



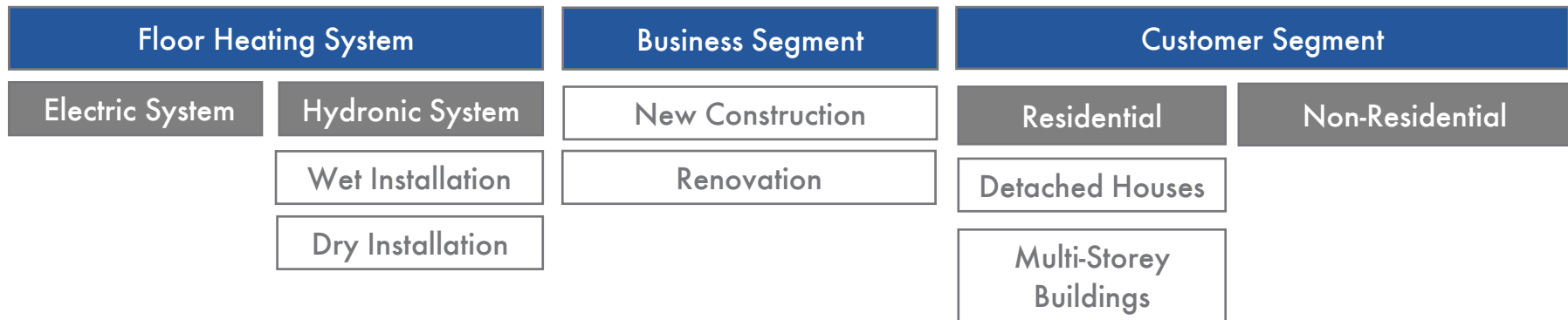
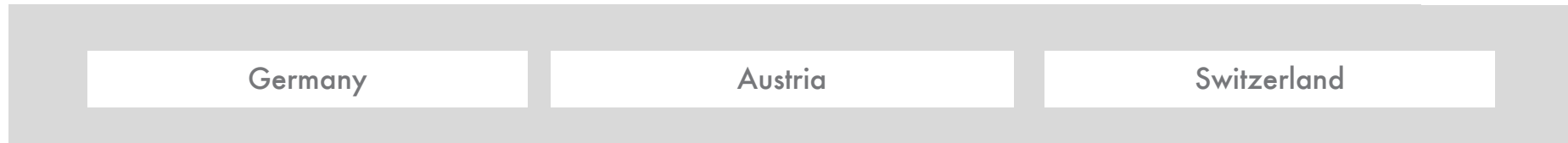
IC Market-Tracking Floor Heating in DACH 2018

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
 - heating systems
 - application segments
 - business segments
- ✓ Information about the most important **factors of influence**
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.



IC Market Tracking® Floor Heating in DACH 2018



The study includes total market and development from 2016 -2021f for each segment and market shares of Top 40 Players for 2017 and 2018e

Definitions and Abbreviations

Heating System

Hydronic System

Hydronic heating with hot water in tubes

Electric System

Electric heating with flexible heating elements including cables, pre-formed cable mats, bronze mesh, carbon films, etc.

Wet System

Systems are installed in the screed

Dry System

Systems are installed under the floor cover, but not in the screed

Business Segment

New Construction

Application in new buildings

Renovation

Application in existing building

Business Segment

Residential

Buildings for housing

Detached Houses

One- and Two Family Houses

Multi-Storey Buildings

Dwellings in Multi-Storey Buildings

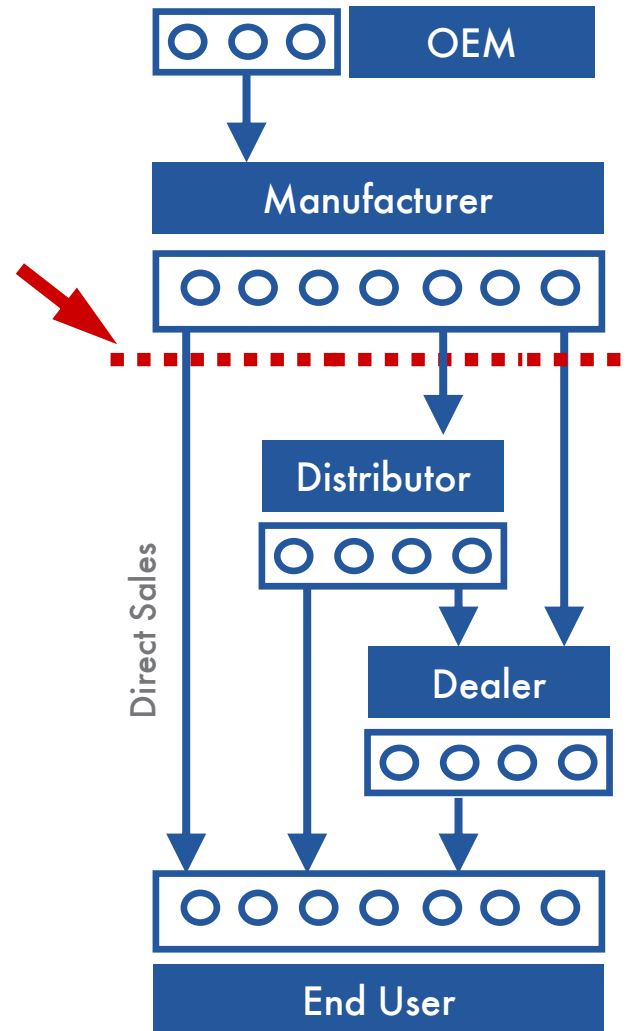
Nicht Wohnbau

Buildings for commercial purpose such as offices, shops, restaurants as well as buildings for education, administration, etc.

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.



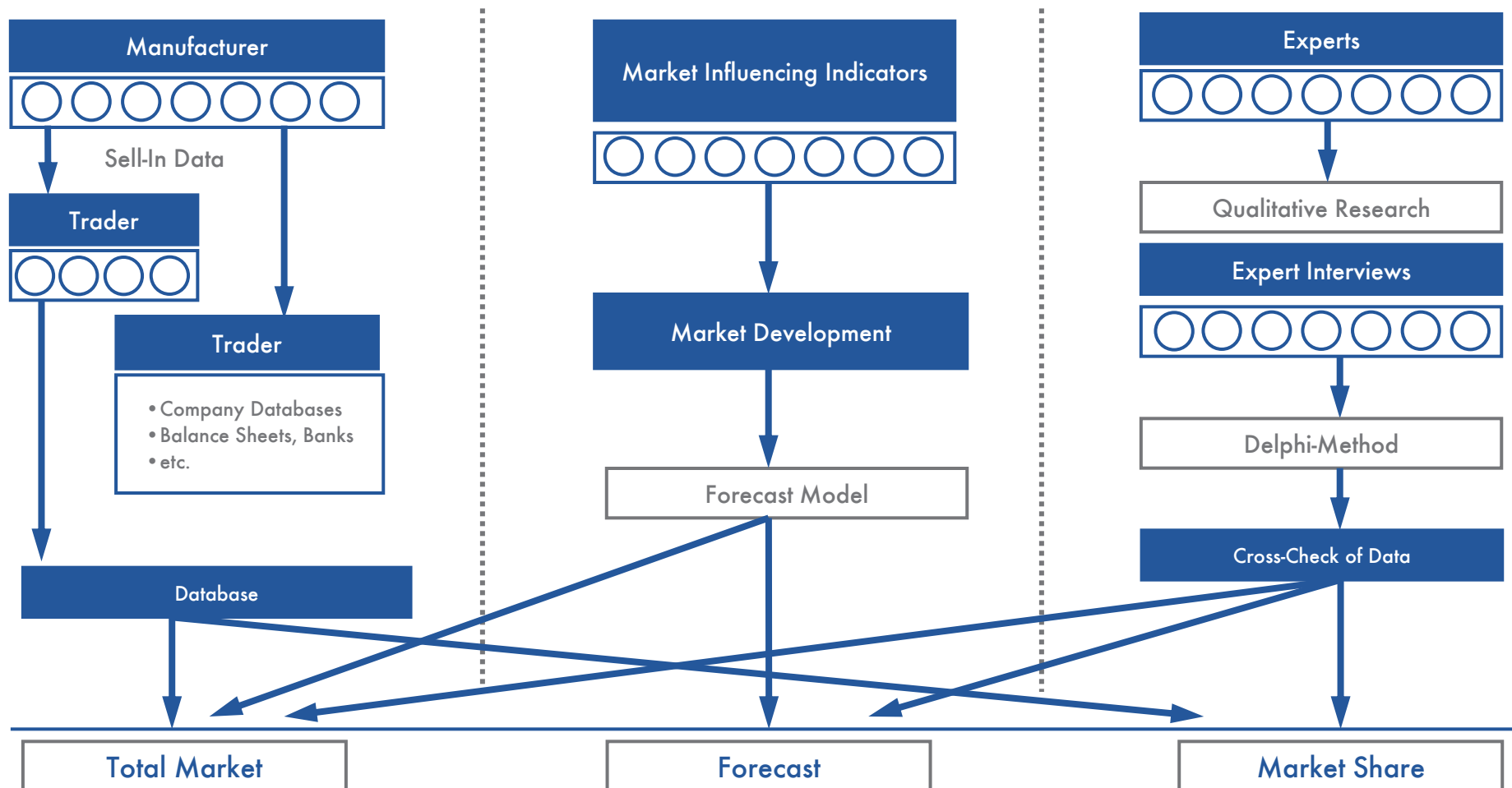
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

Primary Survey with Manufacturer & Experts as Basis

Description Structure of Survey Methodology

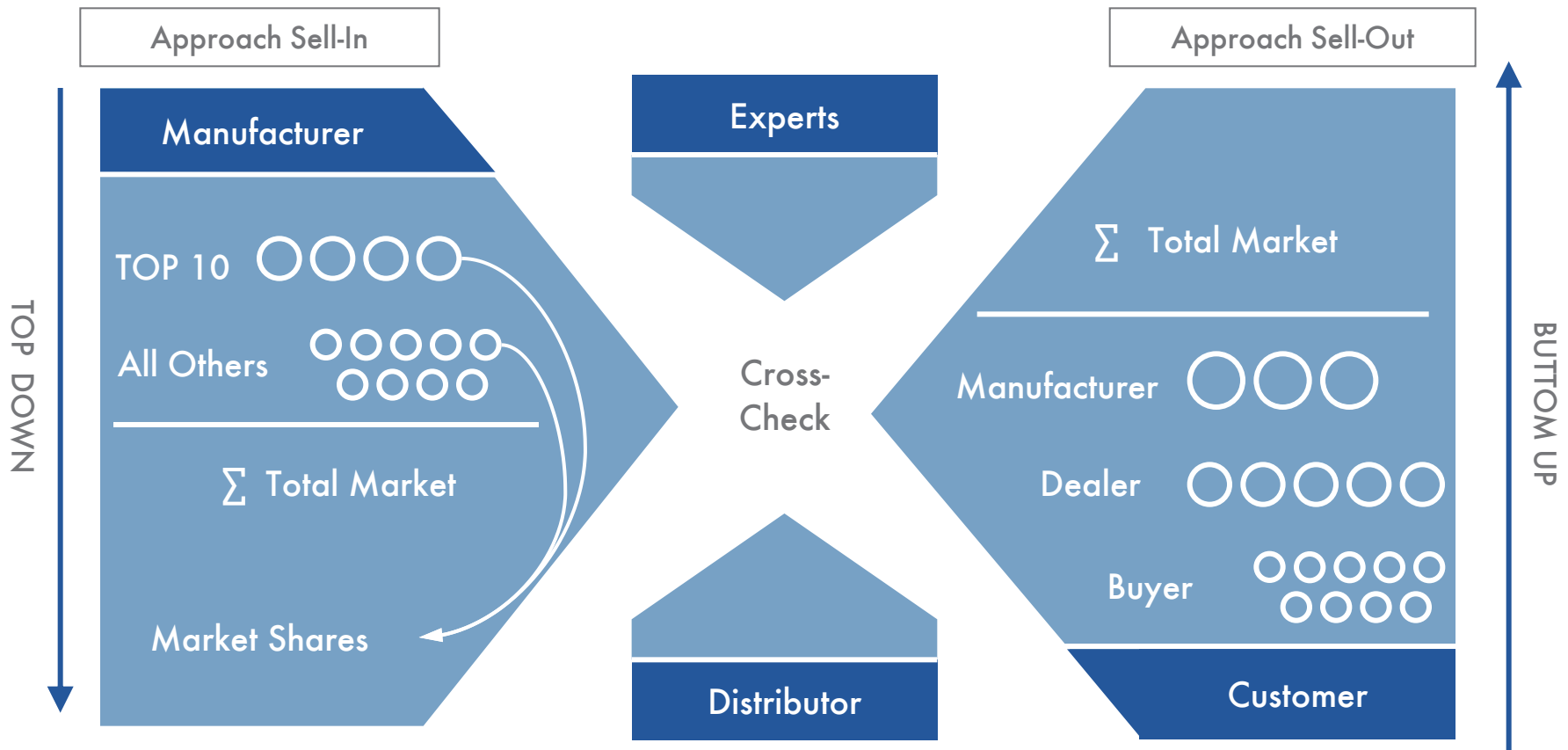
Methodology



Data of Manufacturers Aligned with Market Calculation

Description Structure of Survey Methodology

Methodology



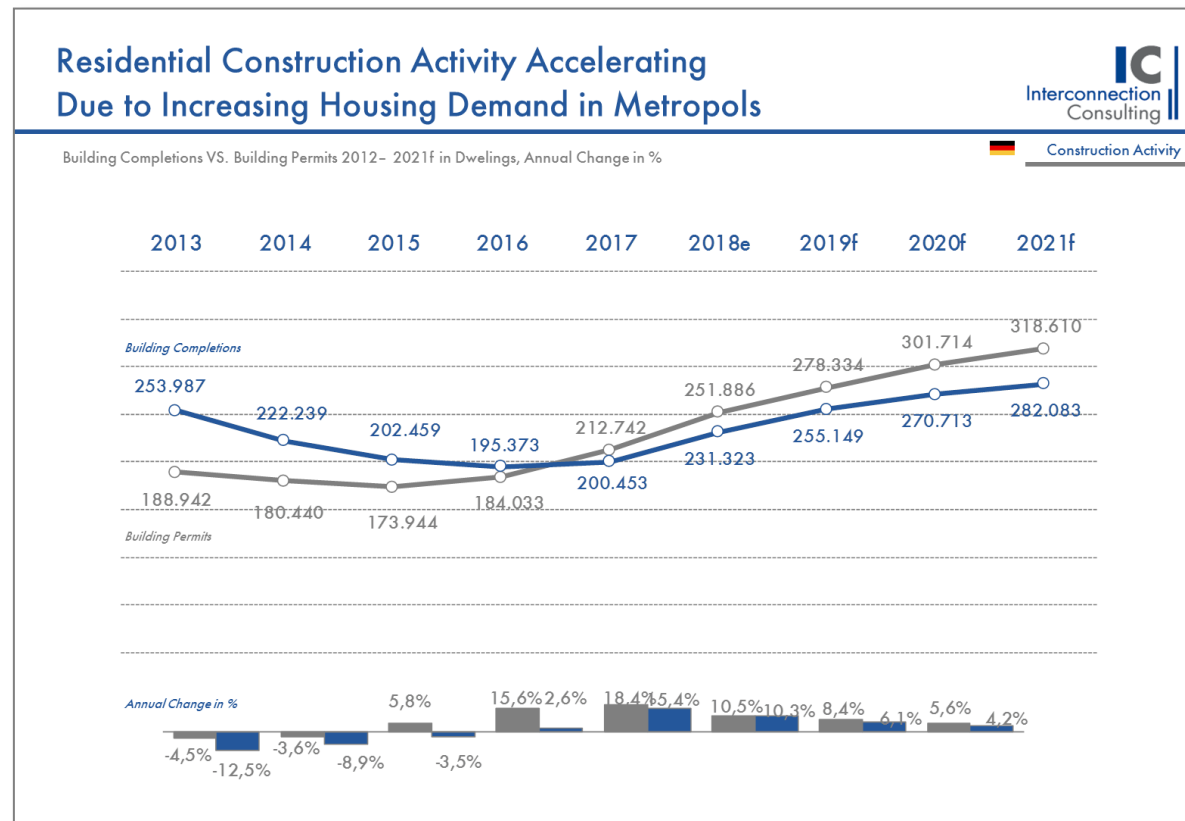
Content of the Report

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

Content

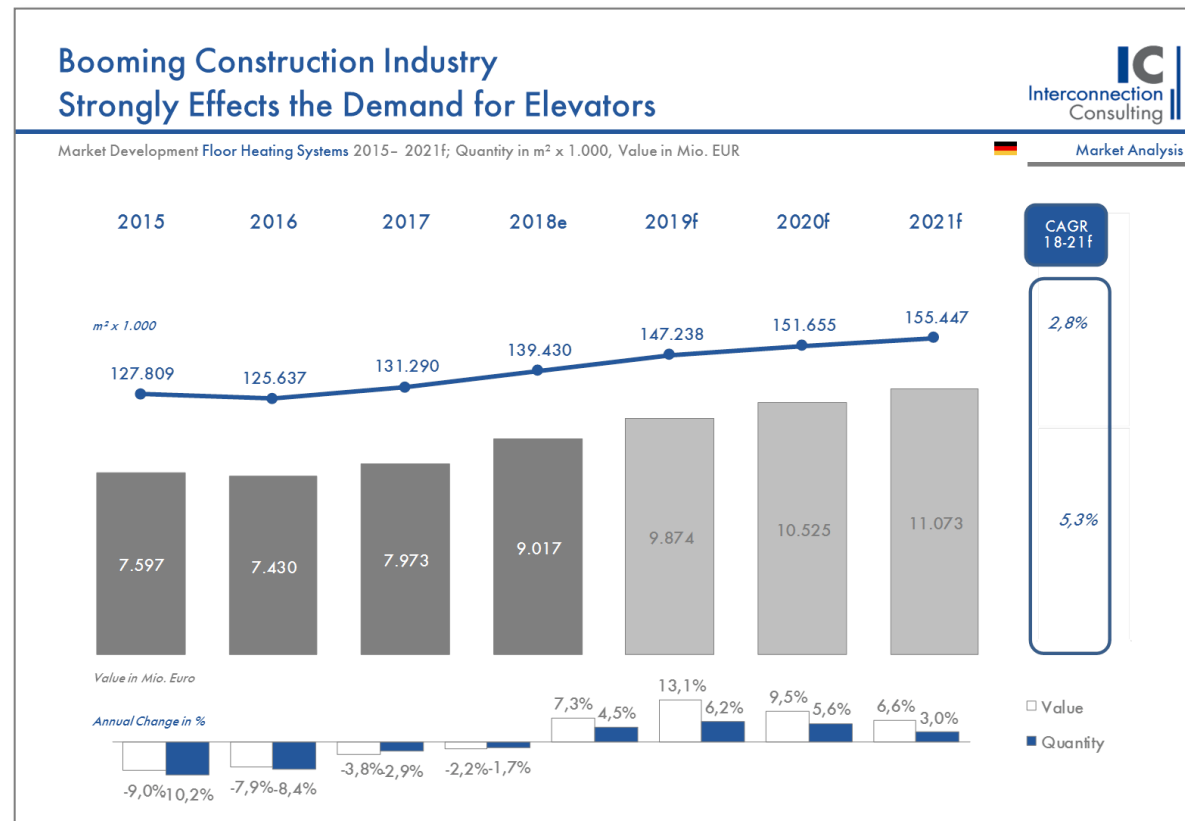
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on 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.

- Data of market drivers including general economy data, demography, income statistics, industry environment and regional trends
- *This charts shows dummy figures.*

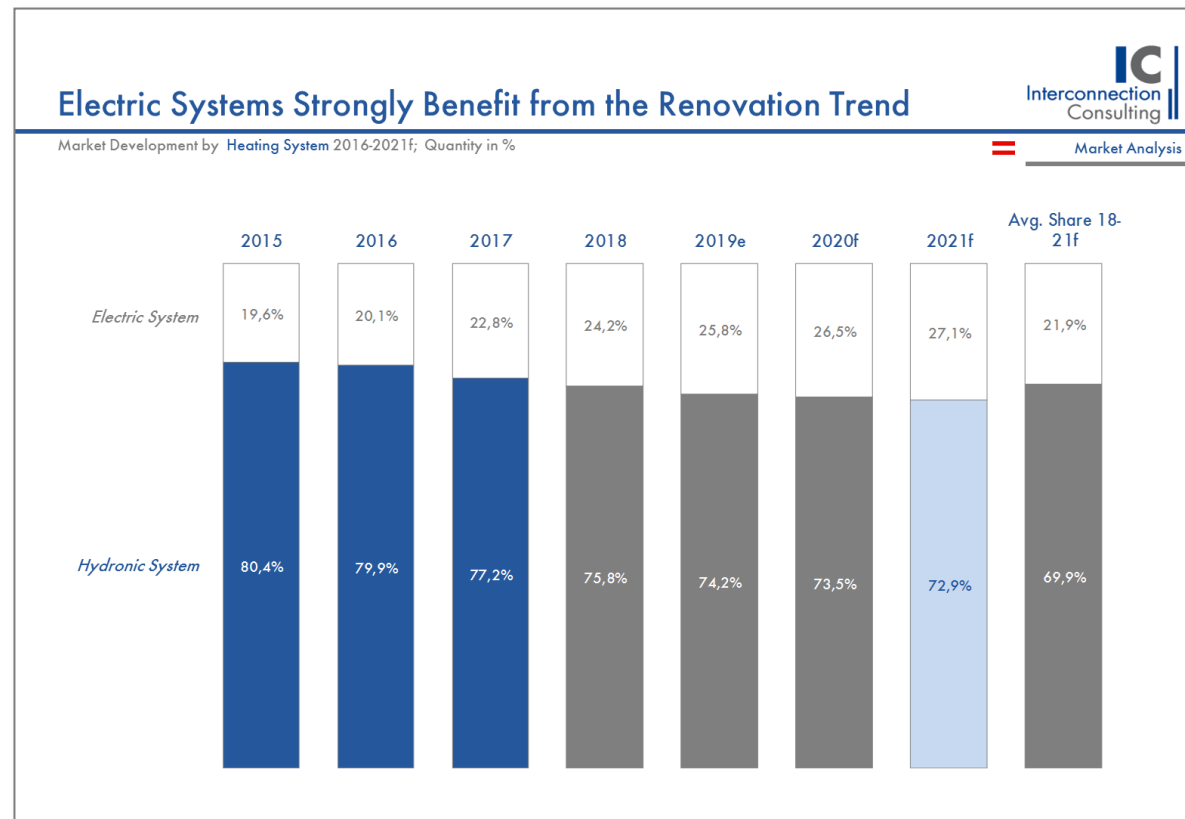


Total Market Analysis and Forecast

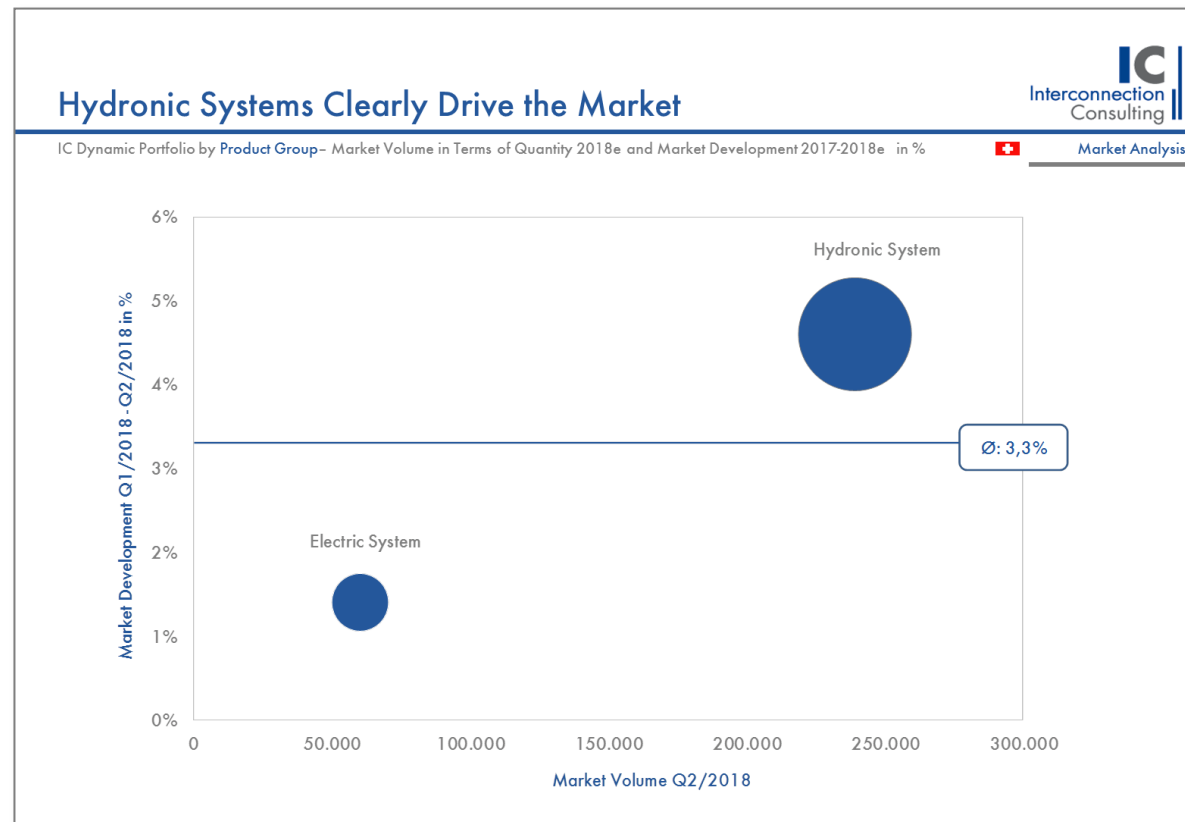
- Overview of total market until the current year and forecast for the upcoming three years
- This charts shows dummy figures.*



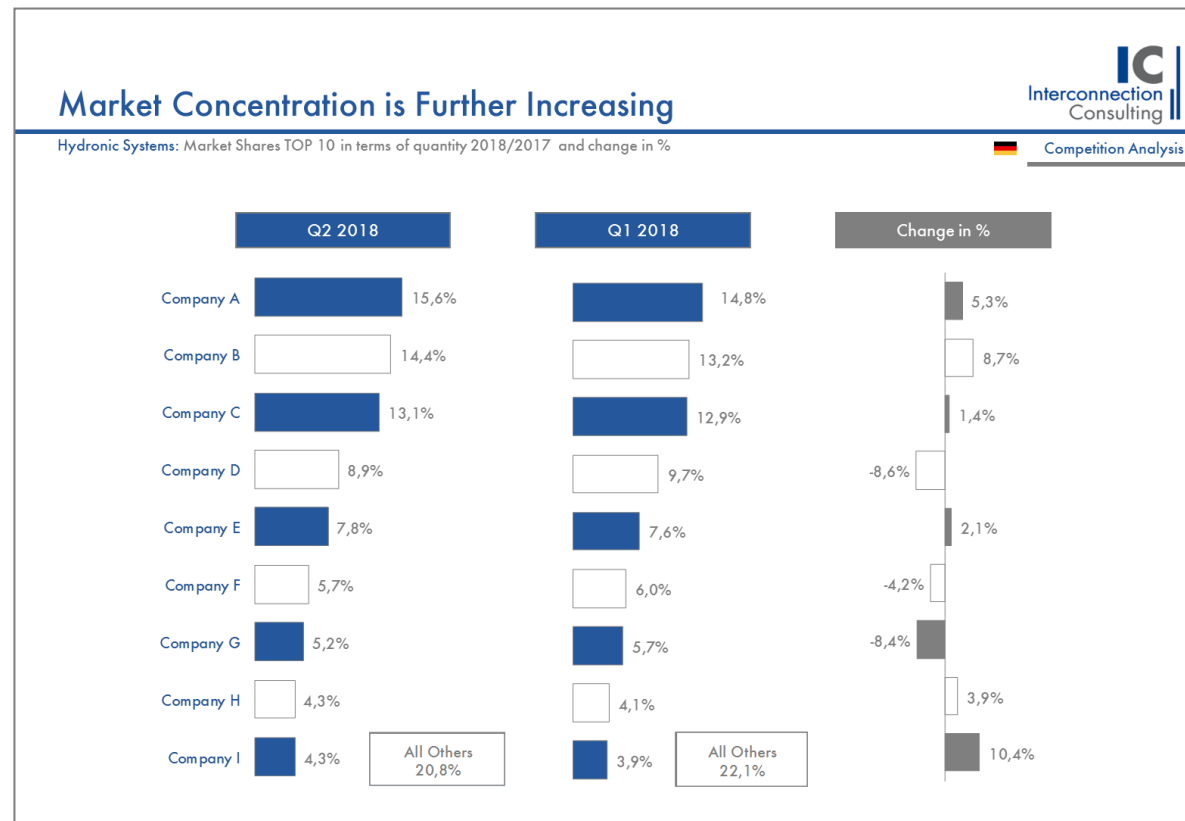
- Overview on market shares of single product groups and forecast for the next three years.
- *This charts shows dummy figures.*



- Strategic analysis of the market potential and development in form of portfolio charts for product groups and market segments.
- *This charts shows dummy figures.*



- Detailed competition analysis in form of market shares of the top players within the analyzed segments and regions.
- *This charts shows dummy figures.*



IC Cockpit-Solution

Online Tool with Interactive Dashboards Presenting the Data

A picture says more
than 1000 words

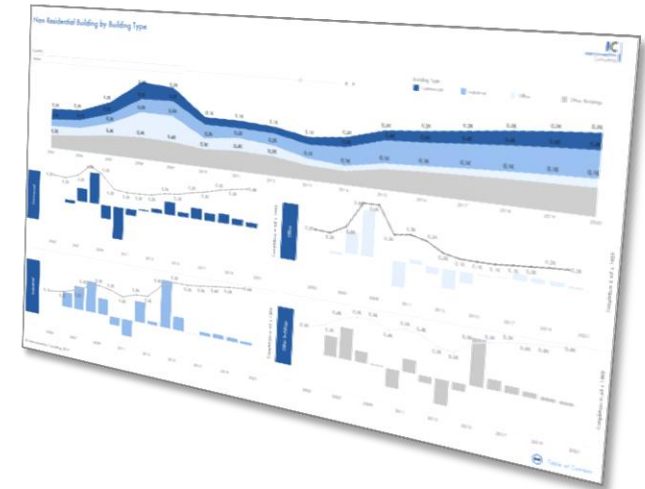
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.


Easy online
accessability

- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



Software license costs are EUR 600,- in case of purchase of one country report. Software license costs are included when more than one country report are purchased.

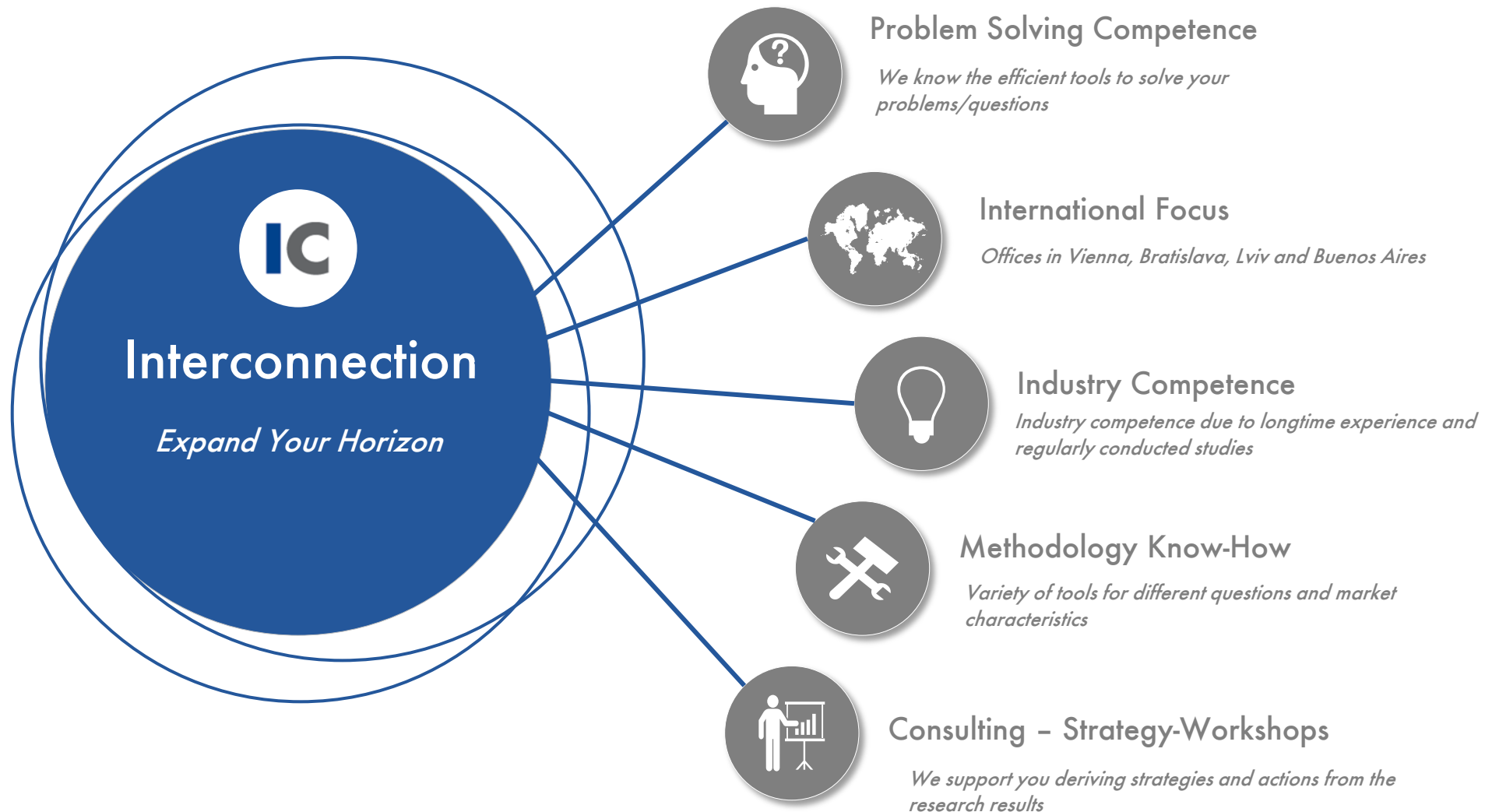
Investment Plan for Your Market Analysis

	Subscription*	Single Issue
Single Country	€ 2,950.-	 +25% for Single Issues
Total Report - DACH	€ 6,950.-	
Available Countries:	Germany	Austria
		Switzerland

***IC Subscription:** 20% price advantage compared to single issue: Total - € 9,936. 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 includes an interactive PDF Document. All prices shown exclude sales tax.

Interconnection Provides Data for Corporate Decisions



Our Market-Intelligence Tools



„The IC Market-Tracking® Residential Ventilation was a good support for our analysis of the German ventilation market. The study provides a high level of differentiation and is very user friendly.“

Ulf Hörman
Business Development Director, Swegon SE



For further 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® Floor Heating

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

Please choose from the available countries:

☐ Austria

☐ Germany

☐ Switzerland

☐ Subscription* - Single Country Report EUR 2,950.- / country

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☐ Single Issue - Single Country Report..... EUR 3,687.50 / country

☐ Single Issue - Total Report DACH EUR 8,687.50

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