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## IC Market Tracking® Food Processing Equipment in Europe 2017

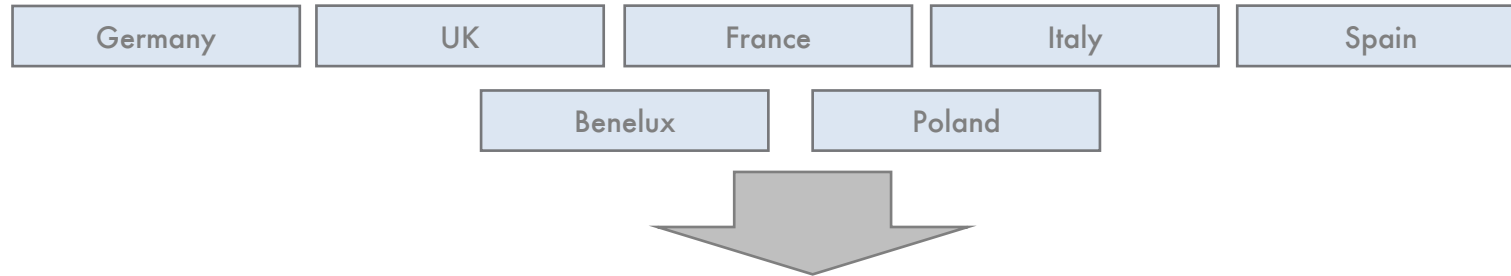
- Germany
- France
- Italy
- Spain
- UK
- Benelux
- Poland

# Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and **individual segments**.
- ✓ **Market Forecasts** for all product segments for the upcoming three years, based on our econometric models and with respect to:
  - Total Market
  - Regional Markets
  - Product Groups (Cutting & Peeling Equipment, Extraction Equipment, Mixer, Blender & Homogenizer, Thermal Equipment)
  - End Product Type (Solid, Liquid, Semi-Solid)
  - Application Type (Dairy Products, Alcoholic Beverages, Non-Alcoholic Beverages, Bakery & Confectionery, Meat & Seafood)
  - Technology Type (Automatic vs Semi-Automatic)
  - Competition Analysis (Overview of the market shares of the top 10 companies in the industry for the years 2015 and 2016 in terms of both volume and value)
- ✓ Information about the most important **Factors of Influence**.
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.
- ✓ Pivot (excel tables) for all the mentioned segments suitable for interactive research.



# Food Processing Equipment in Europe 2017



Product Groups	End Product Type	Application Type	Technology Type
Cutting & Peeling Equipment	Solid	Dairy Products	Automatic
Extraction Equipment	Liquid	Alcoholic Beverages	Semi-Automatic
Mixer, Blender & Homogenizer	Semi-solid	Non-Alcoholic Beverages	
Thermal Equipment		Bakery & Confectionery	
Other Equipment		Meat & Seafood	
		Other	

## Product Groups

### Cutting & Peeling Equipment

Equipment used for food cutting and peeling.

### Extraction Equipment

Equipment used for extraction of raw materials by primarily dissolving them in a liquid solvent, so that the components can be separated and recovered later from the liquid.

### Mixer, Blender & Homogenizer

Equipment used to mix or emulsify food and other substances.

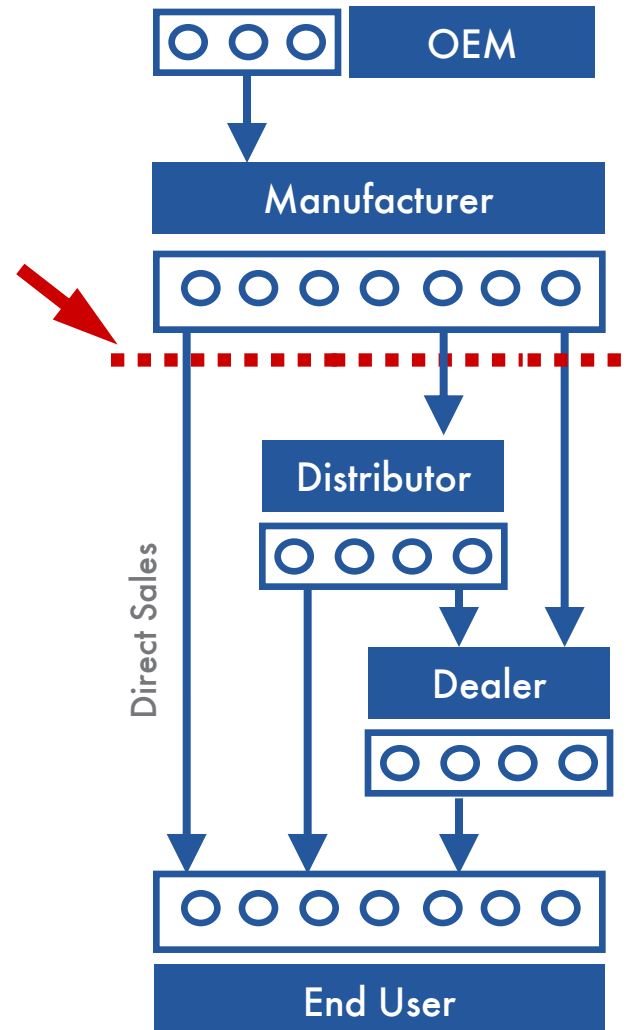
### Thermal Equipment

Equipment used for thermal processing of food.

### Other Equipment

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.



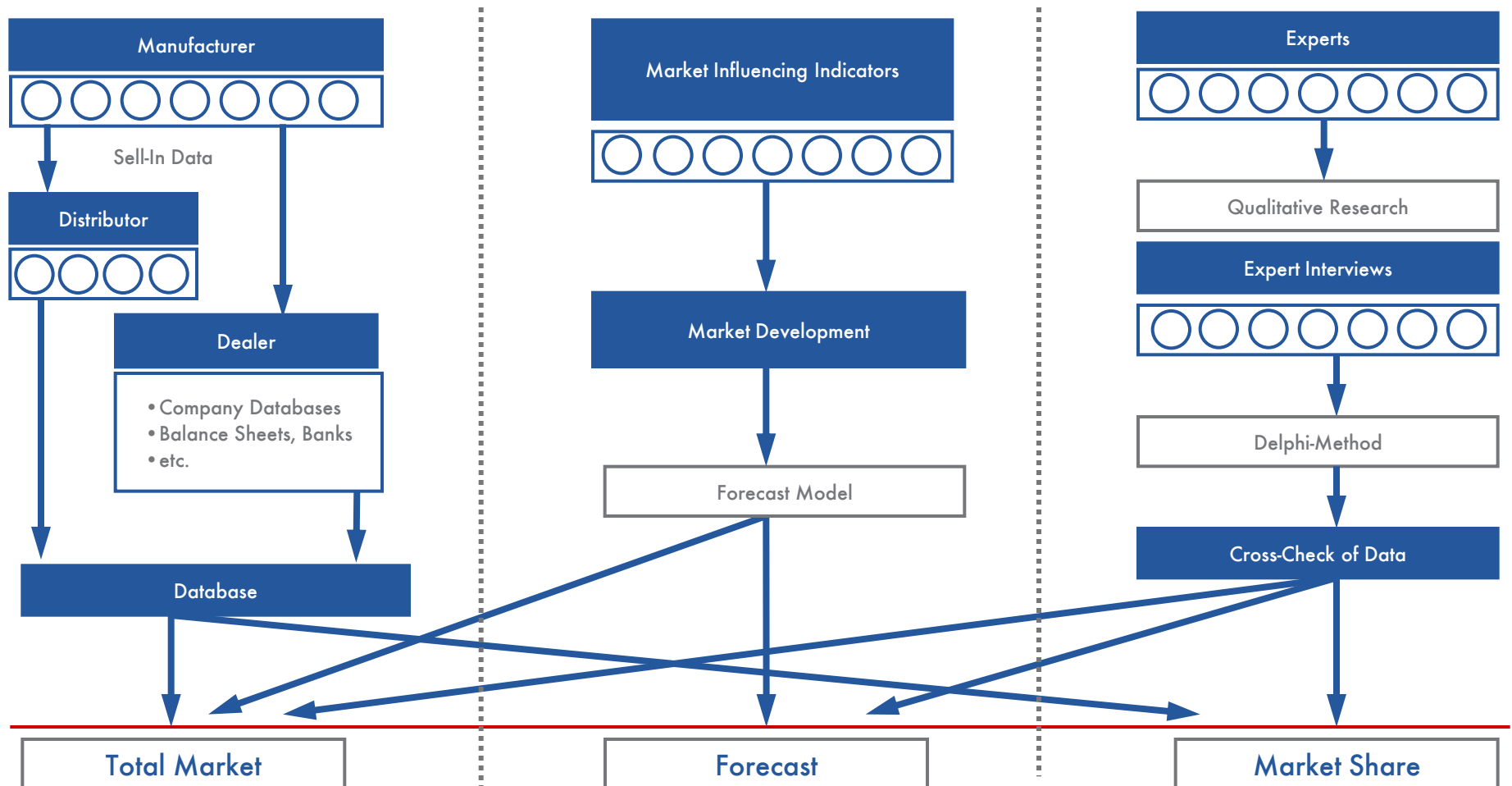
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

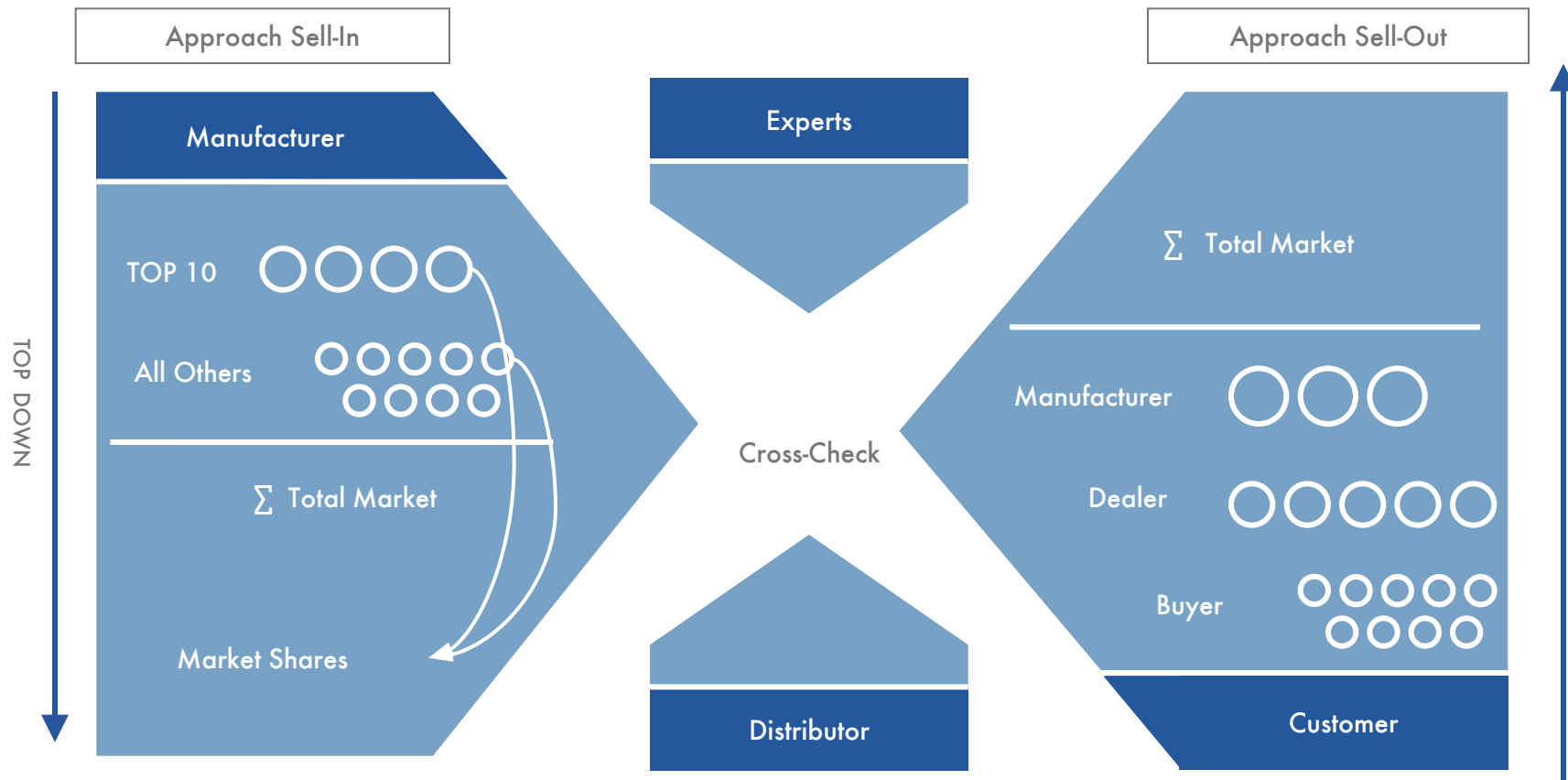
# Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

Methodology



# Data of Manufacturers Aligned with Market Calculation



# Contents of the IC Market Tracking® Food Processing Equipment in Europe 2017

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

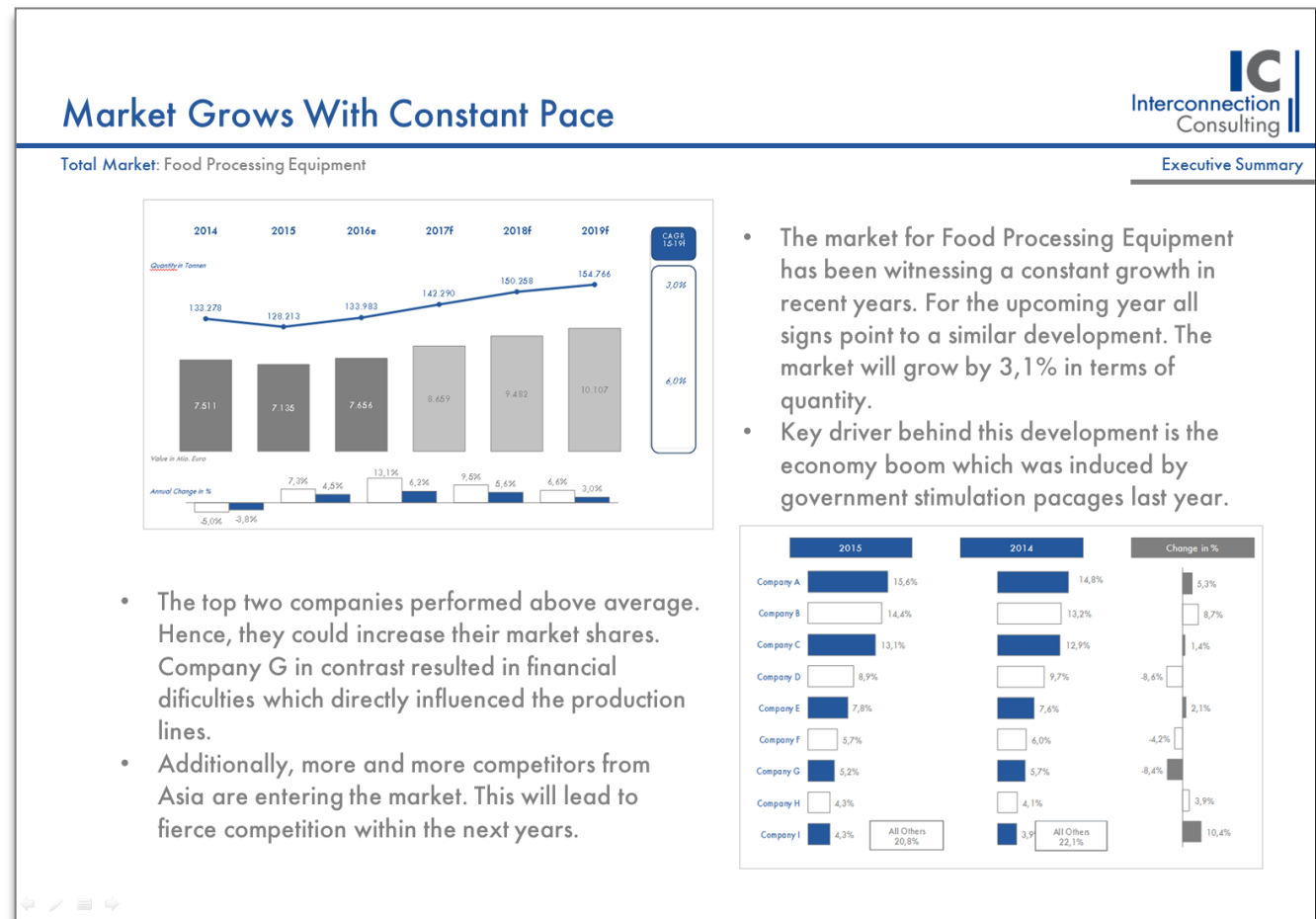
Contents

- The **Introduction** shows 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 surveyed market 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.
- **Competition Analysis** (Overview of the market shares of the top 10 companies in the industry for the years 2015 and 2016 in terms of both volume and value)

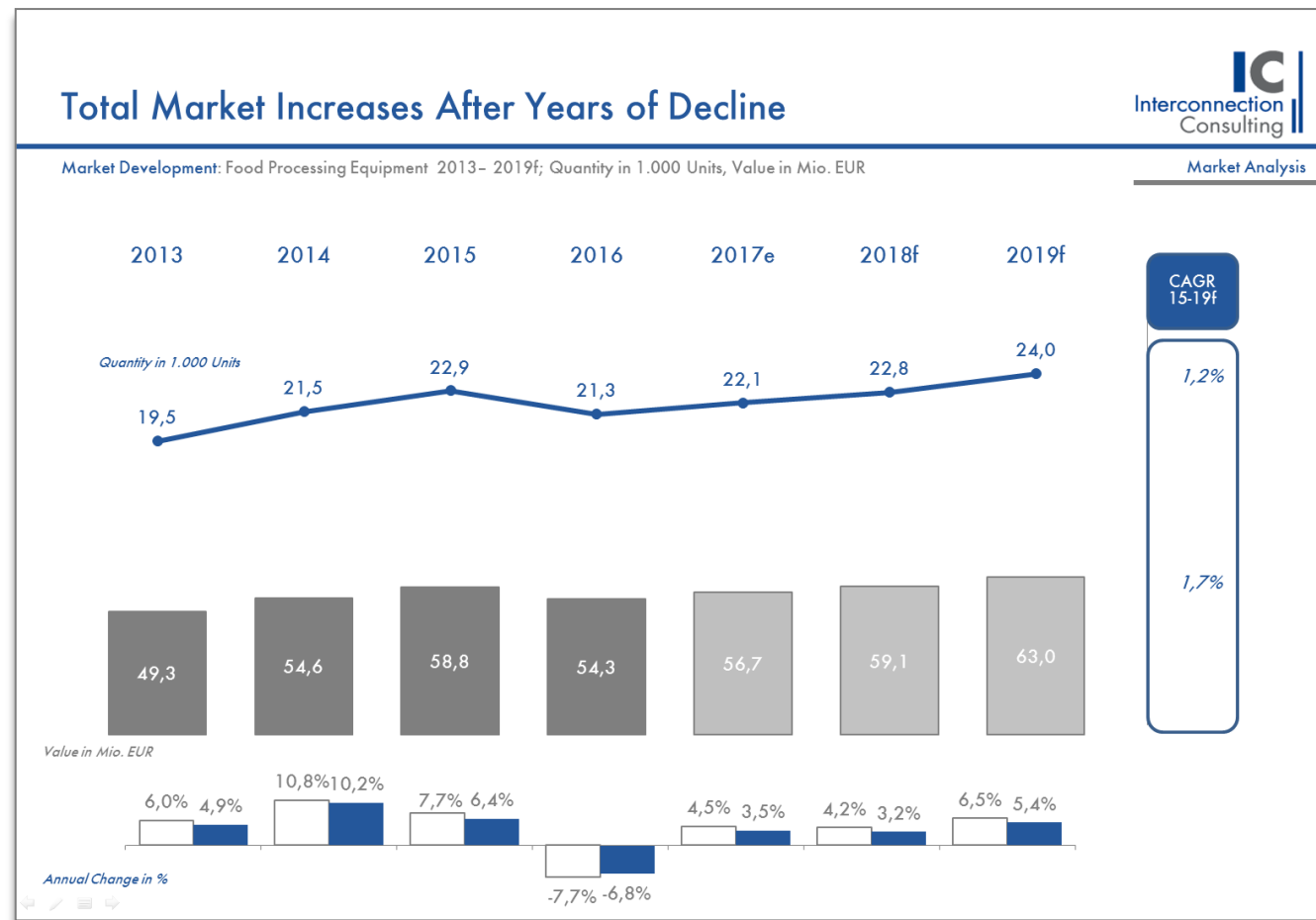


# Market Environment Data of Our Forecasting Model

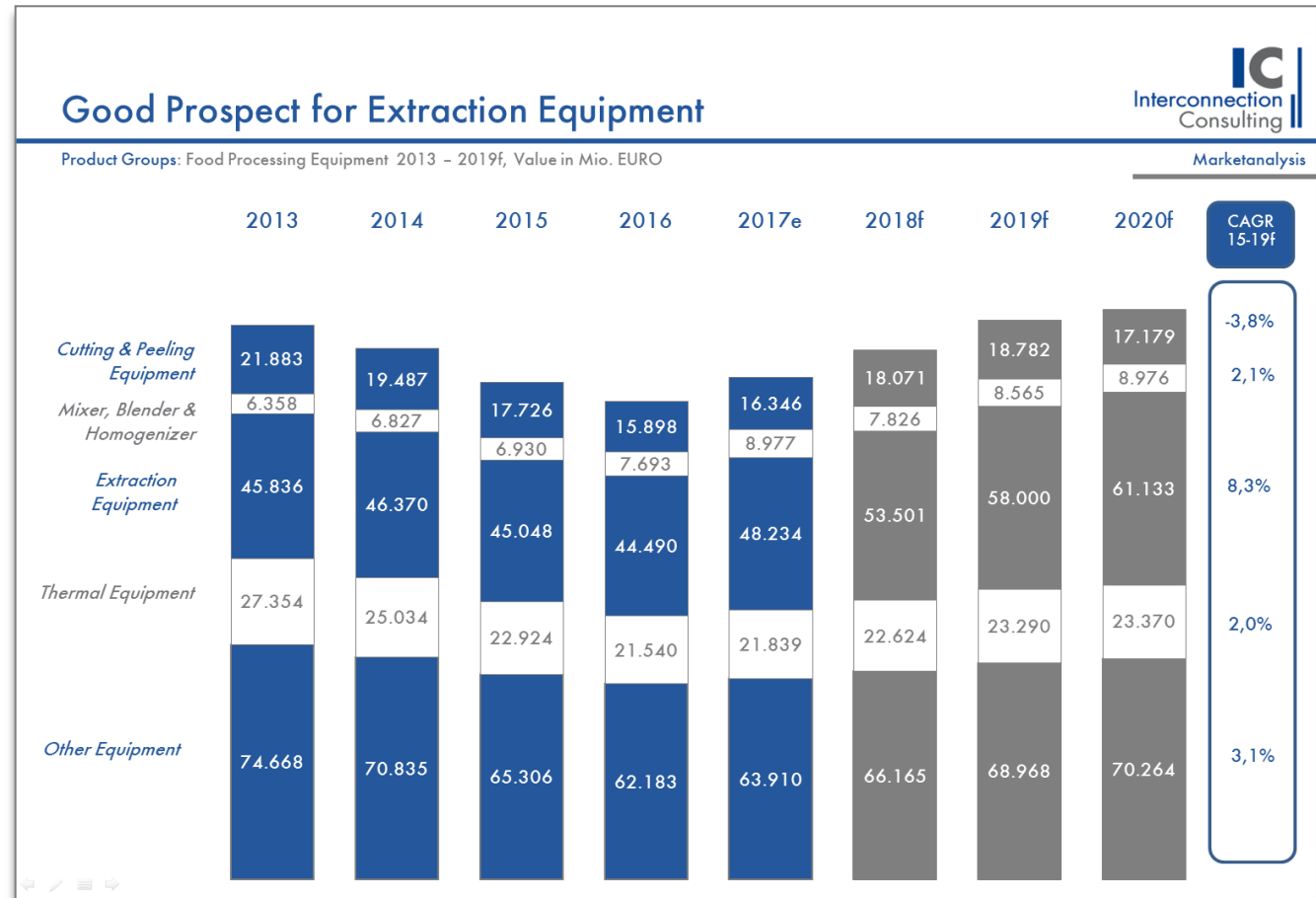
- The data for the market environment consists of main factors such as general economy data, demography, income statistics, construction environment and sentiment indicators.
- *This chart shows sample figures*



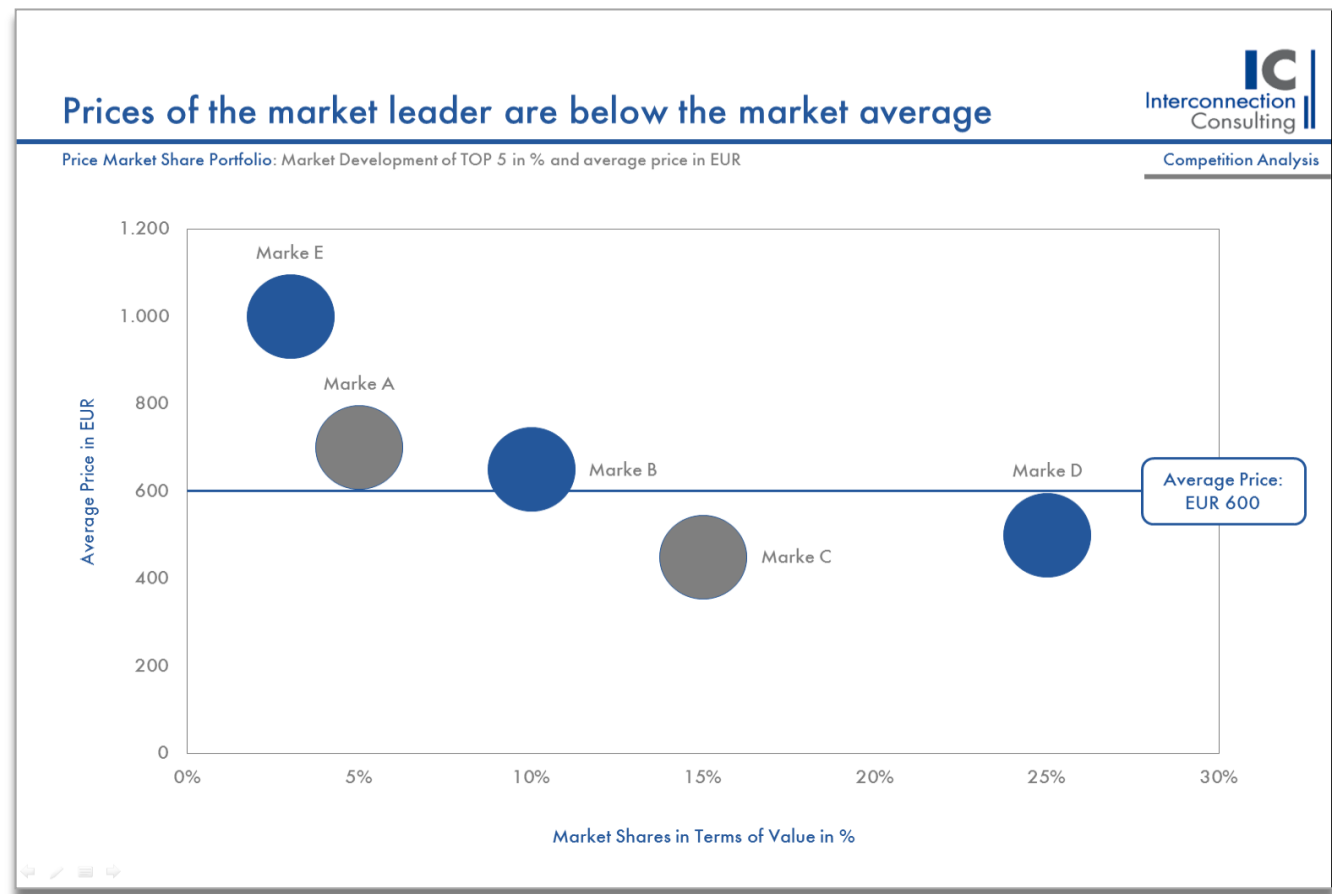
- Overview of the total market until the current year and forecast for the upcoming three years.
- *This chart shows sample figures*



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

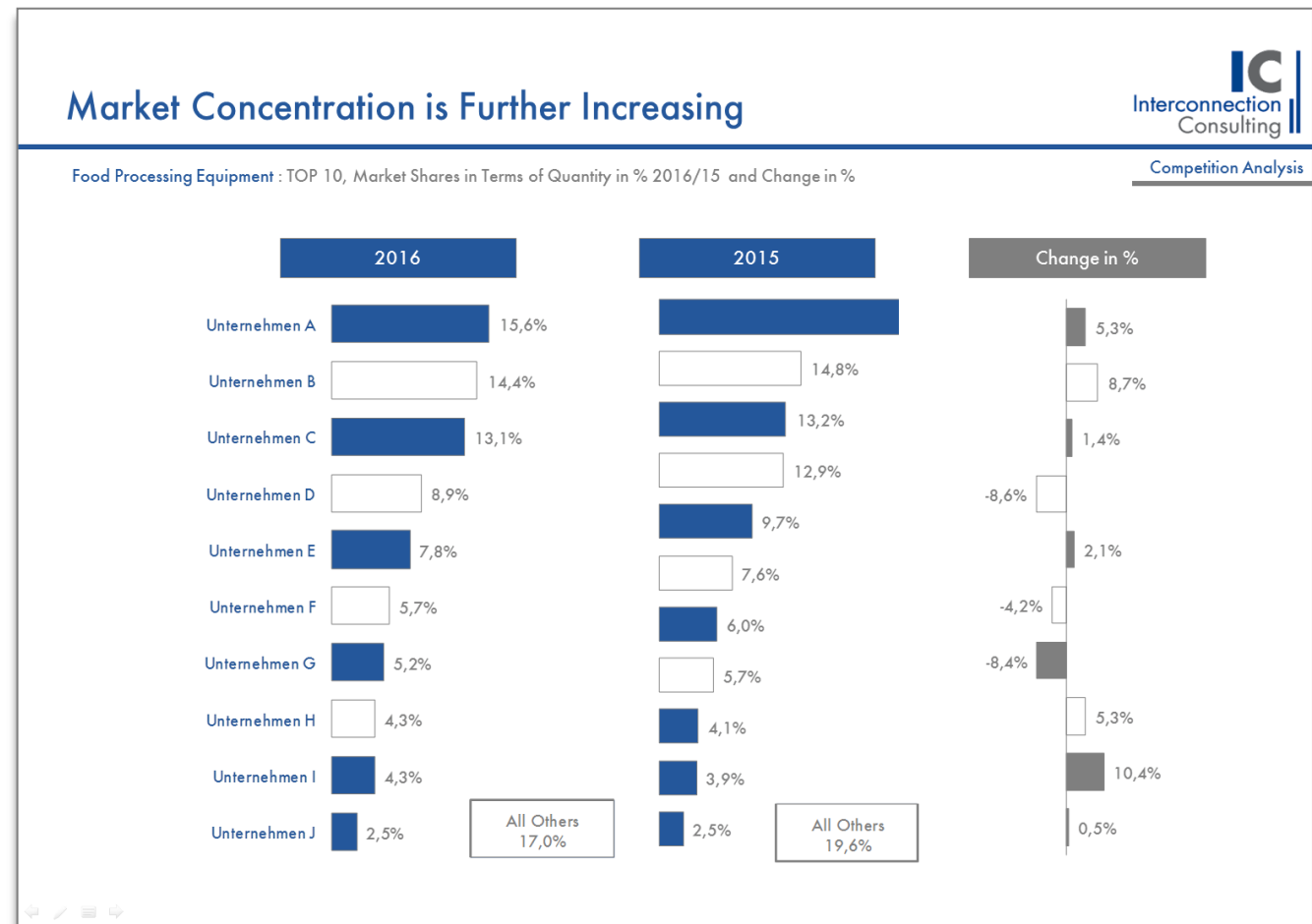


- Detailed presentation of the most important companies in the market under investigation by means of market share changes BCG portfolios etc.
- This chart shows fictitious numbers.



# Market shares of the top 10 companies

- Overview of the market shares of the top 10 companies in the industry for the years 2015 and 2016
- This chart shows fictitious numbers.



- Additionally to the visualised report a Pivot Table will be included.
- With use of the analyse tool you can individually make selections of the available data to make comparisons of the development on years and segments by your own.
- Pivot tables are available for the competition analysis as well as for the total market and forecasts.

## 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	8.825	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

*Dieses Chart zeigt fiktive Zahlen zur Illustration*

# Investment Plan for Your Market Research

	Single Issue	IC Subscription *	Scale of Discounts	
Europe Total	€ 16.590,-		€ 5.000	-10%
Single Country	€ 3.950,-		€ 10.000	-20%
			€ 15.000	-30%
			€ 20.000	-40%

Available countries	UK	France	Italy	Spain
	Germany	Benelux	Poland	

\* **IC Subscription:** 20% 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 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 taking into account the scale of discount  
Price includes an interactive PDF Document. All prices shown exclude sales tax

# Your Advantages as a Subscription Customer

Please choose between Subscription\*  
or Single issue

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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 is the leading institute for market data in the window 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

**Webverstärker**

## 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 of our Market Reports

*"Long experience and deep understanding of the construction industry make the quality of the IC studies."*

Mr. 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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we show you the way

# Factsheet: IC Market Tracking®

## Food Processing Equipment in Europe 2017

### Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 300
- Optional: Hard Copy

### Price

- Europe Total 16.590 €
- Single Country 3.950 €

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, Other languages on request

#### 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.

#### Competition 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

Germany, UK, Italy, France, Spain, Benelux, Poland

#### Product Groups

Cutting & Peeling Equipment, Extraction Equipment, Mixer, Blender & Homogenizer, Thermal Equipment, Other

#### End Product Type

Solid, Liquid, Semi-Liquid

#### Application Type

Dairy Products, Alcoholic Beverages, Non-Alcoholic Beverages, Bakery & Confectionery, Meat & Seafood, Other

#### Technology Type

Automatic, Semi-Automatic

### 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.

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E-Mail: [office@interconnectionconsulting.com](mailto:office@interconnectionconsulting.com)



Yes, we would like to order the  
**IC Market Tracking® Food Processing Equipment 2017**  
(Please, print out the order form and mark your desired products)



**Industry/Region**

- ☐ Germany
- ☐ UK
- ☐ France
- ☐ Italy
- ☐ Spain
- ☐ Benelux
- ☐ Poland
- ☐ All 7 Regions

**Single Issue**

- 3.950,- EUR
- 3.950,- EUR
- 3.950,- EUR
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- 16.590,- EUR

# Order Form

- ☐ Abonnement (20% Price Advantage)\*
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- ☐ 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 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.

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- Easy termination: After 2 issues each subscription can be terminated easily

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From: 5.000,- EUR	10%
From: 10.000,- EUR	20%
From: 15.000,- EUR	30%
From: 20.000,- EUR	40%

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Date

Name

Signature