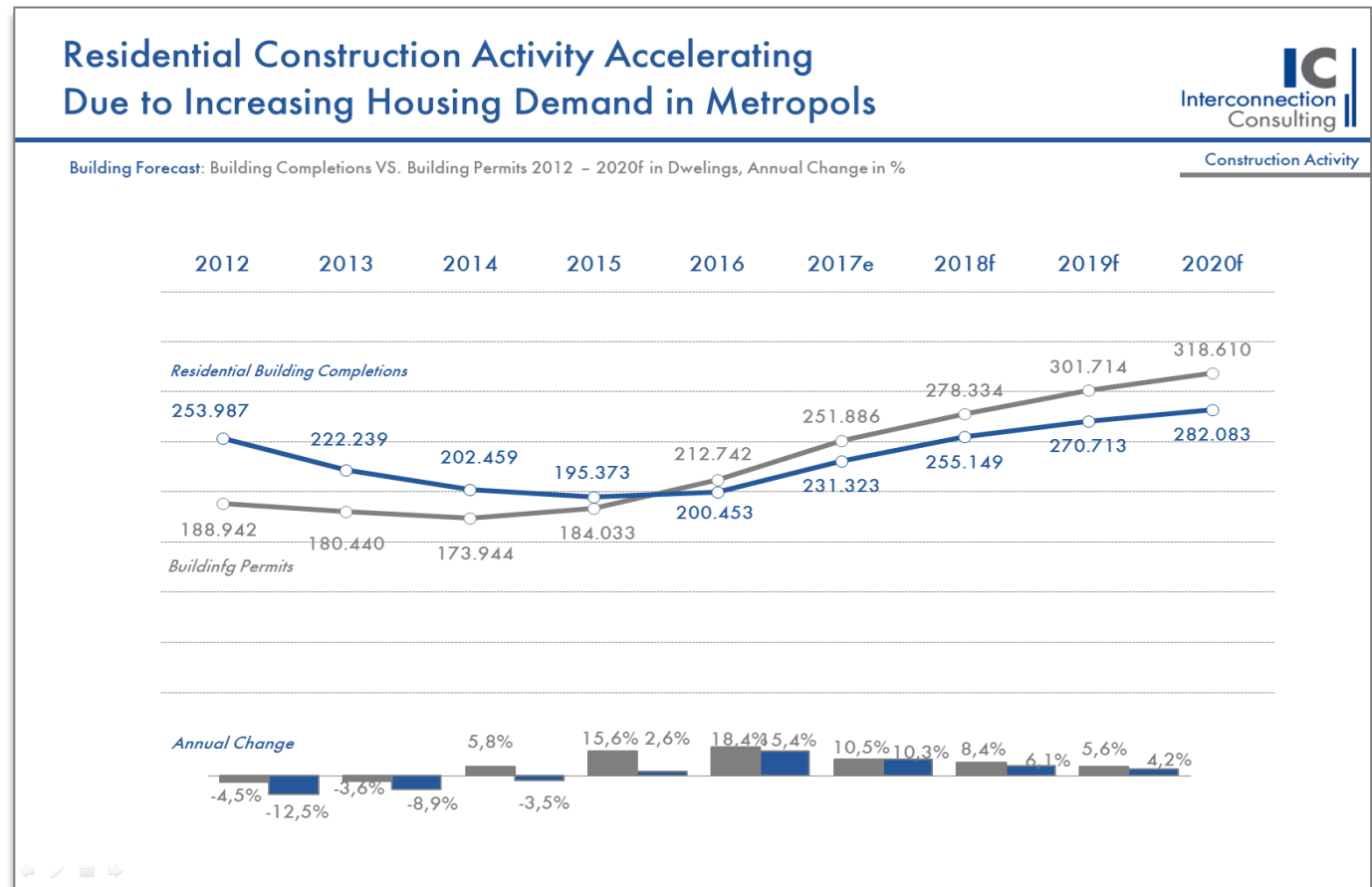


The IC Market Tracking® is modularly built and consists of the following sections:

- 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 analyzed 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 absolute and relative sales figures of the top companies in order to check our results. Company profiles provide you with further practical information on the main companies in the market.

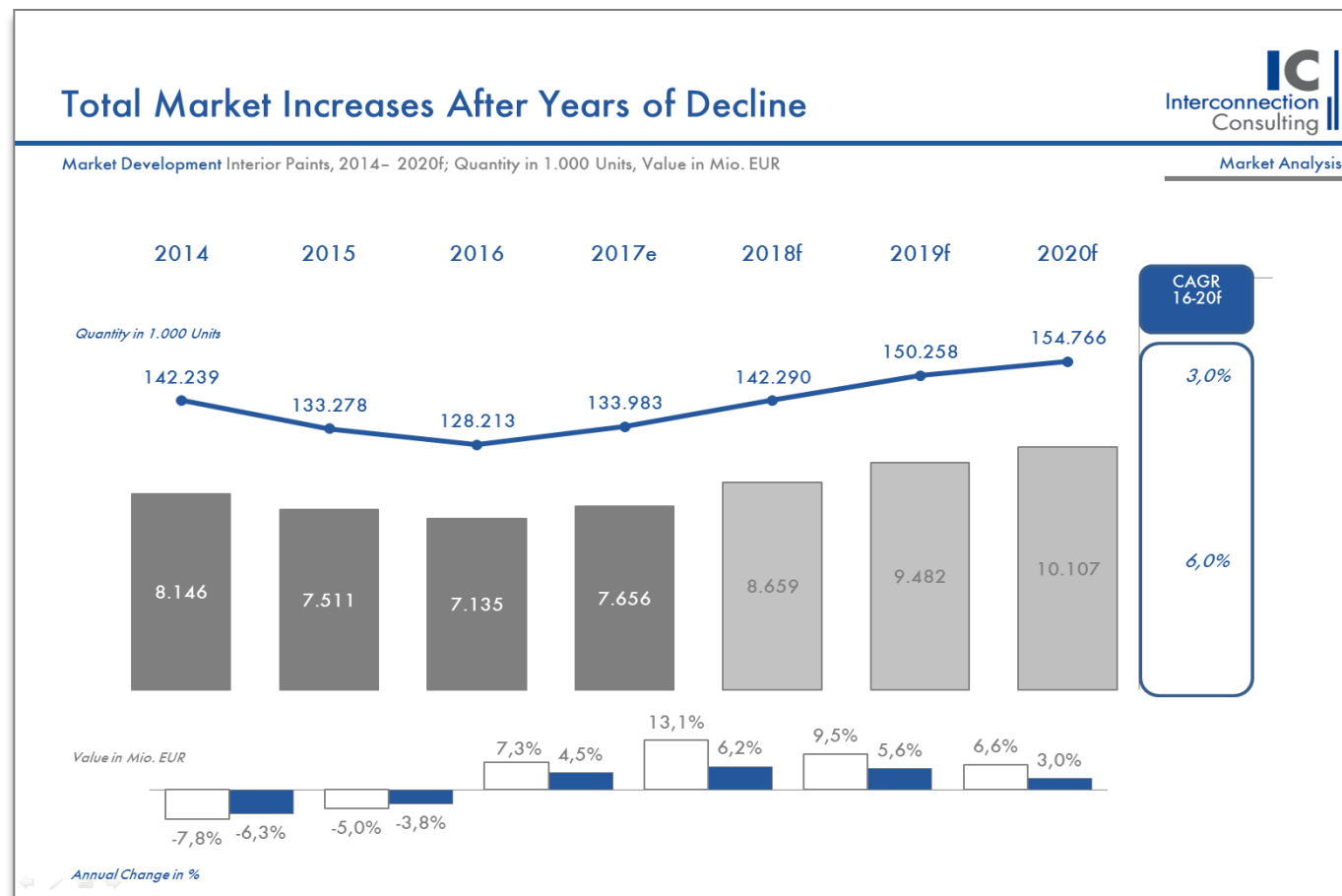
How Is the Market Environment Developing?

- ❑ Overview of the Development of relevant micro- and macro economical market influencing Factors.
- ❑ This Sample Chart shows fictive figures.



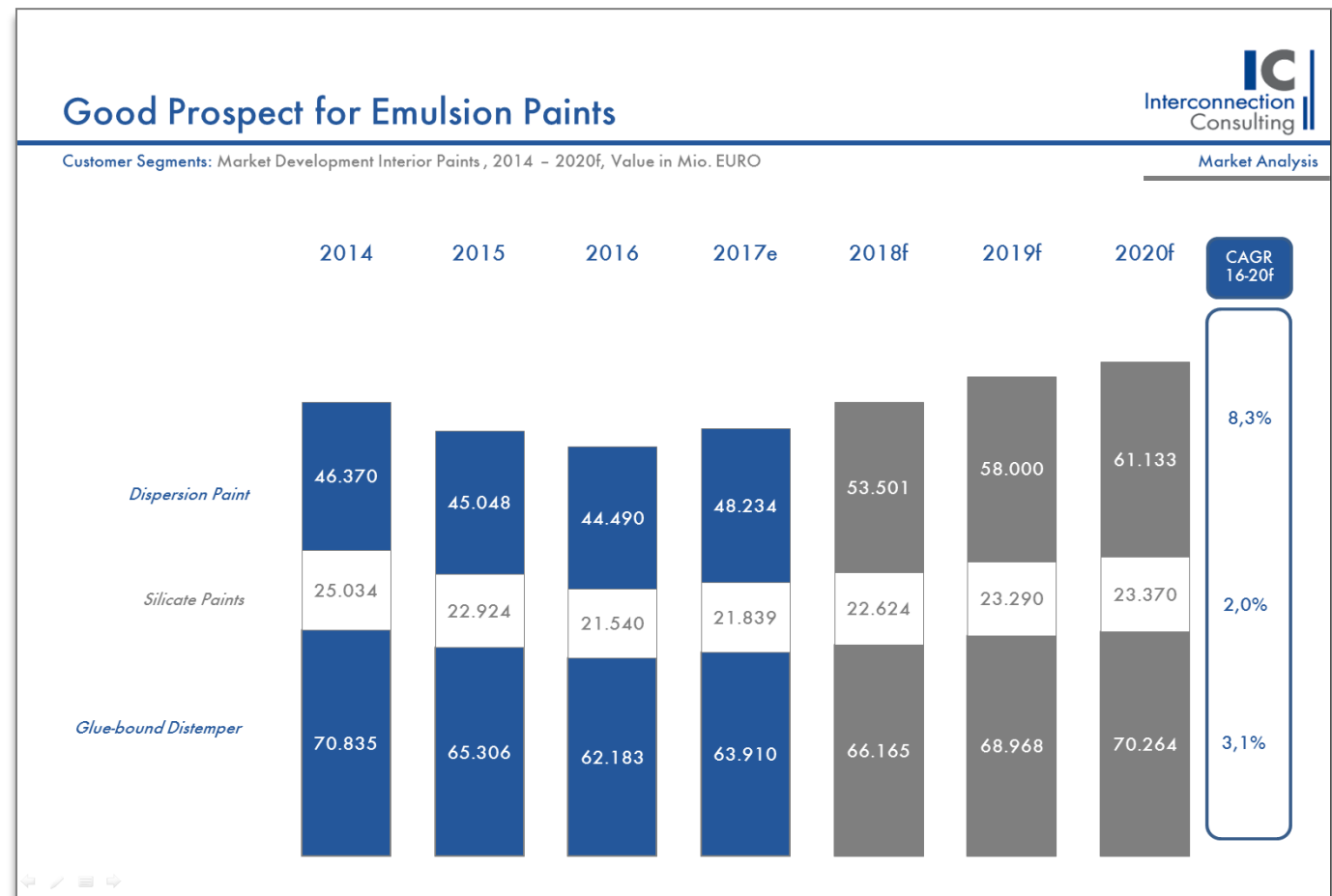
Total Market and Development

- ❑ Presentation of Total Market & Forecasts for the next three years.
- ❑ Overview of Market Development according to regions, market segmentation in different customer segments.
- ❑ This Sample Chart shows fictive figures.

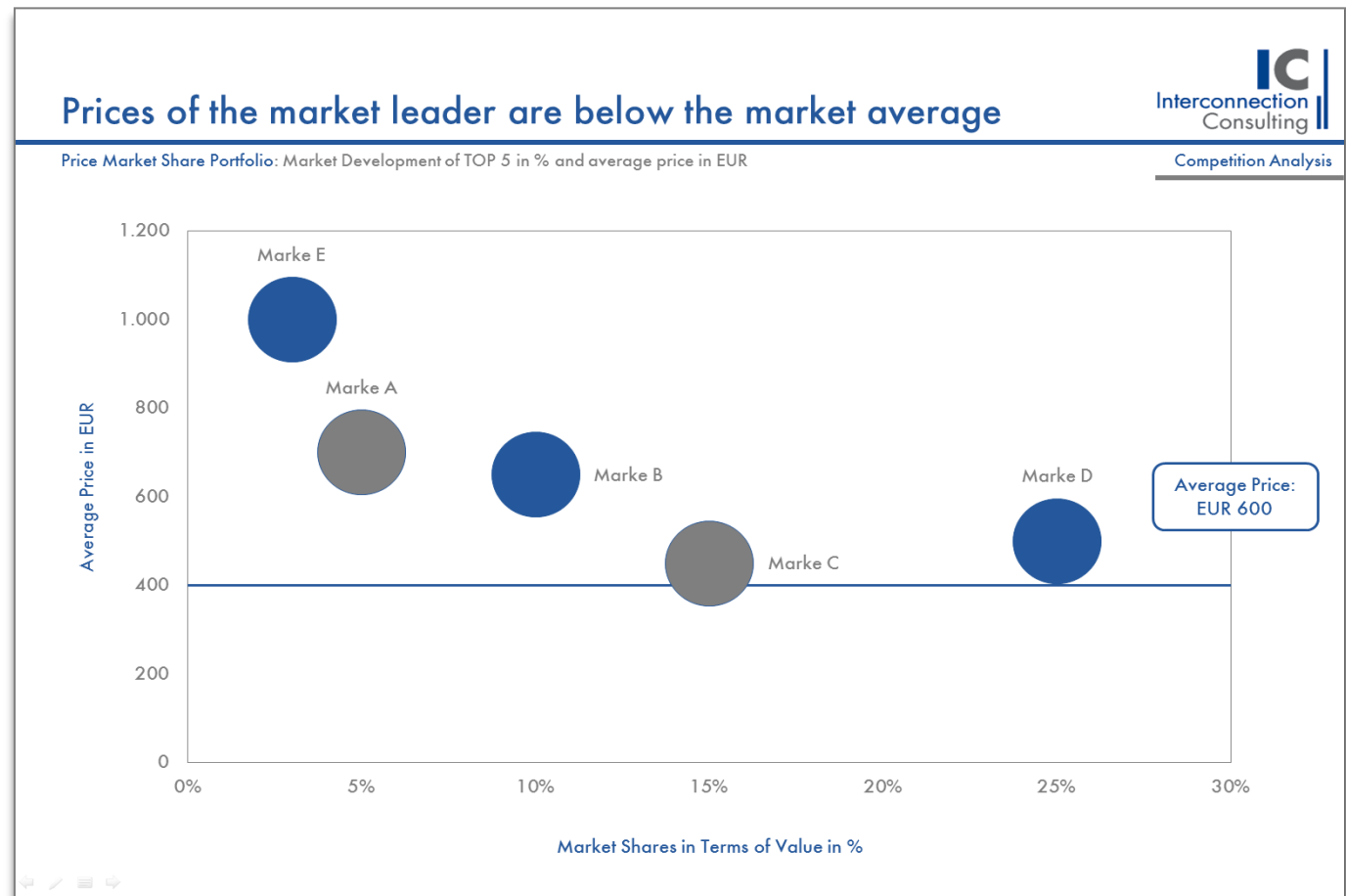


Size and Market Shares of Different Segment

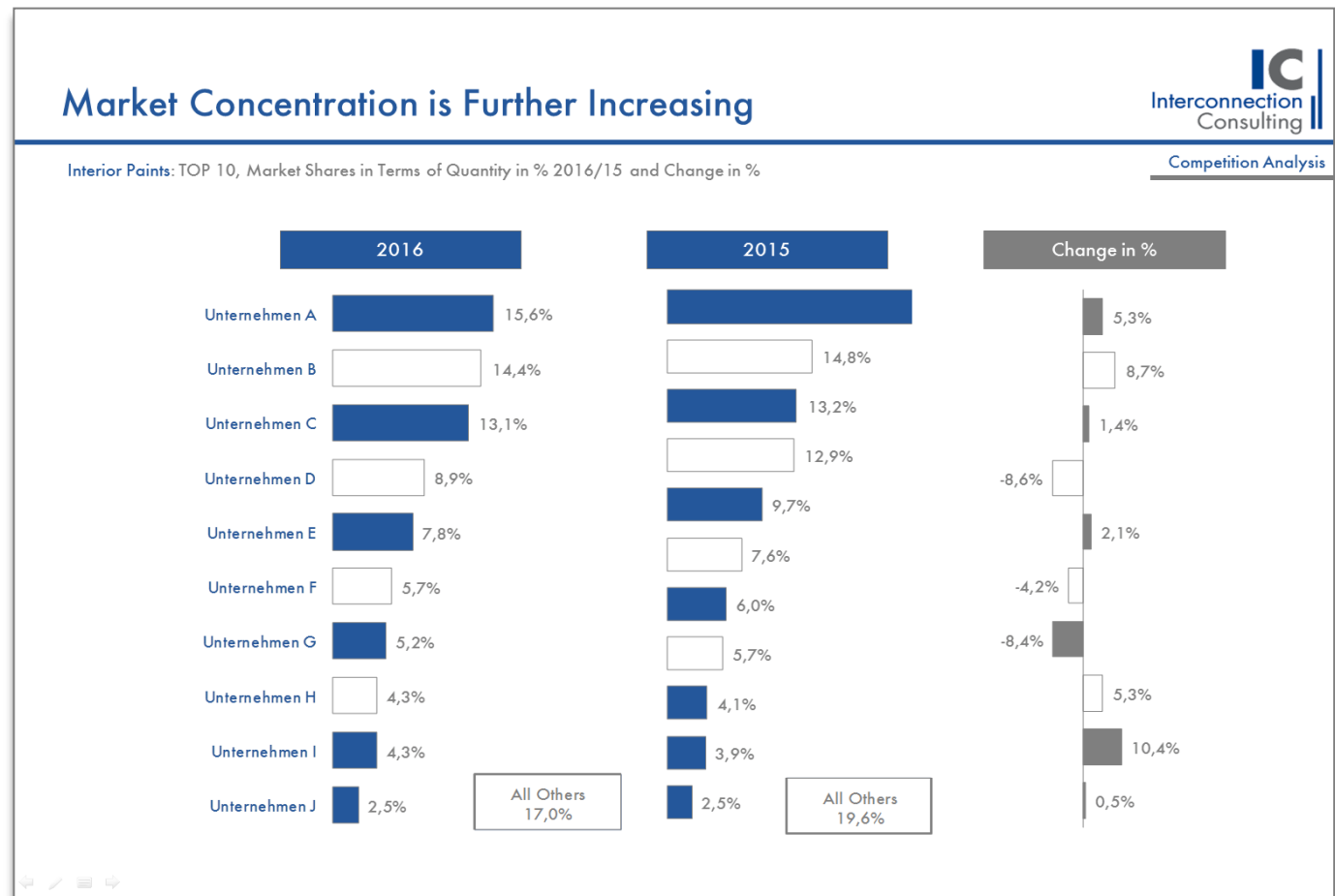
- ❑ *Presentation of different Segments and their Market Shares*
- ❑ *Forecasts for the next three years*
- ❑ *This Sample Chart shows fictive figures.*



- ❑ Detailed presentation of most important companies regarding market shares, development, etc.
- ❑ This Sample Chart shows fictive figures.



- ❑ Detailed presentation of most important companies regarding market shares, development, etc.
- ❑ This Sample Chart shows fictive figures.



- Additionally to the visualised 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)
∅ Price in € (Classes)	(All)

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 - #	
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

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

Dieses Chart zeigt fiktive Zahlen zur Illustration

	Single Issue	IC Subscription *	Scale of Discounts	
Europe Total **	€ 16.800,-	20% ABOVORTEIL	€ 7.000,-	10%
Single Country	€ 3.500,-		€ 10.500,-	20%
			€ 14.000,-	30%
			€ 17.500,-	40%

Verfügbare Regionen

Germany	Austria	Switzerland	France
Netherlands	Italy	Belgium	Poland

* **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

*** Additional countries available on request

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Please choose between Subscription*
or Single issue

Subscription* **Single Issue**

As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue taking into account the **scale of discount**
- **Annually updated reports** on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **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 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 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.



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

E-Commerce



- E Commerce Insights
- Search Engine Marketing
- Web Channel Analysis

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

- Mr. Bernd Blümmers

Head Marketing, Saint-Gobain Glass, D-A-CH, Aachen (2002-2006)

Director Commercial et Marketing, Saint-Gobain Glass, Paris (2006-2010)

Director General, Saint-Gobain Solar Systems, Central Europe, Aachen (2010-now)

Customers of our Facades Study



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

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we show you the way

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 70
- Optional: Hard Cover

Price

- Price per Country: 3.500 €
 - All Regions: 16.800 €
 - Hard Cover: 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:

Structure of Study

Language of the report

English, German on Request

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: consumer behavior, main economic indicators etc. Import & export statistics

Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, business segments, customer segments, distribution channels and opening types.

Competitive Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region.

Market Structure

Regions

Austria, Germany, Switzerland, France, Italy, Poland, Belgium, Netherlands

Product Groups

Dispersion Paint, Silicate Paint, Glue-bound Distemper

Distribution Channels

Builder’s Merchants, DIY, Painter(Handicraft), Wholesale

Business Segments

New Construction, Renovation

Customer Segments

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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E-Mail: office@interconnectionconsulting.com



Yes, we would like to order the
IC Market Tracking® Interior Paints in Europe 2017
(Please, print out the order form and mark your desired products)

**IC SUBSCRIPTION
20 % PRICE ADVANTAGE**

Industry/Region

- Germany
- Austria
- Switzerland
- France
- Netherlands
- Italy
- Belgium
- Poland
- All Regions

Single Issue

3.500,- EUR
3.500,- EUR
3.500,- EUR
3.500,- EUR
3.500,- EUR
3.500,- EUR
3.500,- EUR
3.500,- EUR
16.800,- EUR

Order Form

- Abonnement (20% Price Advantage) *
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- Translation in another language (price on request)

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From: 10.500,- EUR 20%

From: 14.000,- EUR 30%

From: 17.500,- EUR 40%

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Signature