



IC Market Tracking
Taps and Mixers
in Europe
2018

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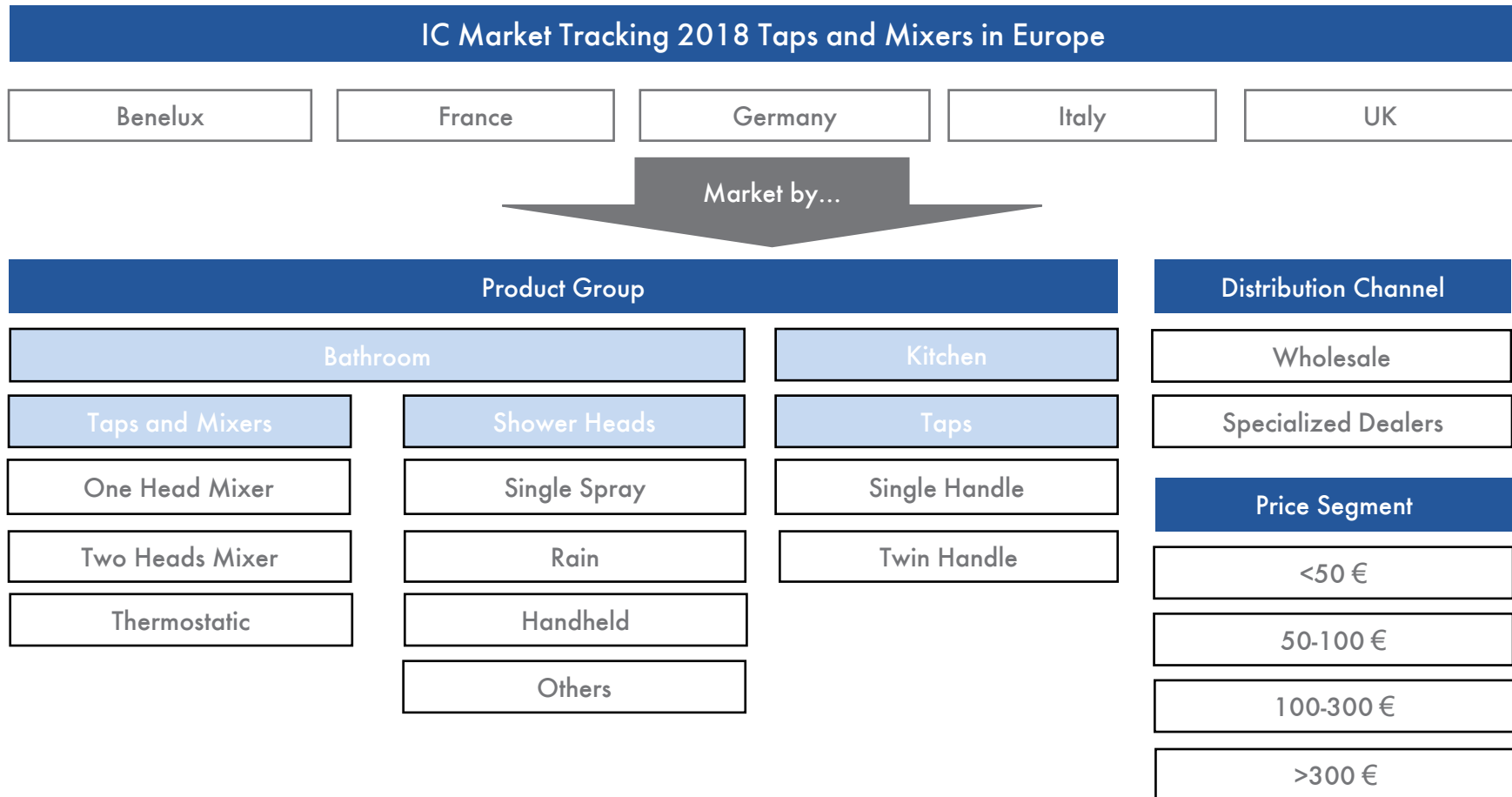
Your Benefits at a Glance

Benefits

- ✓ 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.



Taps and Mixers in Europe 2018



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

Product Group	Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included
Taps and Mixers	
One Head Mixer	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.



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 €

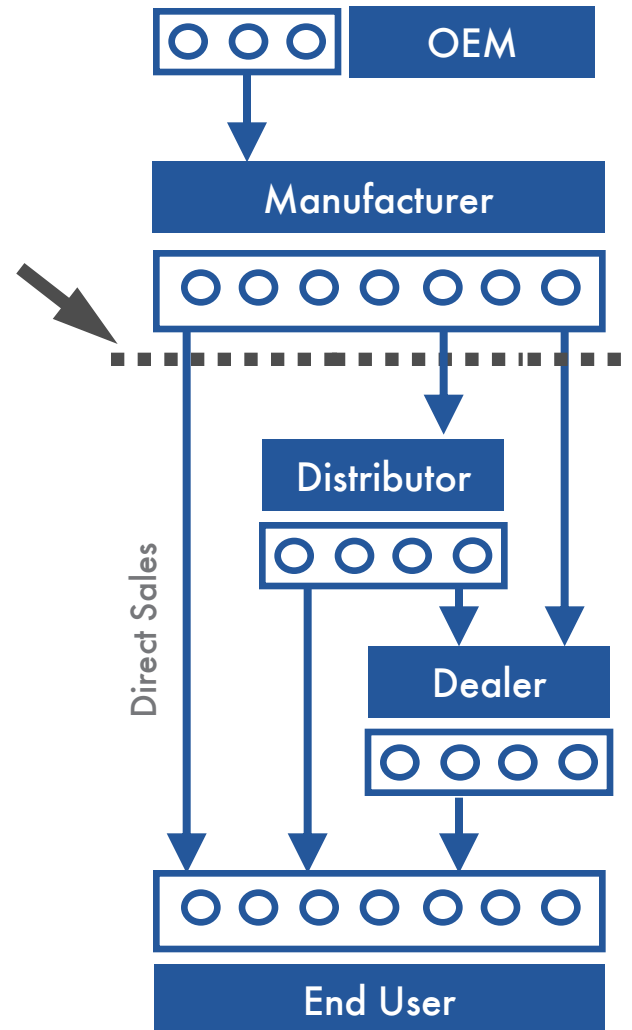
>300 €



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)

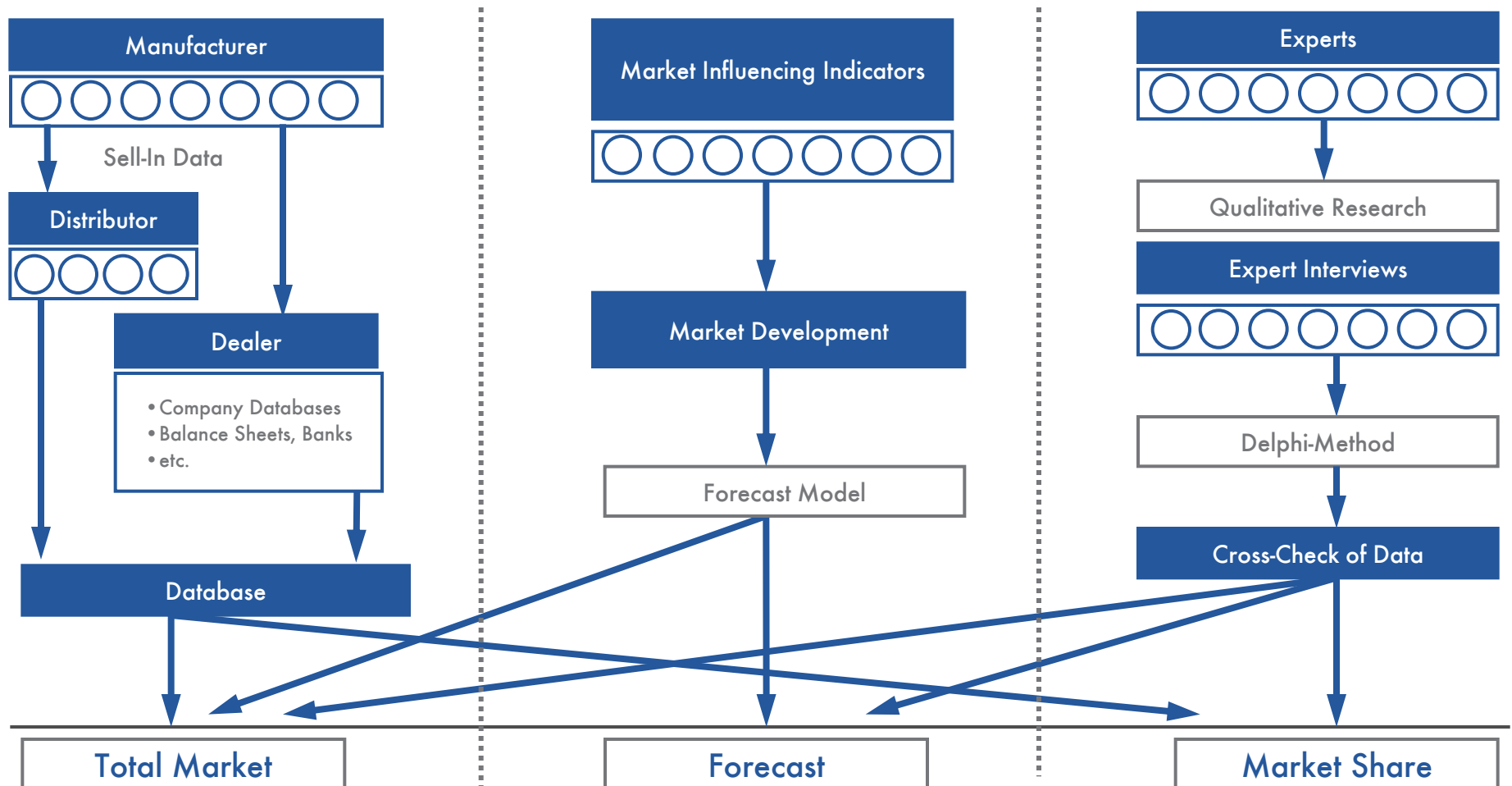
Sales are segmented by the first distribution partner.



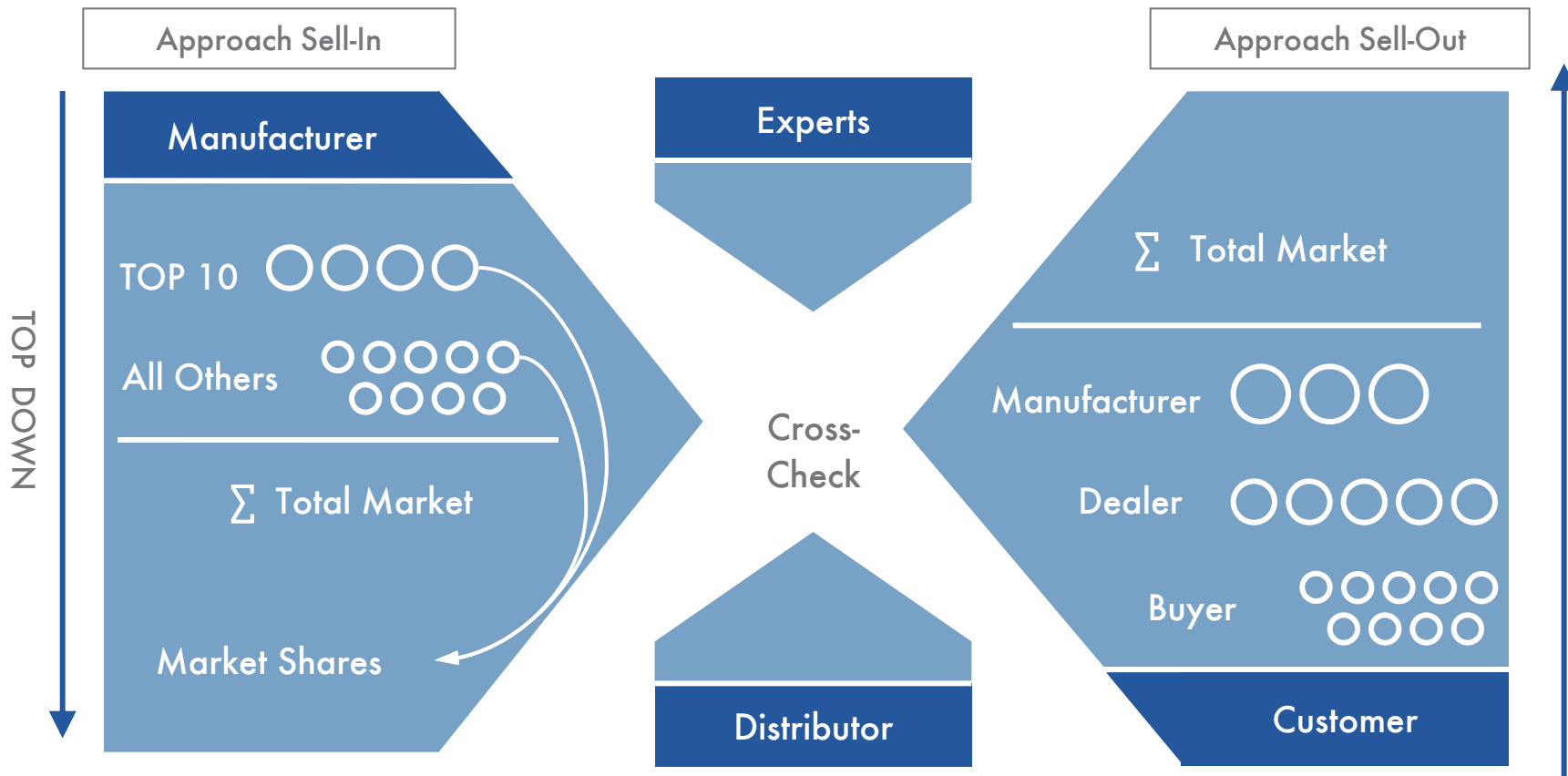
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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?



How Do we Cross Check the Data?



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 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.

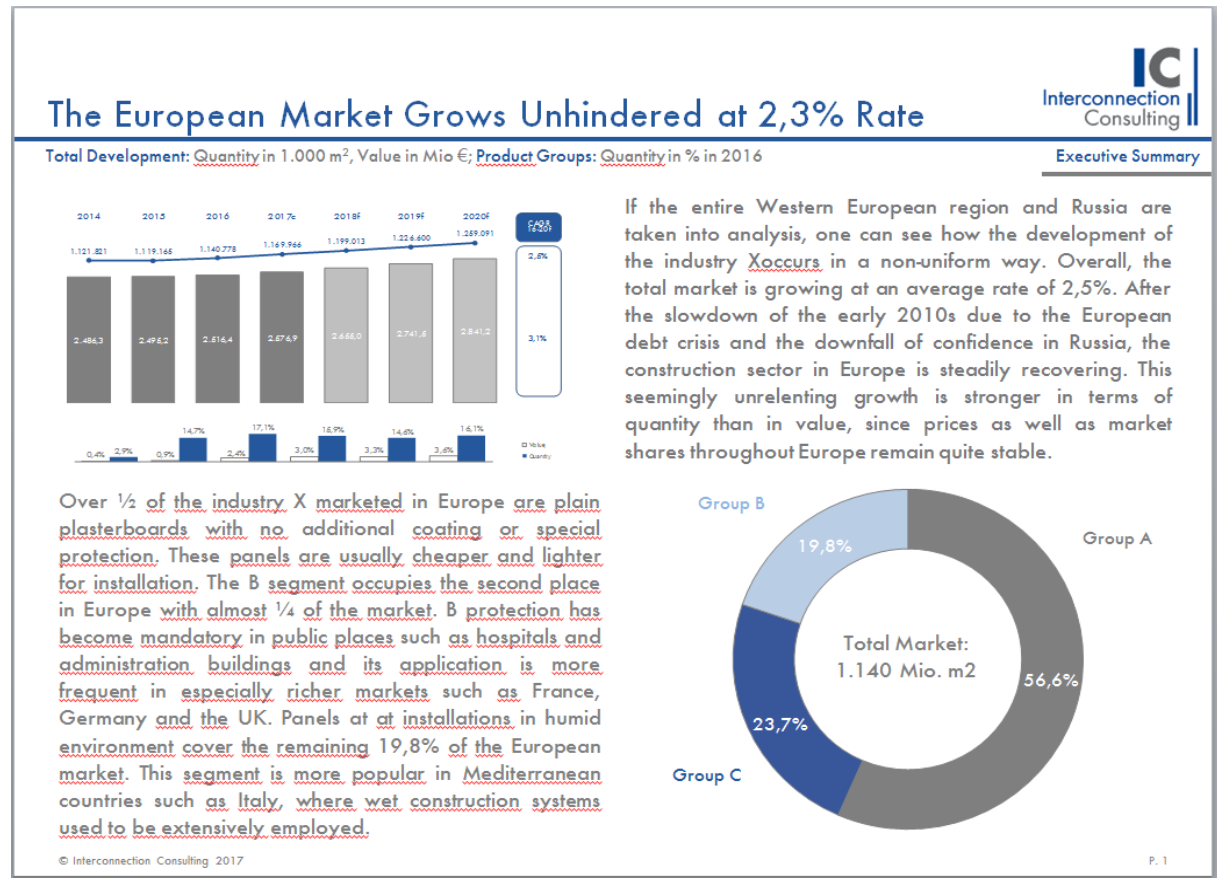
Content of the Report *

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

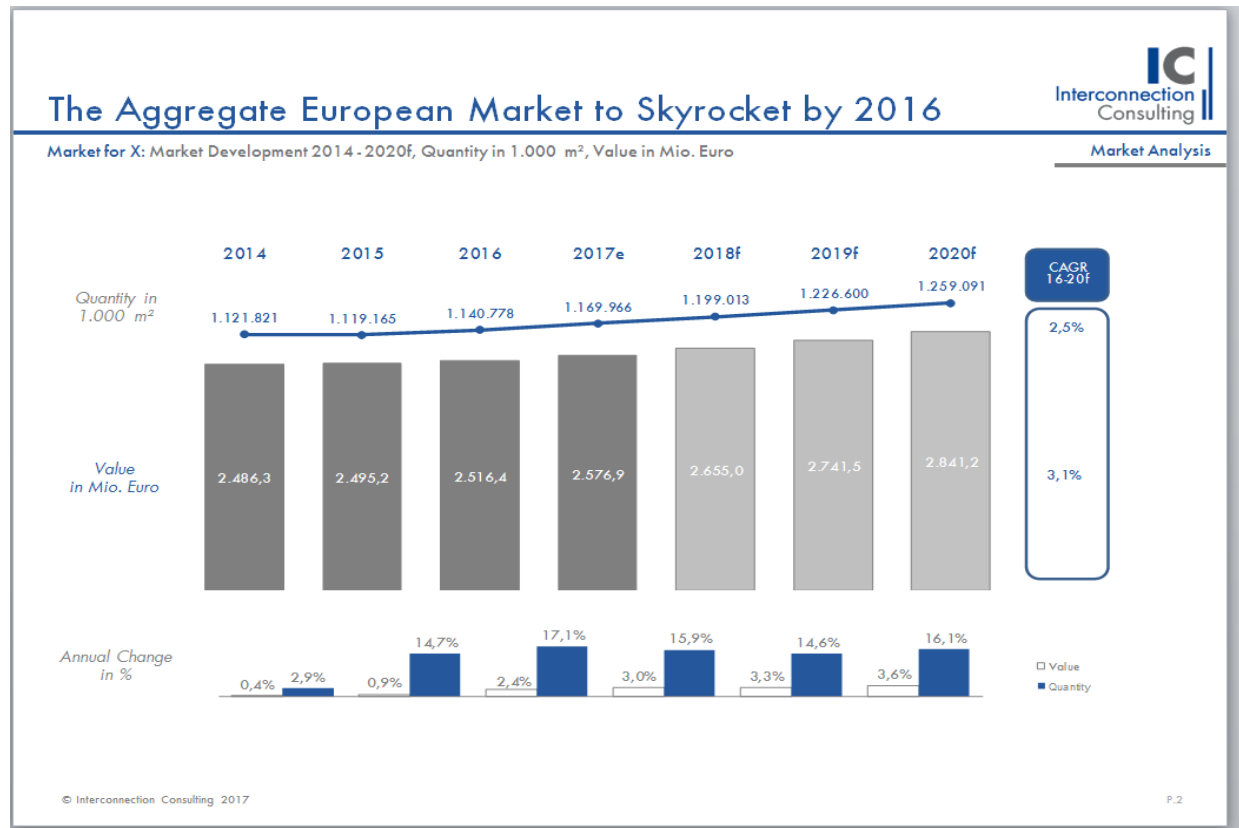
Executive Summary at the Beginning of the Report

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

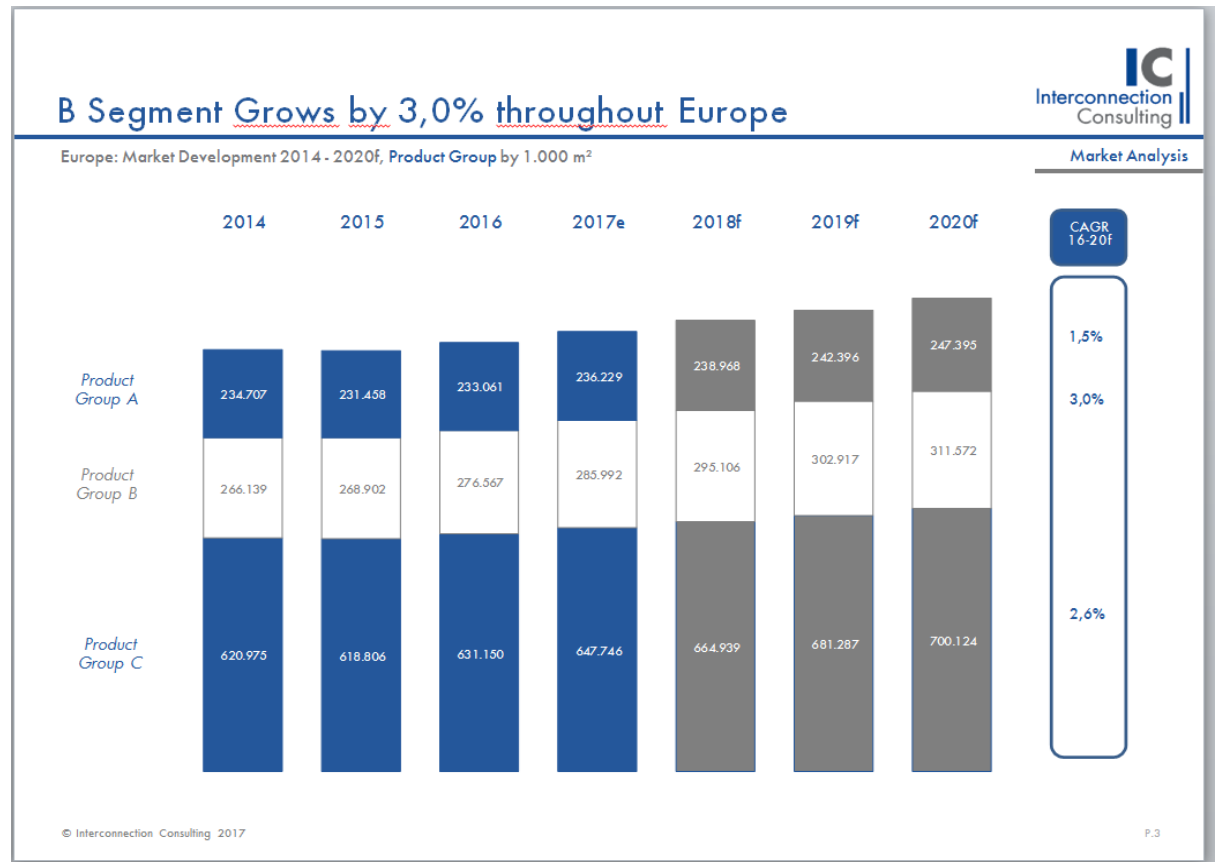


Total Market Development and Forecast

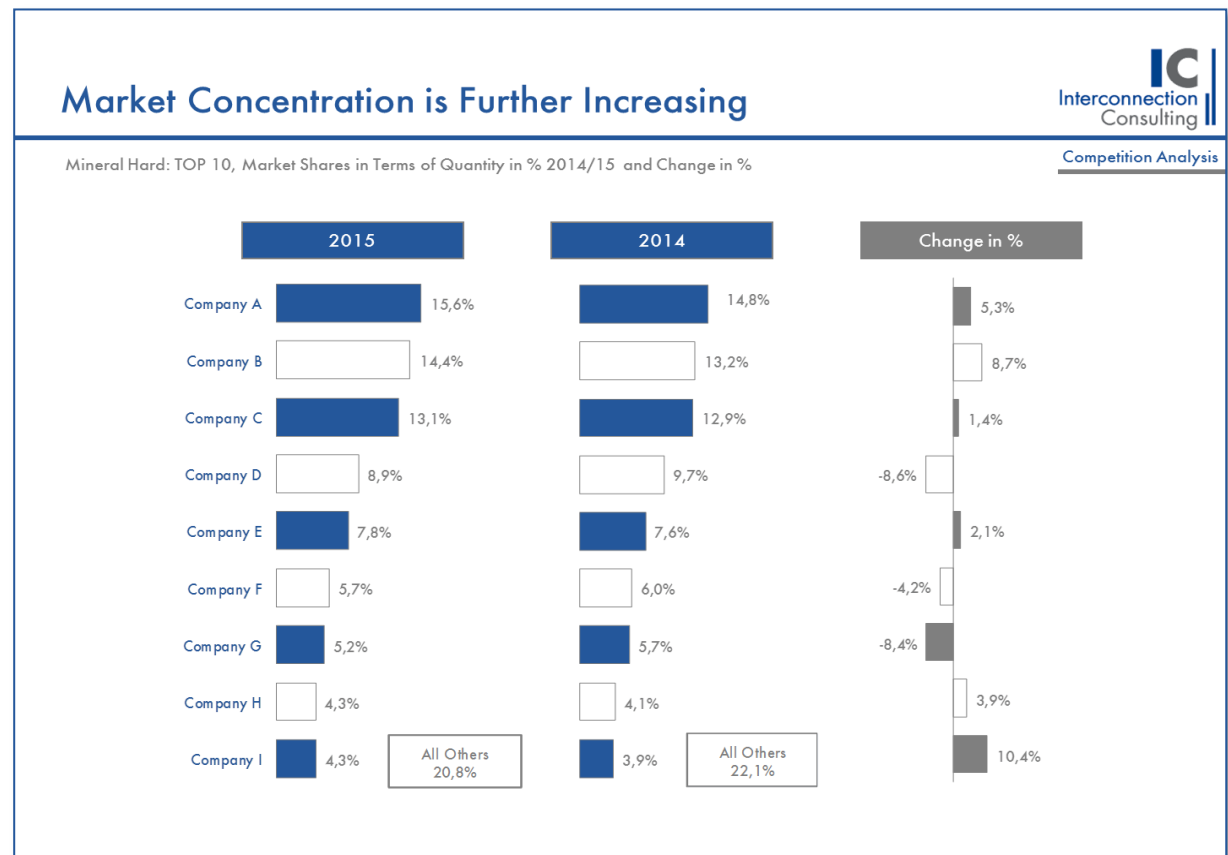
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows **dummy figures**.*



- 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	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
Ø Price in € (Classes)	(All)

Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

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	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
Ø Price in € (Classes)	(All)

Sum - #	Technology		
Segments	A	B	C
Segment A	3.290	5.452	7
Segment B	5.310	8.925	21
Segment C	8.434	10.794	
Segment D	18.592	14.624	13
Segment E	1.332	2.229	6
Total	36.958	42.025	47

IC Market Tracking® 2018 Taps and Mixers in Europe

	Subscription*	Single Issue
Europe Top 5**	€ 7.999,-	€ 9.999,-
Single Country	€ 2.360,-	€ 2.950,-
Available countries	Benelux	France
	Germany	Italy
		UK

* 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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As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue taking into account the **scale of discount**
- **Annually updated reports** on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline**: answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages**: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- **Easy termination**: After 2 issues each subscription can be terminated easily

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

Web**verstärker**



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



Knoll International



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Möbelbausysteme



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SCHÜCO

HermanMiller

Always precise

WINK HAUS

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do not hesitate to contact us!

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we show you the way

Factsheet: Taps and Mixers in Europe 2018

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 500
- Optional: Hard Cover

Price

- per country: 2.950 €
- all regions: 9.999 €
- Hard Cover: 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, German

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

Benelux, France, Germany, Italy, UK.

Product Groups

Bathrooms

Taps and Mixers

One Head Mixer, Two Heads Mixer, Thermostatic Mixer.

Shower Heads

Single Spray, Rain, Handheld, Others.

Kitchen

Taps

Single Handle, Twin Handles.

Distribution Channel

Wholesale, Specialized Dealers.

Price Segment

30-150, 150-300, >300.

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.