



IC Market Tracking®

Refrigerated Display
Cabinets in Central and
Eastern Europe 2021

Company Profiles



Interactive Dashboards



Market Drivers



automatically updated



more than just a report – A TOOL FOR SUCCESS!

defining growth potential since 1998

Detecting Market Potential



GEO-Maps



Benchmarks



Strategic Workshops



on request

What Do You Get - Your Benefits at a Glance

Content of the Report

Market Data, Insights and Expertise...



MARKET ANALYSIS

- Historical market data from 2017 – 2020 for the total market development as well as
 - Product Groups
 - Product Type
 - Cooling Type
 - Cooling Segment
 - Refrigerant Type
- Forecasts from 2021 – 2024 for the total market as well as each analysed product group, product type, cooling type, cooling segment and refrigerant type

COMPETITION ANALYSIS

- Market shares of the top players for 2020/21
 - Market Shares on the total market in terms of value and quantity
 - Market Shares per product groups in terms of value and quantity

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labour market, demographics, retail market.
- Continuous updates of the data



Market & Competition Analysis

Market Volume

Market Growth

Trends

Market Shares

What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

Market Intelligence Tool Access and Deliverables



ONLINE-COCKPITS

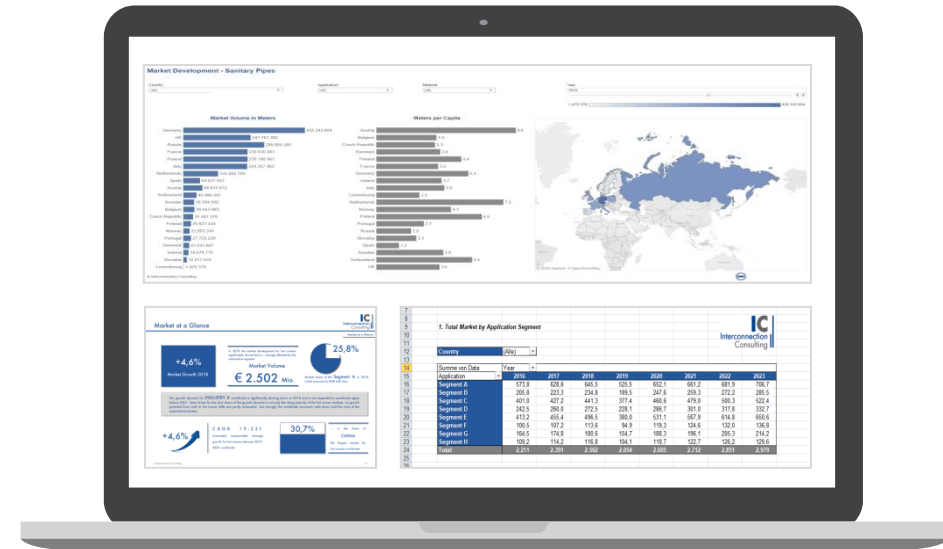
- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

- Executive report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts already integrated within Tableau

RAW DATA -TABLES

- Downloadable tables from MIS as xls. cvs. jpg. or other formats for your own integration
 - Graphs
 - Raw Data



Market Intelligence Tool and Reports



Online Dashboards

Executive Reports

IC Market Tracking®

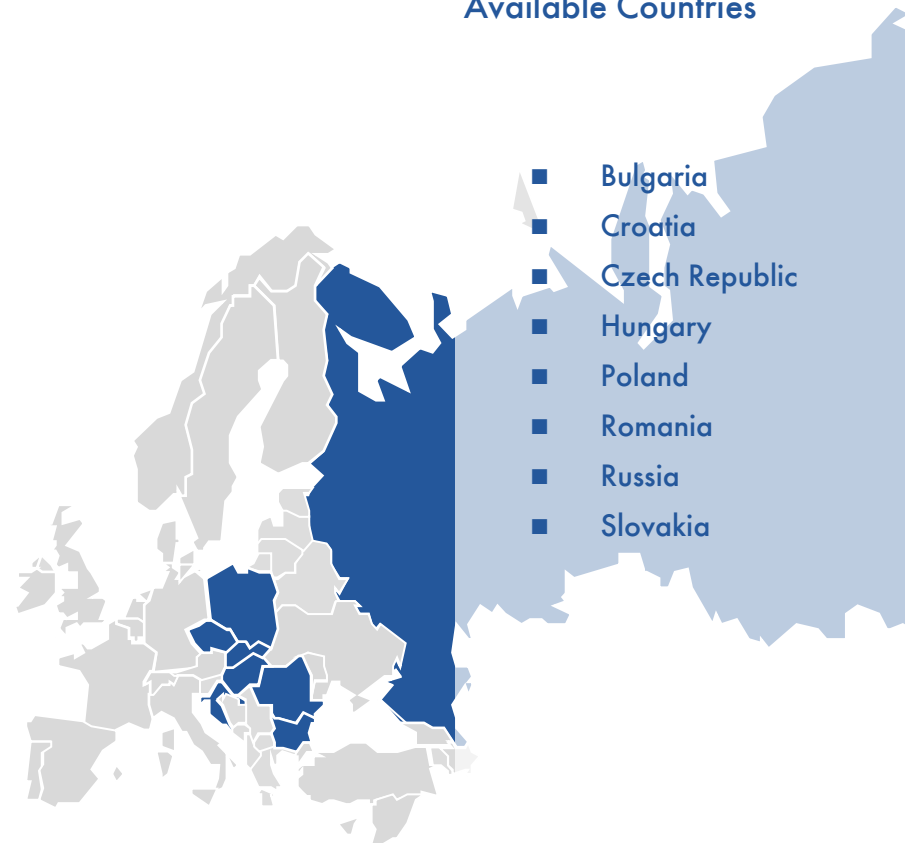
Refrigerated Display Cabinets in CEE 2021

Market Report Structure

Product Groups	Refrigerant Type
Vertical Display Cases	HFC
Horizontal Display Cases - Islands	HFO
Impulse Cabinets	Hydrocarbons / Propane
Cooling Counters	CO2

Product Type	Cooling Segment	Cooling Type
Remote	Freezer Cabinets	Gravity Cooling
Plug-In	Cooling Cabinets	Convection Cooling
	Switchable	

Available Countries



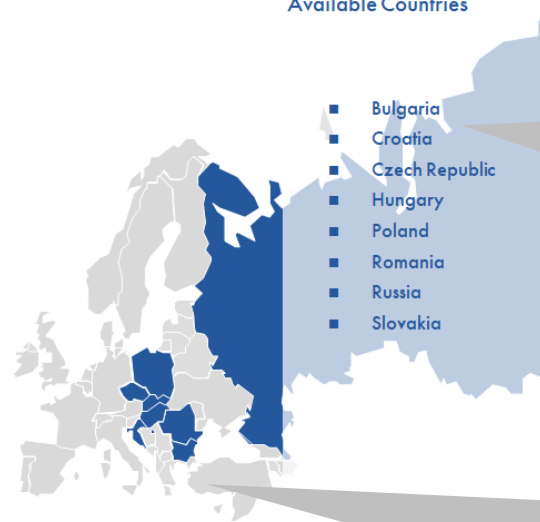
Market Structure - Interpretation

Market Report Structure

Product Groups	Refrigerant Type
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	Switchable	

Available Countries



- Market data are available for each country separately as well as aggregated for the package purchased.
- Each country report includes data for the product groups, product types, cooling types, cooling segments and refrigerant types separately as well as aggregated for the total market of refrigerated display cabinets in terms of quantity.
 - Additionally, product groups and product types are displayed in terms of value as well.

Turnover

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

Product Groups

Vertical Display Cases

One side opened refrigerator for self-service. Length, height and number of shelves optional.

Horizontal Display Cases
- Islands

Open or closed cabinets mostly for storing frozen goods, placed between the aisles in a store.

Impulse Cabinets

Open or closed cabinets similar to the island cabinets, where the one side of the cabinet faces the aisle and the other side faces the wall.

Cooling Counters

For presentation purposes of fresh groceries such as meat, cheese or vegetables. An optional glazing layer can avoid the idea of self-service, but is not mandatory.



Definitions and Demarcation

Product Type

Remote

Cooling furniture, which are connected via piping to a central compressor unit.

Plug-In

Integral refrigerated cabinets containing the refrigeration unit in the housing.

Cooling Type

Gravity Cooling

Cooled air drops due to its higher density and pushes warm air away.

Convection Cooling

Cooled air is being circulated by fans.

Cooling Segment

Freezer Cabinets

Refrigeration units in the negative temperature range.

Cooling Cabinets

Refrigeration units in the positive temperature range.

Switchable

It is possible to switch manually between cooling and freezing.

The Unique Mix of Methods and Approaches for Reliable Market Analysis



SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



Survey with Manufacturers & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturers as well as interviews with industry experts.



Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**
“Only who talks with the industry knows what’s going on!”

The Market Intelligence Tool

Dashboards - The Best Way to Work with Data

A picture says more
than 1000 words

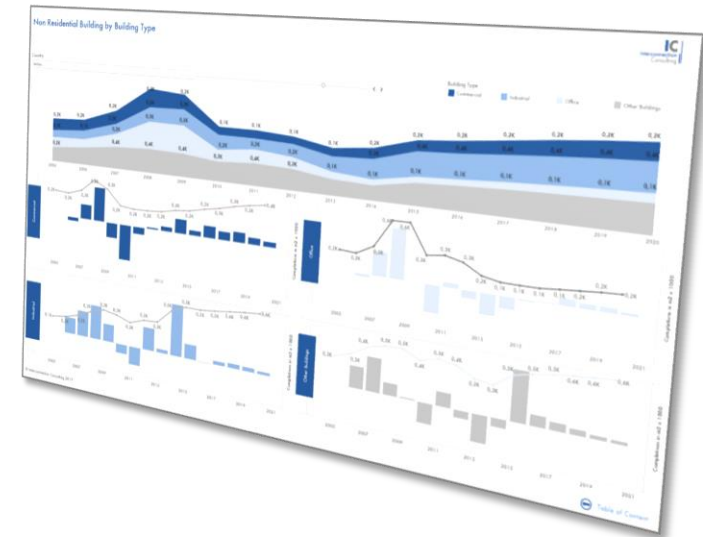
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

- 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

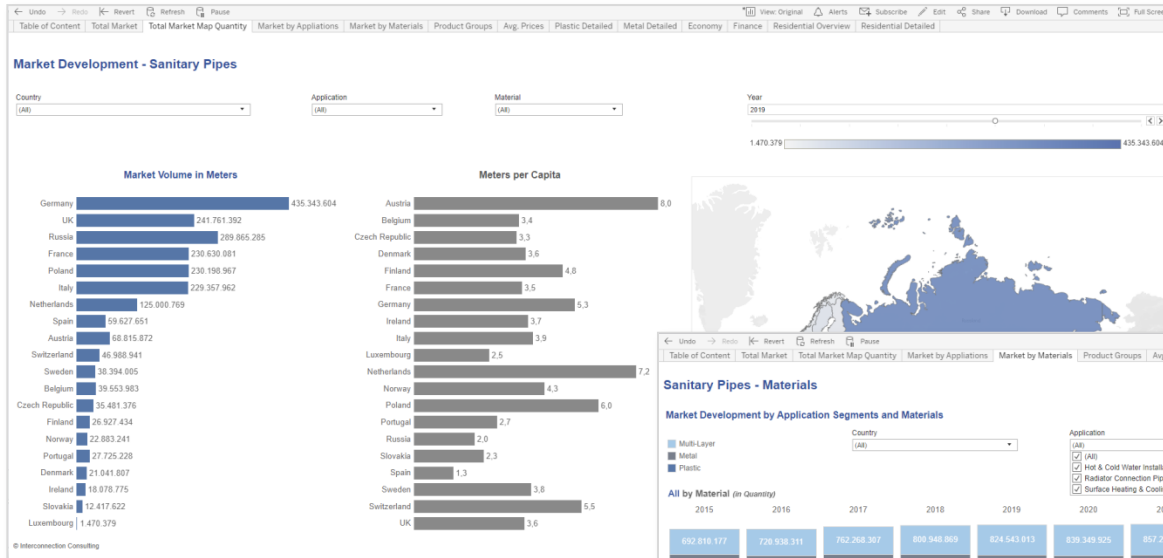


Usability of the Market Intelligence Tool

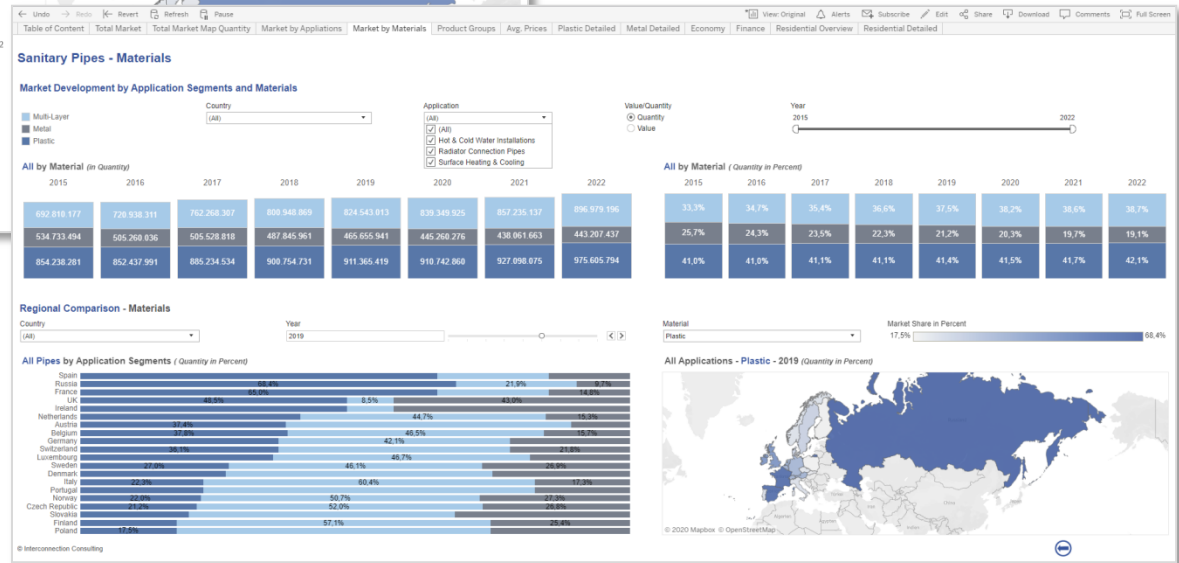
Let's Put it in a Video...



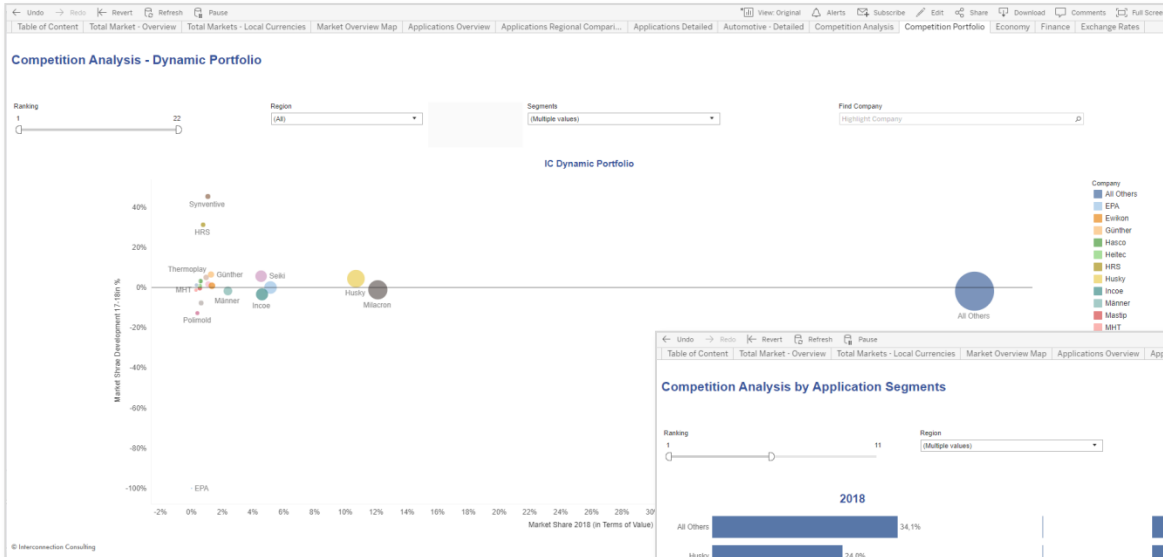
Sample Cockpits for Market Analysis Data



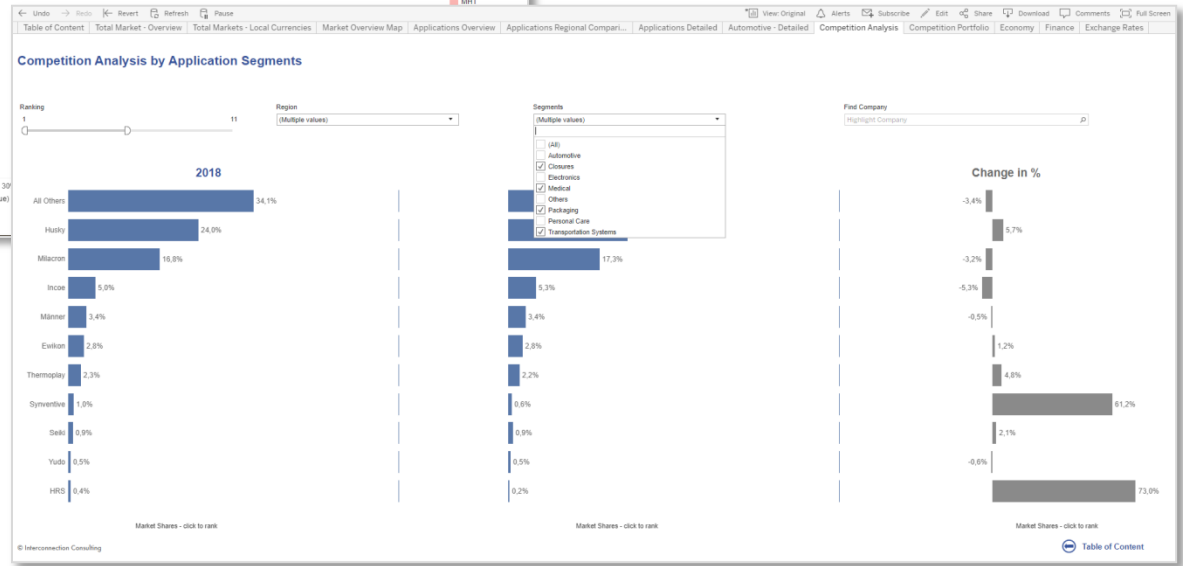
This chart contains fictive data



Sample Cockpits for Competition Data

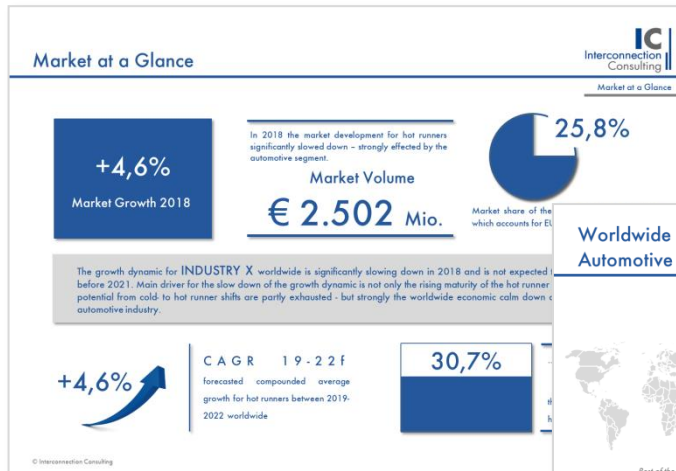


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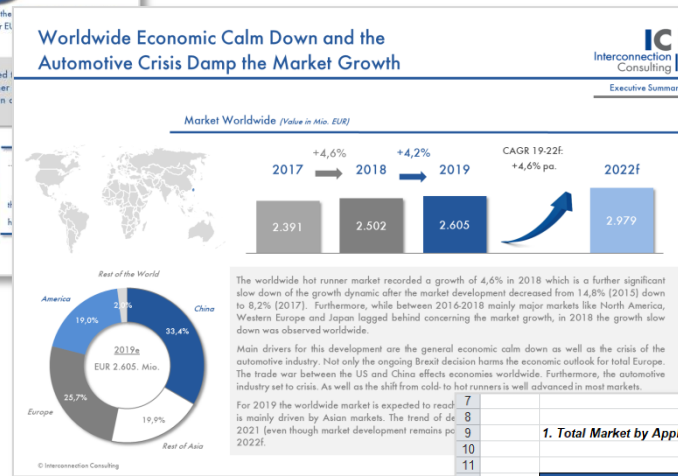


Additional Deliverables

Executive Summary and Pivot-Tables



Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

1. Total Market by Application Segment

Country: (Alle)

Application	2016	2017	2018	2019	2020	2021	2022	2023
Segment A	573.8	628.6	645.5	525.5	652.1	661.2	681.9	706.7
Segment B	205.8	223.3	234.8	189.5	247.6	259.3	272.2	285.5
Segment C	401.0	427.2	441.3	377.4	460.6	479.0	500.3	522.4
Segment D	242.5	260.0	272.5	228.1	286.7	301.0	317.8	332.7
Segment E	413.2	455.4	496.5	380.0	531.1	567.9	614.8	650.6
Segment F	100.5	107.2	113.6	94.9	119.3	124.6	132.0	136.8
Segment G	164.5	174.8	180.6	154.7	188.3	196.1	205.3	214.2
Segment H	109.2	114.2	116.8	104.1	119.7	122.7	126.2	129.6
Total	2.211	2.391	2.502	2.054	2.605	2.712	2.851	2.979

Pivot-Table including all raw data as MS-Excel file (fictive data)

Investment Plan for Your Market Research

IC Market Tracking® Refrigerated Display Cabinets in Central and Eastern Europe 2021

[Prices & Conditions](#)

Subscription *

2 Countries of Your Choice

€ 5.950,-

All Countries

€ 17.950,-



Available Countries

- Bulgaria
- Czech Republic
- Poland
- Russia
- Croatia
- Hungary
- Romania
- Slovakia

- **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 automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.
- The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of an subscription.
- In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit (Software for Online Dashboards) is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 500,- per license per year.

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

Mr. Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe





Our Market-Intelligence Tools



In case of 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 Market Tracking® Refrigerated Display Cabinets in Central and Eastern Europe 2021

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

Please choose from the available countries

- | | | | |
|-----------------------------------|---|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Bulgaria | <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Poland | <input type="checkbox"/> Russia |
| <input type="checkbox"/> Croatia | <input type="checkbox"/> Hungary | <input type="checkbox"/> Romania | <input type="checkbox"/> Slovakia |

- 2 Countries Package EUR 5.950.-
- Full Package EUR 17.950.-

	Single Issue	Subscription*
25% price advantage		✓
IC Cockpit – Online Dashboard Solution	✓	✓
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		✓

Billing Address:
(please fill in the data completely)

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Address: _____

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E-Mail: _____

Delivery Address:
(necessary if different from the billing address)

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Name: _____

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Post Code/Zip: _____

Country: _____

E-Mail: _____

Date	Name	Signature
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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. 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 includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of a subscription.

General Terms of Business

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