



## IC Market Tracking® Kitchen Logistics in Europe

- Germany
- Austria
- Switzerland
- France
- Benelux
- Italy
- Spain
- Poland
- Czech Republic
- UK

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- ✓ Overview of the development of the **Total Market** and the **Individual Market Segments**.
- ✓ **Market Forecasts** for all product groups, customer segments and regions for the upcoming three years, based on our econometric indicator models.
- ✓ **Competition Analysis with Provider Market Shares** and development during the last two years in comparison with major competitors and with respect to :
  - Total Market
  - Product Groups
  - Customer Segments
  - Distribution Channels
- ✓ Information about the most important **Factors of Influence**.
- ✓ Graphic Presentation and interactive charts and tables ensure a rapid implementation of the data.
- ✓ Pivot (excel tables) with company market shares by country, regions, product groups and segments for an interactive research.



## IC Market-Tracking® Kitchen Logistics in Europe

Germany	Austria	Switzerland	France	Benelux
UK	Italy	Spain	Czech Republic	Poland

Market by ...

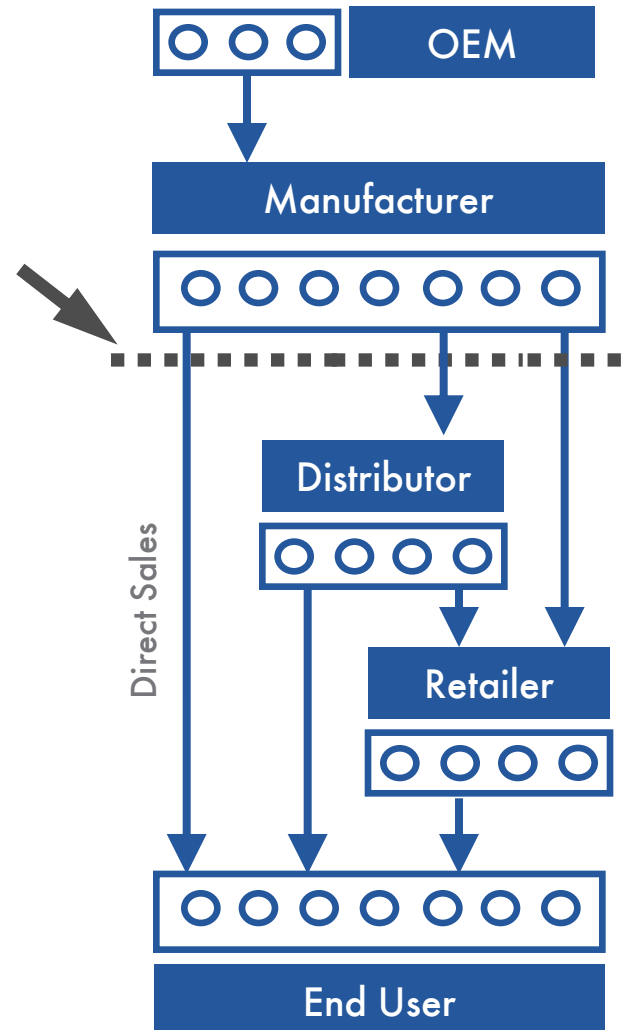
Other Countries on Demand

Product Groups		Customer Segments	Distribution Channels
Shelving Systems (Floor Shelves, Wall Shelves, Sliding Shelf Systems, Mobile Shelves)	Shelf Trolley / Serving-Clearing Systems / Tray Transport Trolleys	Restaurants	Indirect
Food Serving Trolleys	Crockery-/Plate Dispenser	Hotel Industry	Direct
Food Transport Trolleys	Stacking Device (Plate Stackers, Other Stackers)	Care/Health Sector	
Food Serving Systems (stationary)	Conveyor Belts (for Serving / Transport)	Education Sector/Kita	
		Other	

For each segment we show the total market for the last 2 years and a forecast up to 2022f. We also analyze market shares overall and broken down into product groups for 2017 & 2018.

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM).

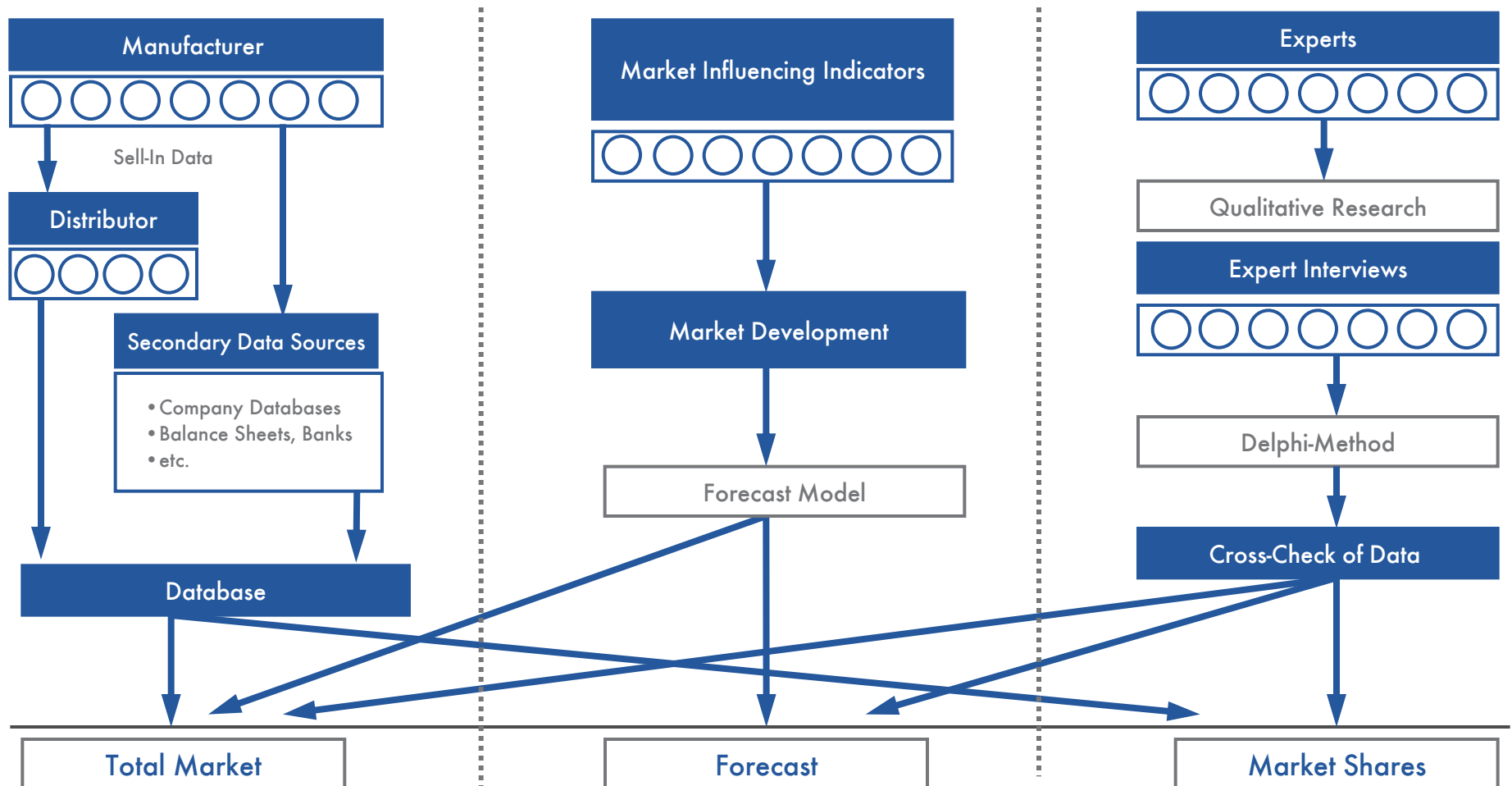
Sales are segmented by the first distribution partner.



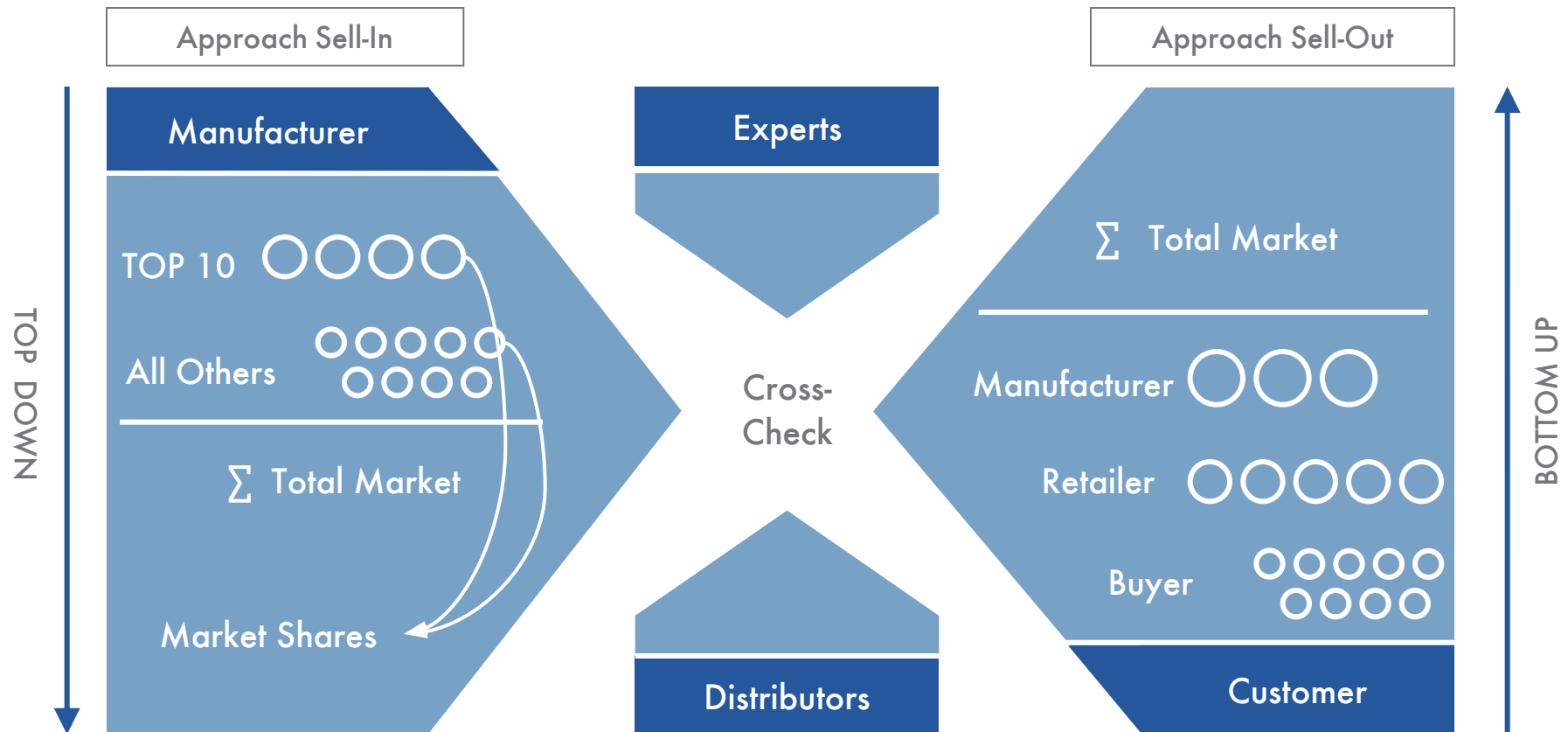
Basis for the analysis are interviews conducted with the most important manufacturers of the industry, participating in the survey through electronic questionnaires or telephone interviews. In return, cooperating companies receive a summary of the study for free, which guarantees a high rate of return.

Interviews with distributors and specialized dealers act as a cross-check of the data.

# Base of Primary Research by Manufacturers & Experts



# Data of Manufacturers Aligned with Market Calculation



Structure: Modular, Consisting of following Sections

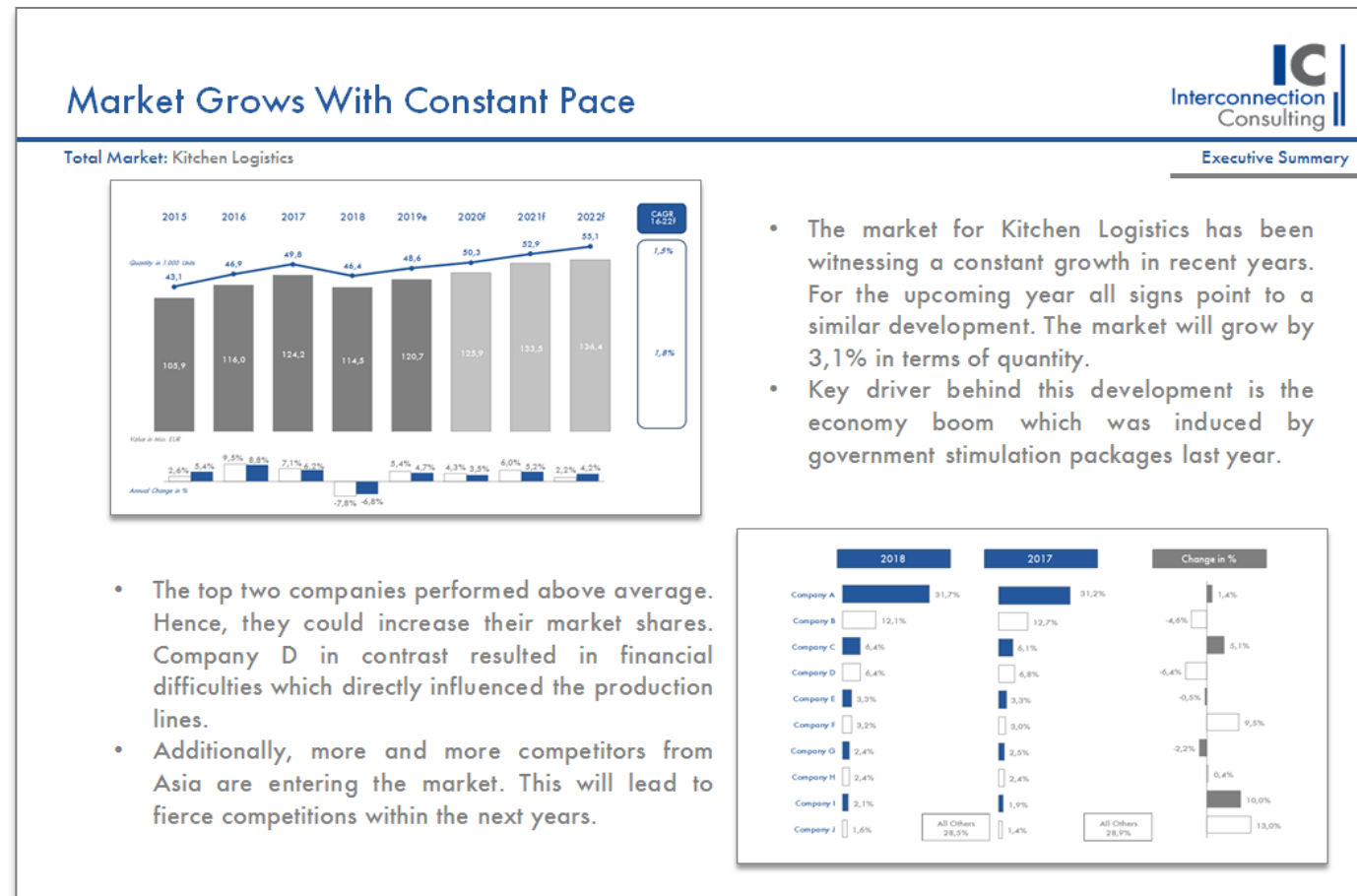
Content

- The **Introduction** describes the terms used as well as the classification of the individual segments and represents an attempt to differentiate the market. The methodical procedure is also described.
- The **Executive Summary** gives a short overview of the most important results of the study and summarizes the key messages in a clear manner.
- Subsequently the development of the relevant **Influencing Factors** on the examined market in the market environment is analyzed and presented. Sources are selected international statistics and reports from Interconnection.
- The **Total Market Analysis** shows the development of the market surveyed by value in various dimensions, such as e.g. regions, product groups and sub-segments. An essential part of the analysis are the **Forecasts** for the next years as well as the analysis of average prices.
- **Competition Analysis:** Shows in detail the market shares of the most important companies in several submarkets for the last two years. Furthermore we present the competitive situation on the basis of portfolios.
- **Pivot Tables:** Here is a powerful and interactive tool for further processing of our data for your personal market research needs at your disposal.

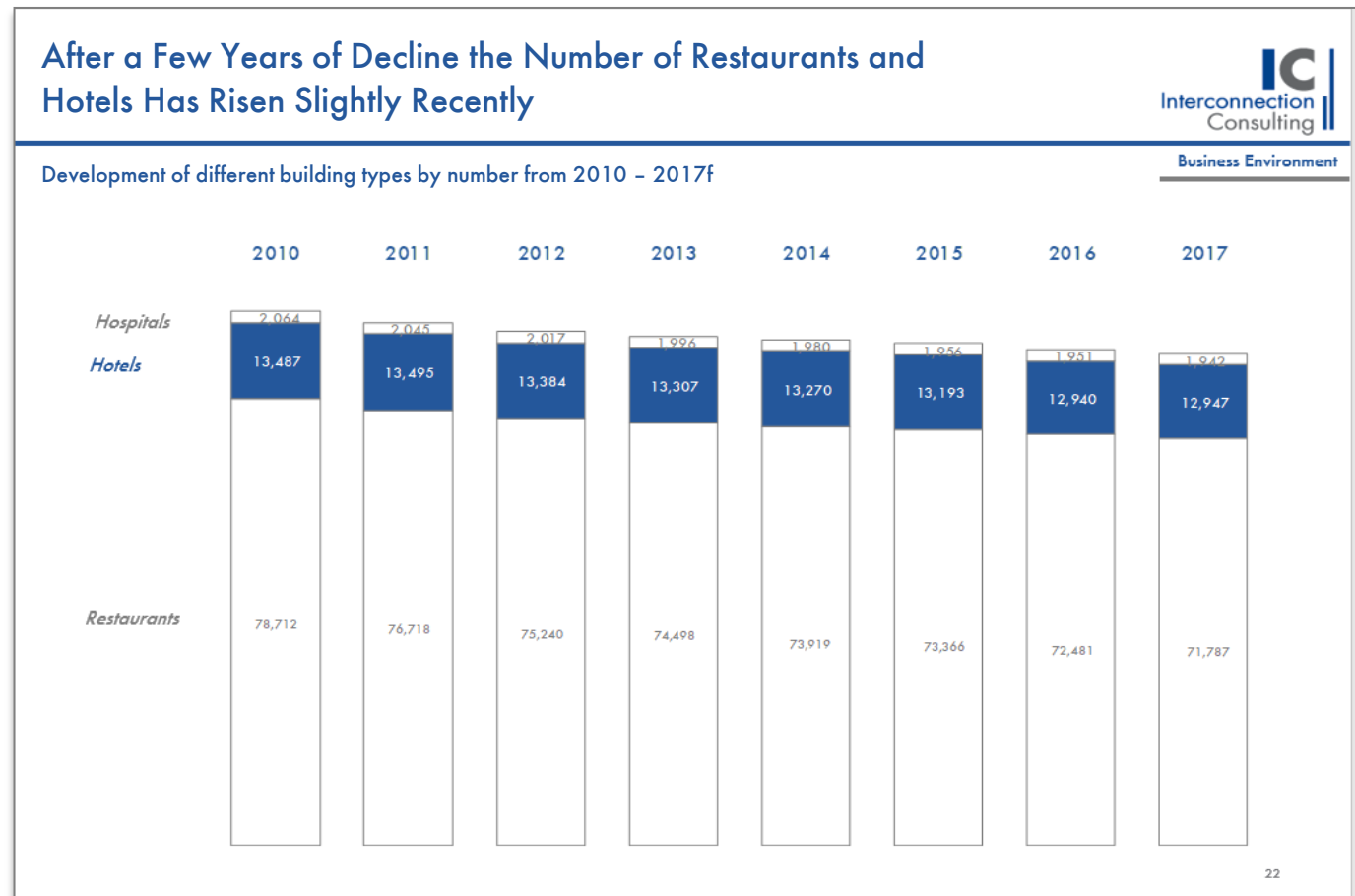


# Executive Summary at the Beginning of the Report

- The executive summary comprises all relevant information of the report with focus on forecast and competition situation.
- *This chart shows dummy figures.*

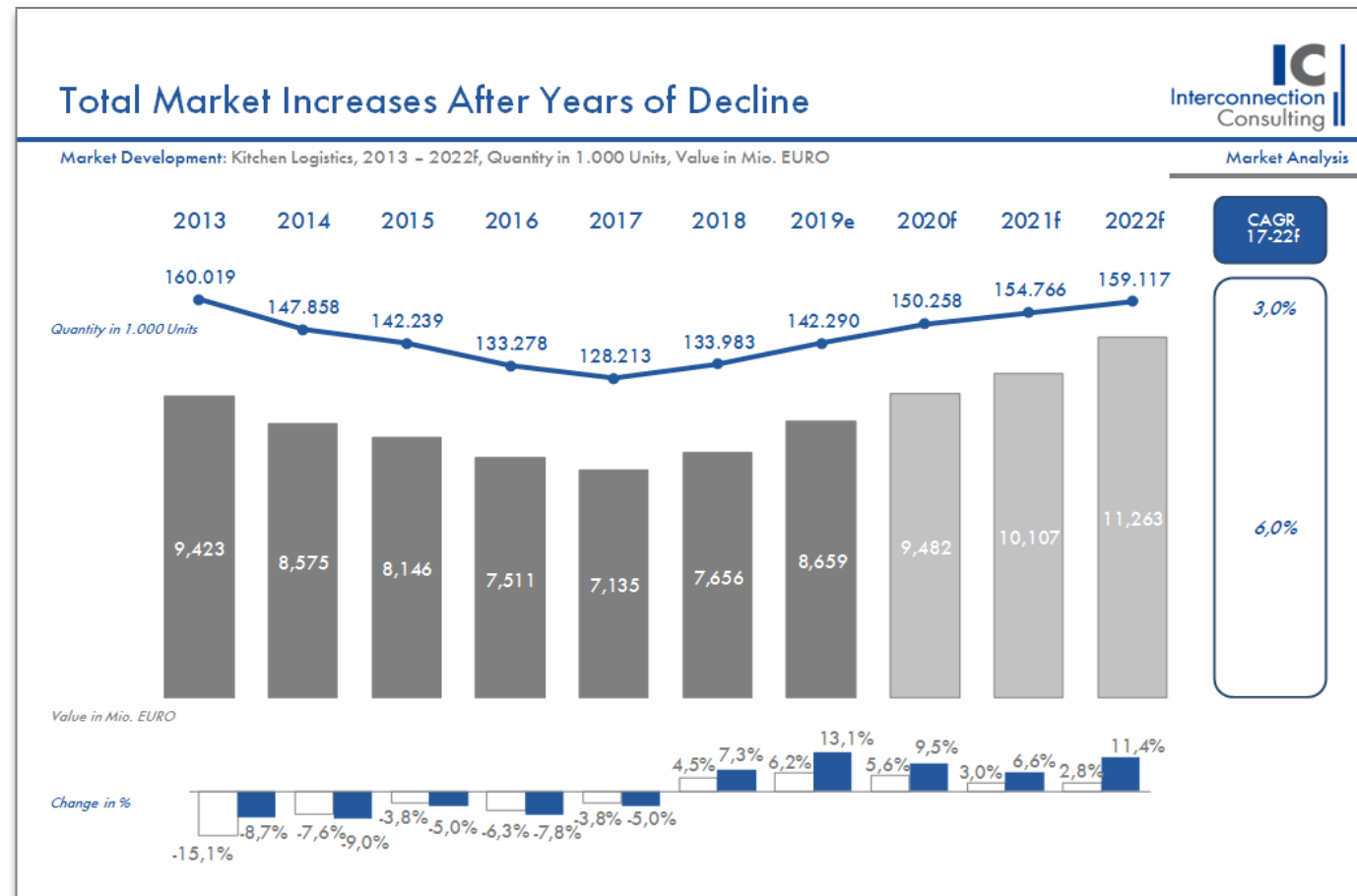


- Overview of the development of relevant micro and macroeconomic market influencing factors across the European area and in individual regions surveyed.
- *This chart shows dummy figures.*



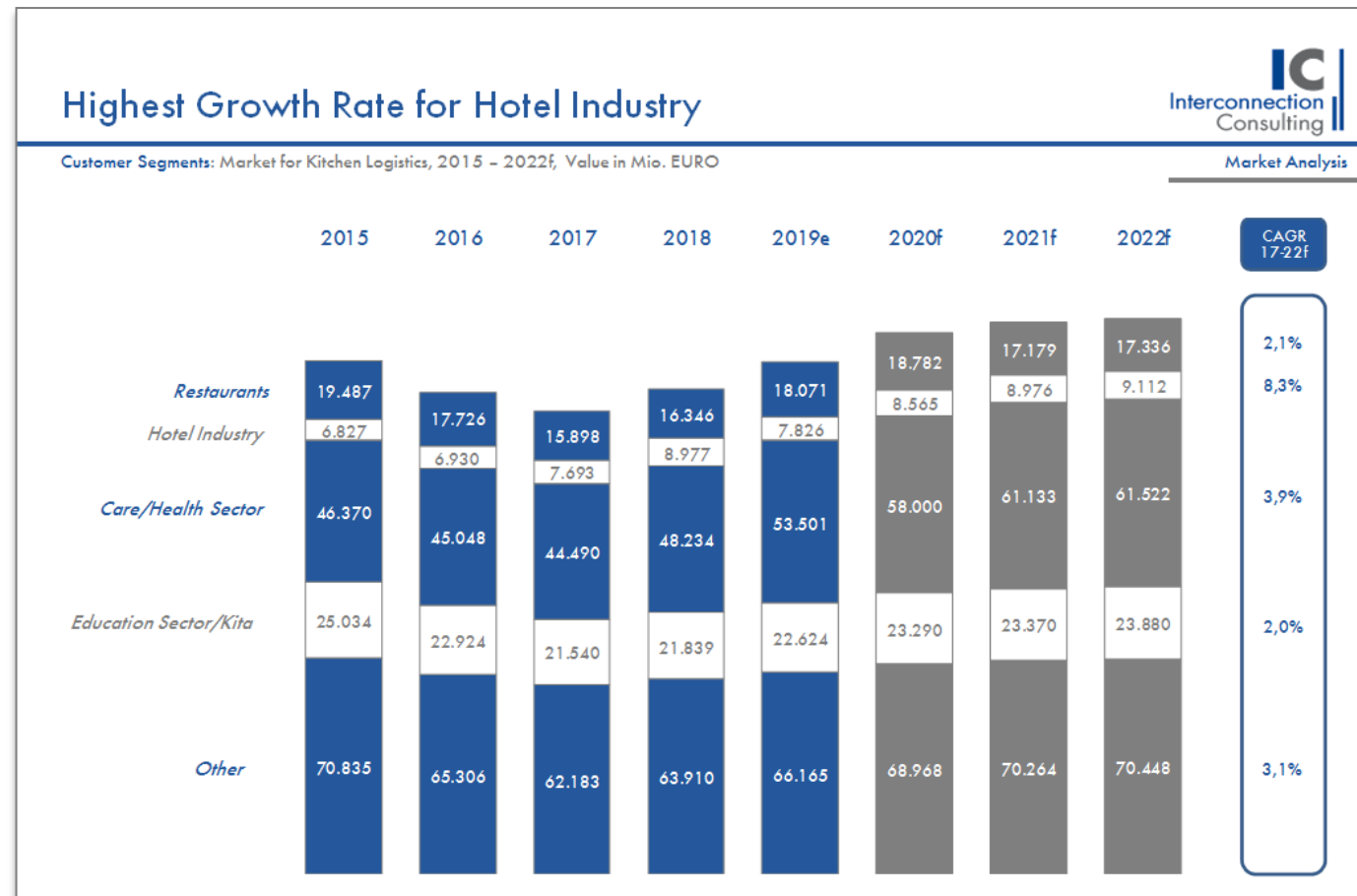
# Total Market Development and Forecast

- Analysis of the market development and the development of individual regions separately with forecasts for the next three years.
- *This chart shows dummy figures.*



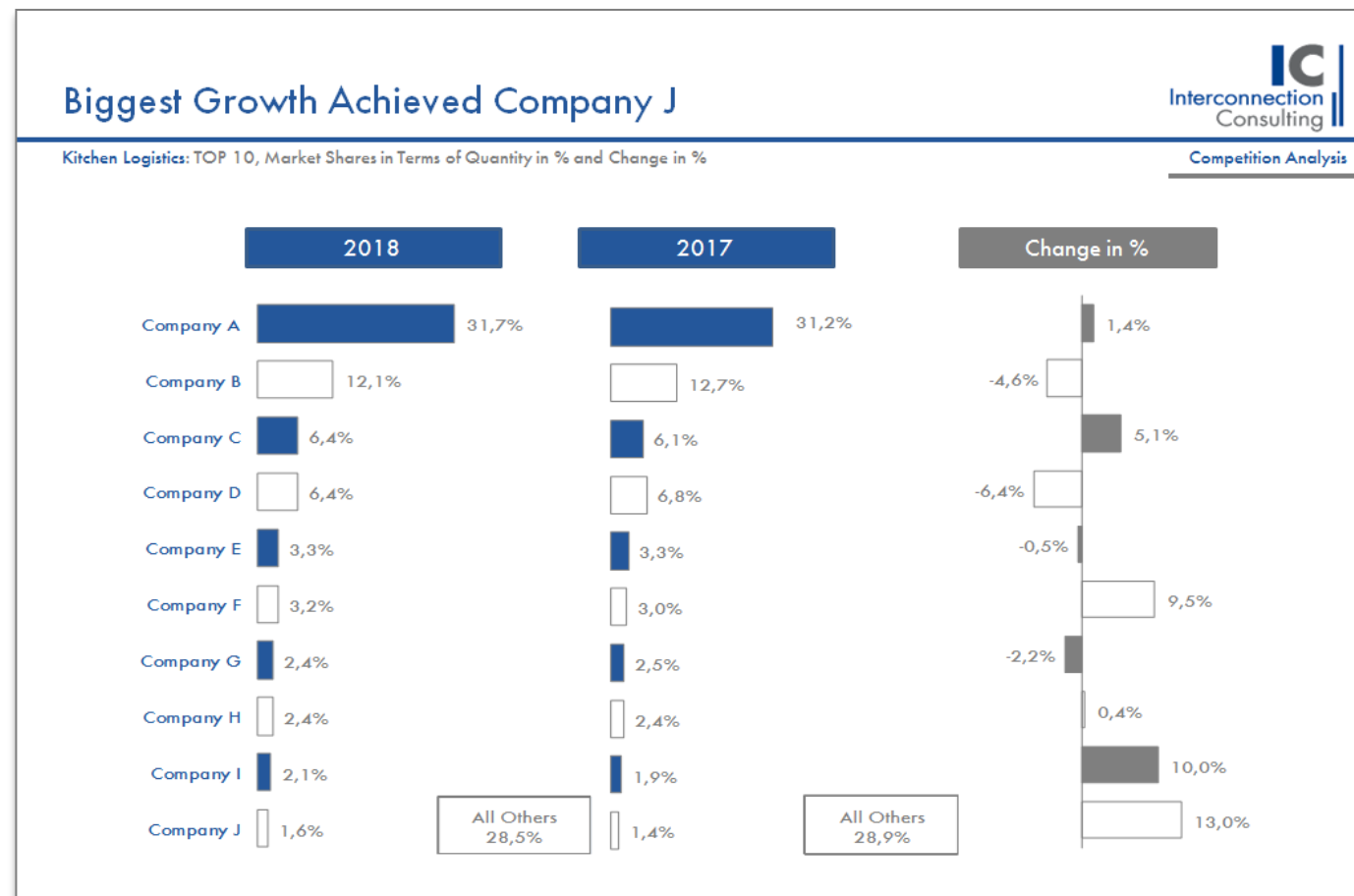
# Product Groups, Market Segments, etc.

- Overview of the allocation of product groups, distribution channels and customer or business segments with forecasts for 3 subsequent years.
- This chart shows dummy figures.*



# Competition Analysis and Market Shares

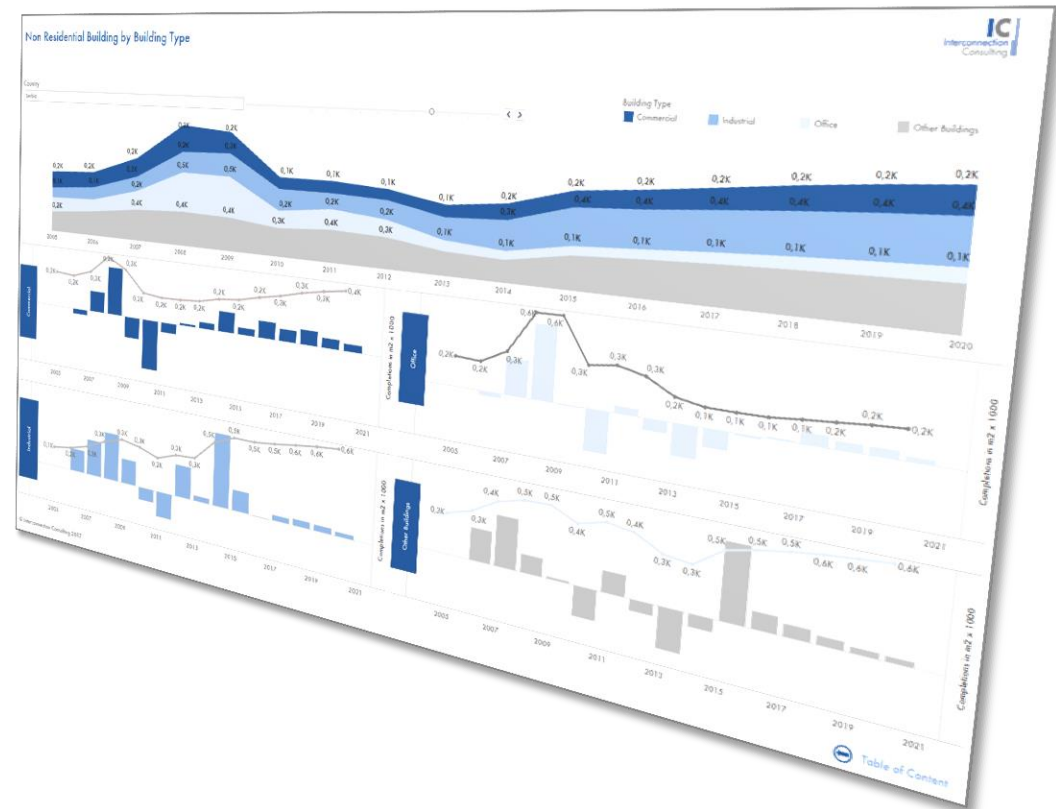
- Detailed analysis of key market participants in the surveyed regions with market shares.
- The included pivot table (or Tableau visualization) provides data for all companies.
- *This chart shows dummy figures.*



# IC Cockpit-Solution

## Online Tool with Interactive Dashboards Presenting the Data

- We provide you also the possibility to **implement all data** in a **dashboard solution** based on Tableau.
- Together we will **define** what the final **Tableau-Cockpit** should look like to present you the data in the most efficient way for your work.
- In course of a subscription of our reports, fees for the dashboard creations will only occur in the first year. In the subsequent years the updated market data will automatically be uploaded in the software.



# IC Cockpit-Solution

## Interactive Data Processing as Online-Tool

A picture says more  
than 1000 words

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

Interactive Dashboards

Updates annually

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

Easy online  
accessibility

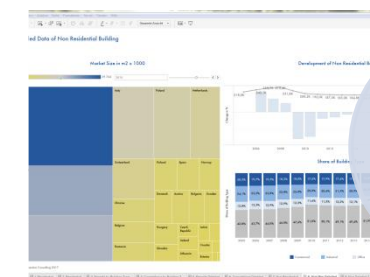
- Market data are available wherever you have internet access
- You can also **export** the data as .jpg, .csv or .pdf file



Data  
Benchmark



2016-2022f



Market  
Shares

- Additionally to the visualised report a Pivot Table will be included.
- With use of this analyse tool you can individually make selections of the available data to make comparisons of the market development on years and segments by your own.
- Pivot tables are available for the competition analysis as well as for the total market and forecasts.

## 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 for illustration*



	Subscription *	Single Issue	Scale of Discounts		
All 10 Countries **	€ 24.500,-	<div>+25% for Single Issues</div>	€ 5.000	-10%	
3 Countries of your Choice **	€ 8.925,-		€ 7.500	-15%	
5 Countries of your Choice **	€ 13.125,-		€ 12.500	-25%	
1 Country*	€ 3.500,-		€ 22.500	-30%	
Available Countries	Germany	Austria	Switzerland	France	Benelux
	UK	Italy	Spain	Czech Republic	Poland
	Other Countries on Demand				

\***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.

\*\* **Package Price** taking the scale of discounts already into account.  
Price includes an interactive PDF Document. All prices shown exclude sales tax.

# Our Market-Intelligence Tools



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

etc.



*"IC is a permanent partner of ours and provides helpful data for decisions."*

Mr. Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



For further questions,  
please do not hesitate to contact us!

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we show you the way

**Yes, we would like to order the  
IC Market Tracking® Kitchen Logistics in Europe**

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

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IC Cockpit – Online Dashboard Solution	✓	✓
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Web-Conference with the analyst free of charge		✓

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Date	Name	Signature
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**\*Subscription**

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 31<sup>st</sup> December. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> 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.

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**Scale of discounts**

from 5,000.- EUR	10%
from 7,500.- EUR	15%
from 12,500.- EUR	25%
from 22,500.- EUR	30%