



we show you the way

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IC Market Tracking Sanitary Pipes in Latin America 2016

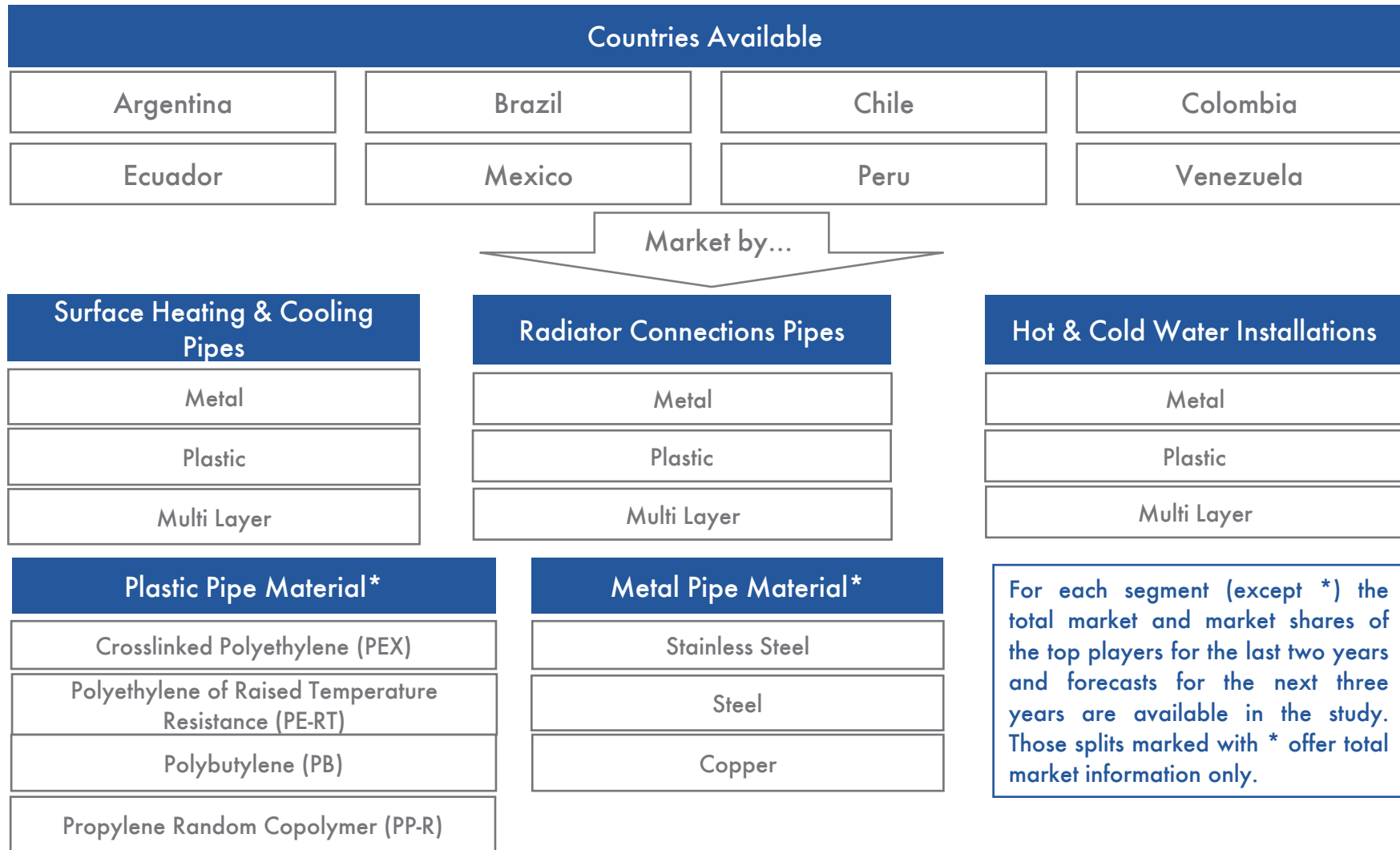
- Argentina
- Brazil
- Chile
- Colombia
- Ecuador
- Mexico
- Peru
- Venezuela

Benefit	Page 03
Market Structure	Page 04
Methodology	Page 07
Content of the Report	Page 11
Sample Charts	Page 12
Prices	Page 17
References	Page 21
Contact	Page 22
Factsheet	Page 23

Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2019** based off of our econometric forecast model.
- ✓ **A competition analysis** containing detailed **market shares** in terms of:
 - The total market
 - Application
 - Material
- ✓ **Graphic representation, interactive charts and tables** which allow for rapid application and utilization of the provided data.





Application Type

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

Surface Heating & Cooling Pipes

A heat-transfer device consisting of a sealed metal tube with an inner lining of wick like capillary material and a small amount of fluid in a partial vacuum; heat is absorbed at one end by vaporization of the fluid and is released at the other end by condensation of the vapor.



Radiator Connection Pipes

Pipes designed to connect radiator(s) to the heating source.



Hot & Cold Water Installation Pipes

Pipes that carry pressurized and treated fresh water inside the buildings.



Abbreviations

CAGR

Compound Annual Growth Rate over the period 2015- 2019f.

Avg. Share

Average Share over the period of 2015 - 2019f.

2016e/2019f

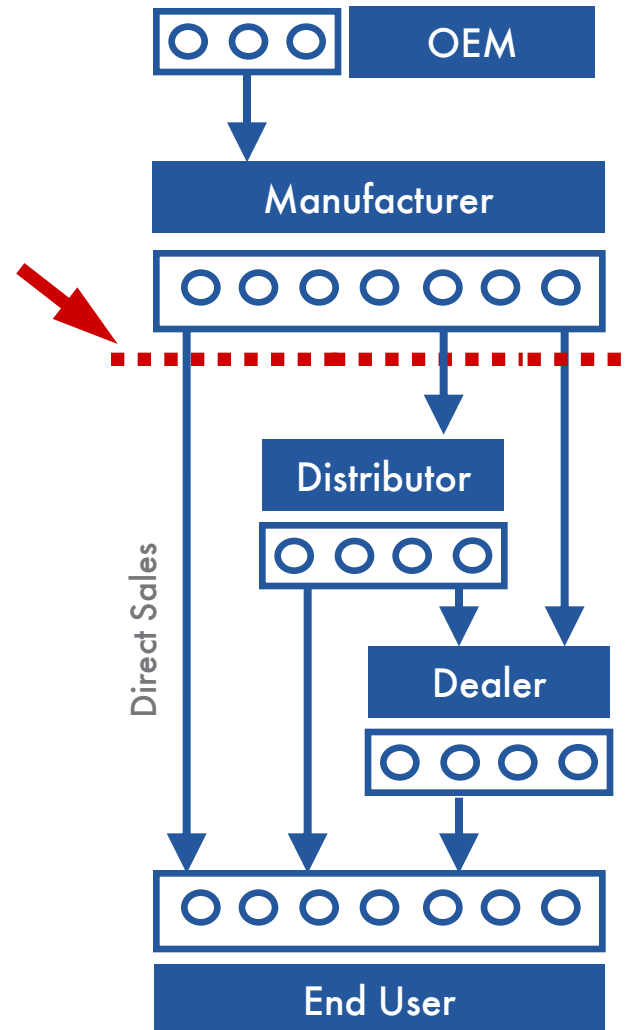
Estimated/Forecasted.

Outdoor pipes and sewage/waste pipes are not included

What Do We Measure in Our Reports?

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

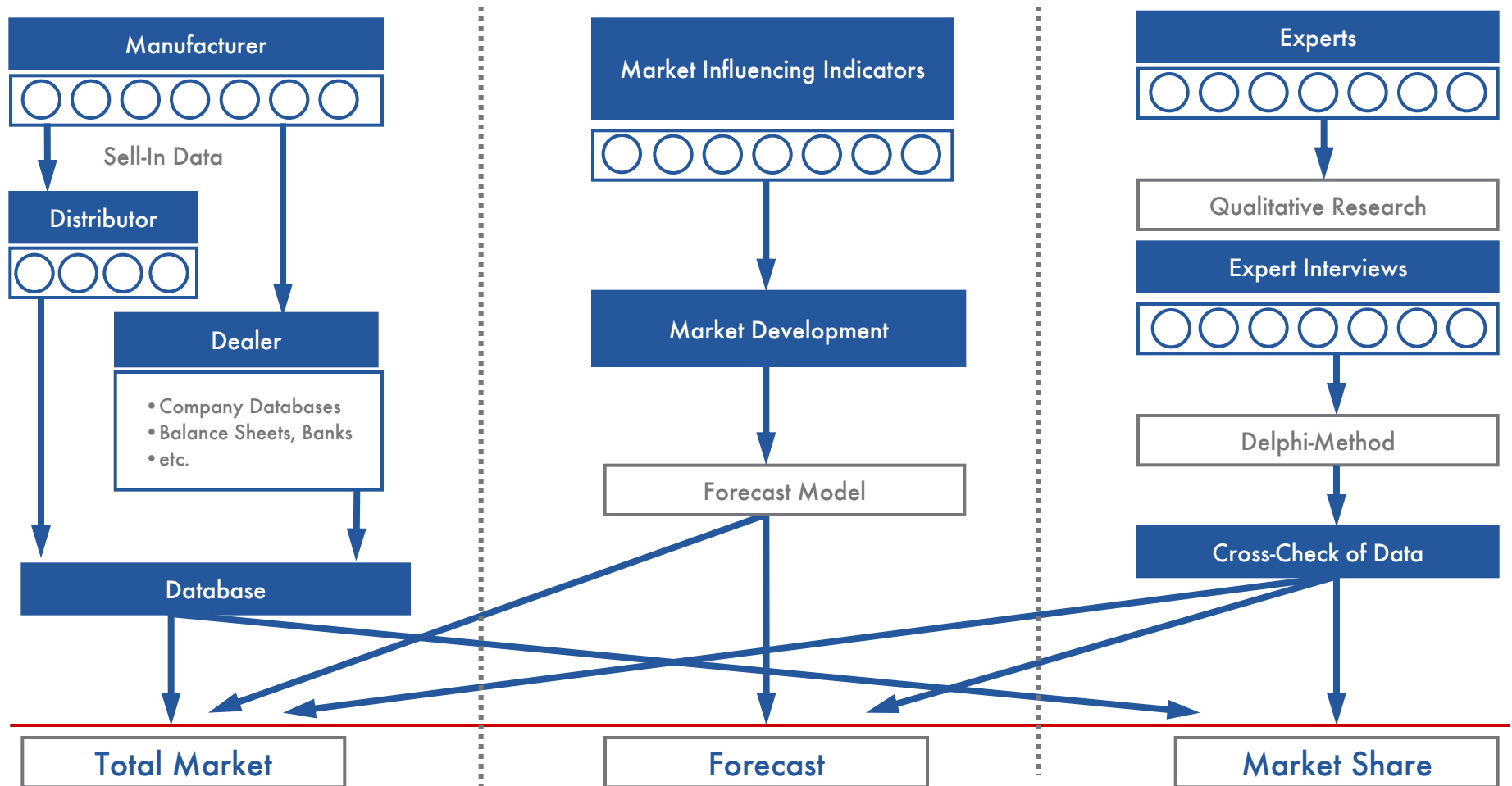
Sales are segmented by the first distribution partner.



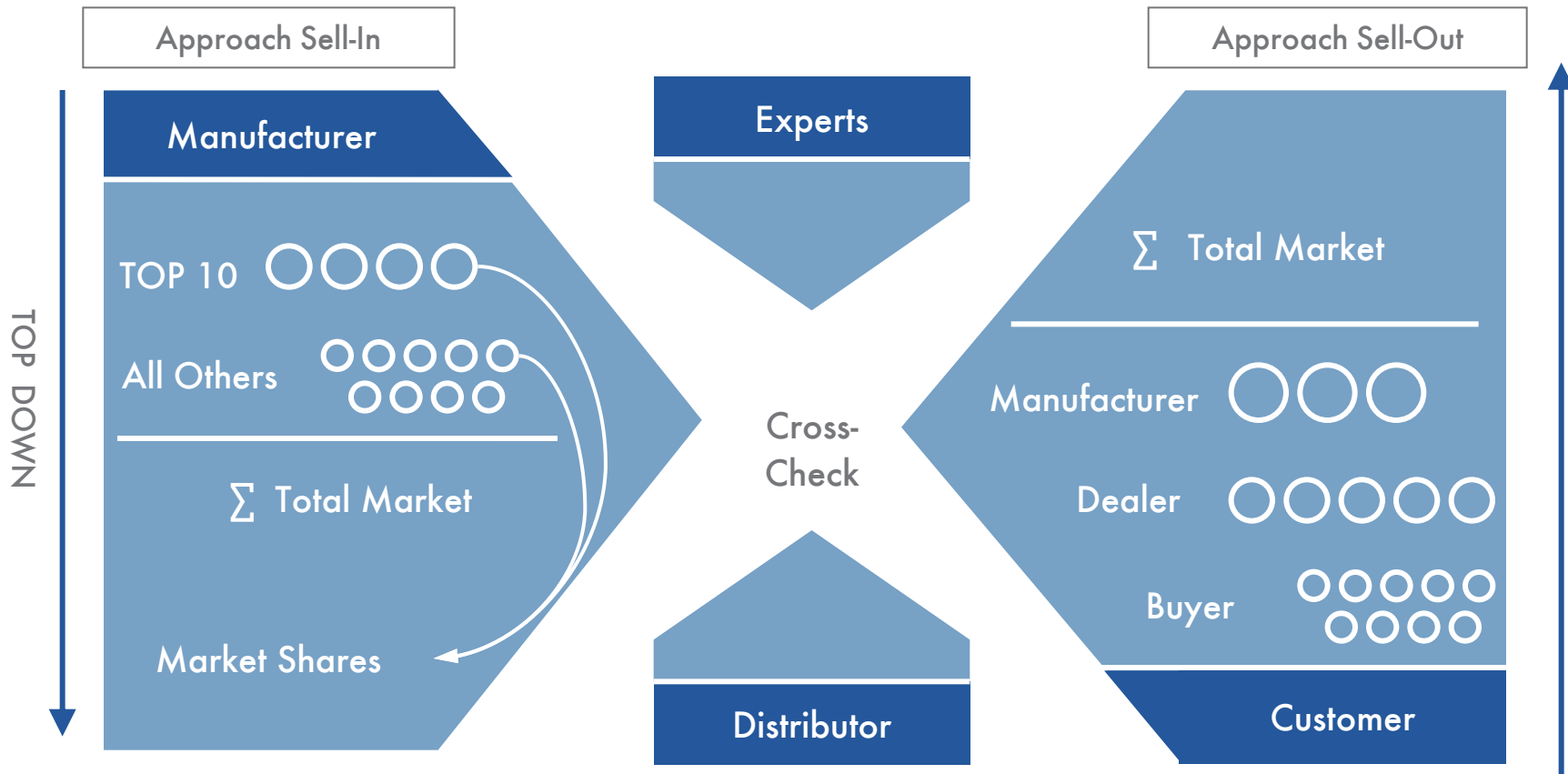
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

How Do We Conduct Our Research?



How Do we Cross Check the Data?



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

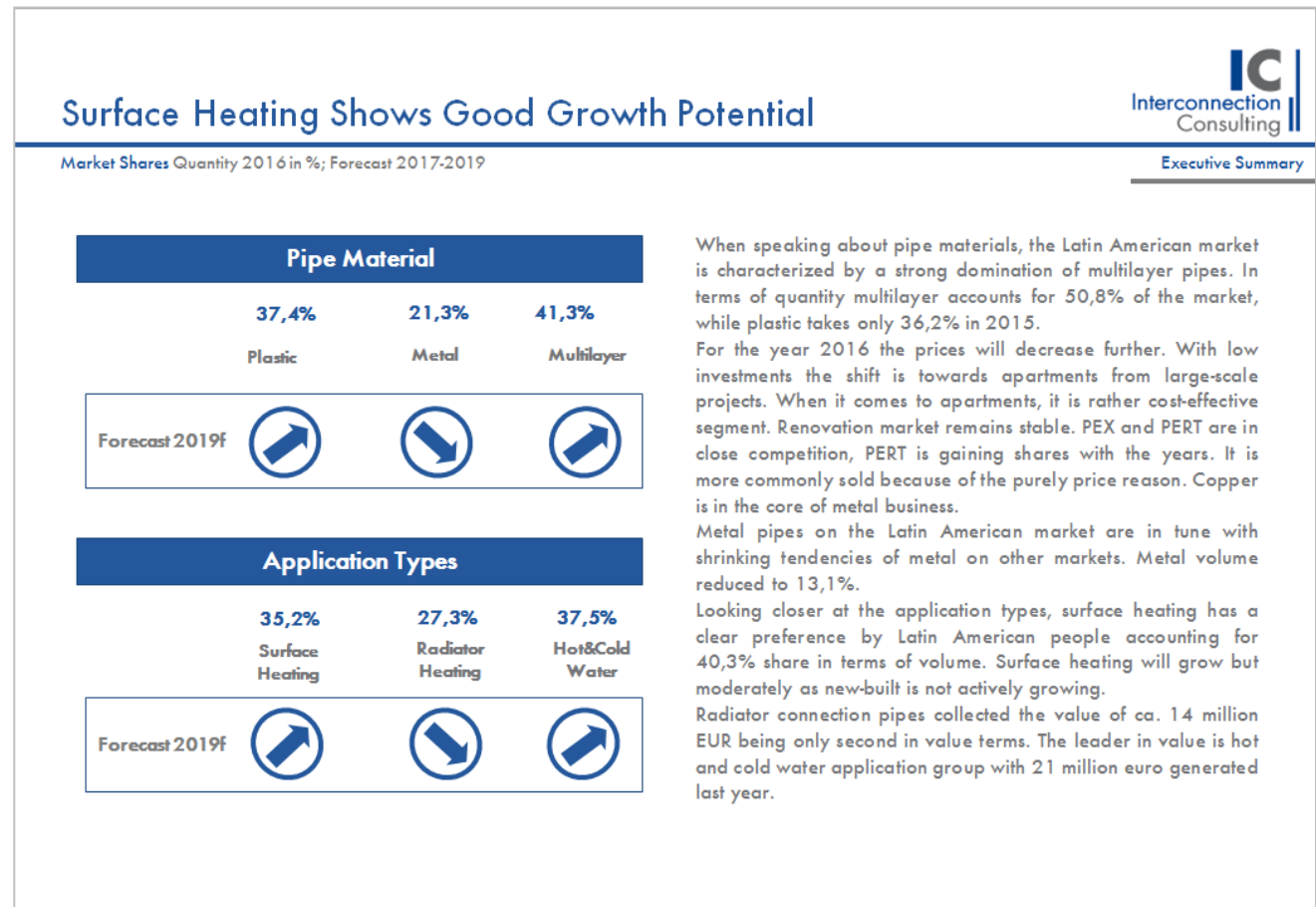
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market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

Content of the Report *

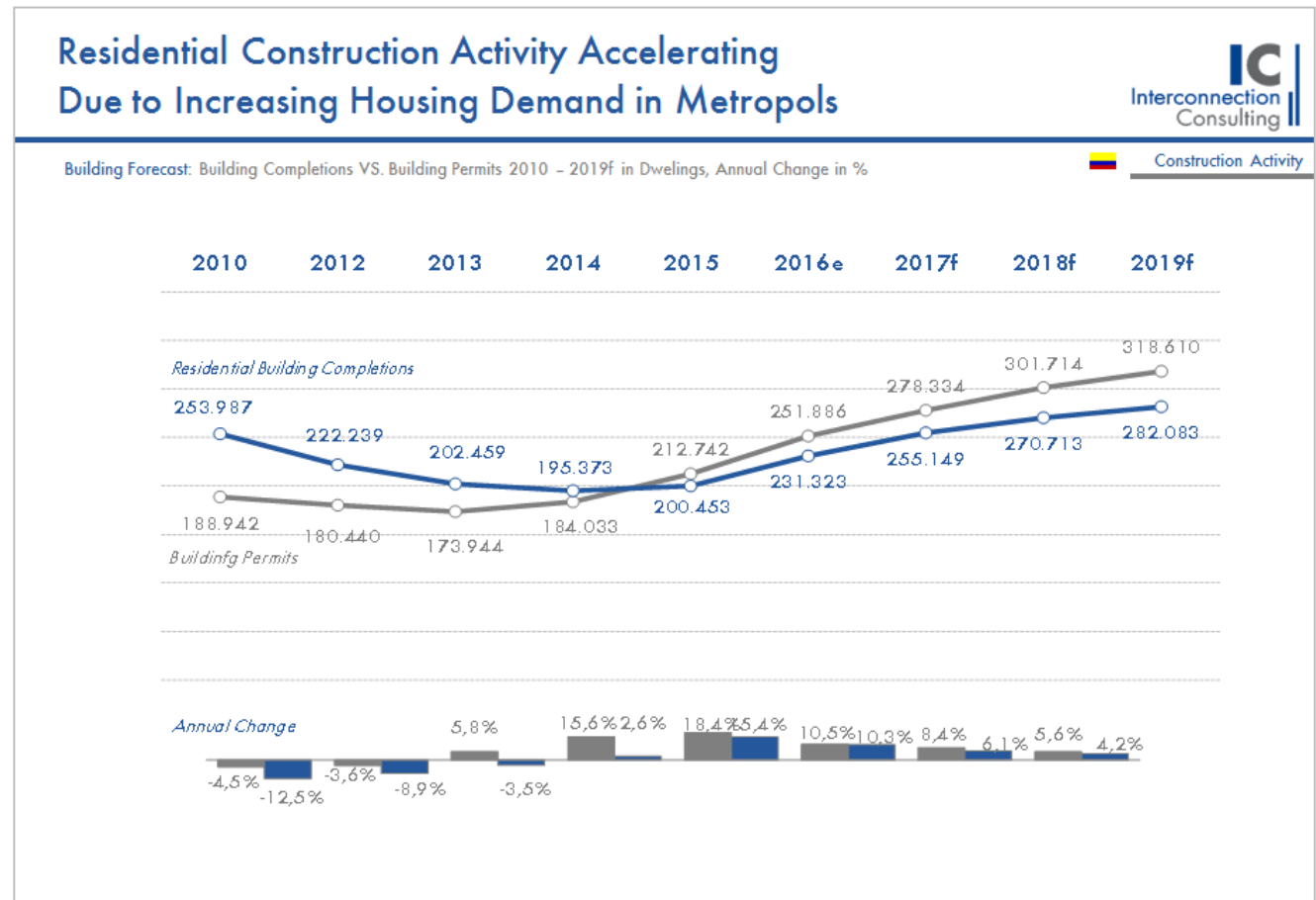
1. Executive Summary	(ca. 10 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Regional Market Analysis and Forecast	(ca. 20 pages)
5. Competition Analysis	(ca. 20 pages)
6. Tables, Facts and Figures	Pivot Table

* Pages based on single country report

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

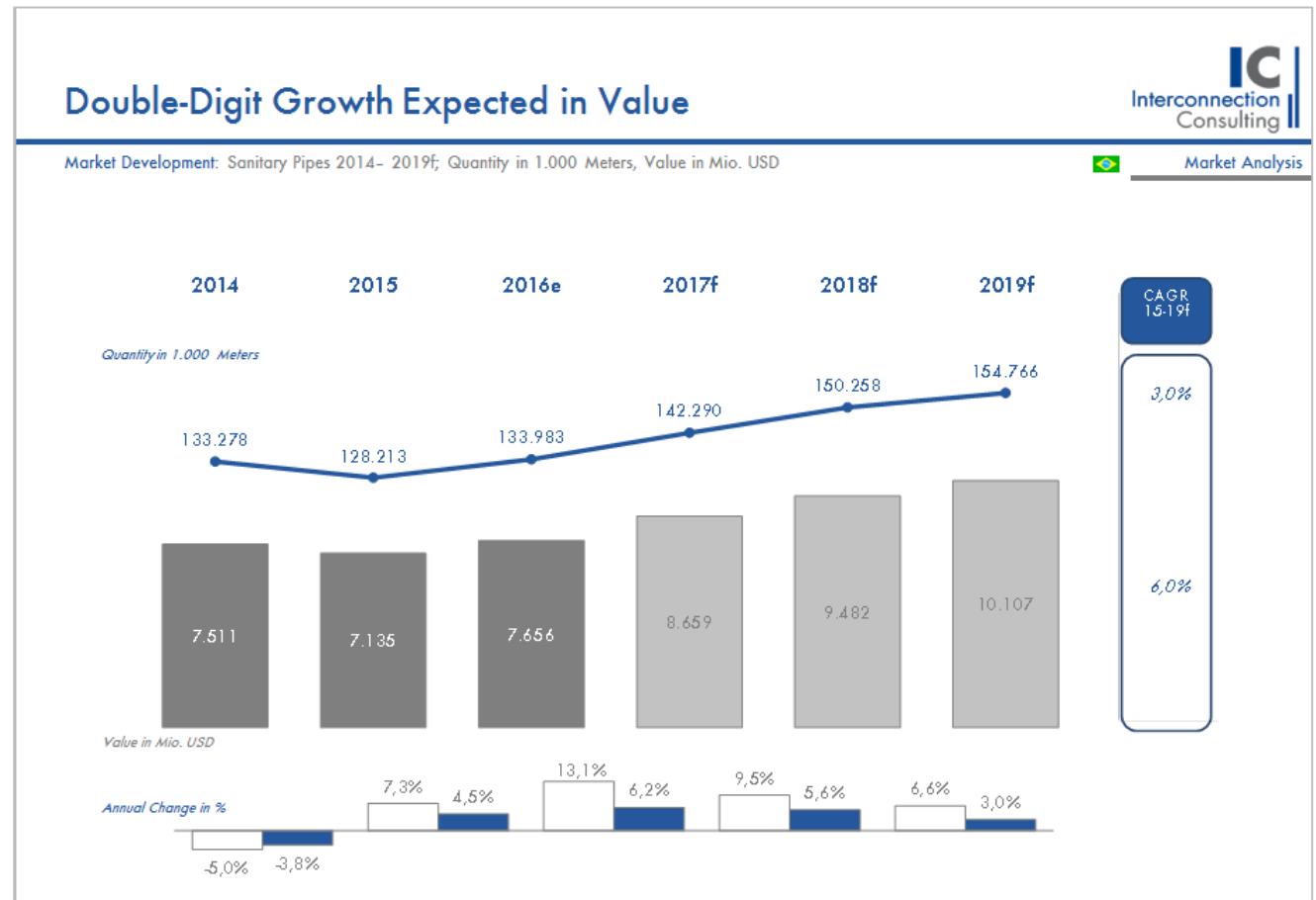


- The data for the market environment consists of main factors such as general economy data, demography, income statistics, construction environment and sentiment indicators.
- *This chart shows sample figures.*

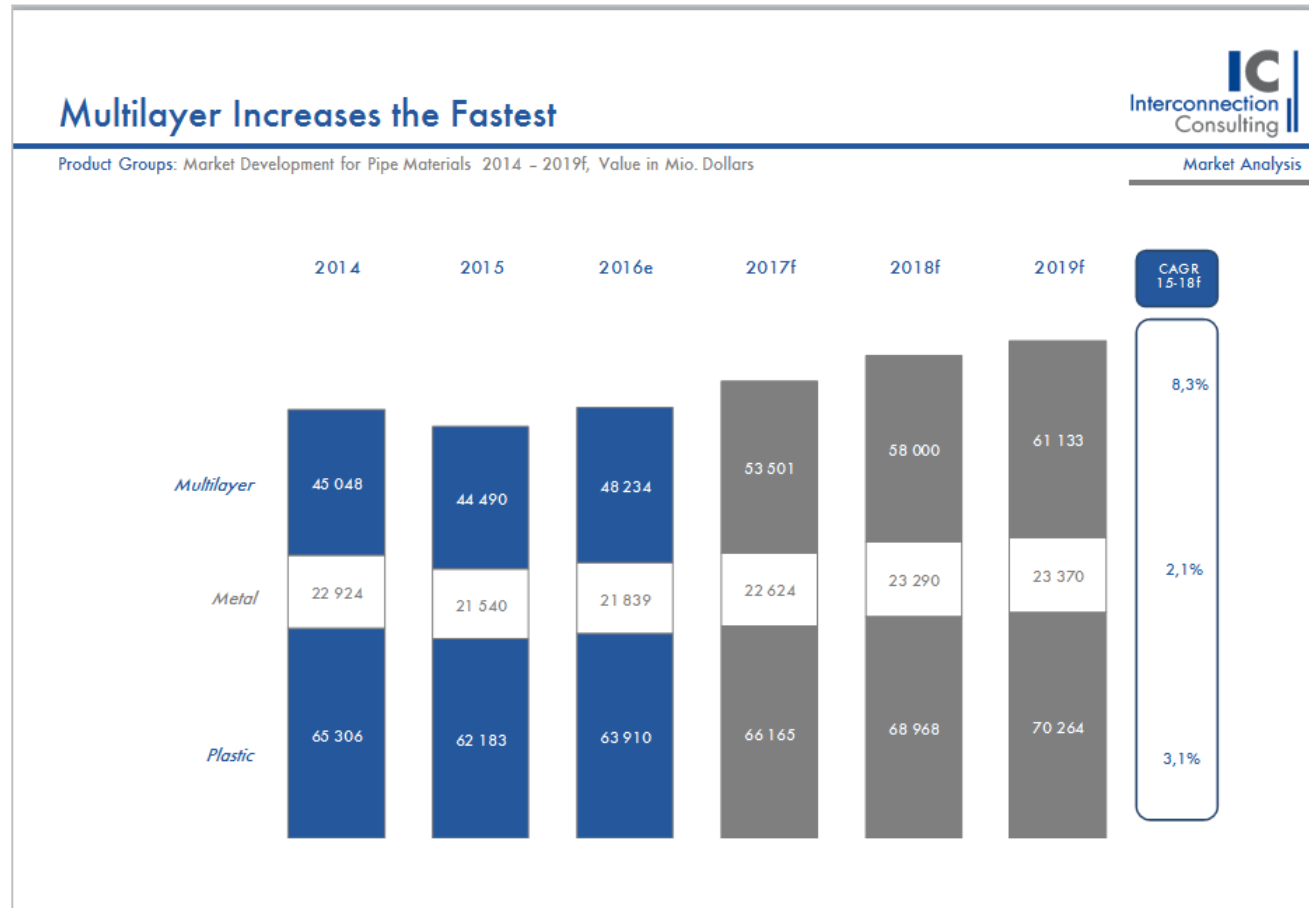


Total Market Development and Forecast

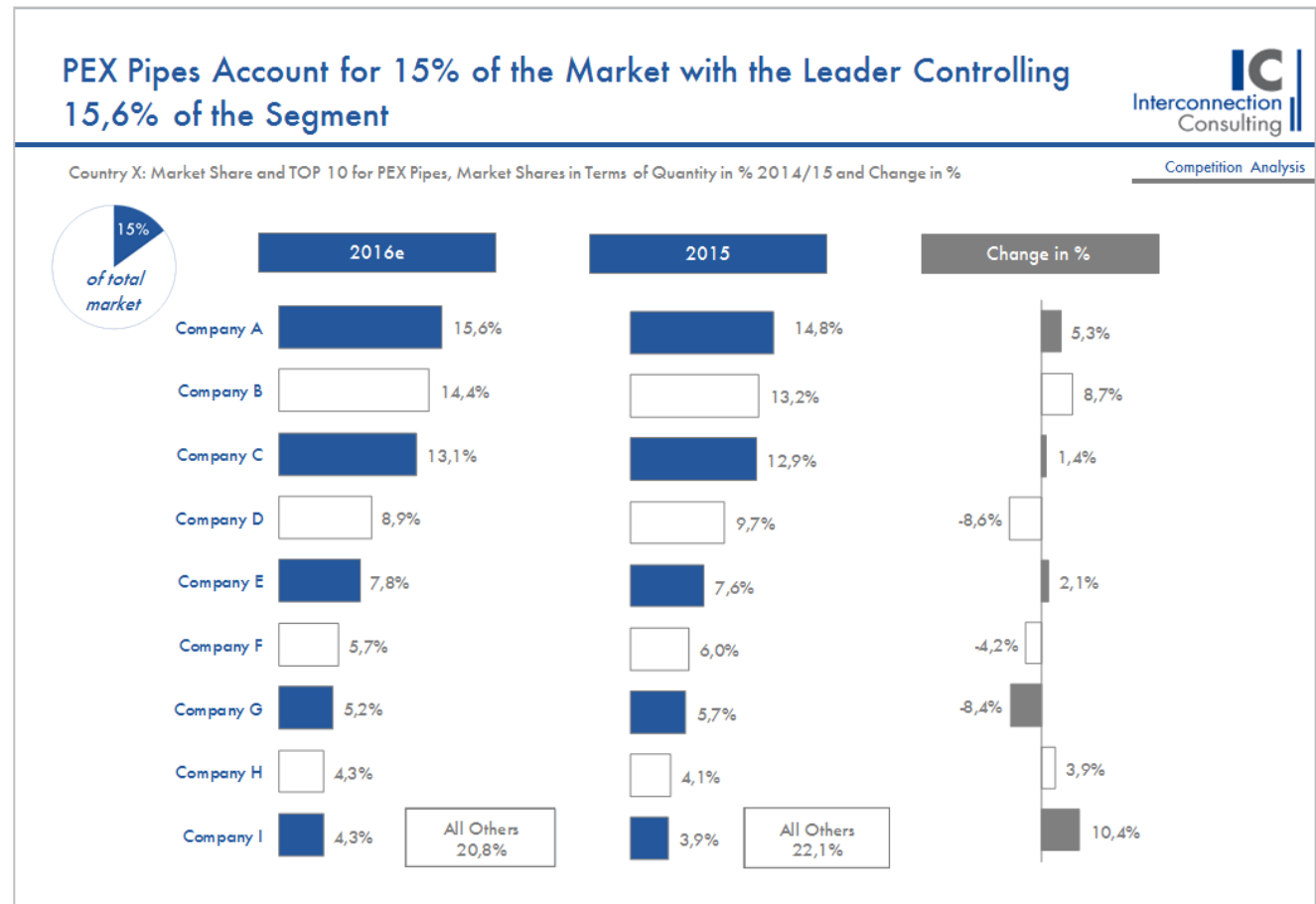
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows dummy figures.*



- Overview of the Product Group Segmentation, Materials, Application as well as a Forecast for the upcoming three years about their development.
- *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 modelling.
- 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)


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)
∅ 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

Investment Plan for Your Market Research

	Single Issue	IC Subscription*	Scale of Discounts	
Single Country	€ 3.500,-		€ 5.000	-10%
Latin America Top 5**	€ 12.250,-		€ 10.000	-20%
Latin America Top 8**	€ 16.800,-		€ 15.000	-30%
			€ 20.000	-40%

Available countries	Argentina	Brazil	Chile	Colombia
	Ecuador	Mexico	Peru	Venezuela

* **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.

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Price includes an interactive PDF Document. All prices shown exclude sales tax.

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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 piping 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

<h2>Market Analysis</h2>  <ul style="list-style-type: none">Market VolumeMarket Shares & EntryCompetition Analysis	<h2>Distribution Analysis</h2>  <ul style="list-style-type: none">Channel MapDistribution MatrixMargins	<h2>Customer Insight</h2>  <ul style="list-style-type: none">Focus GroupsBuying MotivesCustomer Benefits	<h2>Market Forecasts</h2>  <ul style="list-style-type: none">Indicator ModelsLife Cycle ModelsEconometric Analysis
<h2>Brand Analysis</h2>  <ul style="list-style-type: none">Brand ScorecardsBrand - TriangleBrand Affinity	<h2>Customer Satisfaction</h2>  <ul style="list-style-type: none">Importance/Satisfaction PortfoliosCustomer LoyaltyCustomer Typology	<h2>Price Research</h2>  <ul style="list-style-type: none">Price-Sales-FunctionPrice-Simulation-ToolOptimal Pricing	<h2>Webverstärker</h2>  <ul style="list-style-type: none">E Commerce InsightsSearch Engine MarketingWeb Channel Analysis

"IC is a permanent partner in market assessment and a helpful tool in decision making."

Mr. Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe

Customers of Our Studies:



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

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Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 75/ per Country
- Optional: Hard Cover

Price

- per region: €3.500
- All regions : €16.800

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, Spanish 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 behaviour, 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 and distribution channels

Competition Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region and for system for the last two years.

Market Structure

Regions:

Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Venezuela

Application Type

Surface Heating & Cooling, Radiator Connection pipes, Hot and Cold Water Installation pipes.

Pipe Material

Metal, Plastic, Multi Layer.

Plastic Pipe Material

PEX, PERT, PB, PPR

Metal Pipe Material

Stainless Steel, Steel, Copper

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.

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E-Mail: office@interconnectionconsulting.com



Yes, we would like to order the
IC Market Tracking® Sanitary Pipes in Latin America 2016
(Please, print out the order form and mark your desired products)



Industry/Region	Single Issue
<input type="checkbox"/> Argentina	3.500,- EUR
<input type="checkbox"/> Brazil	3.500,- EUR
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<input type="checkbox"/> Mexico	3.500,- EUR
<input type="checkbox"/> Peru	3.500,- EUR
<input type="checkbox"/> Venezuela	3.500,- EUR
<input type="checkbox"/> Latin America Top 5 Special**	12.250,- EUR
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- Single Issue
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Date

Name

Signature