



IC Market Tracking
Elevators in Europe
2018

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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
- ✓ Information about the most important **Factors of Influence**
- ✓ Graphical representation of the results to facilitate the development of your own strategies.



IC Market-Tracking® Elevators in Europe

- Germany
- Austria
- Switzerland
- Italy
- France
- Spain
- UK



Product groups

Passenger Elevators

Conventional Elevators

Service Elevators

Bed Elevators

Observation Elevators

Freight Elevators

Class A

Class B

Class C

Application

Commercial

Institutional

Residential

For every market segment we will analyze the overall market during the previous two years and additionally make a forecast for the next 3 years.

Definitions and Demarcations

Product Groups

Passenger Elevators

Conventional Elevators

Standard passenger elevators

Service Elevators

Used by building staff

Bed Elevators

Used to carry beds or stretchers in addition to passengers

Observation Elevators

Allows passengers to take a view as they travel.



Freight Elevators

Class A

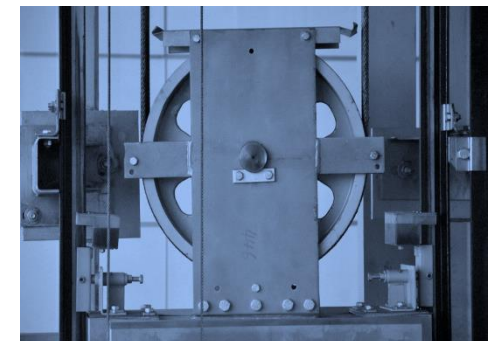
General freight loading.

Class B

Freight elevators designed to transport motor vehicles

Class C

Industrial truck loading



Definitions and Demarcations

Application

Commercial

Used in both, office and residential, buildings



Residential

Used in home and may have unique design characteristics

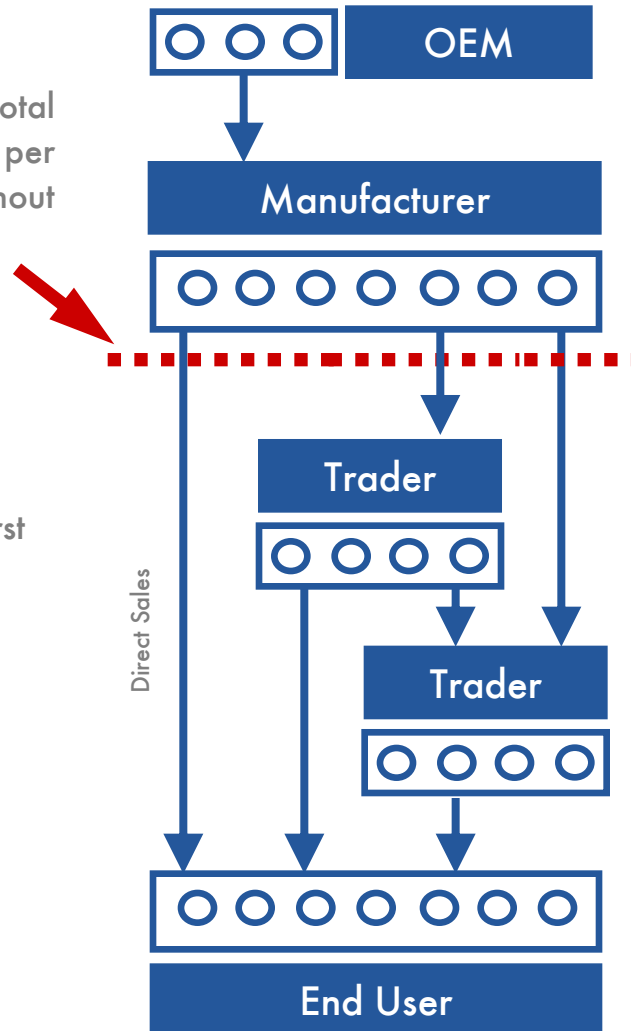


Institutional

Used in public buildings

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

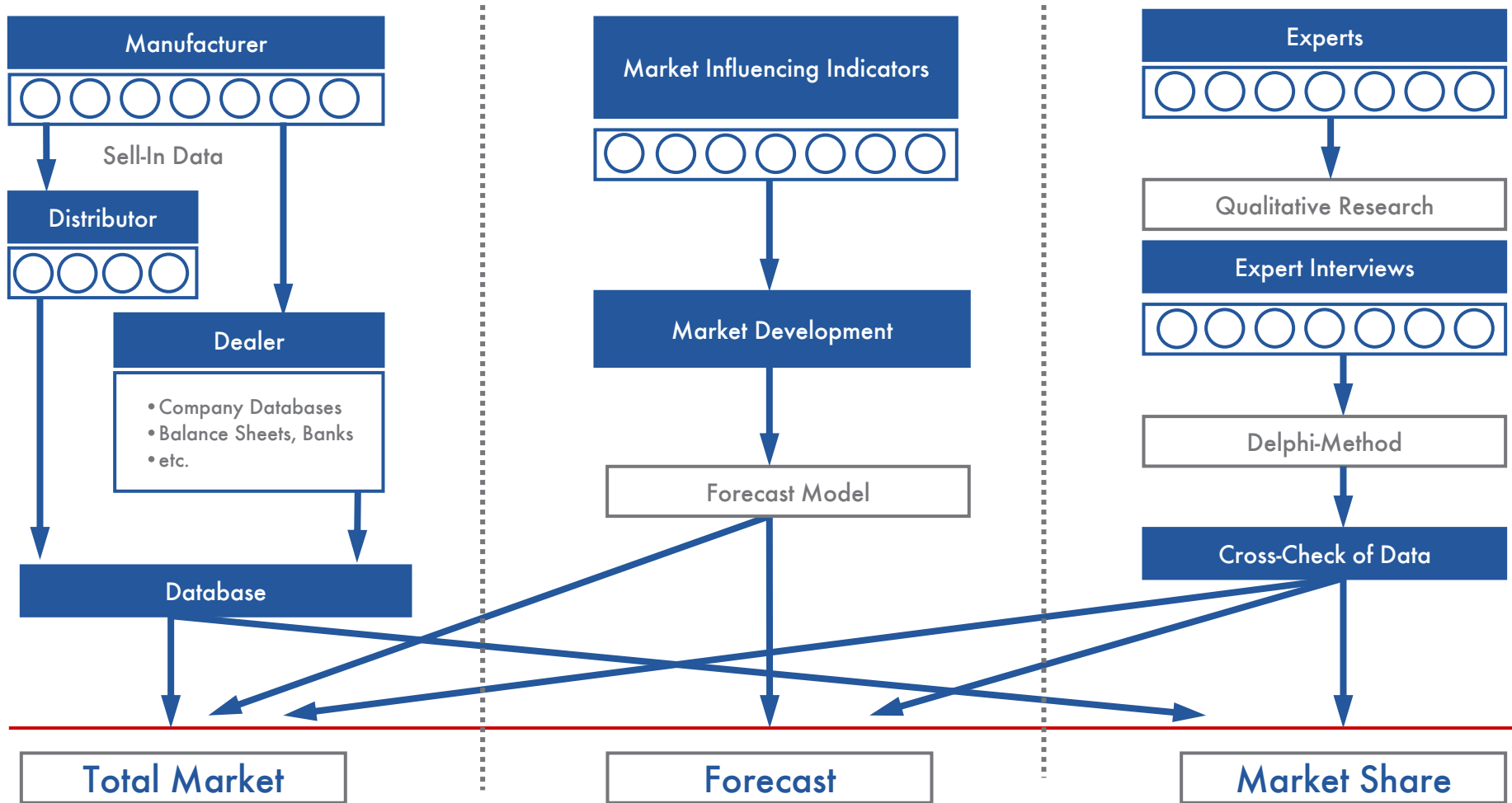
Sales are segmented by the first distribution partner.



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

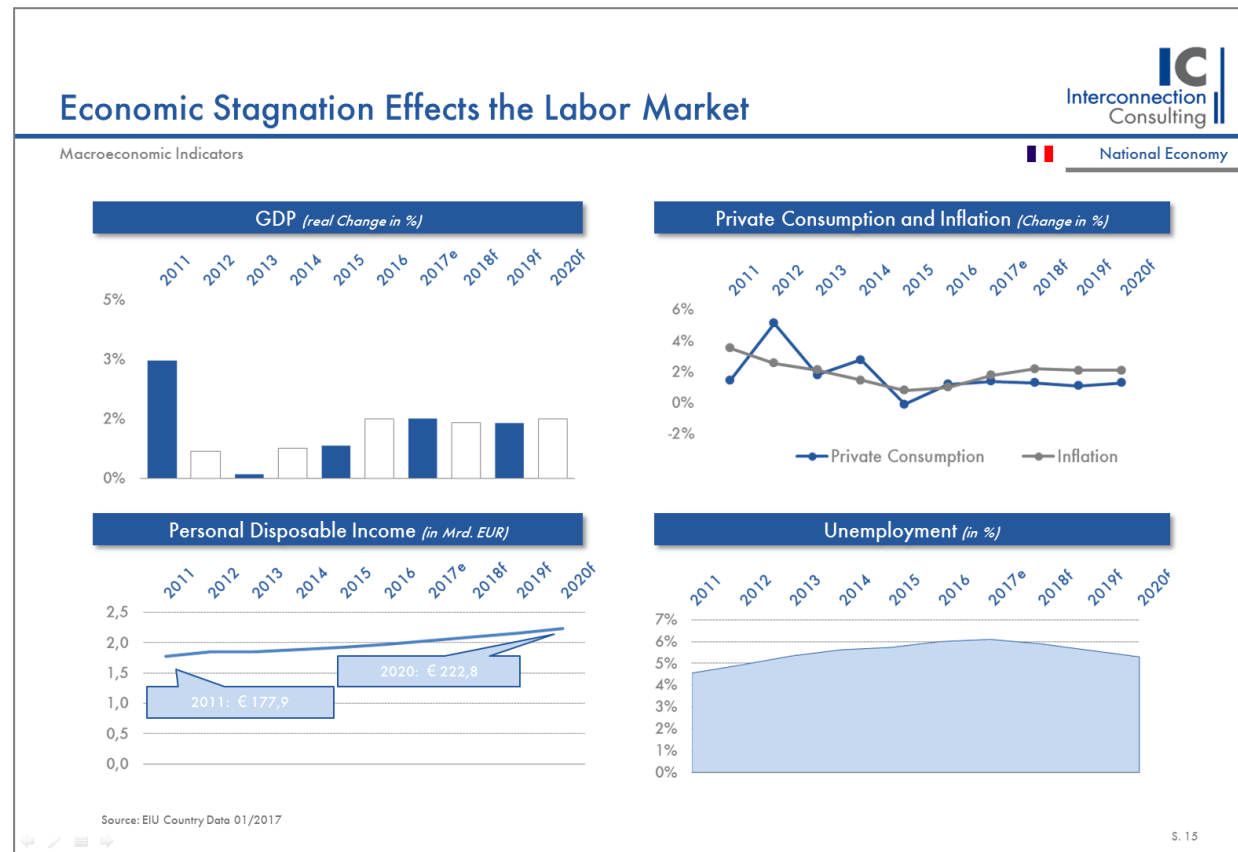


Contents of the IC Market-Tracking®

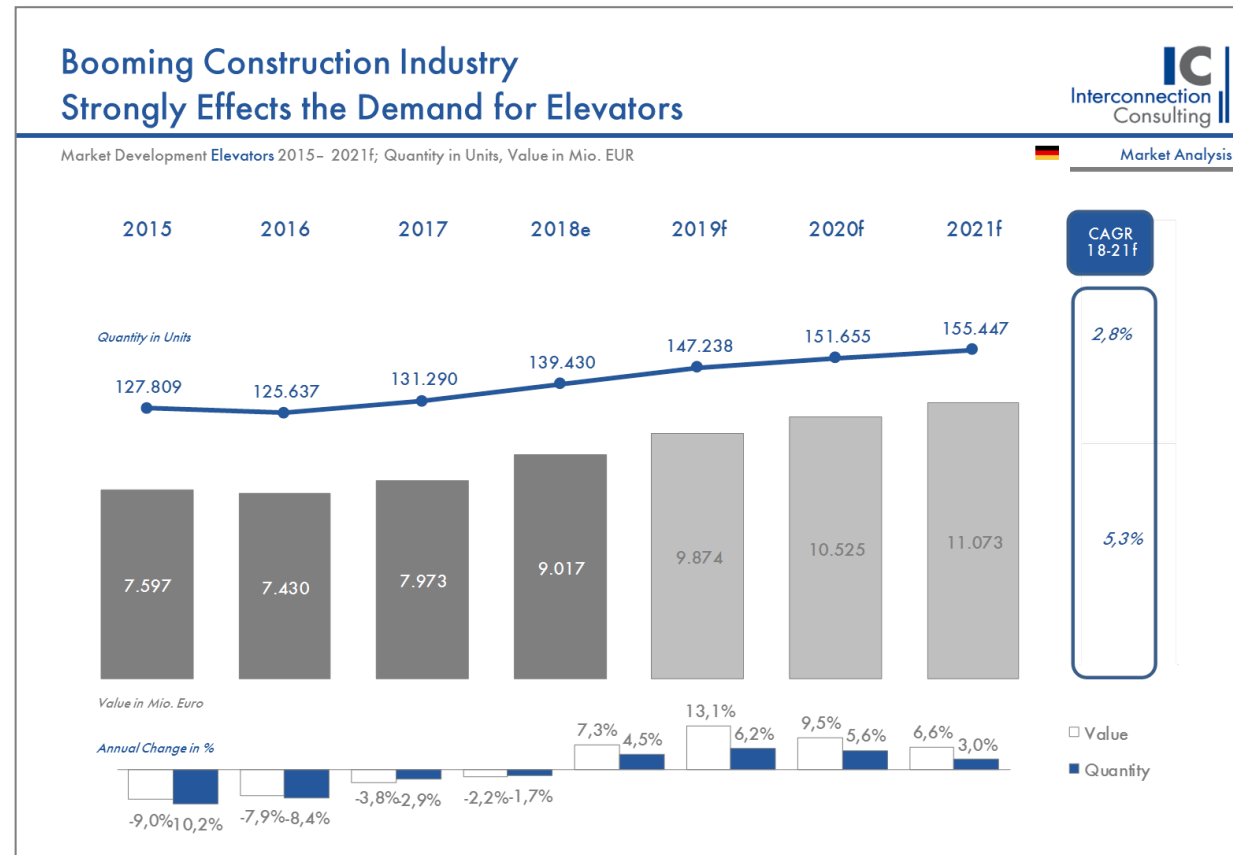
The IC Market Tracking® is modularly built and consists of the following sections:

- 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 analyzed 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.
- 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.

- Development of relevant **market influencing Factors**. In depth analysis of 4 central growth-drivers for every application and region.
- This Chart shows Dummy Figures.*

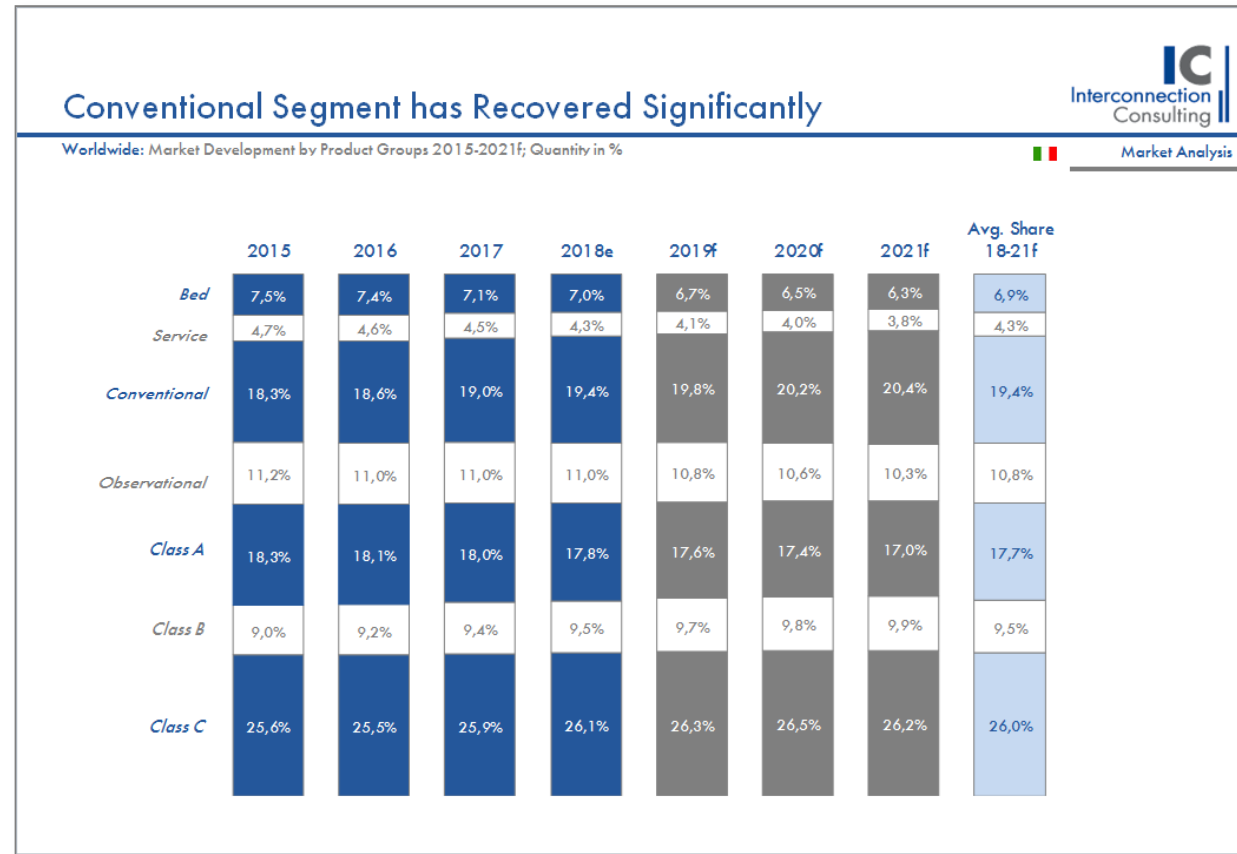


- Overview of Europe Top 5 total market as well as the regional markets separately until the current year and Forecast for the upcoming three years.
- This Chart shows Dummy Figures.*

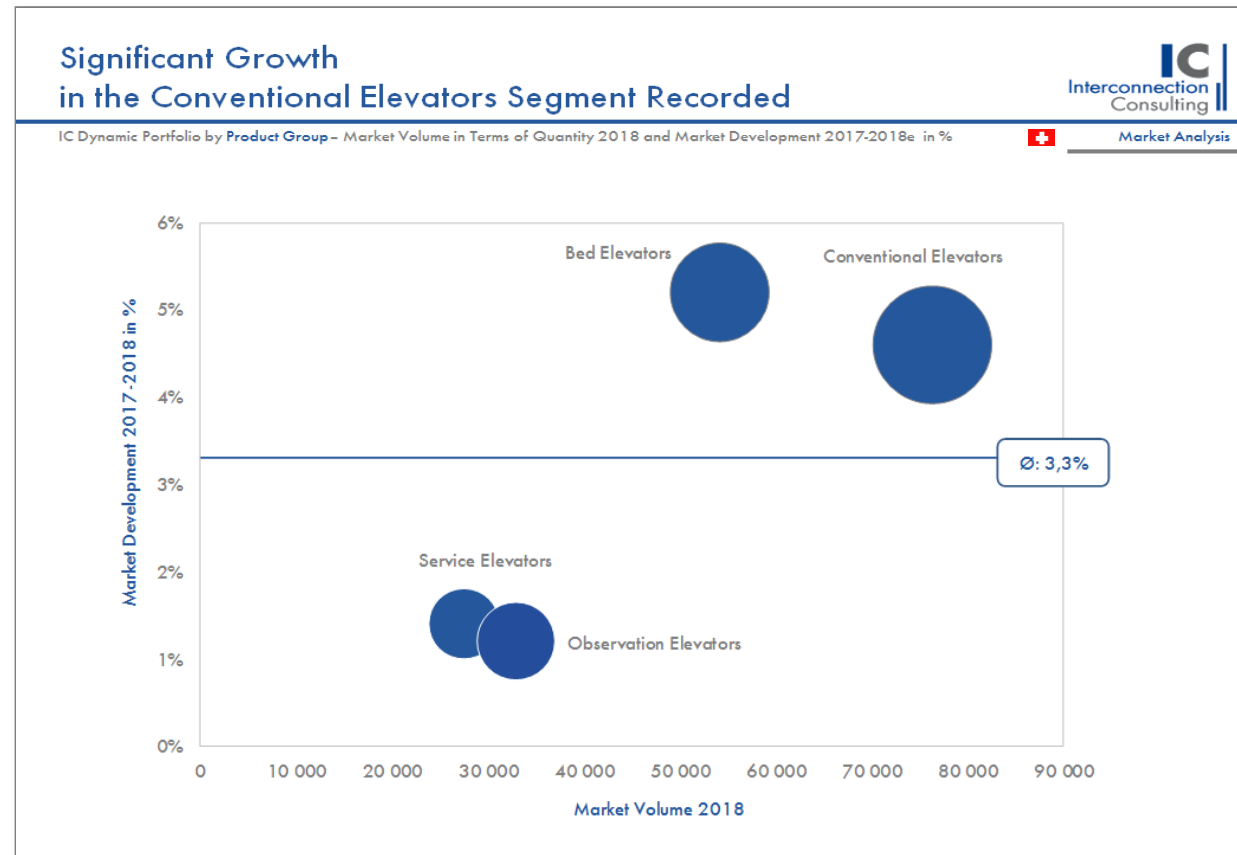


Analysis of Trend Concerning Product Groups

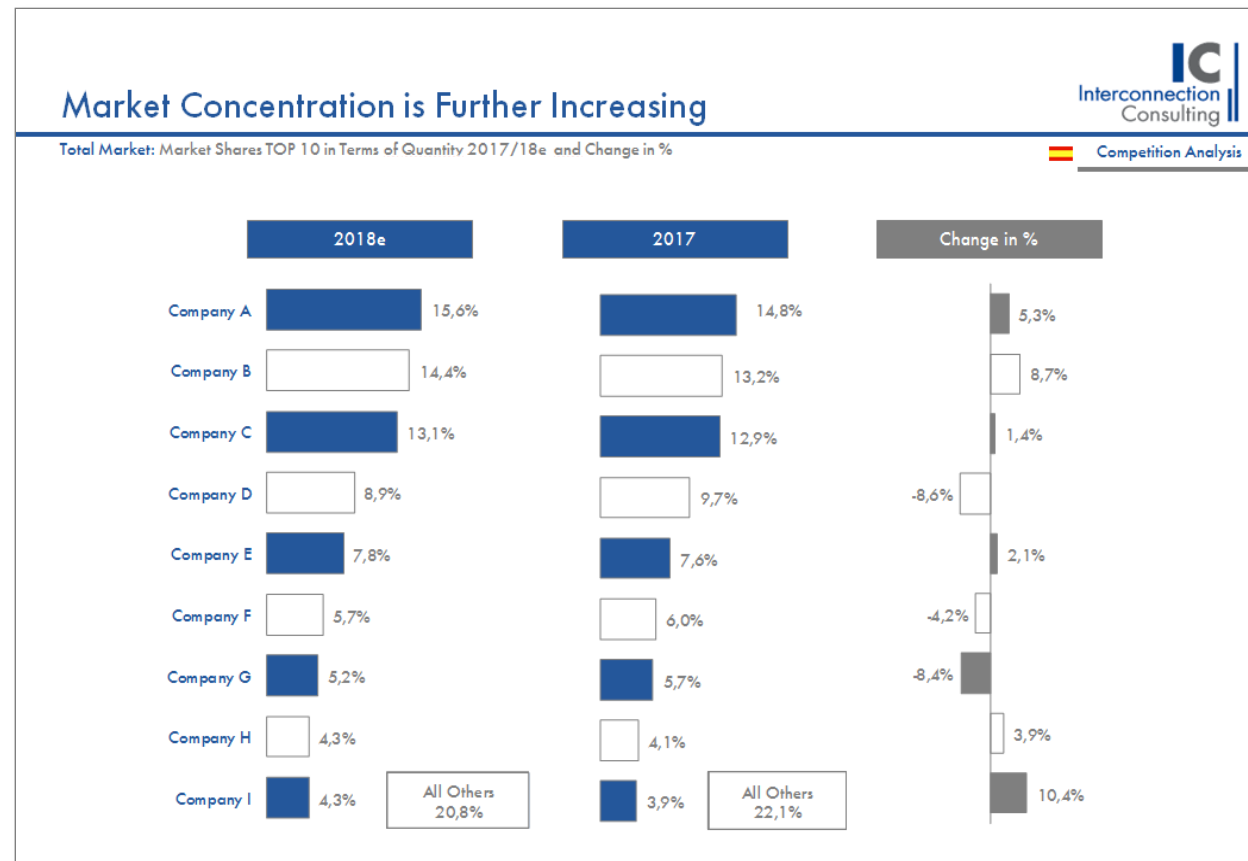
- Overview of the share of product groups, as well as a forecast for the upcoming three years .
- This Chart shows Dummy Figures.*



- Strategic analysis of **product segments** by portfolio charts.
- *This Chart shows Dummy Figures.*



- Detailed description of the most important companies in the examined market with respect to **market shares, changes, BCG-Portfolios, etc.**
- *This Chart shows Dummy Figures.*



- 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.

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)
∅ 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)
∅ 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

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	€ 12,390.-		€ 9,000 -20%
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			€ 14,000 -40%
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	Spain	Switzerland	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.

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- **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

Selected References of our Market Reports

NEC

 **MITSUBISHI
ELECTRIC**
Changes for the Better

Canon


Shell

SIEMENS

 **LG Electronics**

TOSHIBA


hp
invent


SAGEM

DaimlerChrysler


SAMSUNG
ELECTRONICS

SONY

FUJITSU


Panasonic

Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the elevators industry.
- Our studies support the leading companies in the determination of targets, definition of marketing strategies, 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 industry for elevators.
- Next to market data we offer for the Industry branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also in the implementation of data in the development of marketing strategies.



Market Analysis




- Market Volume
- Market Shares & Entry
- Competition Analysis

Distribution



- 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




- 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

For further questions,
please do not hesitate to contact us!

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- 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

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From: 11,000.- EUR	30%
From: 14,000.- EUR	40%

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