



IC Market Tracking® Exterior Doors in DACH 2018

- Germany
- Austria
- Switzerland

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



IC Market Tracking® Outline and Structure of the Study

GERMANY

AUSTRIA

SWITZERLAND

Market by

Residential Building

Non-residential Building

Market by

Market by

Product Groups

Features

Distribution Channels

Business Segments

Wood

PVC

Simple Doors

Direct

New Construction

Aluminium

Steel

Security Doors

DIY

Renovation

Metal-Glass

Combinations

Indirect

Total market data and forecasts from 2012 – 2021f 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

Product Groups

Wood

Doors made of Wood

Aluminium

Doors made of Aluminium

Steel

Doors made of Steel

PVC

Doors made of Plastic

Metal-Glass

Doors made of Metal Glass

Combination

Other Combinations such as Wood-Metal



Characteristics

Security Doors

Doors with Burglar Protection

Normal Doors

Doors without Burglar Protection



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

Business Segment

New Construction

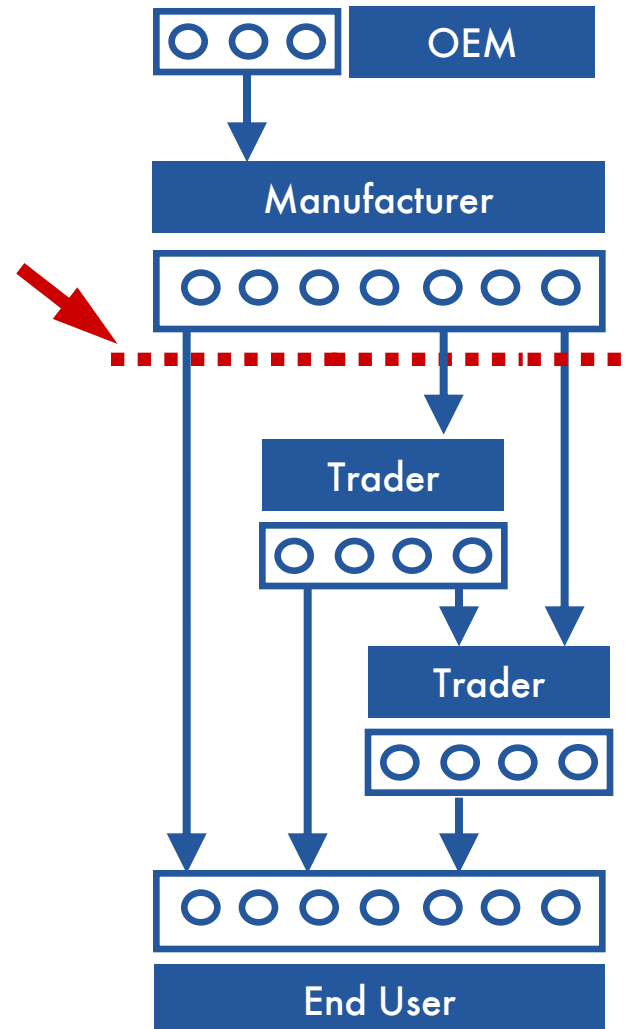
Doors in newly erected buildings

Renovation

Replacement of already existing Doors

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

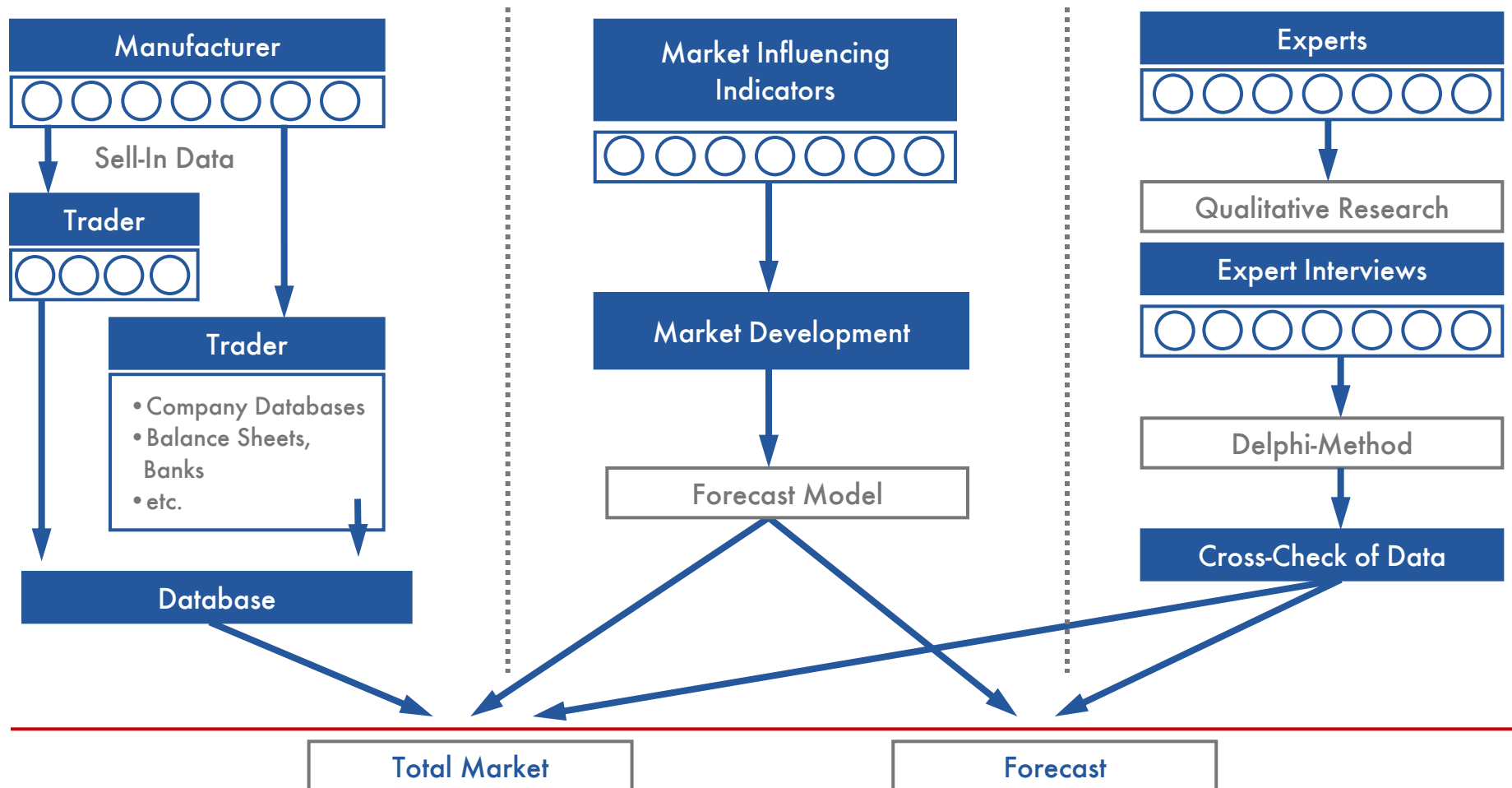
Sales are segmented by the first distribution partner.



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



Exterior Doors Market New Construction

Multiplication with...

In consideration of...

Number of Building Completions,
in consideration of residential
and Non-Residential Sector

Based on
IC Building Forecast

Average number of Exterior
Doors per type of building

(Construction)
Conjuncture

Special Factors
(special
needs,laws,etc.)

Exterior Doors Market Renovation

Basis data from two sources...

Annual Change calculated on basis
of economic factors

Regional Adaptation by Geo-
Marketing Data

Average renovation rate
on basis of a survey

Existing buildings
(Number/Age)

Propensity to Invest

GDP

Consumer behaviour

etc.

Regional Economic Development

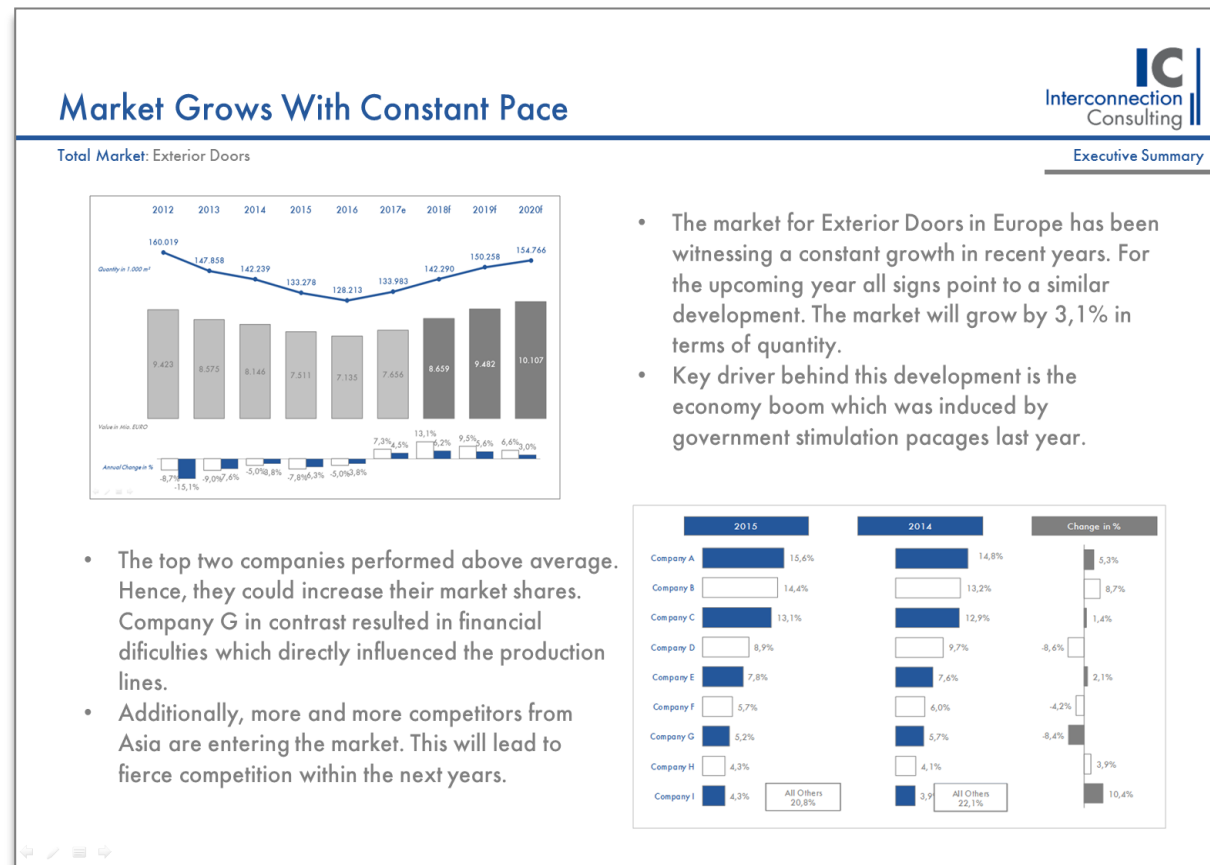
Regional Construction

1. Executive Summary	(ca. 5 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Total Market Analysis and Forecast	(ca. 40 pages)
5. Tables, Facts and Figures	Pivot Table

*Pages per Country

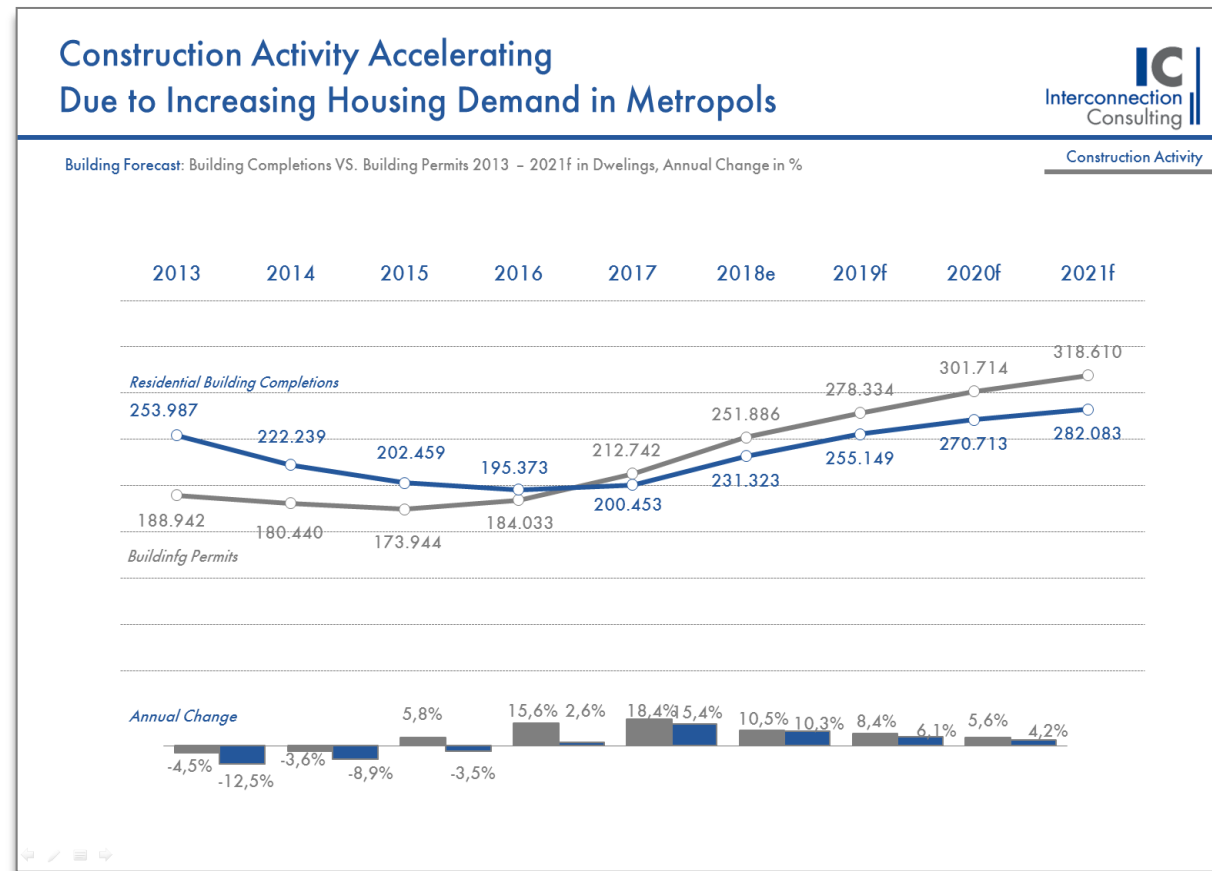
Market at a Glance – the Executive Summary

- The study starts with giving all relevant information in a precise manner
- The IC-Opportunity Index shows the market potential of a given country in comparison to all other markets
- This chart shows dummy figures



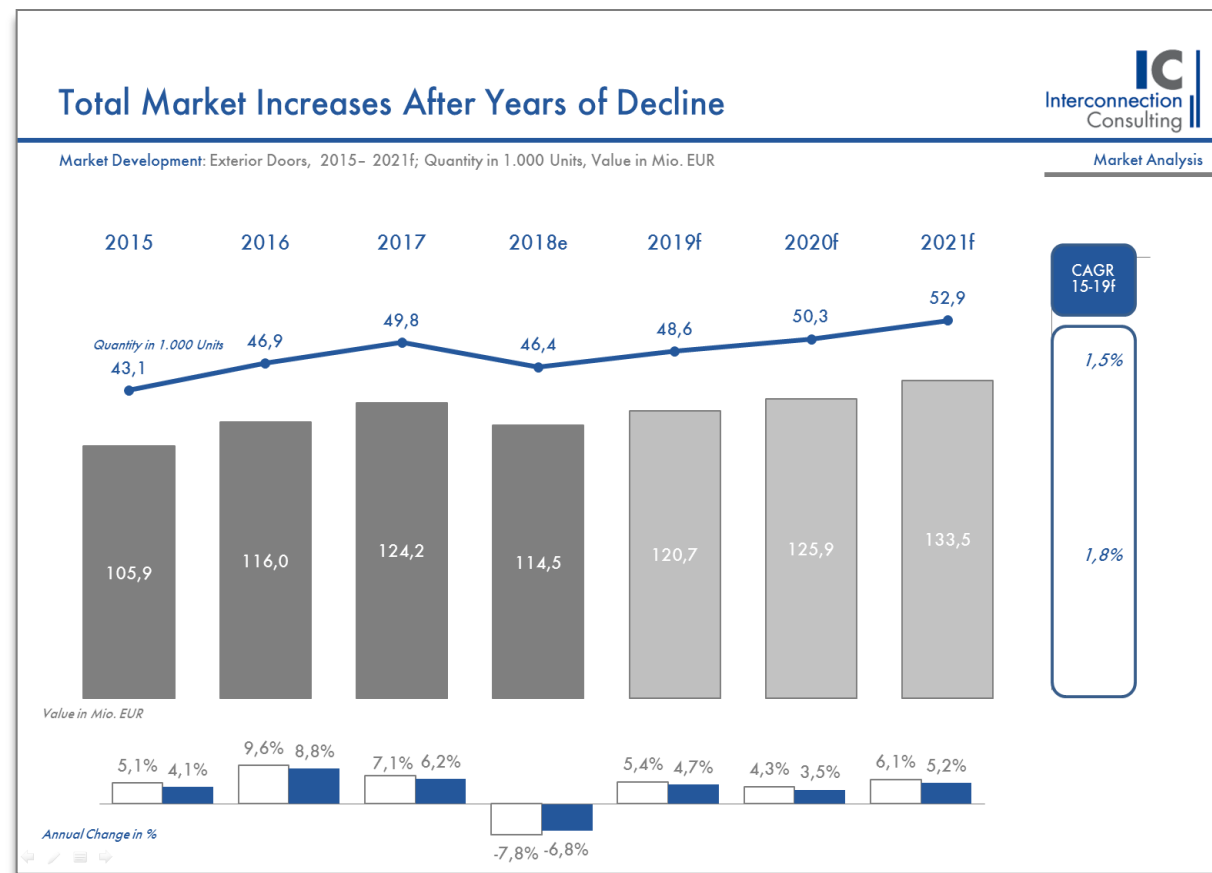
Market Environment Data of our Forecasting Model

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

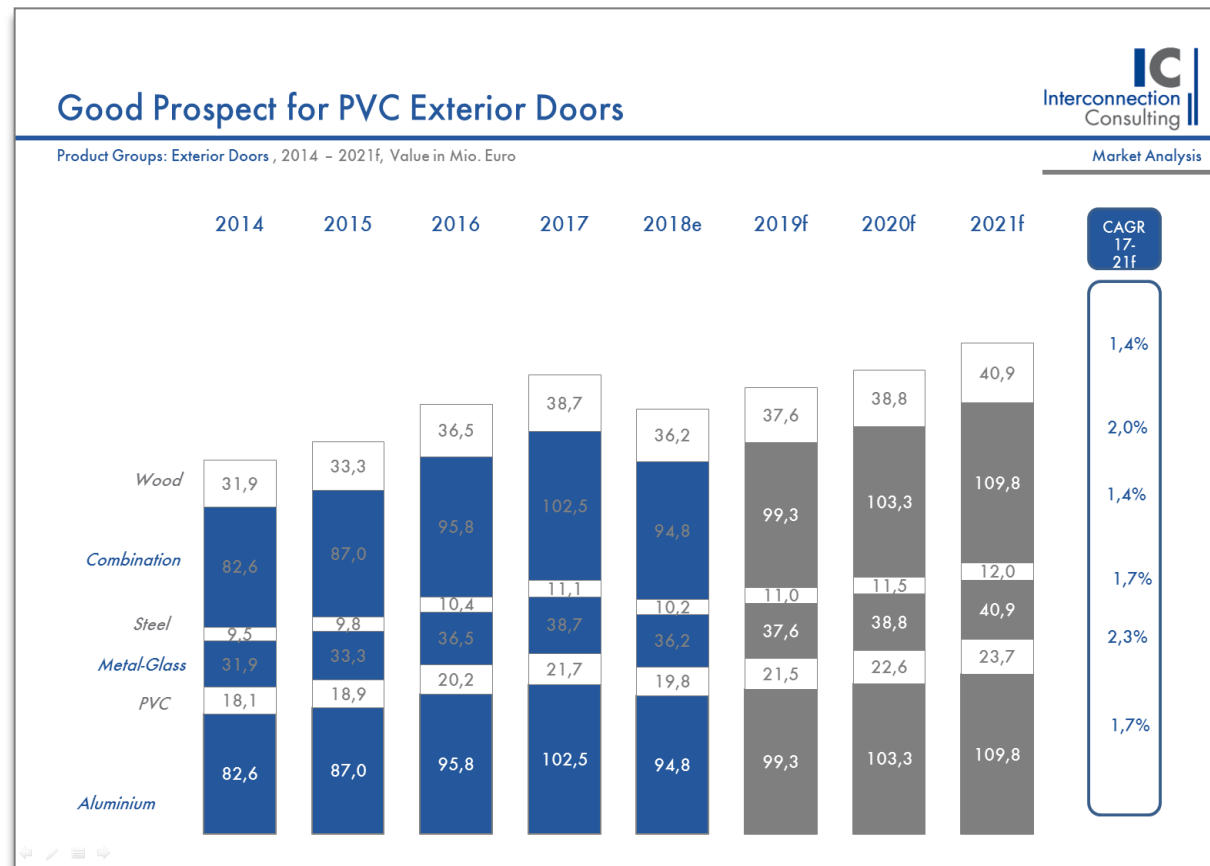


Total Market Development and Forecast

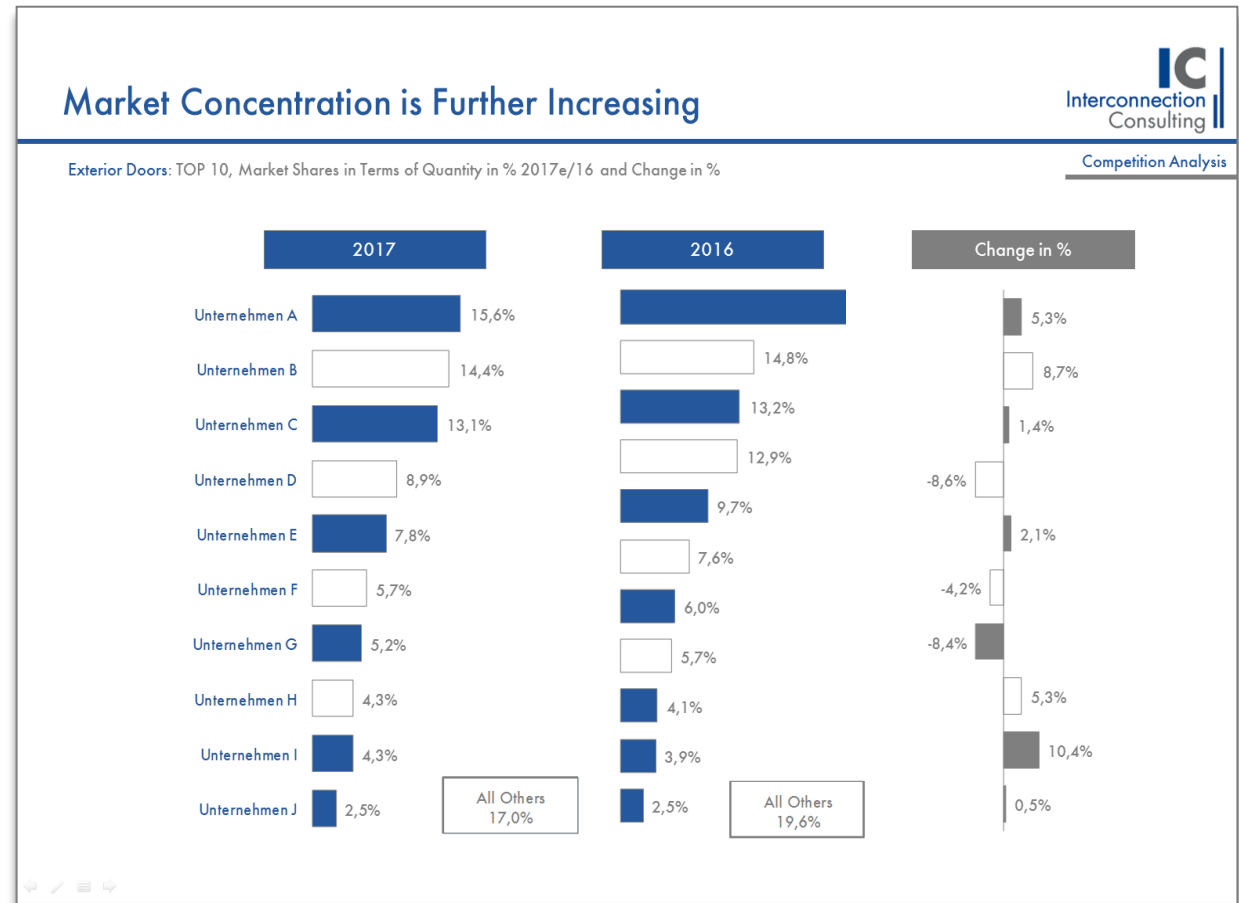
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- This chart shows dummy figures



- 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	14.824	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 Forecast® Exterior Doors in DACH 2018

Prices

	Single Issue	IC Subscription *	Scale of Discount	
All 3 Countries **	€ 9.480,-		€ 7.000	-10%
Single Country	€ 3.950,-		€ 11.000	-20%

Countries	Germany	Austria	Switzerland
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* **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 .

Your Advantages as a Subscription Customer

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 is the leading institute for market data in the door 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 the construction industry.
- Next to market data we offer for the energy 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

Web



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

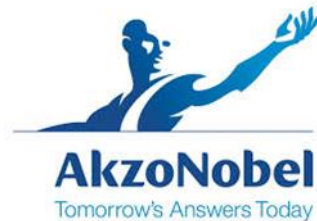
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Fenster - Licht und Leben

Our contacts

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

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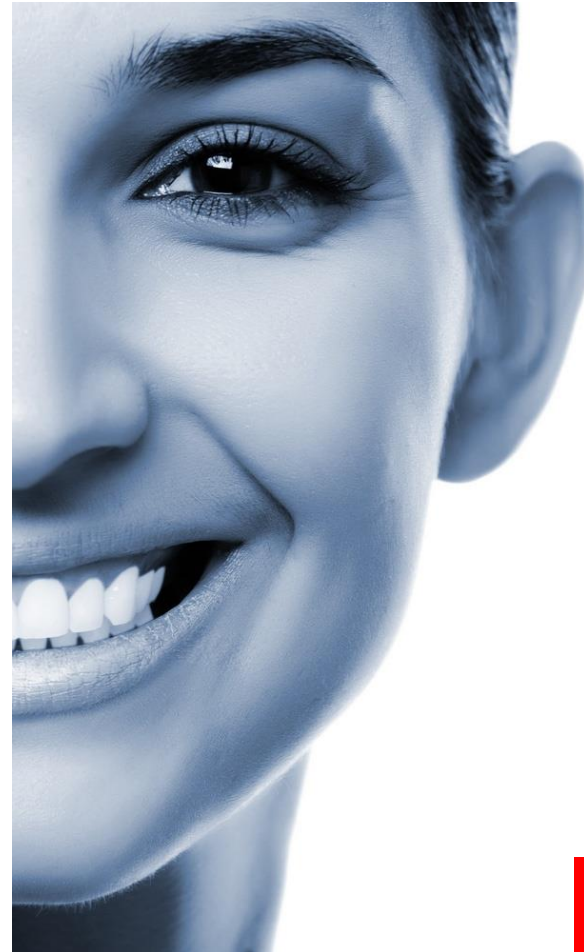
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Inquiry

Factsheet: IC Market Forecast® Exterior Doors in DACH 2018

Included in the Report

- Interactive PDF (ca. 75 p./country)
- Pivot table
- Optional: hard copy: 300 €

Prices

- Price per country: 3.950 €
- All countries Total: 9.480 €

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 of the Market Report

Structure of the Study

Language of the report

English, German translation on request

Introduction, Market Structure & Executive Summary

Definition and demarcation and summary of study results

Market Drivers

Key economic factors influencing the market

Total Market Analysis

Total market development and forecasts for all market segments

Market Structure

Regions

Germany, Austria, Switzerland

Productgroups

Wood, Aluminium, PVC, Steel, Metal-Glass, Combinations

Distribution Channels

Direct, Indirect, DIY

Business Segments

New Construction, Renovation

Customer Segments

Residential, Non-Residential

Door Type

Regular Door, Security Door

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.

FAX: +43 1 585 46 23 30

E-Mail: info@interconnectionconsulting.com



Yes, we would like to order the IC Market Forecast® Exterior Doors in DACH 2018

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

Region

- ☐ Germany
- ☐ Austria
- ☐ Switzerland
- ☐ All Regions



Single Issue

- 3.950,- EUR
- 3.950,- EUR
- 3.950,- EUR
- 9.480,- EUR*

- ☐ Abonnement (20% Price Advantage)*
- ☐ Single Issue
- ☐ We would like to order additional hard copies, each for € 150
- ☐ Translation in another language (price on request)

*IC Subscription:

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Order Form

Billing Address: (Please fill in the data completely)

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