



IC Market-Tracking  
Office Chairs in Germany  
2018

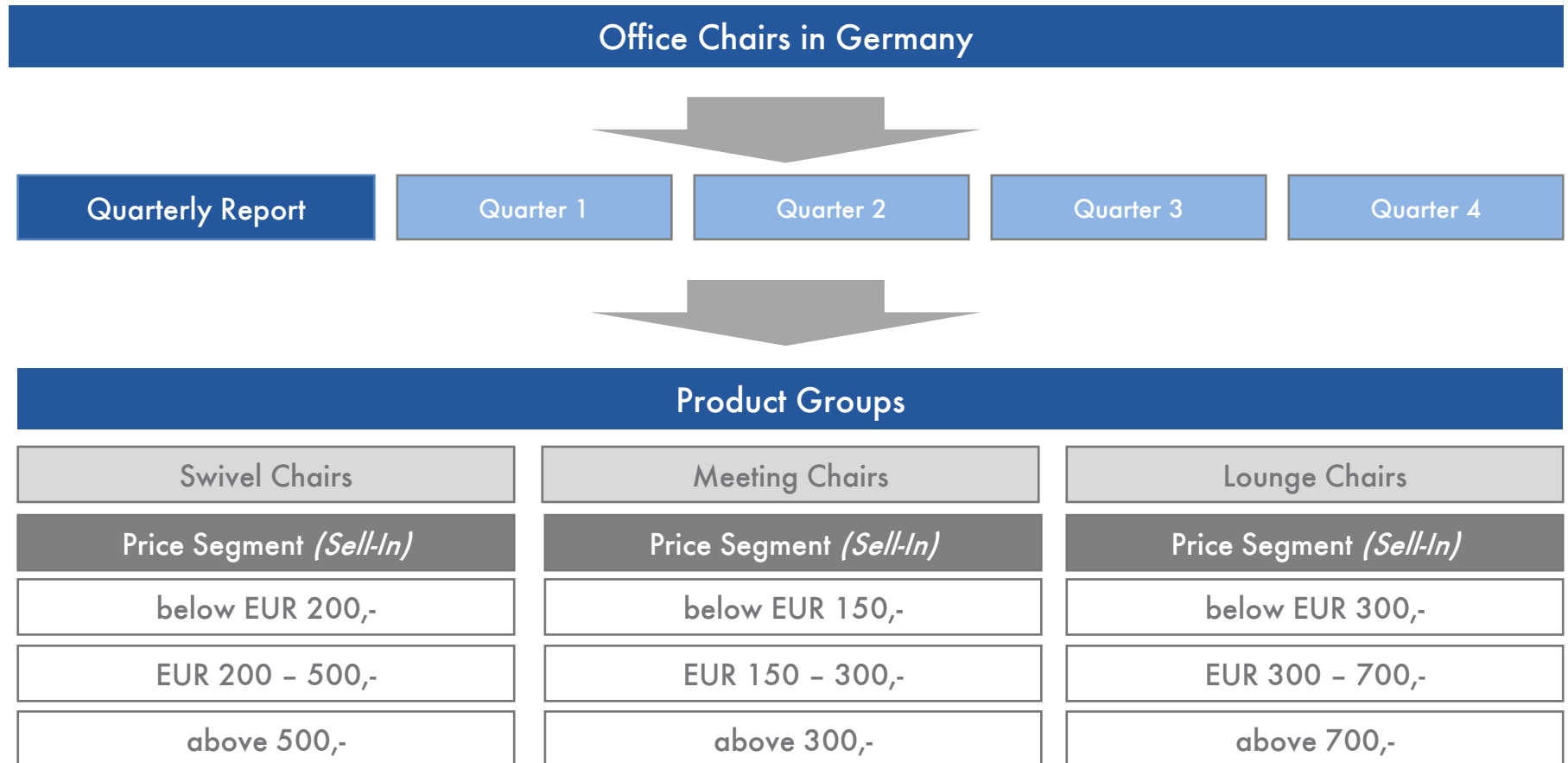
Quarterly Report

# Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ **Quarterly data** about the recent market development and competitive landscape as well as and updated forecasts
- ✓ Awareness of **Market Position** and development during the last two years, in comparison with major competitors and with respect to:
  - Total Market
  - Product Groups (Swivel-, Meeting and Lounge Chairs)
  - Price Segments
- ✓ Graphic representation, interactive charts and tables which allow for rapid application and utilization of the provided data.



# Quarterly Report – Office Chairs in Germany



For each segment the total market for the last two years 2015 - 2016 and forecasts for the next three years are available as well as market shares of the top 10 players for the last two years.

## Produktgruppen

Umsatz wird in 1.000 Euro angegeben, Menge in Stück. Werte sind immer Netto-Umsätze (keine Listen-Preise), inklusive Rabatte

### Swivel Chairs

Swivel Chairs



### Meeting Chairs

Folding chairs for large meetings and arm or easy chairs for conference rooms



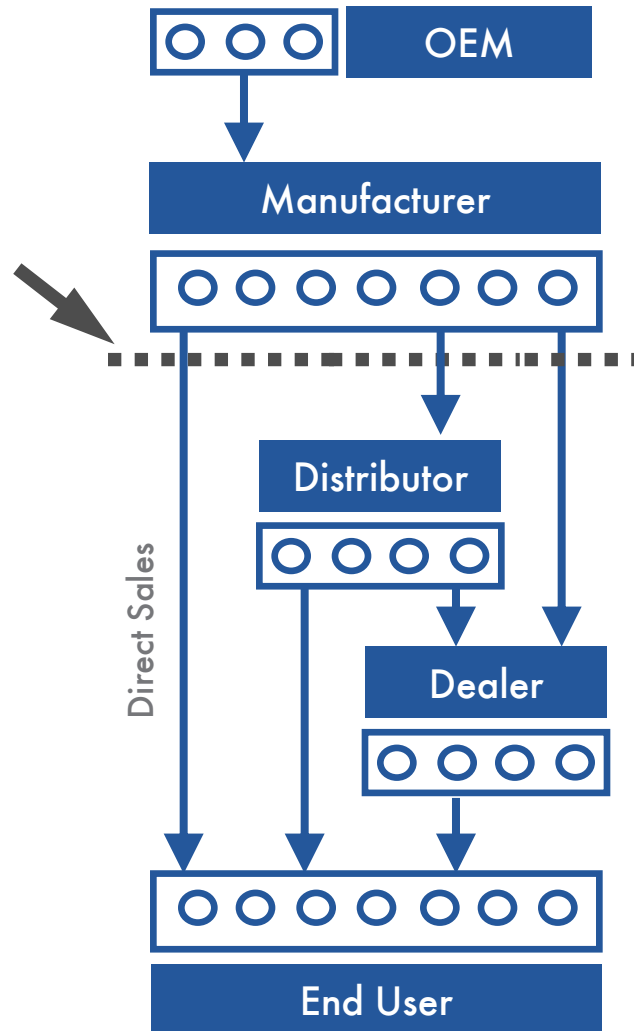
### Lounge Chairs

Reception and break room area chairs

Not included: Home Office Furniture not sold by Office Furniture Manufacturers (e.g. IKEA furniture, etc.), Kitchen Furniture, School Furniture, Manufacturers of Partitioning Systems only (they are covered by a separate survey).

# Analysis of Sell-In Data based in Primary Survey with Manufacturer

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

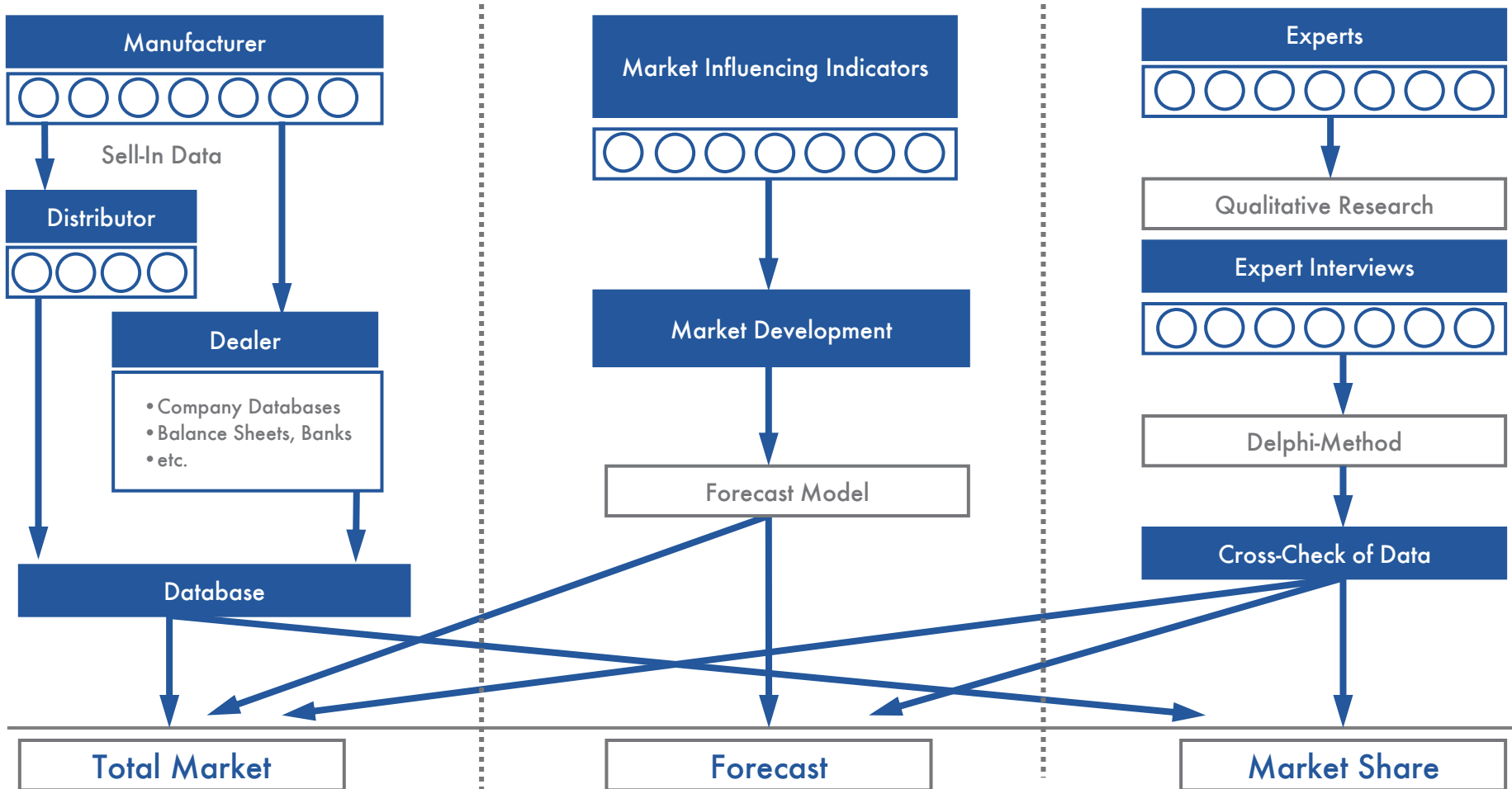


Sales are segmented by the first distribution partner.

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.

# Three Approaches to Collect and Analyze Data



# Your Advantages of a Quarterly Market Analysis

- You receive four quarterly updated market reports
- Updates are based on a quarterly conducted primary survey within the industry



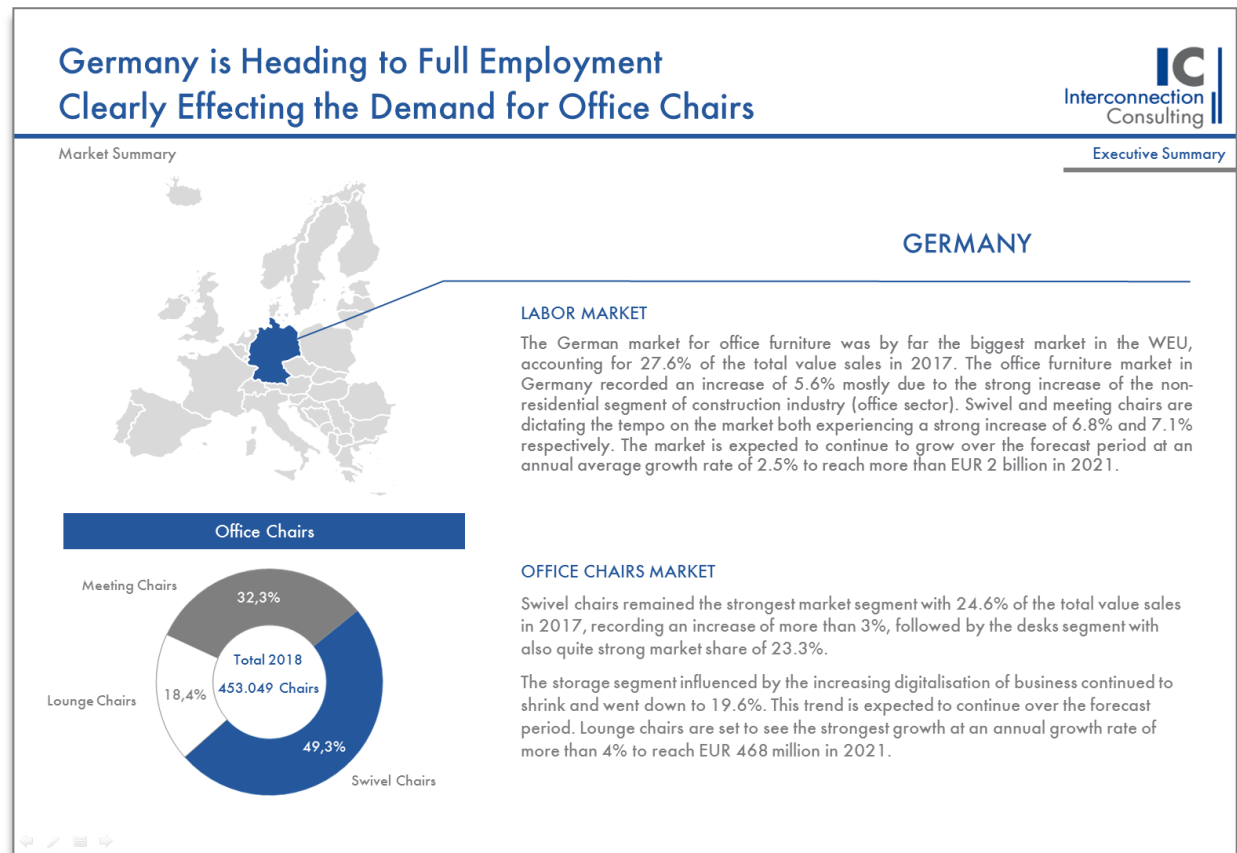
# Content of the Report

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.

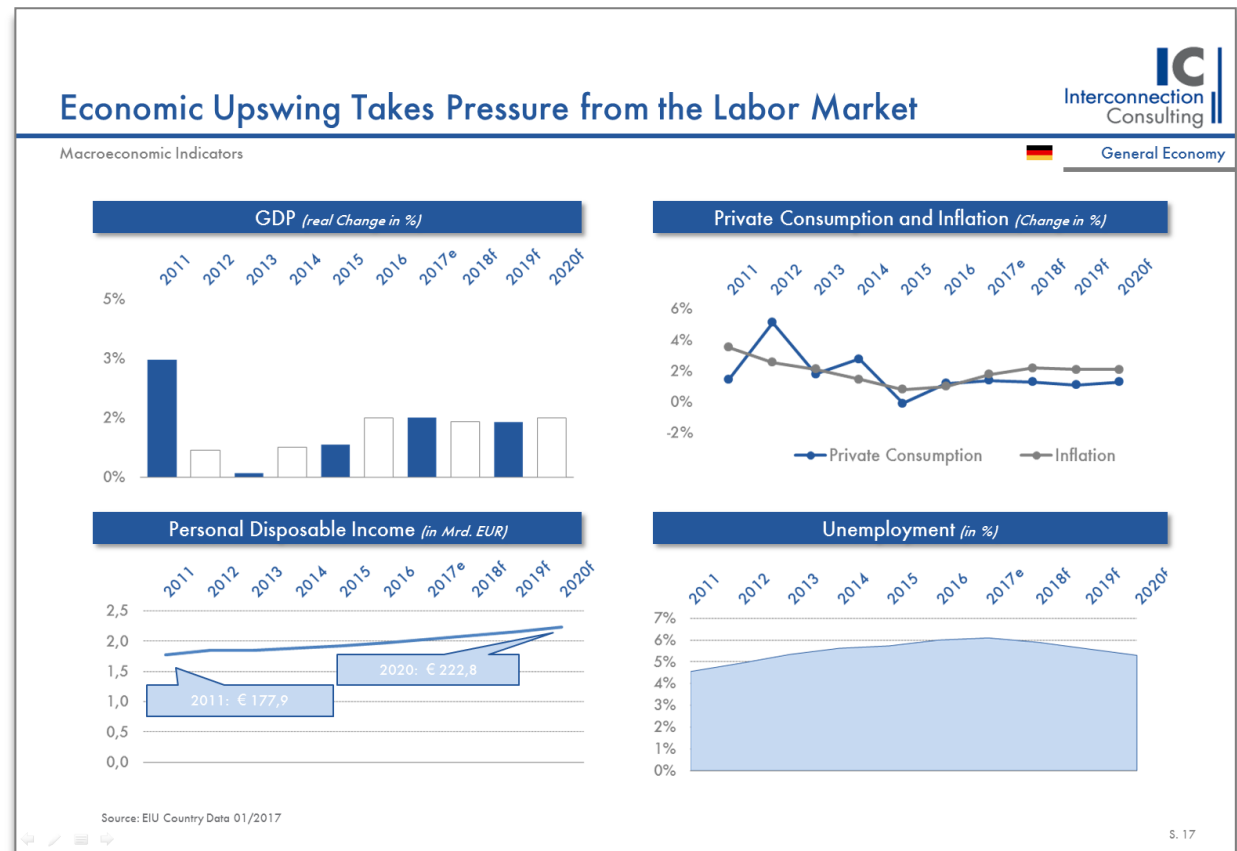


- The Executive Summary comprises all relevant information of the report in precise manner. Forecast and competition situation is highlighted.
- *The chart shows dummy figures.*



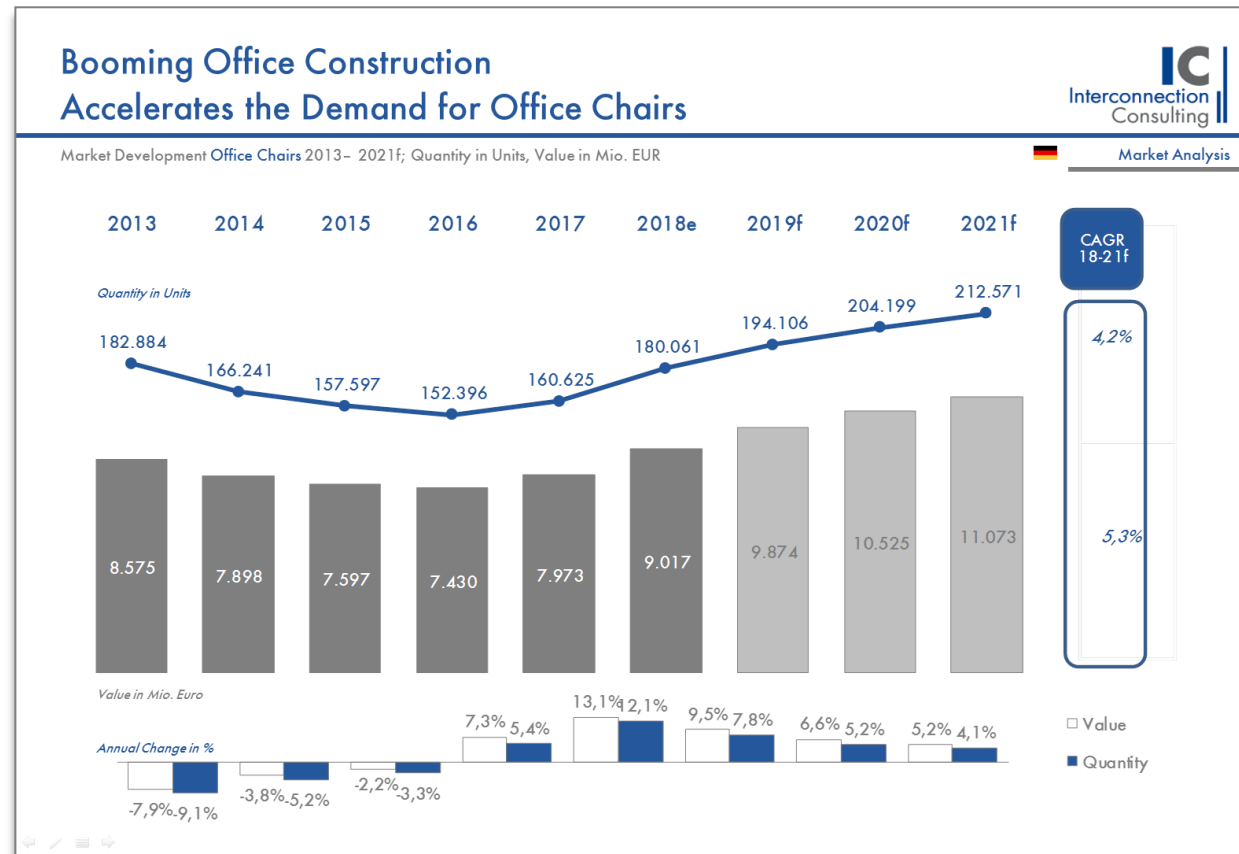
# Market Environment Data of Our Forecasting Model

- The data for the market environment consists of main factors such as general economy data, demography, construction environment etc. ...
- *This chart shows dummy figures*



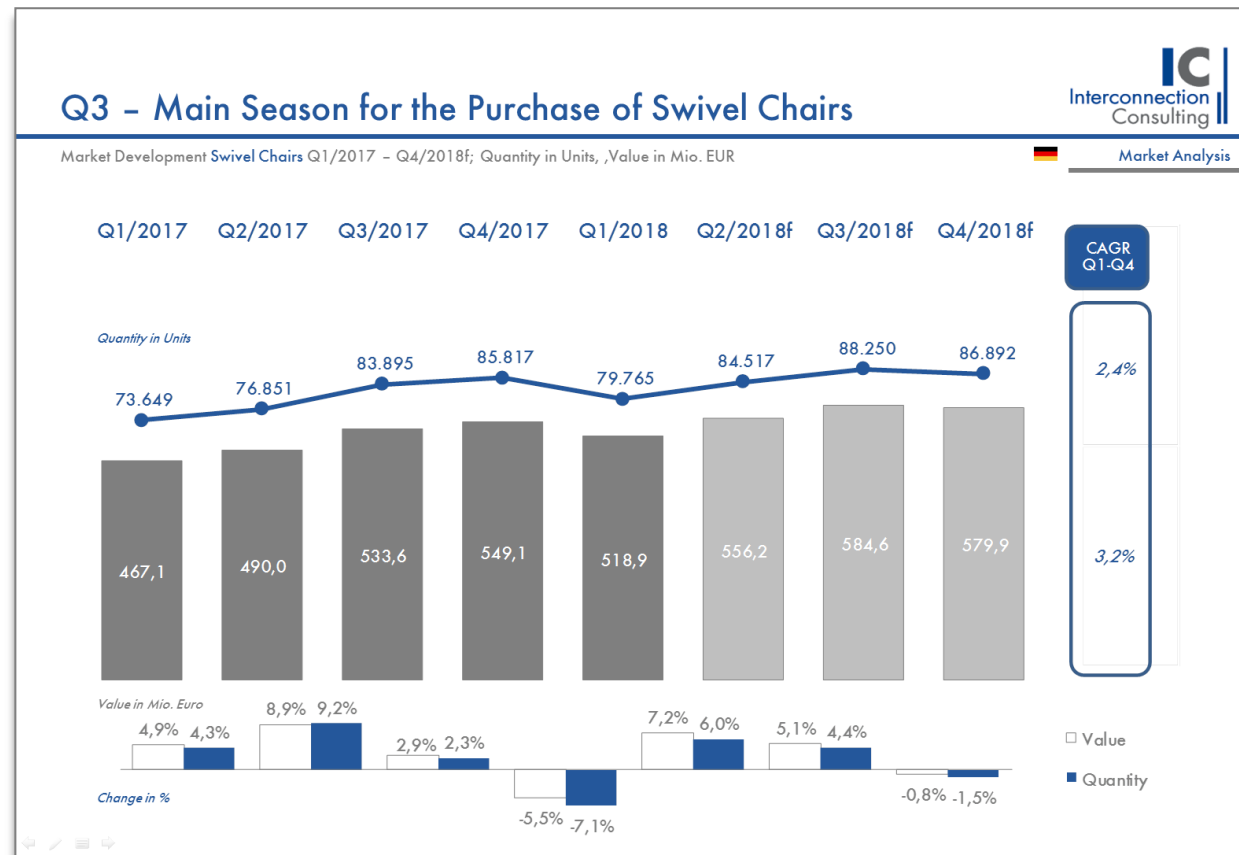
# Total Market Development and Forecast

- Overview of the total Market in terms of quantity and value including forecasts for the upcoming three years
- *This chart shows dummy figures.*



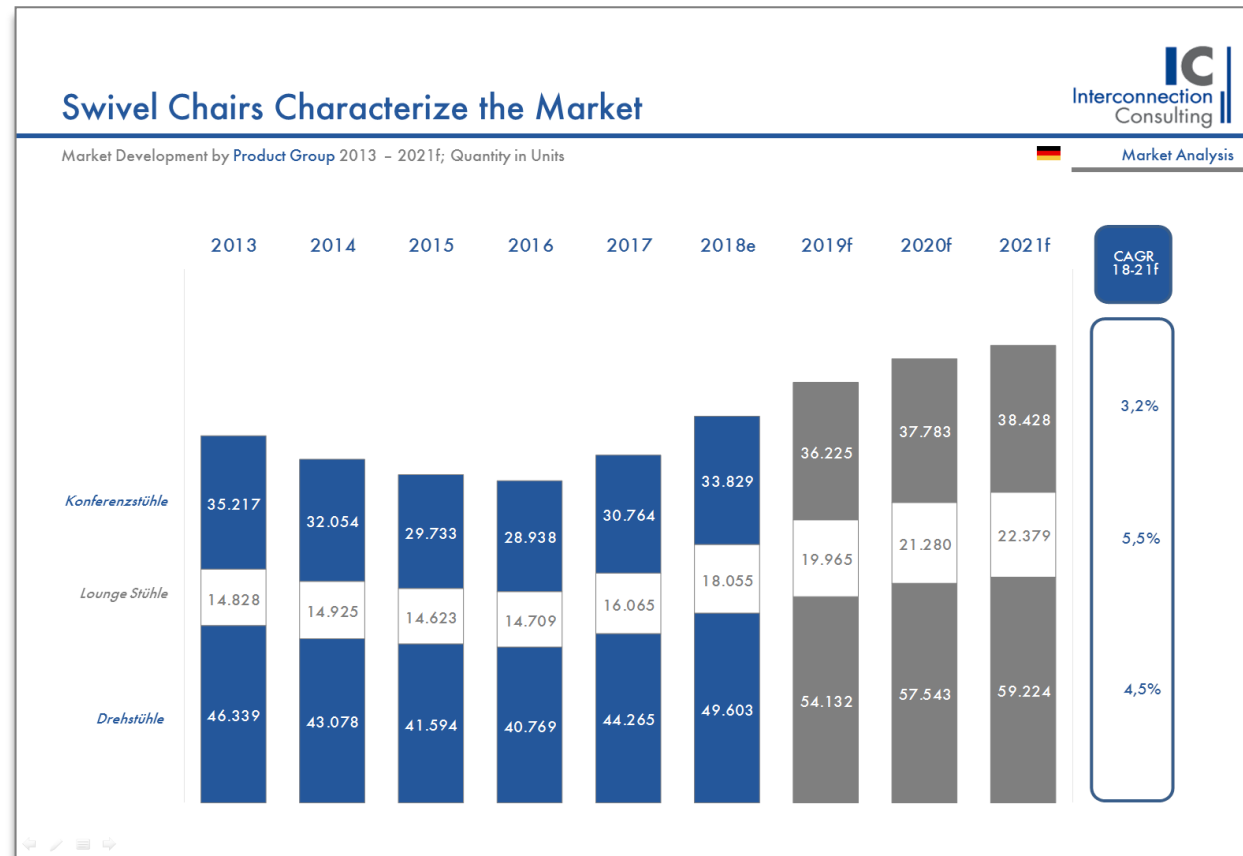
# Quarterly Analysis of the Market and It's Segments

- Quarterly analysis of the total market development as well as for specific product groups and business segments.
- *This chart shows dummy figures.*

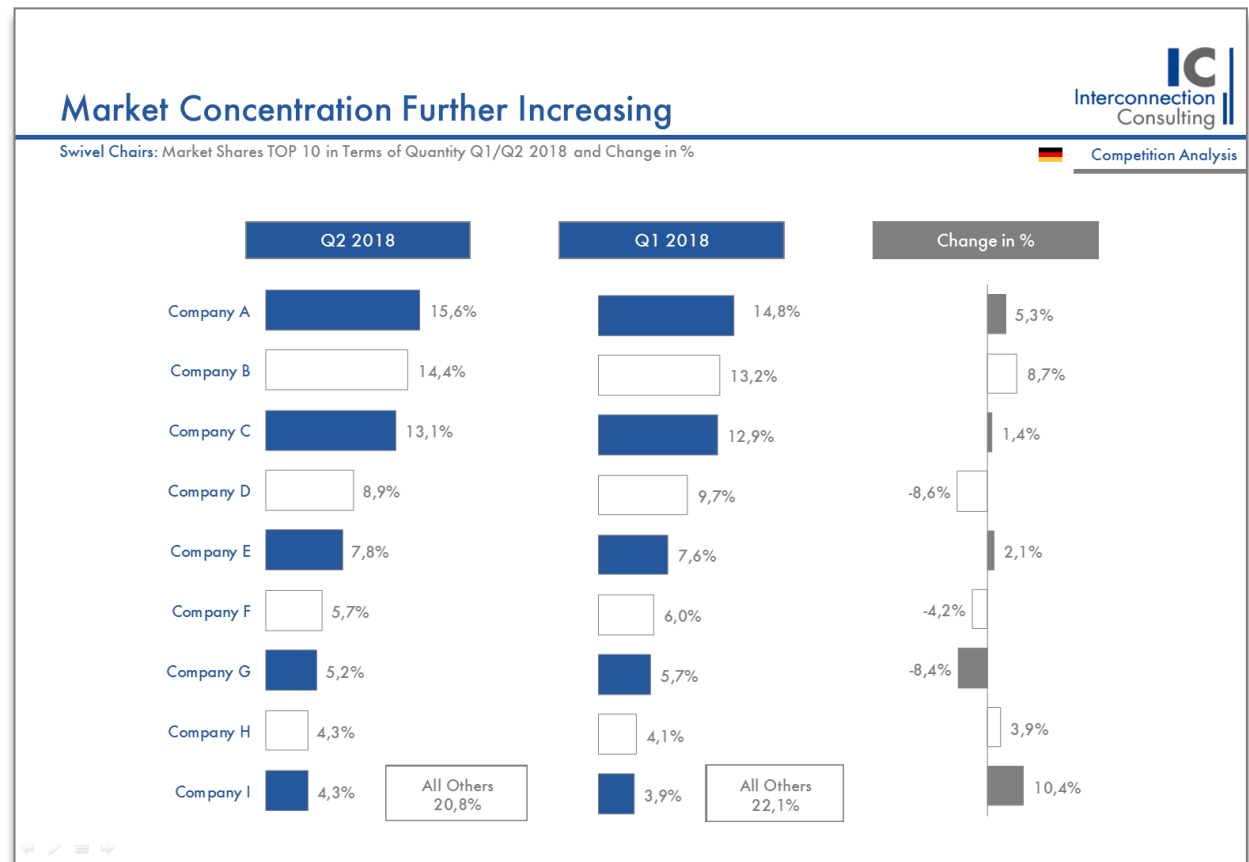


# Details about the Development by Product Groups and Business Segments

- Detailed analysis of product groups and business segments including quarterly analysis and forecasts.
- *This chart shows dummy figures.*



- Market Shares of the Top 10 market leaders of the Heat Pumps Market
- *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	<b>A</b>
Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
<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. 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	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology		
Segments	<b>A</b>	<b>B</b>	<b>C</b>
<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>

# Investment Plan for Your Quarterly Market Analysis

IC Market-Tracking® Office Chairs in Germany - *Quarterly Report*

IC Subscription \*

EUR 5.990,-

- \* Subscription includes four quarterly reports. Subscription can be cancelled after the receive of four quarterly reports. If the subscription is not cancelled the subscription will be extended for a further year (four quarterly reports). Price changes must be announced by Interconnection at least six weeks before 31st December.




- Interconnection is the leading institute for market data within the furniture 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 furniture 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
- E-Commerce

### 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

### Webverstärker



- E Commerce Insights
- Search Engine Marketing
- Web Channel Analysis

# Selected References



For further questions,  
please do not hesitate to contact us

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Yes, we would like to order the  
IC Market Tracking® Office Chairs in Germany – Quarterly Report  
(Please, print out the order form and mark your desired products)

Office Chairs in Germany – Quarterly Report

Subscription

5.990,- EUR

# Order Form

- We would like to order ..... additional hard copies, each for € 150.
- Translation in another language (price on request)

## \*IC Subscription:

The subscription can be cancelled after receive of four quarterly reports. If the subscription is not cancelled, it is extended by one more year (four quarterly reports). The price is the individual price for one year (four quarterly reports). Price changes must be announced by Interconnection at least six weeks before 31st December.

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Name

Signature