

IC Market Tracking  
Office Furniture in  
Germany 2019

# 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
  - Regional Markets
  - Product Groups and Segments
  - Distribution Channels
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies.



## IC Market-Tracking® Office Furniture 2019

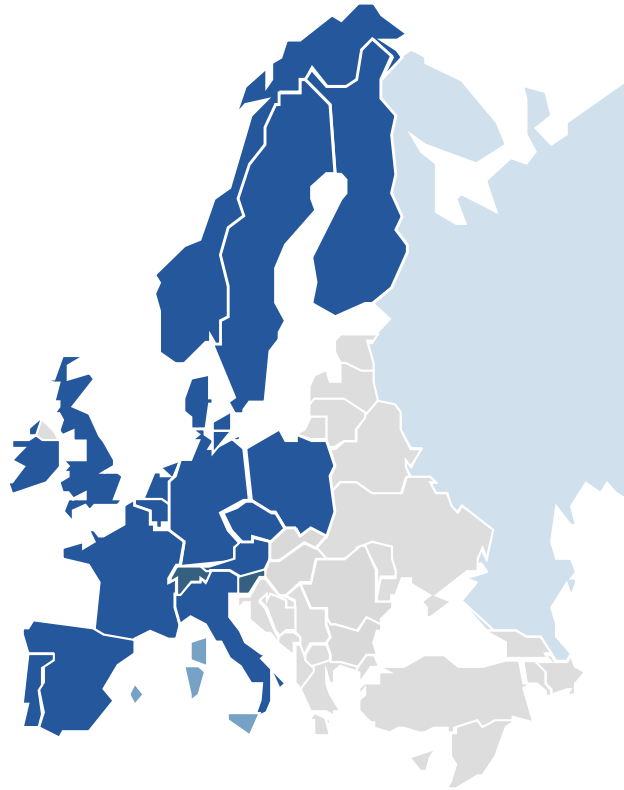
Germany



Product Groups		Distribution Channel	Segment
Storage	Swivel Chairs	Direct	Executive Office
Desks	Meeting Chairs	Indirect	Operational Office
Conf. Tables	Lounge Chairs		
Part. Systems			

For every market segment we will analyze the overall market during the previous two years and additionally make a forecast for the next 3 years.

# We Offer also the Following Countries



## Western Europe:

- **Germany**
- Belgium & Luxembourg
- Denmark
- Finland
- France
- UK
- Italy
- Netherlands
- Norway
- Austria
- Spain
- Sweden
- Switzerland

## Central & Eastern Europe:

- Poland
- Slovakia
- Slovenia
- Czech Republic
- Hungary
- Bulgaria
- Russia
- Romania
- Ukraine

...all other regions on request / Ad-Hoc Study

## Product Groups

Turnover is stated in Mio. EURO. Turnover values are always net-turnover values (not list-prices), including rebates.

Quantity in 1.000 Units means number of Furniture sold.

### Storage

Cupboards, filing cabinets, mobile and fixed pedestals, containers, partitions and bookcases - neither hanging files nor other office material.



### Desks

Excluding pedestals and all types of screens (e.g. desk-up and system).



### Conference Tables

Tables not used as permanent work place and used by multiple people (also called meeting tables).

### Partitioning Systems

Panels, Space Divisions, Desk mounted screens produced by office furniture manufacturers

### Swivel Chairs

Swivel Chairs



### Meeting Chairs

Folding chairs for large meetings and arm or easy chairs for conference rooms



### Lounge Chairs

Reception and break room area chairs

Not included: Home Office Furniture not sold by Office Furniture Manufacturers (e.g. IKEA furniture, etc.), Kitchen Furniture, School Furniture, Manufacturers of Partitioning Systems only (they are covered by a separate survey).

## Distribution

Direct

Sales direct to the end user, also by own sales rep.; Others: Internet, etc.)

Indirect

Through Specialized dealers, wholesalers or other retailers

## Business Segment

Executive Office

Chief Executive Offices, premium price

Operational Office

Average working place

## Abbreviations

CAGR

Compound Annual Growth Rate over the period 2015 - 2019f

Avg. Share

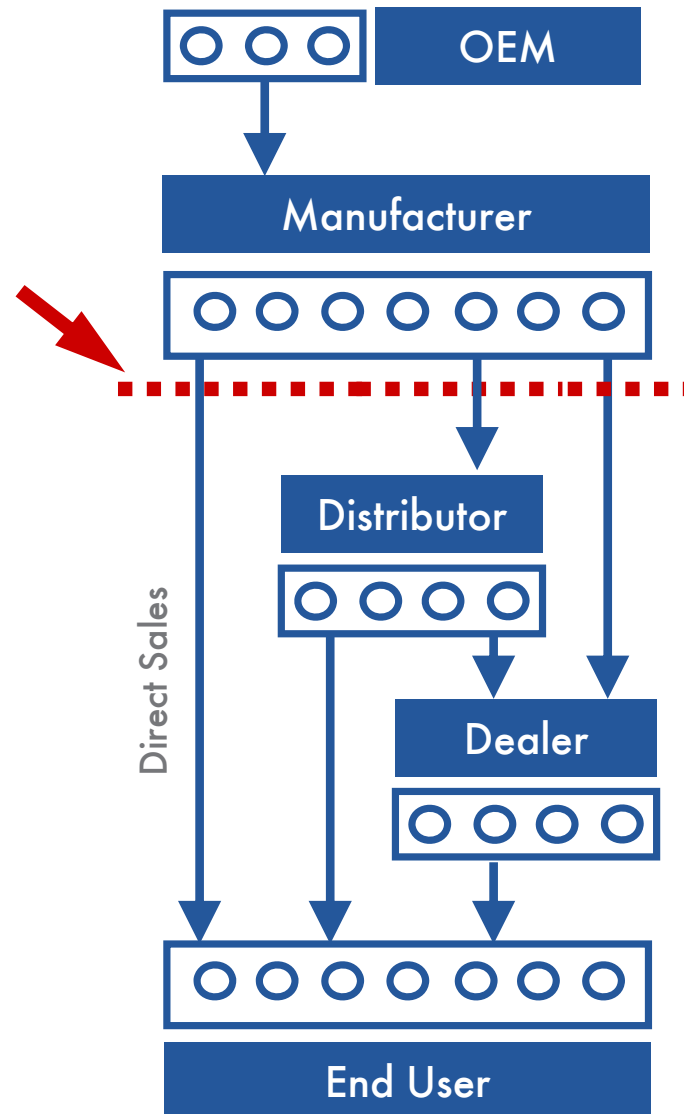
Average Share over the period 2015 - 2019f

2016e/2019f

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.



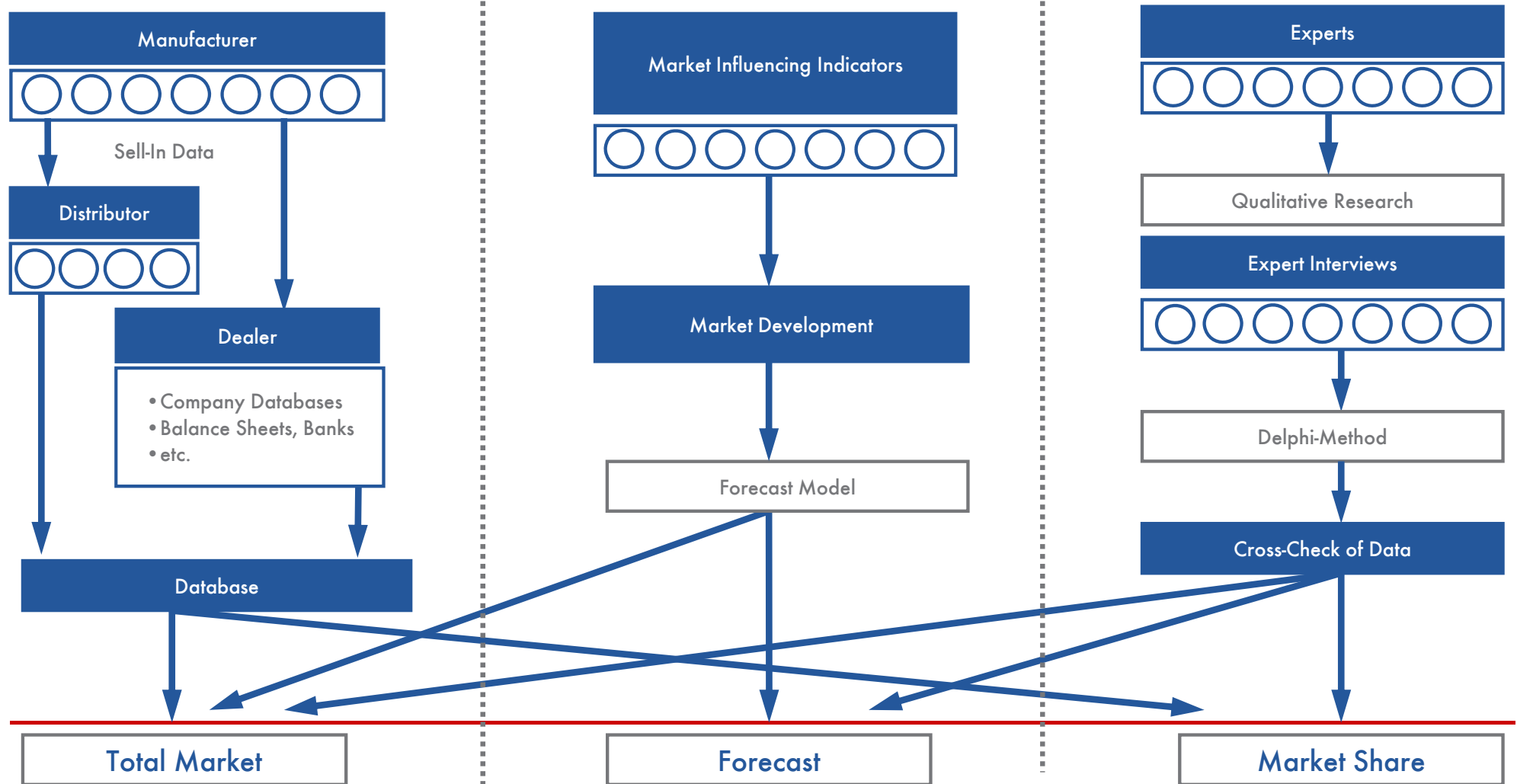
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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

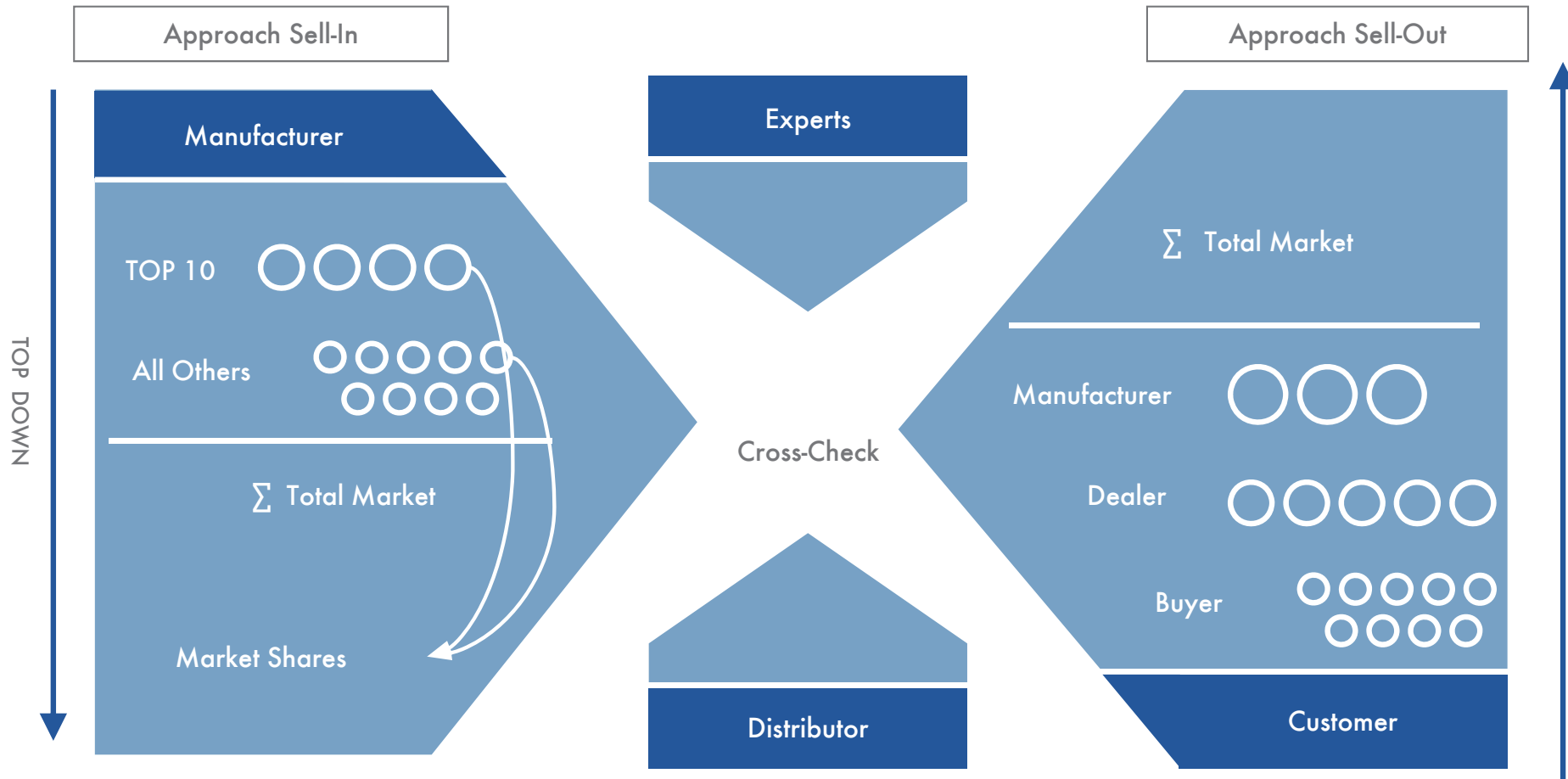




# Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology



# Contents of the IC Market Tracking®

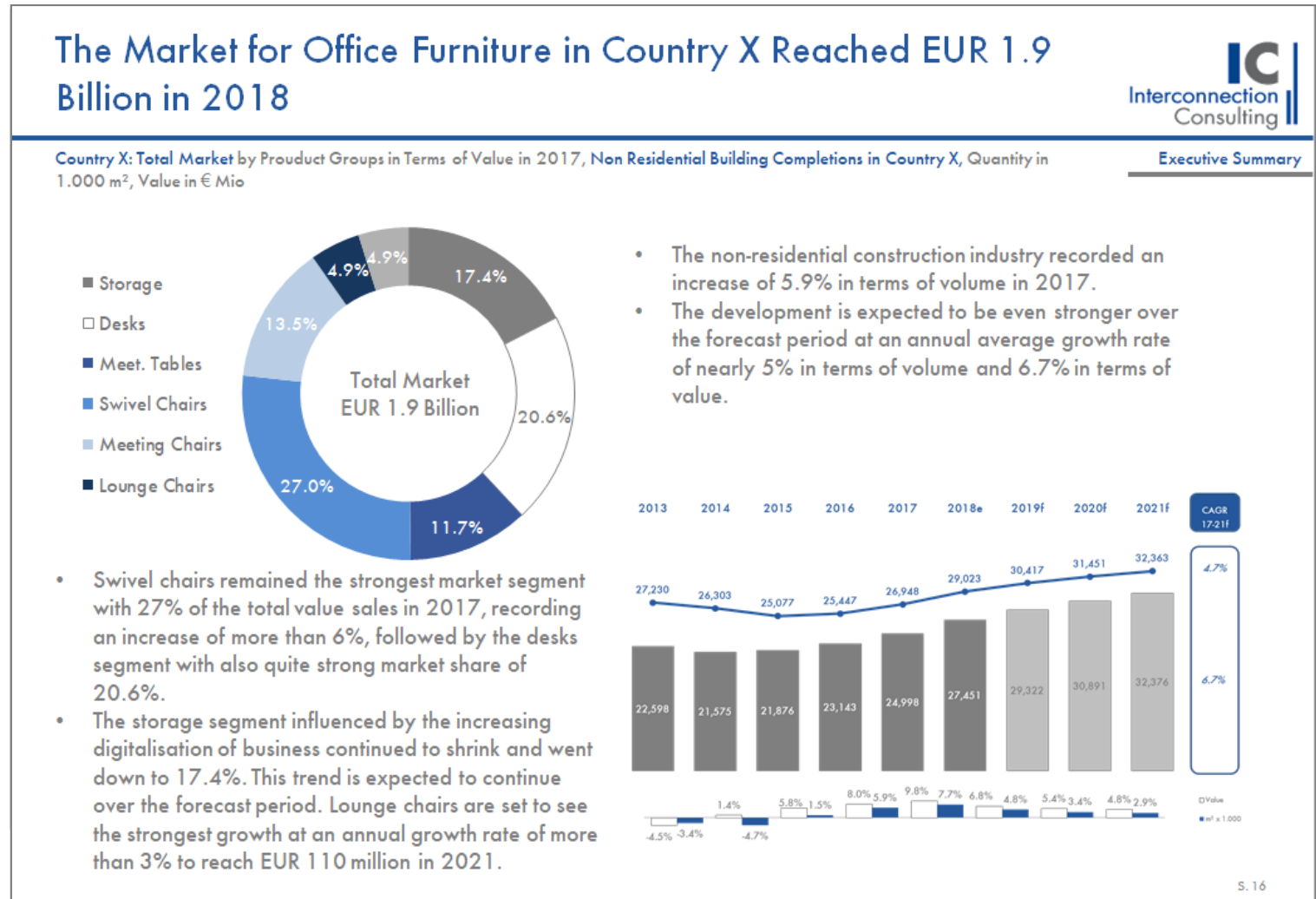
*The IC Market Tracking® is modularly built and consists of the following sections:*

Content

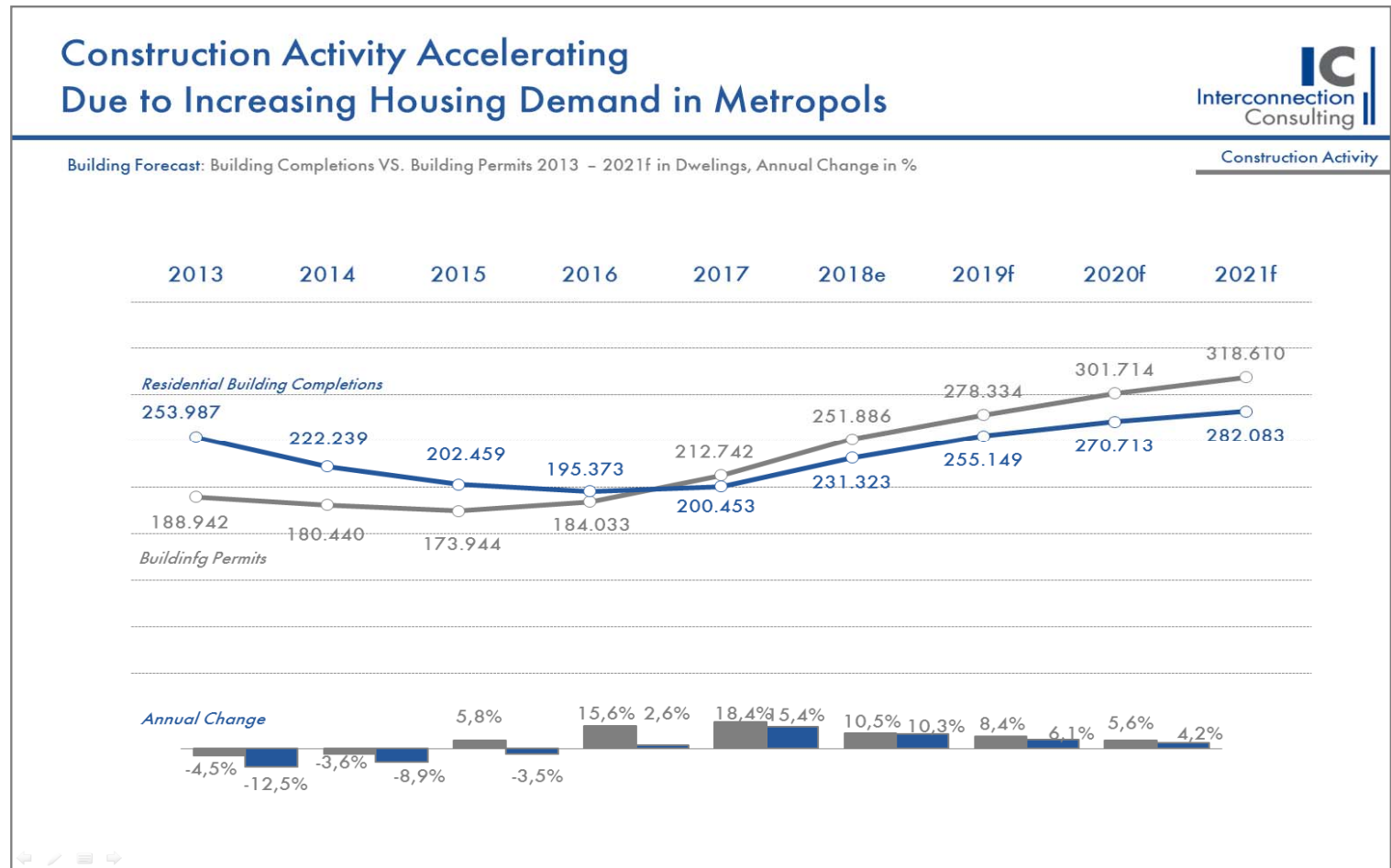
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market 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 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.

# Executive Summary at the Beginning of the Report

- ❑ *The executive summary comprises all relevant information of the report in detailed and precise manner. Forecast and competition situation is highlighted.*
- ❑ *This chart shows sample figures.*

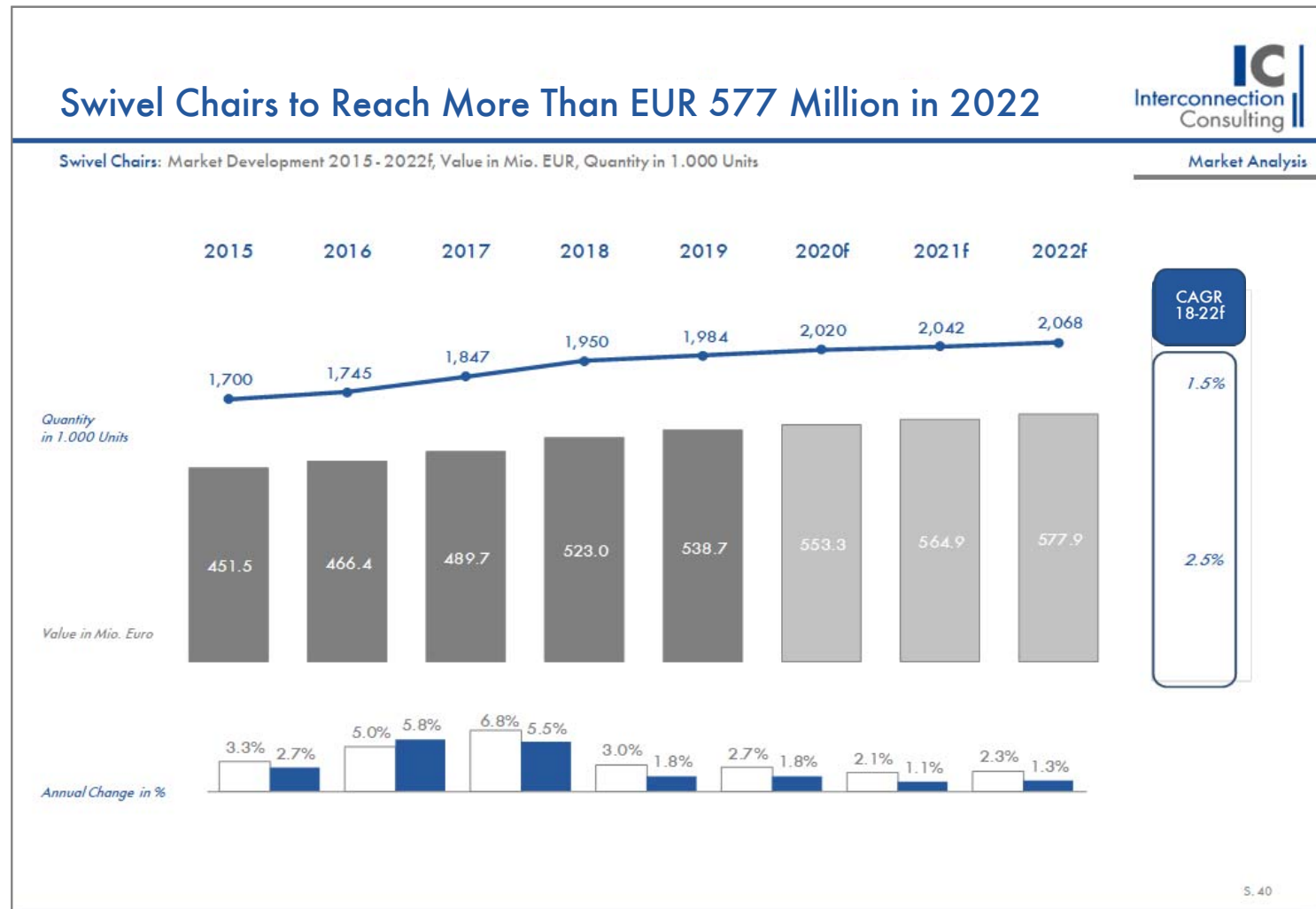


- ❑ *The data for the market environment consists of main factors such as general economy data, demography, income statistics and sentiment indicators.*
- ❑ *This chart shows dummy figures.*



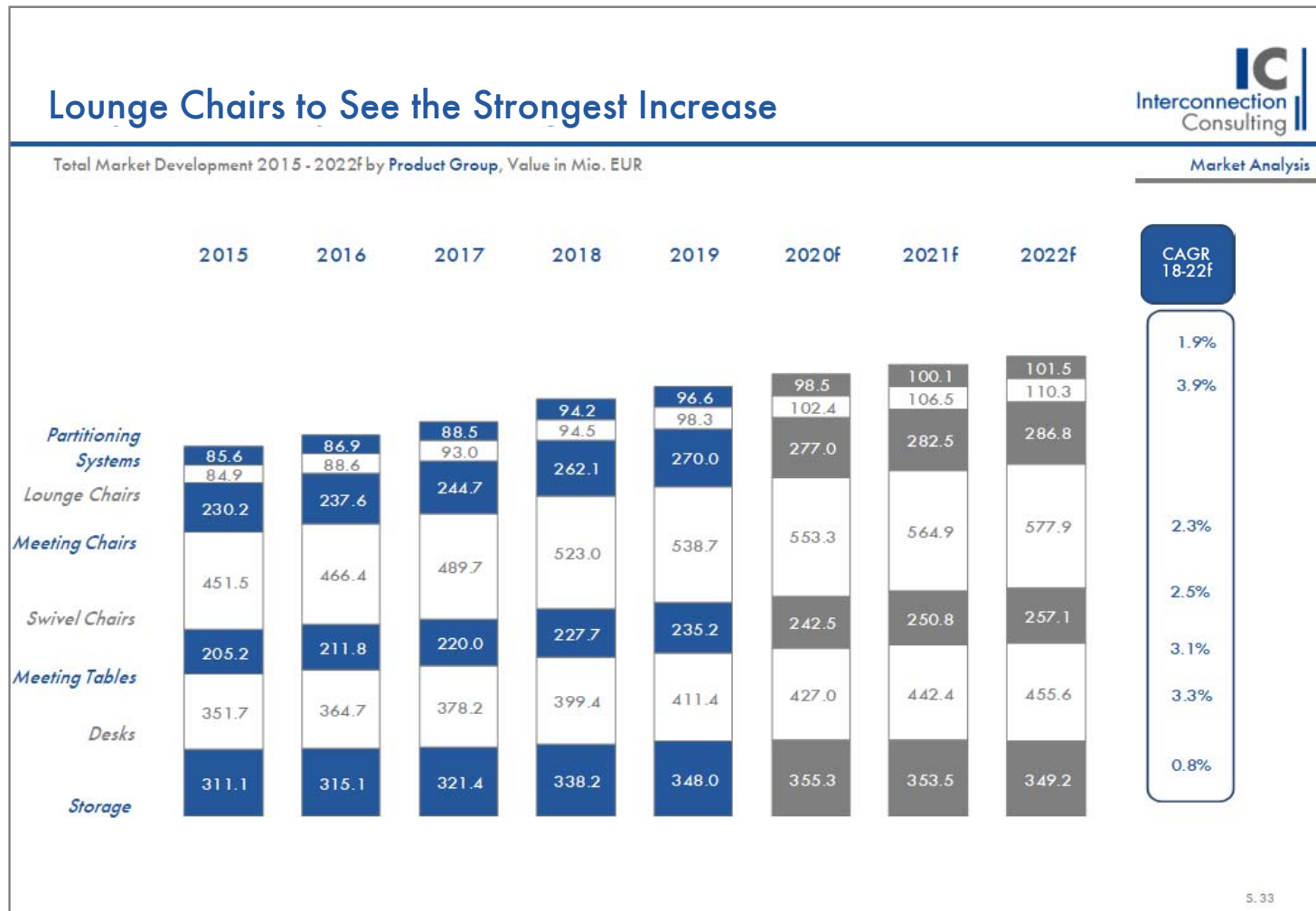
# Total Market Development and Forecast

- ❑ Overview of the total market until the current year and forecast for the upcoming three years.
- ❑ This chart shows dummy figures.

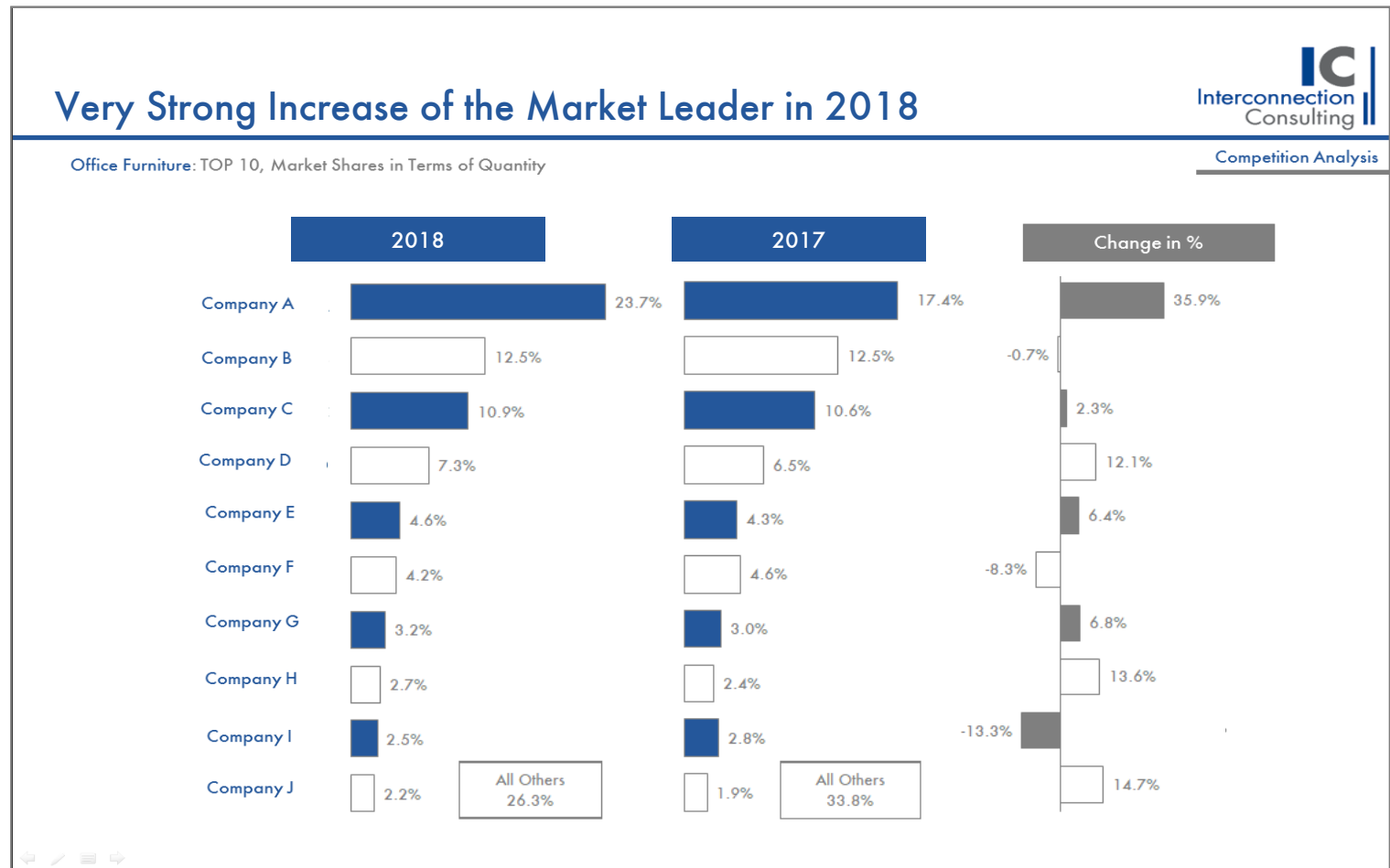


# Trend-Analysis Regarding Product Groups, etc.

- ❑ Overview of the different product groups, their distribution channels, segments including trends for the upcoming three years
- ❑ This chart shows dummy figures.



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



# Investment Plan for Your Market Research

	Subscription*	Single Issue	Scale of Discounts
Single Country - Germany	€ 1,560,-	+25% for Single Issues	€ 5.000 -15%
All Regions**	€ 7,960,-		€ 10.000 -30%

Available countries	Belgium	Denmark	Finland	France	UK	Switzerland
	Italy	Netherlands	Norway	Austria	Spain	Sweden

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



# Interconnection Provides Data for Corporate Decisions





# Selected References



If there are any 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 Report® Office Furniture

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

Please choose from the available countries

**Germany**

- Denmark     Spain     Belgium     Finland     UK     France  
 Switzerland     Italy     Netherlands     Norway     Austria     Sweden

**Subscription**

Market Tracking Office Furniture ..... EUR 1,560.- / Country

**Subscription**

All Countries - Market Tracking Office Furniture.....EUR 7,960.-

**Single Issue**

Market Tracking Office Furniture ..... EUR 1,950.- / Country

**Single Issue**

All Countries - Market Tracking Office Furniture ..... EUR 9,950.-

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Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

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 From: 10.000,- EUR    **30%**

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Address: \_\_\_\_\_  
Post Code/Zip: \_\_\_\_\_  
Country: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

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Date	Name	Signature
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