



we show you the way

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## IC Market Tracking® Roof Gutters in Europe Top 5 2016

Germany  
France  
United Kingdom  
Benelux  
Poland

## 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
  - Material Types
  - Customer and Business Segments
  - Distribution Channels
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies.



## Roof Gutters

Germany

France

United Kingdom

Benelux

Poland

Market by ...

### Material Types

Steel

PVC

Aluminium

Zinc

Copper

Others

### Distribution Channels

Direct

Specialised Dealers

DIY

### Customer Segment

Residential

Non- Residential

### Business Segment

New Construction

Renovation

For each segment the total market and market shares of the top players for 2014 and 2015 and forecasts for the next three years are available in the study

# Definition and Demarcation

## Material Types

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

### Steel

Steel gutters are made of metallic alloys where the main component is iron.

### Aluminum

Gutters made of aluminum.

### Copper

Gutters made of copper.

### PVC

PVC is a common thermoplastic resin which is used, among others, for gutters.

### Zinc

Gutters made mainly of zinc or titanium-zinc. Gutters with zinc coatings alone are not counted in this category.

### Others

Gutters which are made of any other material but steel, aluminum, copper, zinc or PVC.



## Definition and Demarcation

### Customer Segment

Residential

Residential construction including 1-family, 2- family dwellings and flats.

Non-Residential

Non-Residential Construction including buildings for education, health, industry, storage, office, commercial, agricultural and other purposes.

### Business Segment

New Construction

Rainwater Systems in newly erected buildings.

Renovation

Replacement of already existing Rainwater Systems.



## Definition and Demarcation

### Distribution Channel

#### Specialized Dealers

Specialized dealers offer a specialized range of products or product groups such as roofing materials, etc.

#### DIY

Hardware stores which sell household hardware to the consumer directly for use at home or for business for example: Baumax, etc.

#### Direct and Others

Direct: Sold directly to the end user, also by own sales rep.; Others: Internet, etc.

### Abbreviations

#### CAGR

Compound Annual Growth Rate over the period 2015 – 2019f

#### Avg. Share

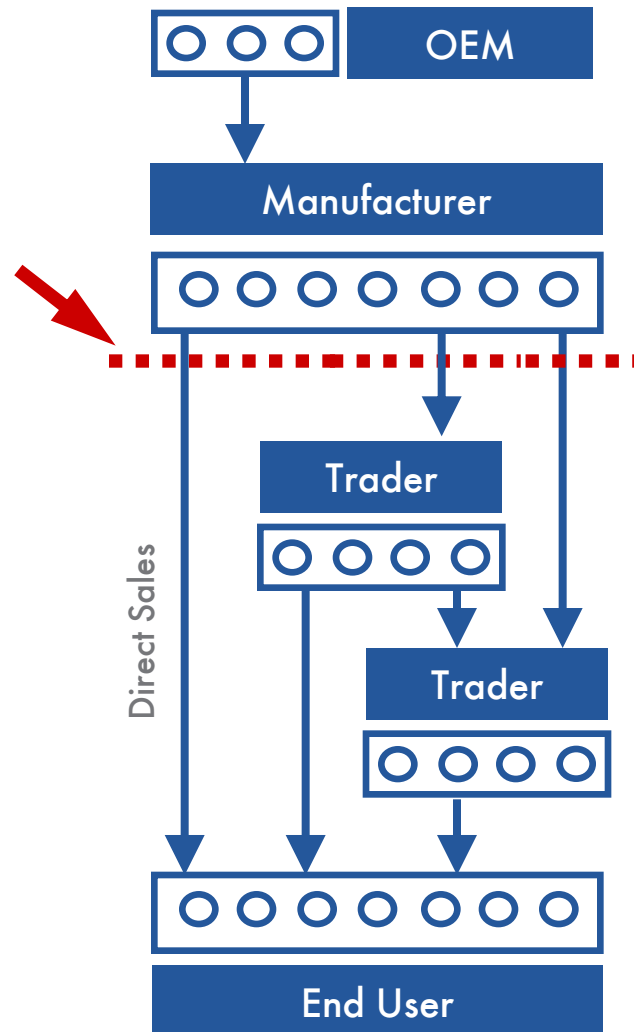
Average Share over the period 2015 – 2019f

#### 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.

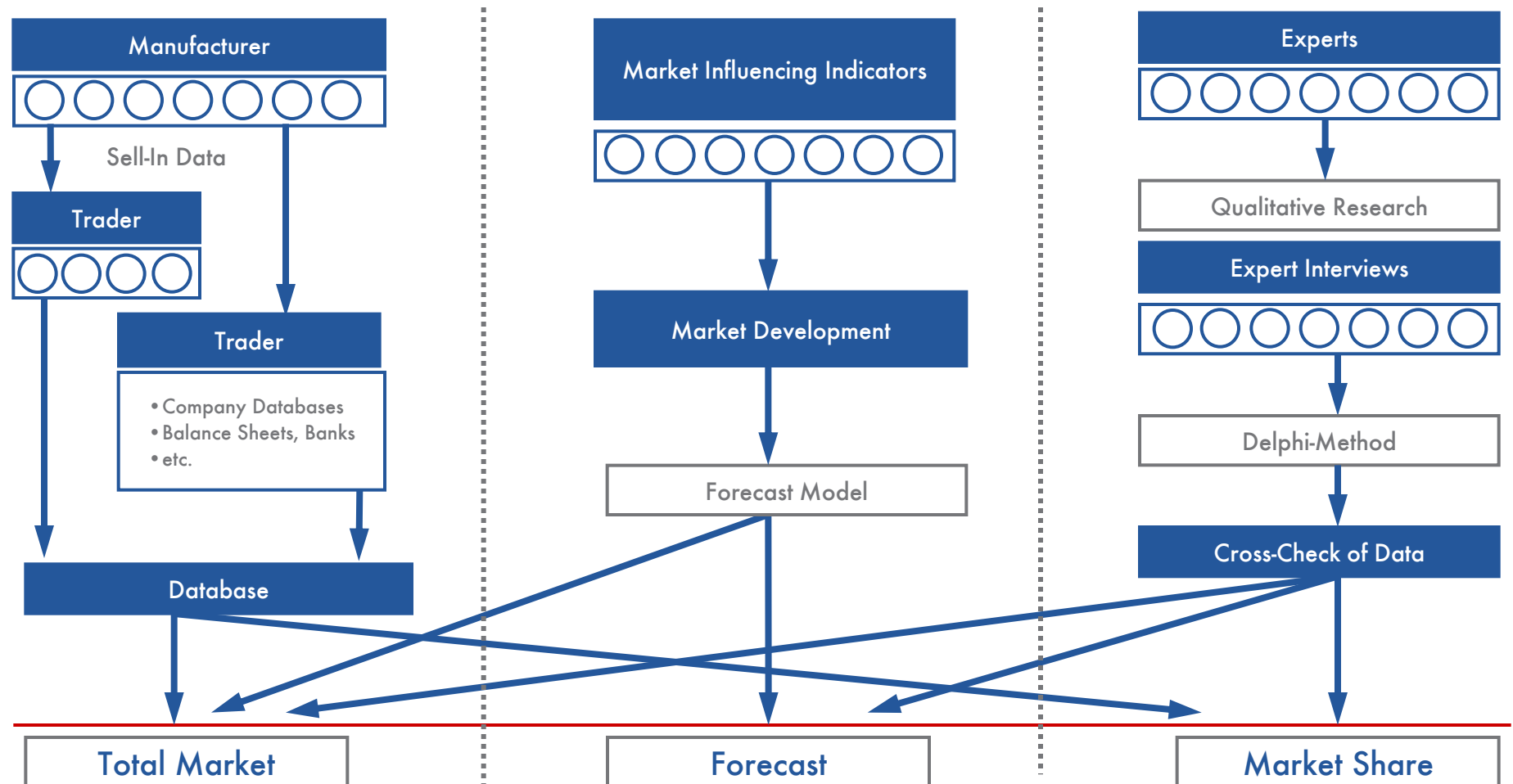


The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised 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

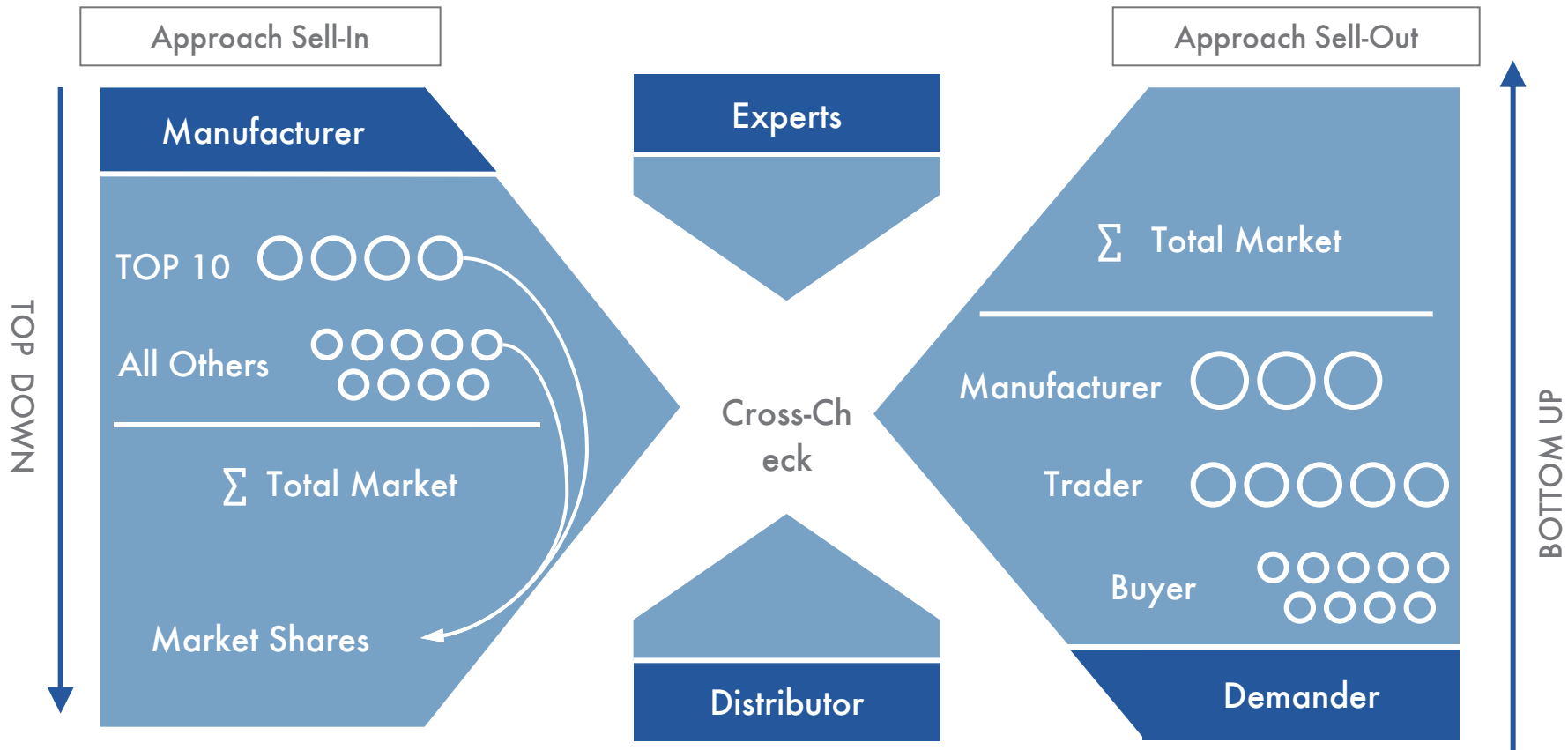
*Description Structure of Survey Methodology*





# Data of Manufacturers Aligned with Market Calculation

*Description Structure of Survey Methodology*



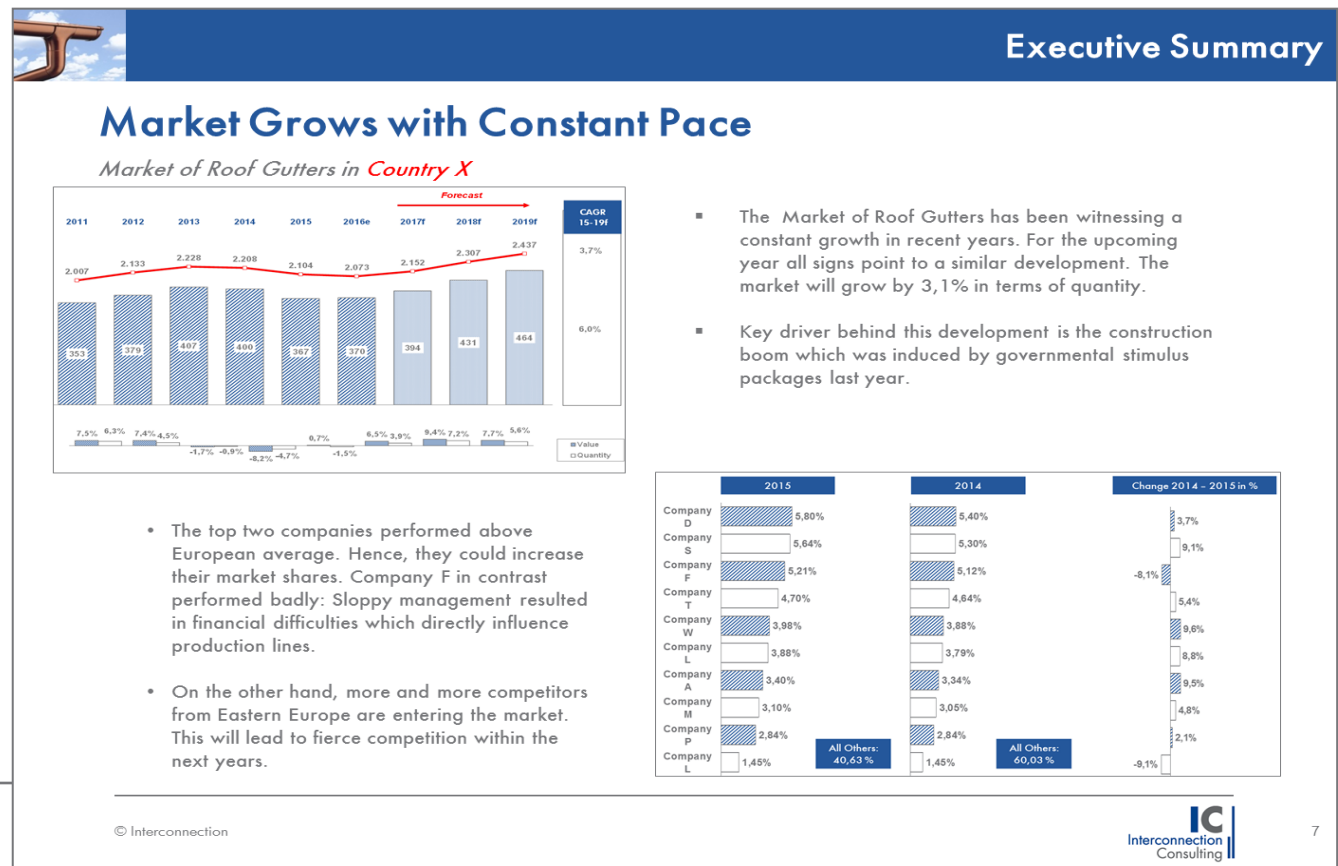
# Contents of the IC Market Tracking®

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.
- By using several analytical tools, we also carry out a **Strategy Analysis**: We show the strategic position through Efficiency-portfolios, BCG-Portfolios, Interconnection Dynamic-Portfolios, etc. Thus you can evaluate the strategic position of the main competitors at a glance.
- 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.

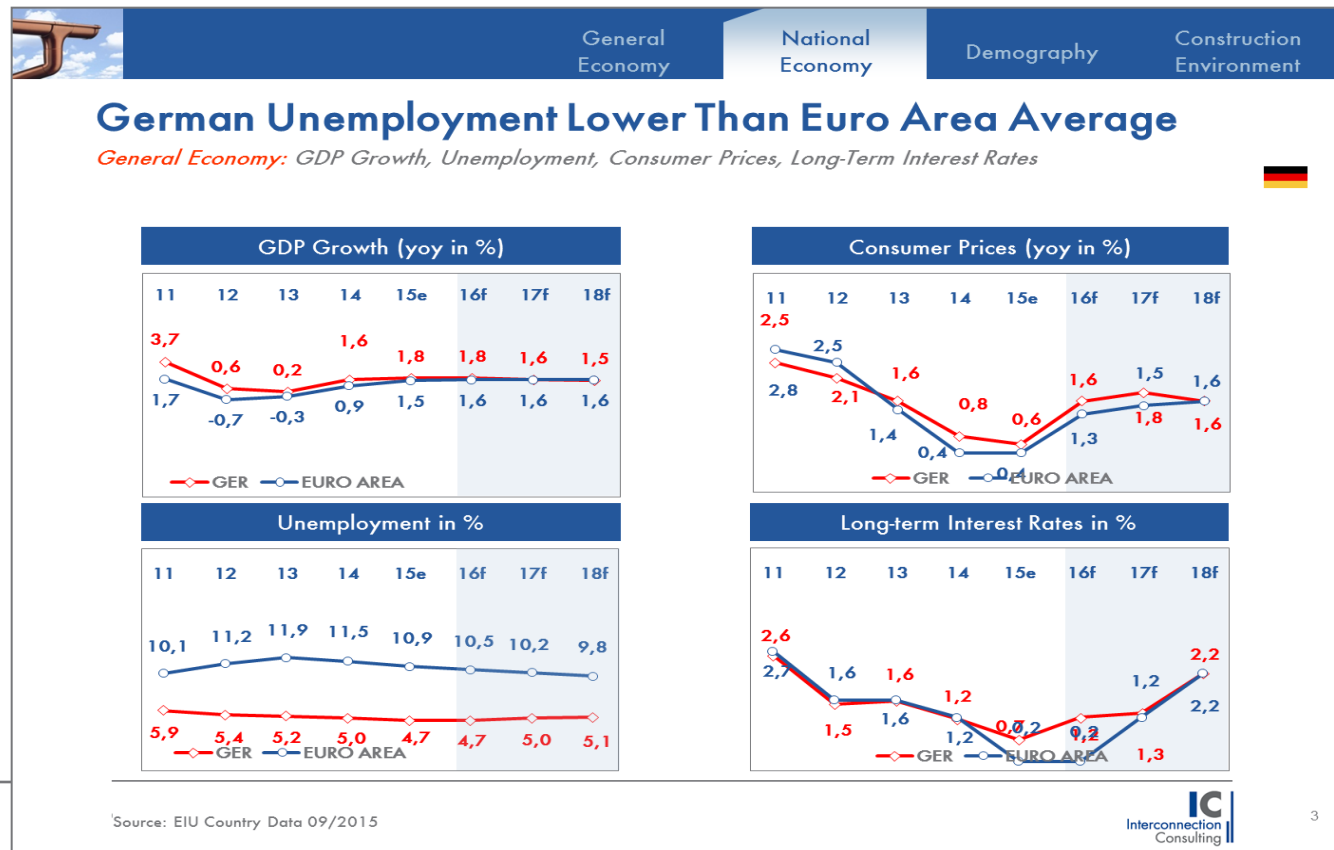
## Executive Summary at the Beginning of the Report

- *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*



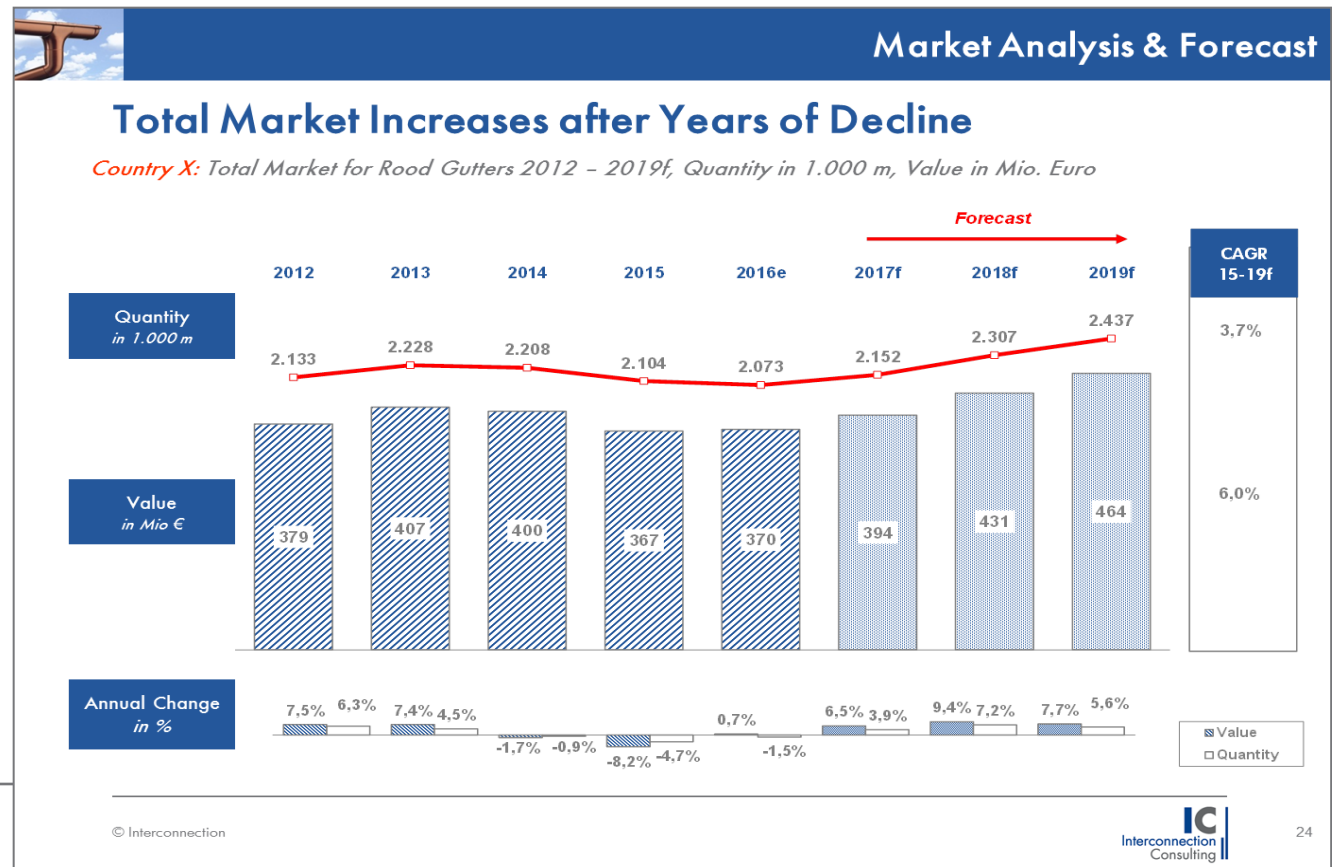
# Market Environment Data of our Forecasting Model

- 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.



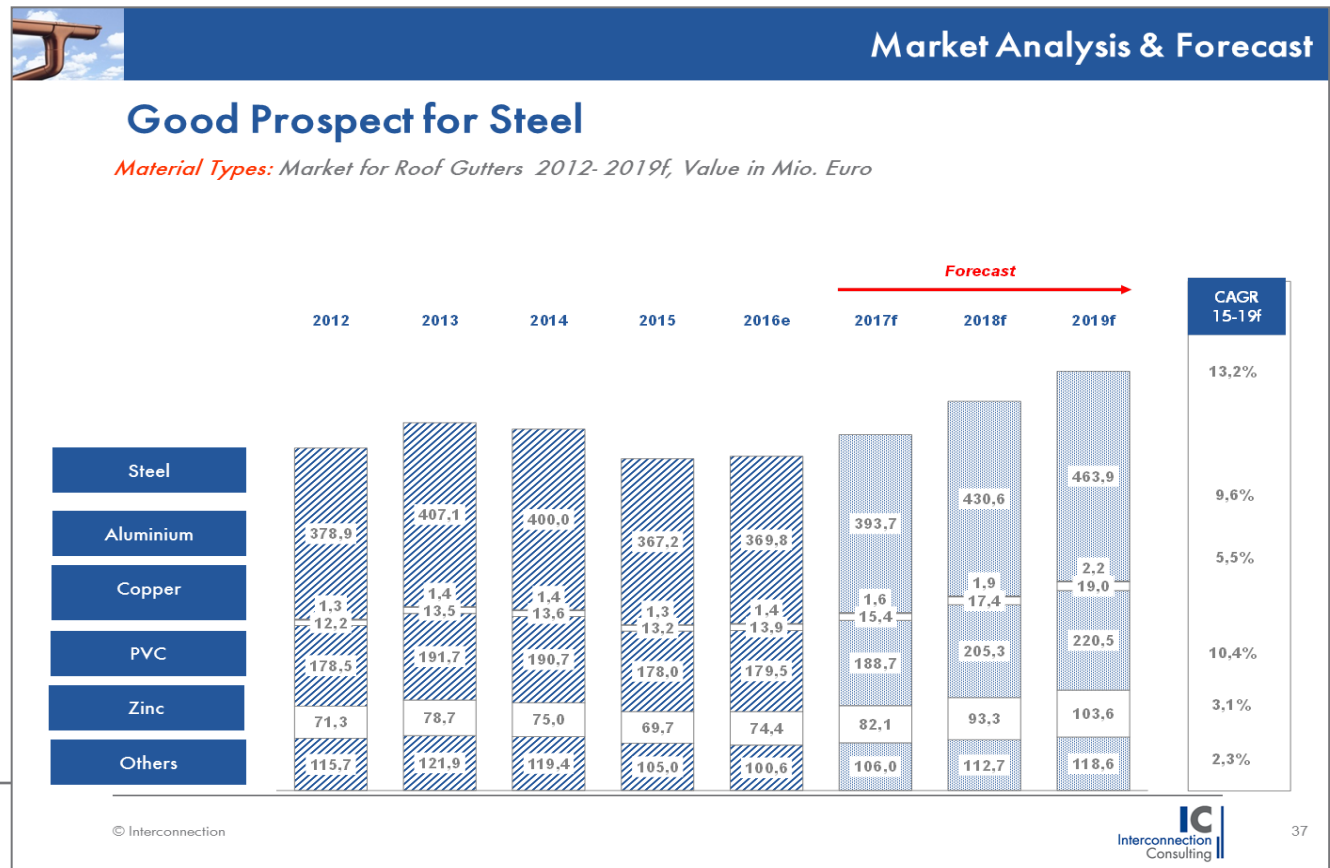
# Total Market Development and Forecast

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



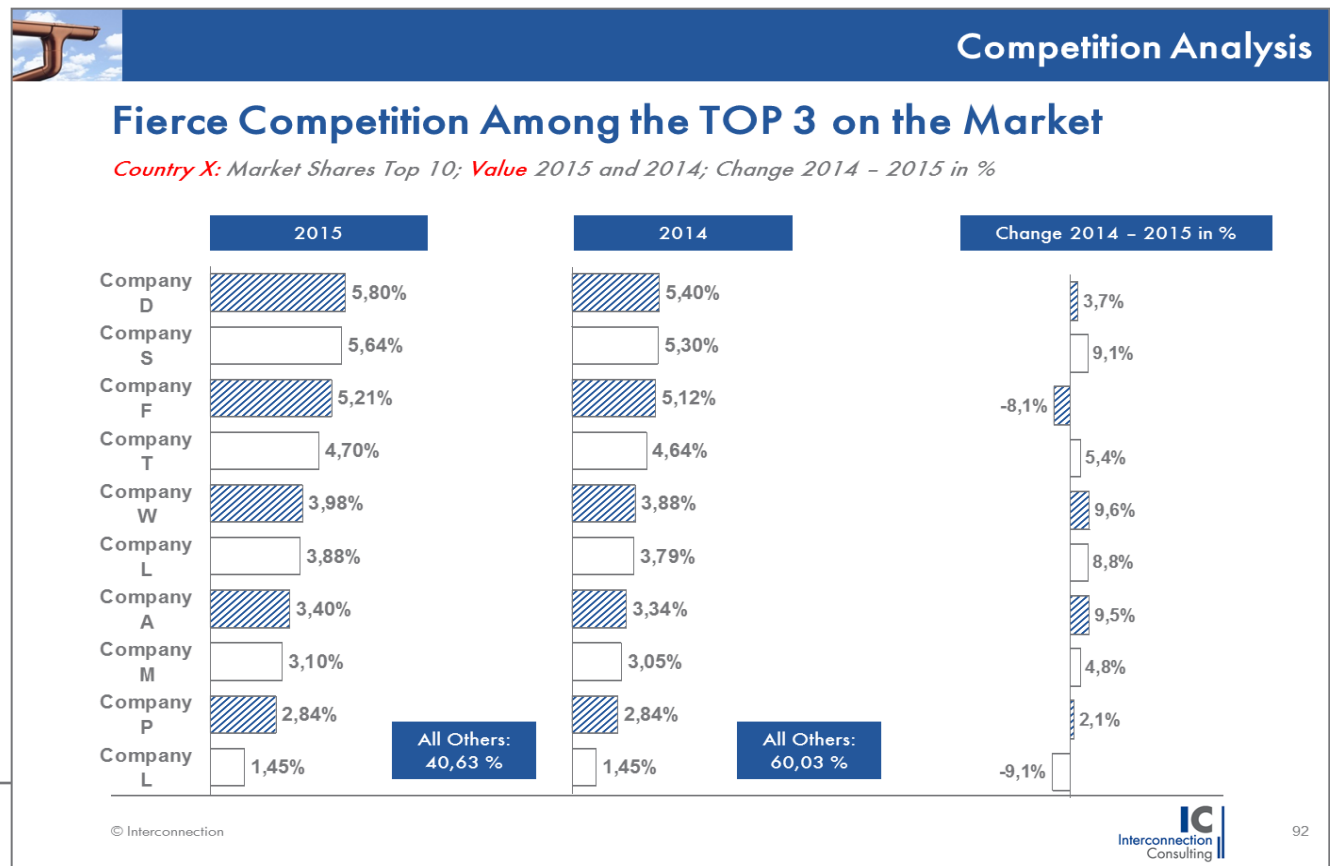
# Trend-Analysis Regarding Product Groups, etc.

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



# Analysis of the Competitive Landscape

- *Competition Analysis by Market Shares for all surveyed product groups/segments for 2014 and 2015*
- *This chart shows dummy figures.*



# Pivot-Tool for Your Individual Analysis

- Additionally to the visualised report a Pivot Table will be included
- With use of the analyse tool you can individually make selections of the available data to make comparisons of the 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.

## Umgang mit Pivot Tabellen

1. Die gewünschte Unterkategorie (z.B.: Technologie - A) kann mittels einfachem Drop-Down Menü ausgewählt werden.

Technologie	<b>A</b>
Distribution	(Alle)
Quartal	<b>4</b>
Menge/Wert	<b>Menge</b>
Gewichtsklasse	(Alle)
Land	<b>Deutschland</b>
Marke	(Alle)
Ø Preis in € (Klassen)	(Alle)

Summe - #	
Segmente	Ergebnis
<b>Segment A</b>	18.592
<b>Segment B</b>	8.434
<b>Segment C</b>	5.310
<b>Segment D</b>	3.290
<b>Segment E</b>	1.332
<b>Total</b>	<b>36.958</b>

2. Um verschiedene Kategorien (z. B.: Technologie) zu analysieren, ziehen sie das graue Feld in die Tabelle

Distribution	(Alle)
Quartal	<b>4</b>
Menge/Wert	<b>Menge</b>
Gewichtsklasse	(Alle)
Land	<b>Deutschland</b>
Marke	(Alle)
Ø Preis in € (Klassen)	(Alle)

Summe - #	Technologie		
Segmente	A	B	C
<b>Segment A</b>	3.290	5.452	7
<b>Segment B</b>	5.310	8.925	21
<b>Segment C</b>	8.434	10.794	
<b>Segment D</b>	18.592	14.624	13
<b>Segment E</b>	1.332	2.229	6
<b>Total</b>	<b>36.958</b>	<b>42.025</b>	<b>47</b>



# Prices & Dates

## IC Market Tracking® Roof Gutters in Europe 2016

	Subscription *	Single Issue	Scale of Discounts from a buying price of			
Europe Total **	€ 10.500,-	€ 11.850,-	€ 7.000	-20%		
Single Country	€ 3.500,-	€ 3.950,-	€10.000	-30%		
			€14.000	-40%		
Available countries	Germany	France	UK	Benelux	Poland	Additional Regions on Request

\* Annual price for at least two orders of the study (order year and the following year). The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

\*\* Prices with regards of the scale of discounts.

Price includes an interactive PDF in electronic form. All prices shown excludes sales tax.

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- Subscription Customers are offered an optional **free web conference**, where the essence of the results of the study can be presented. Furthermore you can directly talk to the author of the study to receive background information on the data and to clarify any open questions.
- **Info-Hotline:** For the period of one year you can state questions to the author of the study, furthermore the team of Interconnection will assist you for free in case any methodological questions in the area of market research will arise in your company.
- As far as possible, we can also put together **flexible subscription packages** (e.g. Biennial subscription, change of countries)
- After receiving 2 editions of the subscribed report, the **subscription can be cancelled without any problems.**

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

Hr. Bernd Blümmers

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

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

Directeur General, Saint-Gobain Solar Systems, Central Europe, Aachen (2010-

## Selected Customers from the Construction Industry



## Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the Building sector.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, 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
- Next to market data we offer Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in actions = in the development of marketing strategies.



## 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**verstärker**



E Commerce Insights  
Search Engine Marketing  
Web Channel Analysis

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

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## General Information

### Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 300
- Optional: Hard Copy

### Price

- all regions: 11.850 €
- single country: 3.950 €
- Hard Copy: 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 of the Market Report

### Structure of the Study

#### Language of the report

English

#### 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, 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 and for each application for the last two years.

### Market Structure

#### Regions:

France, Germany, United Kingdom, Benelux, Poland

#### Material Groups

Steel, Aluminium, Cooper, PVC, Zinc, Others

#### Distribution Channel

Specialized Dealers, DIY, Direct and Others

#### Customer Segment

Residential, Non- Residential

#### Business Segment

New Construction, Renovation

### 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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## Yes, we would like to order the following market reports IC Market-Tracking® Roof Gutters 2016

(Please print out the order form and mark your desired countries for the report)

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- Subscription \*
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