



**IC Market Tracking**  
Taps and Mixers in  
Europe  
**Christmas Special Valid**  
**until 13.12.2019**



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





## IC Market Tracking Taps and Mixers in Europe

- Benelux
- France
- Germany
- Italy
- Russia
- UK



Product Group			Distribution Channel
Bathroom		Kitchen	Wholesale
Taps and Mixers	Shower Heads	Taps	Specialized Dealers
One Head Mixer	Single Spray	Single Handle	Price Segment
Two Heads Mixer	Rain	Twin Handle	
Thermostatic	Handheld		
	Others		
			<50 €
			50-100 €
			100-300 €
			>300 €

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



# Definition and Demarcation

## Product Group

### Taps and Mixers

#### One Head Mixer

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

In this case, hot and cold water from one valve is mixed before reaching the outlet, allowing the water to emerge at any temperature between that of the hot and cold water supplies.

#### Two Heads Mixer

Here, hot and cold water from two valves is mixed before reaching the outlet, allowing the water to emerge at any temperature between that of the hot and cold water supplies.

#### Thermostatic

A thermostatic mixing valve is a valve that blends hot water with cold water to ensure constant, safe shower and bath outlet temperatures.

### Shower Heads

#### Single Spray

The traditional shower head, a single spray shower head, comes standard in most houses. These shower heads usually include an adjustable nozzle to change the water spray patterns.

#### Rain

Large, flat shower heads that spread the same amount of water from a typical shower head over a larger surface area.

#### Handheld

Handheld shower heads offer great flexibility. These shower heads detach from the wall and come with long hoses.

#### Others

Alternative types of shower heads, such as ceiling, multiple, sliding bar ones, etc.





# Definition and Demarcation

## Kitchen Taps

### Single Handle

Kitchen taps operated by a single handle, ensuring flexibility and quick use.

### Twin Handle

Kitchen taps operated by a set of two handles, each used to regulate heat. Both hands are required to turn the handles to control the mixing ratio of hot and cold water.

## Distribution Channel

### Wholesale

Taps and mixers distributed through wholesale.

### Specialized Dealers

Taps and mixers distributed through specialized dealers.

## Price Segment

### <50 €

### 50-100 €

### 100-300 €

### >300 €

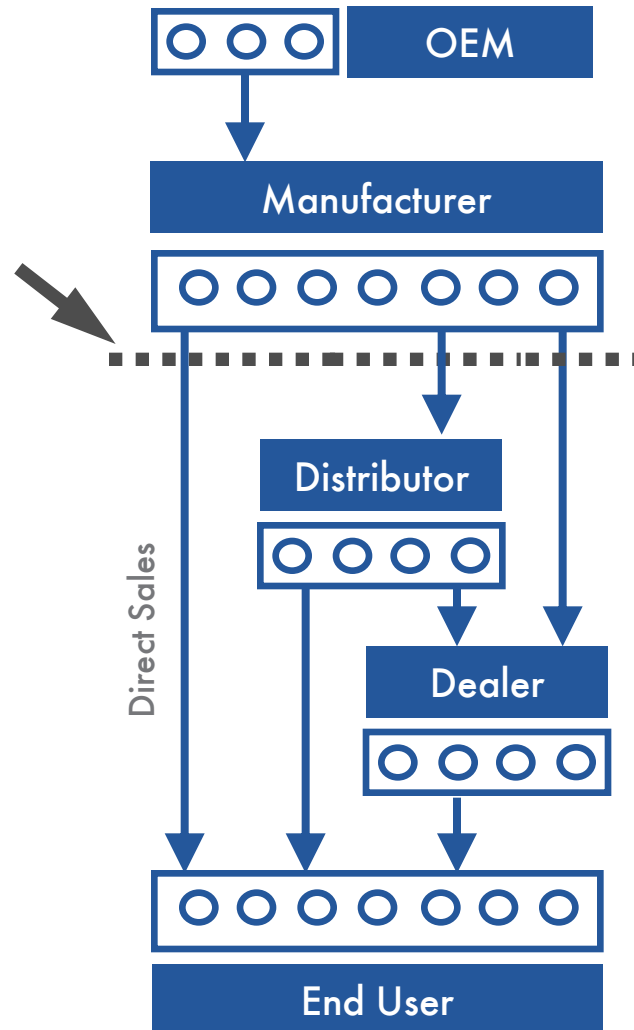




# What Do We Measure in Our Reports?

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.

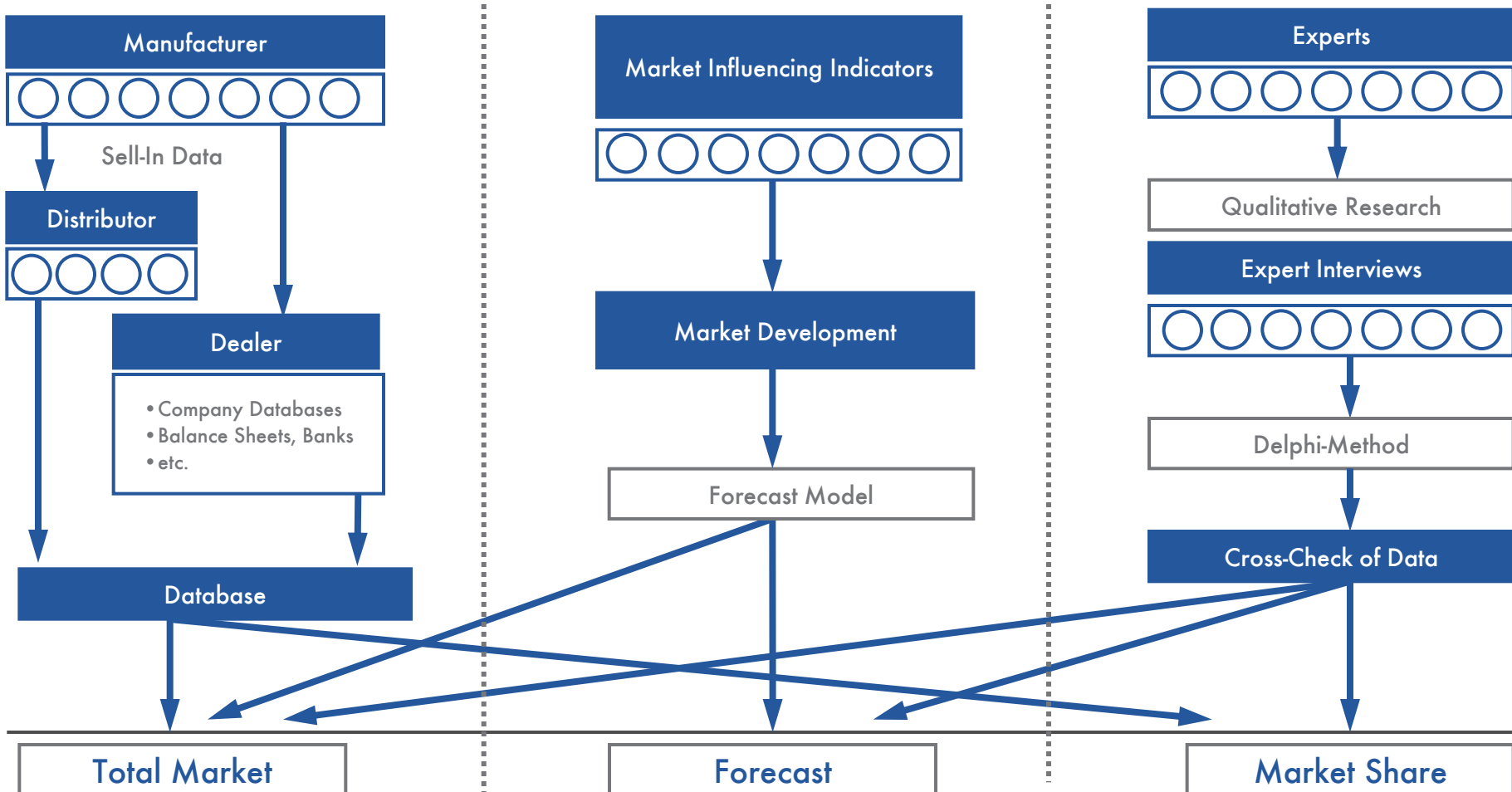
Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.



# How Do We Conduct Our Research?

Description Structure of Survey Methodology

Methodology







# 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.



# Content of the Report \*

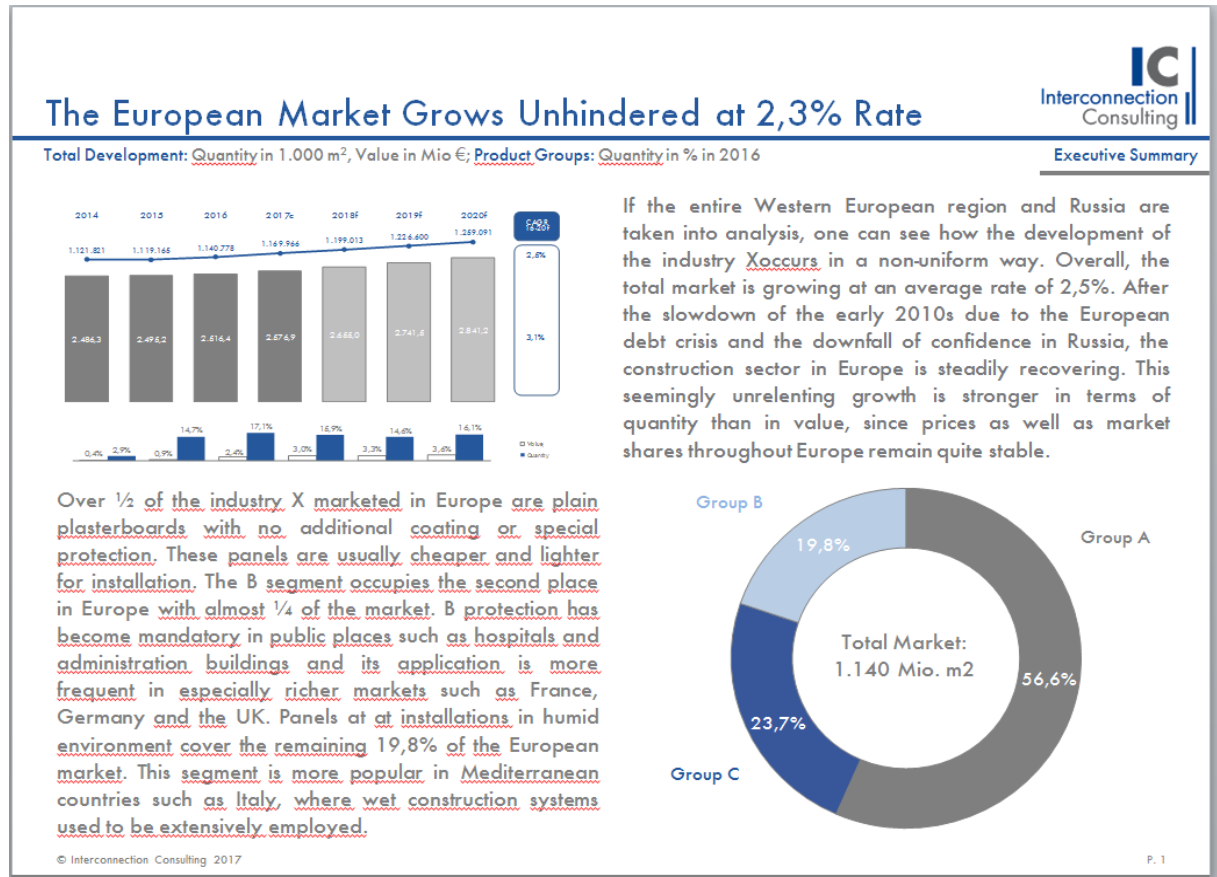
1. Executive Summary	(ca. 10 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Regional Market Analysis and Forecast	(ca. 20 pages)
5. Competition Analysis	(ca. 20 pages)
6. Tables, Facts and Figures	Pivot Table

\*Pages based on single country report



# Executive Summary at the Beginning of the Report

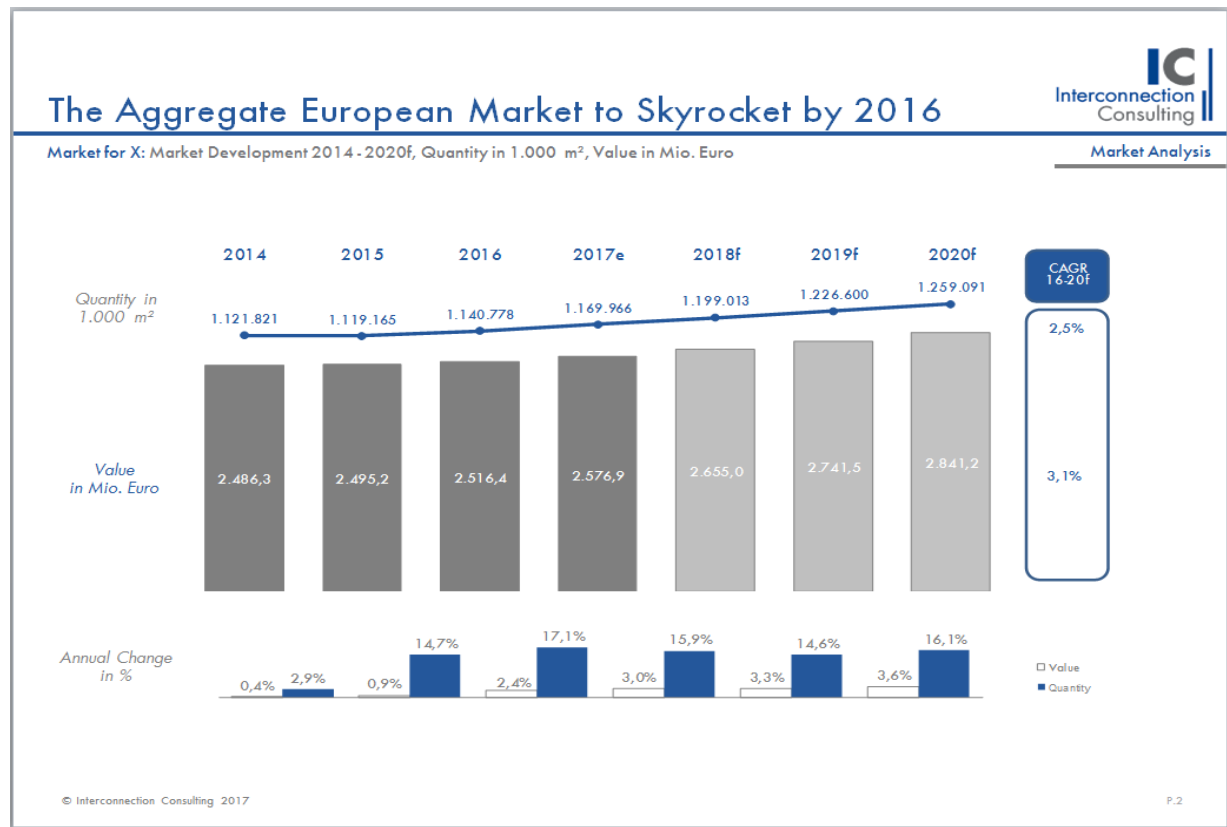
- The executive summary comprises all relevant information of the report in precise manner. Forecast and competition situation is highlighted
- *This chart shows dummy figures.*





# Total Market Development and Forecast

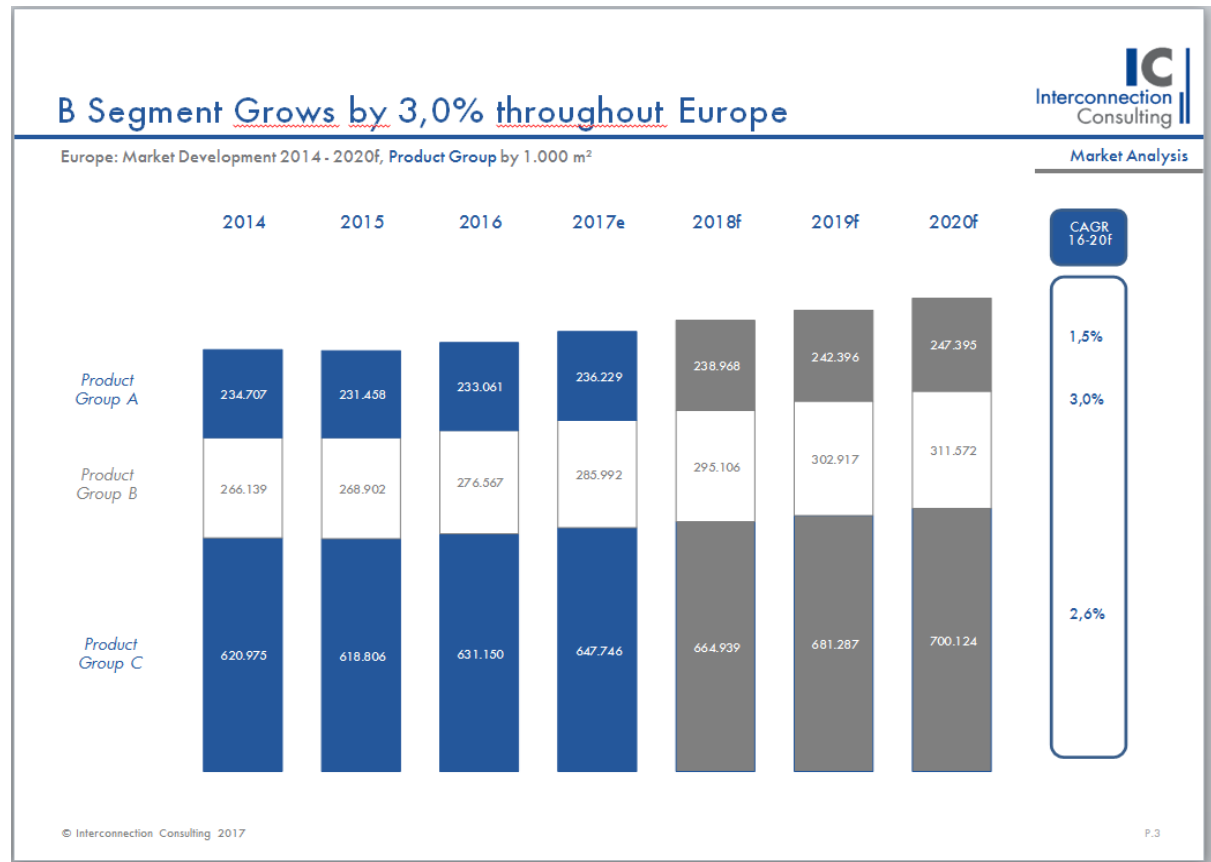
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows dummy figures.*





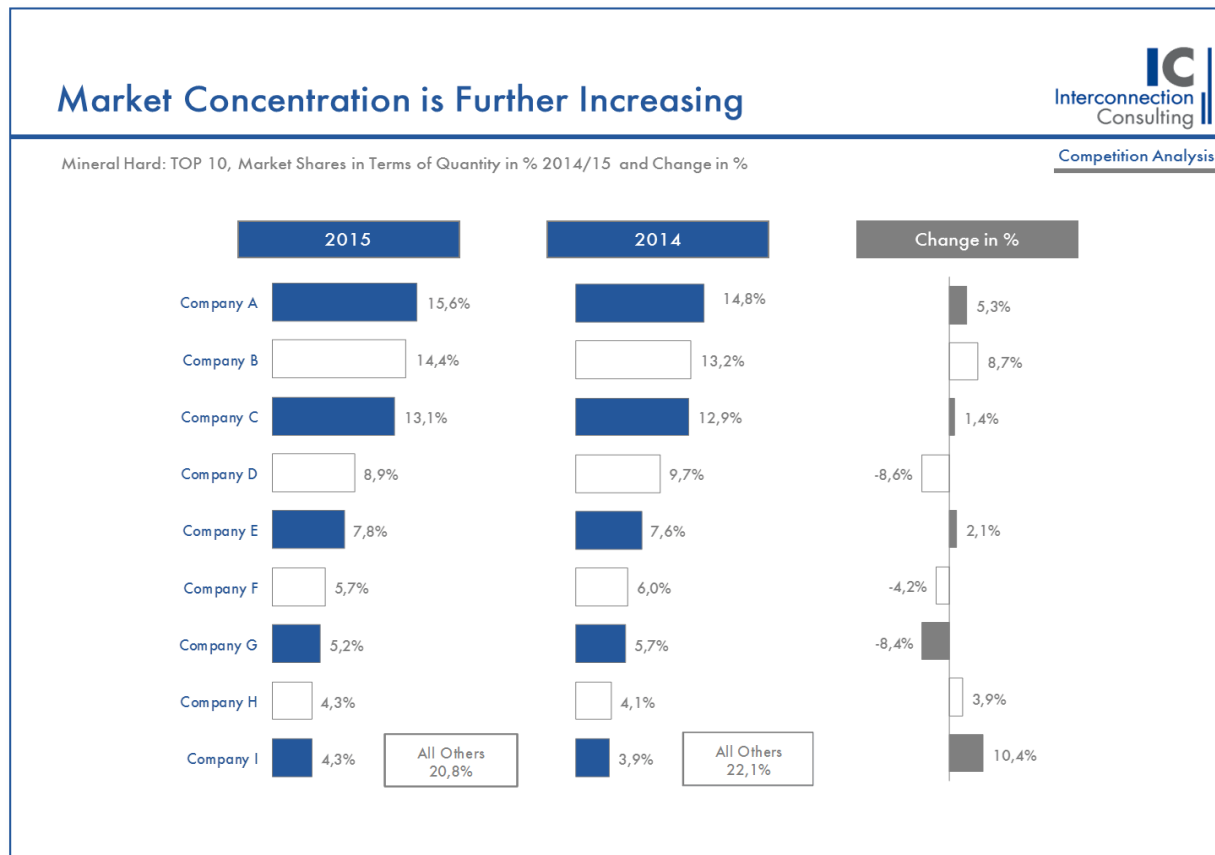
# Product Group Development

- Overview of Product Groups, Materials, Application Areas, Business Segments 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	<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)

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 - #	
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>

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>



## IC Market Tracking® Taps and Mixers in Europe

### Single Issue

Europe Top 6

€ 4.999,- ~~€ 13.275,-~~

Available countries

Benelux

France

Germany

Italy

Russia

UK

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

**Special Offer Valid until 13.12.2019**





# Interconnection Delivers Data for Company Decisions


- Interconnection is the leading institute for market data in the construction 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

**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

**Webverstärker**



E Commerce Insights  
Search Engine Marketing  
Web Channel Analysis



*"IC is a permanent partner of ours and provides helpful data for decisions."*

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe





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

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