



IC Market Tracking Window Sills in Europe 2019

- Germany
- Austria
- Switzerland
- France
- Poland
- Czech Republic
- Benelux

Your Benefits at a Glance

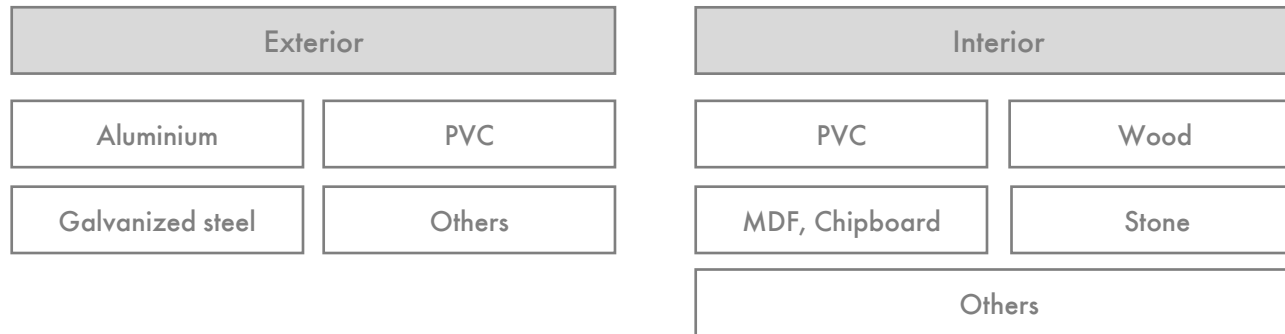
- ✓ Overview of the development of the **total market** and the **individual segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ Awareness of **Market Position** and development during the last two years, in comparison with major competitors and with respect to:
 - Total Market
 - Product Groups
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies



Available Countries*



Window Sills



For each segment, we show the overall market of the last two years and a forecast for the next three years.
We also show the market shares of the Top Players for the last two years (2018/2017)

* Other Regions upon request

Window Sills

A window sill is a structural element of the window, a surface at the bottom of a window, which serves both decorative and functional purposes. Turnover is stated in 1.000 Euro Values are always Net-Turnovers (No List-Prices), discounts included

Exterior

Exterior window sills protect the facade and window from mechanical damage and against climate influences.

Aluminium

Made of aluminum sheet (1,0 - 1,2 mm) which is coated with either acrylic lacquer or with polyester varnishes. They are manufactured up to 6 meters long.

Galvanized steel

Galvanized sheet steel with a thickness of 0.55-1 mm is used for its manufacturing. This thickness is optimal in terms of rigidity and the ability to dampen the vibrations that occur when raindrops fall on it. This type also includes some galvanized windows sill with additional polyester layer, which has high strength, acid resistance and has a decorative function.

PVC

This material is made of solid or foamed polyvinyl chloride. This type has the biggest color selection.

Others

Exterior sills including stone (made of granite and sandstone; these types of stone are most resistant to climatic influences), engineered stone, wood, ceramic and clinker etc.

Interior

Window structural element inside of the building , with a thermal protection and additional decorative function.

PVC

PVC window sills, coated with polyvinyl chloride film in order to protect the sill from mechanical damage.

Wood

The well-dried wood containing not more than 10-20% moisture. For window sills the following kinds of wood are typically chosen: cedar, oak, pine and from deciduous trees - ash, alder and cherry

MDF, Chipboard

It is produced from wood particles by their hot flat pressing with the use of various binders, most often formaldehyde resins. The thickness of the sill laminated particle boards is 1.7-2.8 cm, width - 10-80 cm, and the maximum length - 6 meters.

Stone

The most commonly used natural kinds of stone for window sills are granite, syenite, marble and travertine. As for engineered stone, it is made from special technological process with the use of crystal stones that are bounded by a natural acrylic resin.

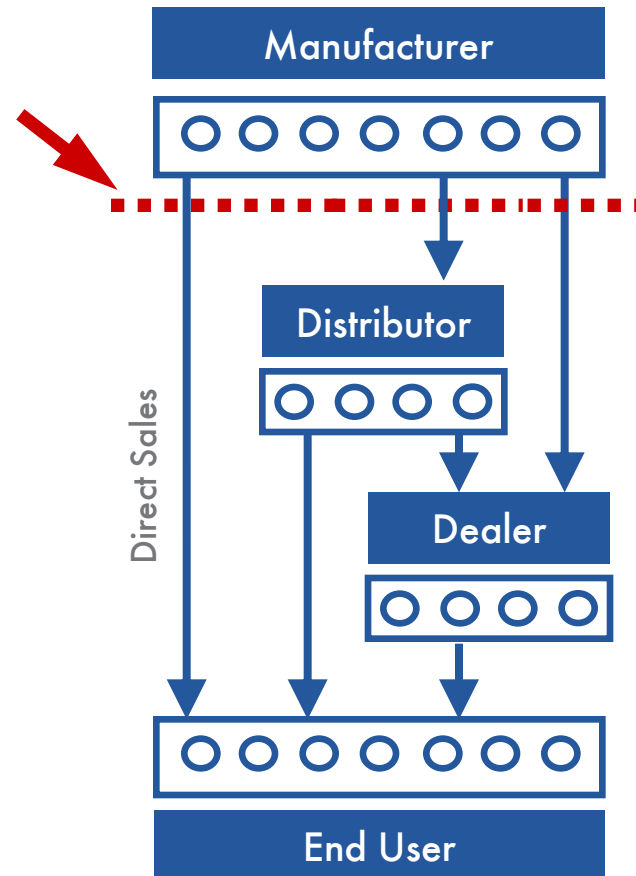
Others

Include ceramic tile window sills, concrete, etc.

What Do We Measure in Our Reports?

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

Sales are segmented by the first distribution partner.



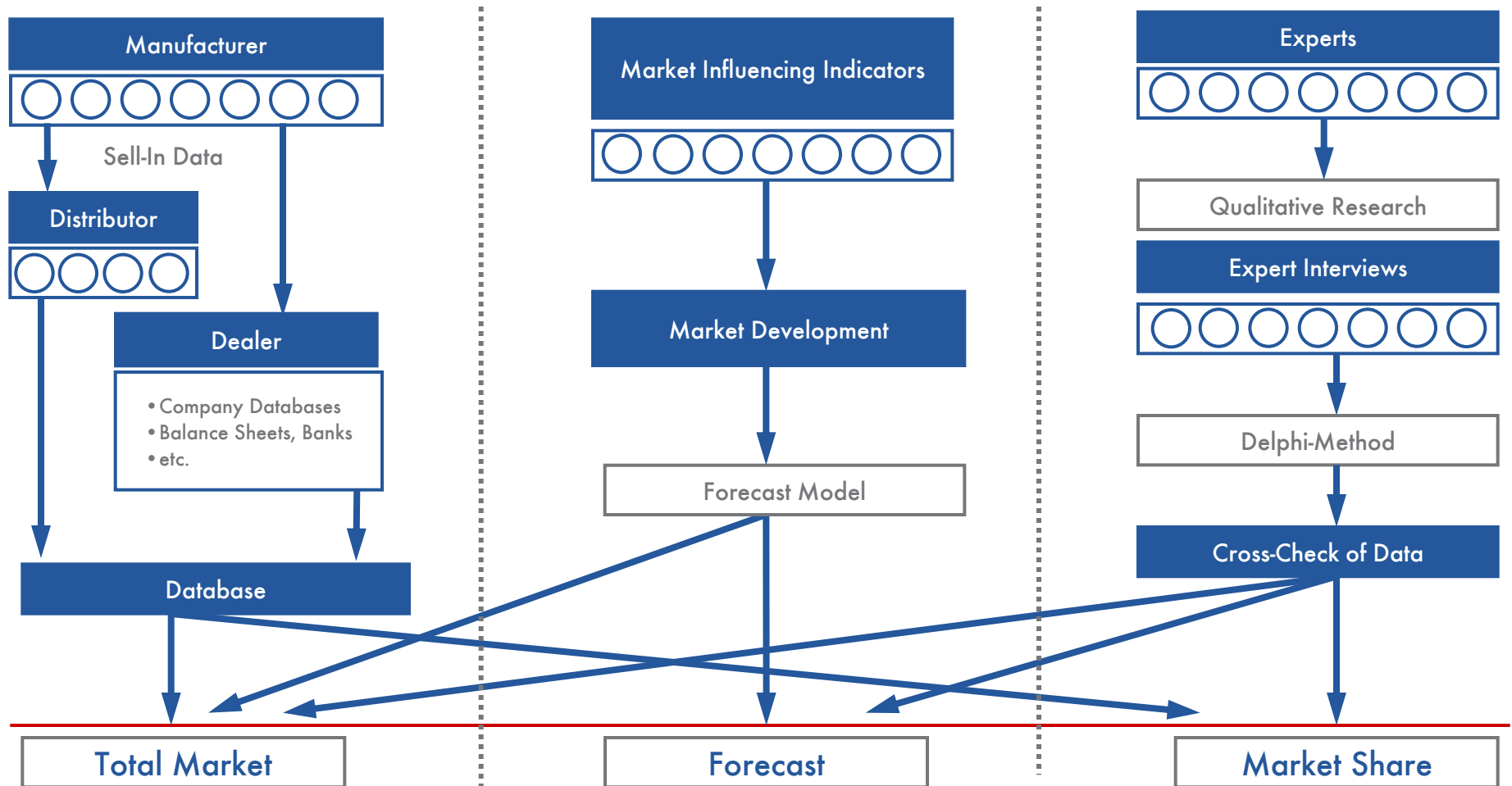
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

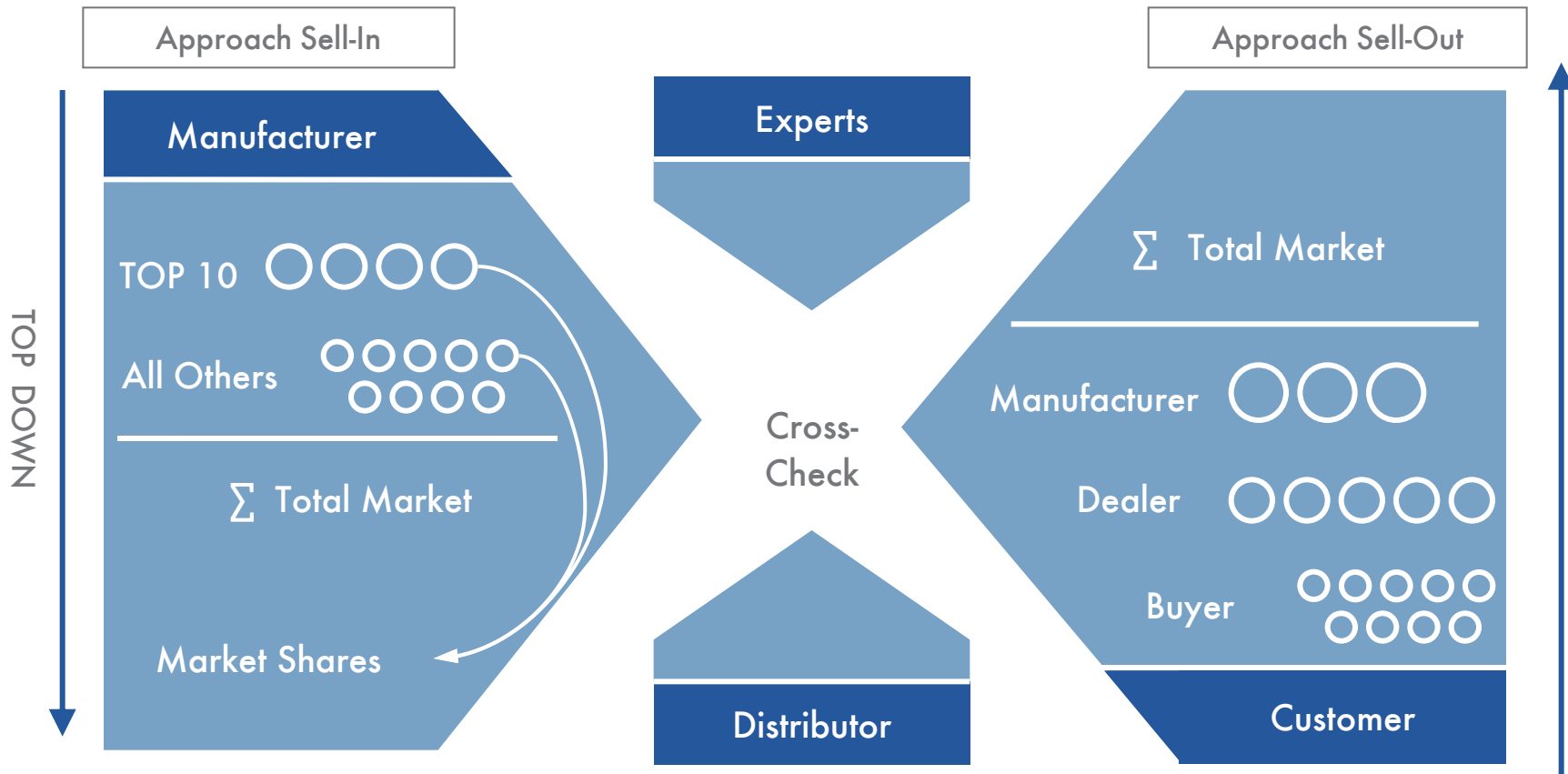
How Do We Conduct Our Research?

Description Structure of Survey Methodology

Methodology



How Do we Cross Check the Data?

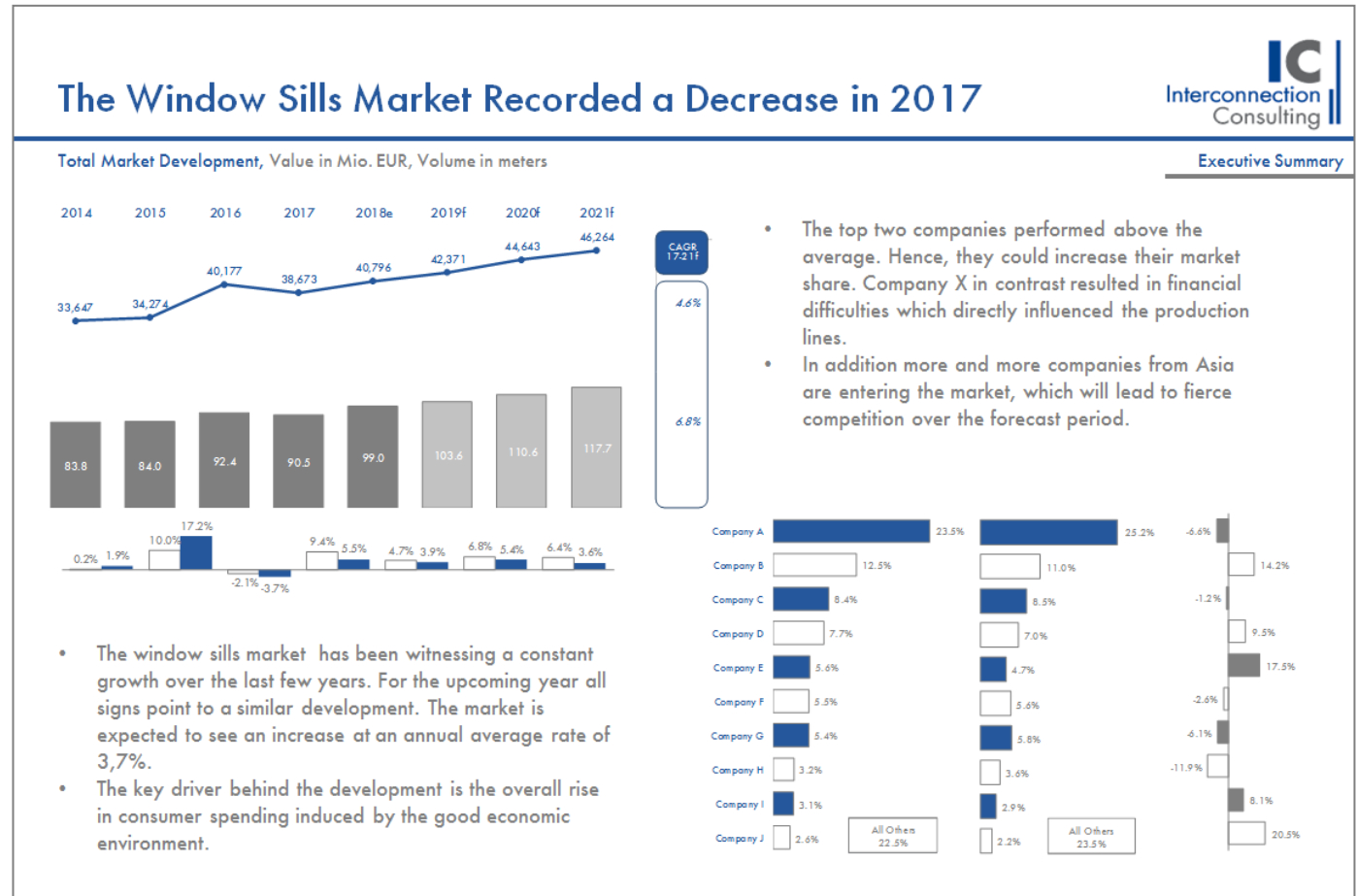


The IC Market Tracking® is modularly built and consists of the following sections:

- 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 in different dimensions, such as regions, product and material groups . 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**. Our Pivot-Table helps you to undertake further in-depth analysis for your individual needs for all companies represented in the study.

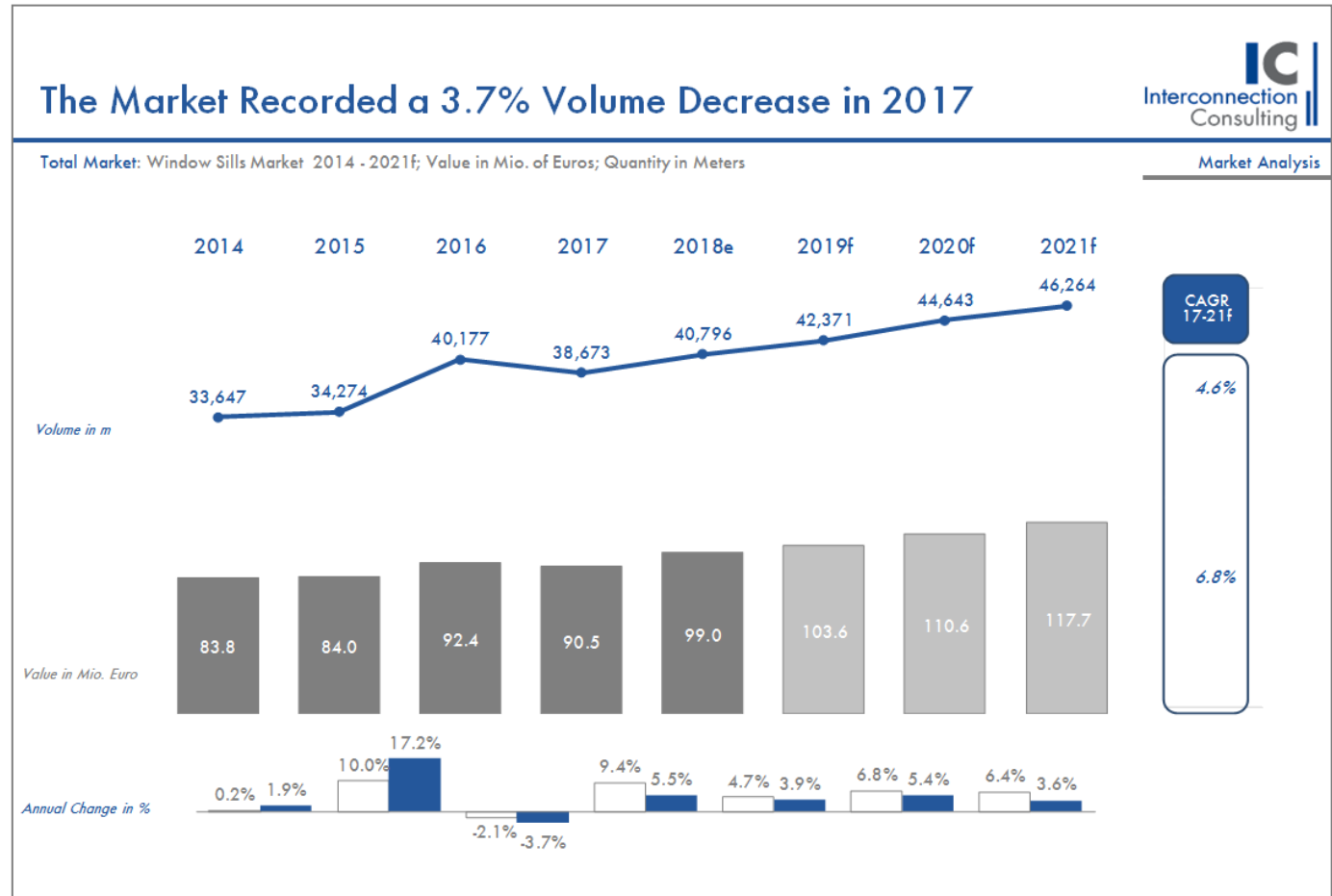
Executive Summary at the Beginning of the Report

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

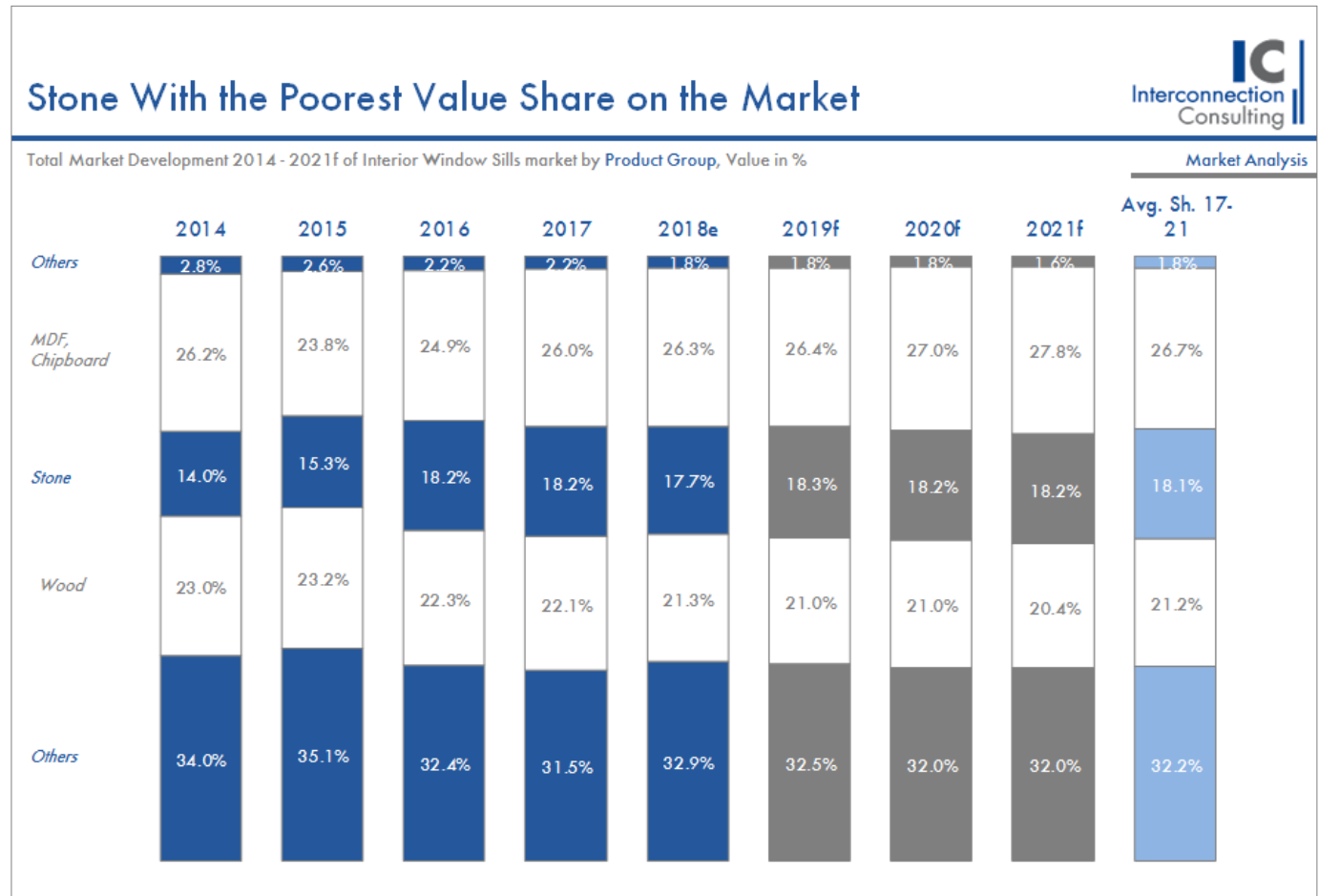


Total Market Development and Forecast

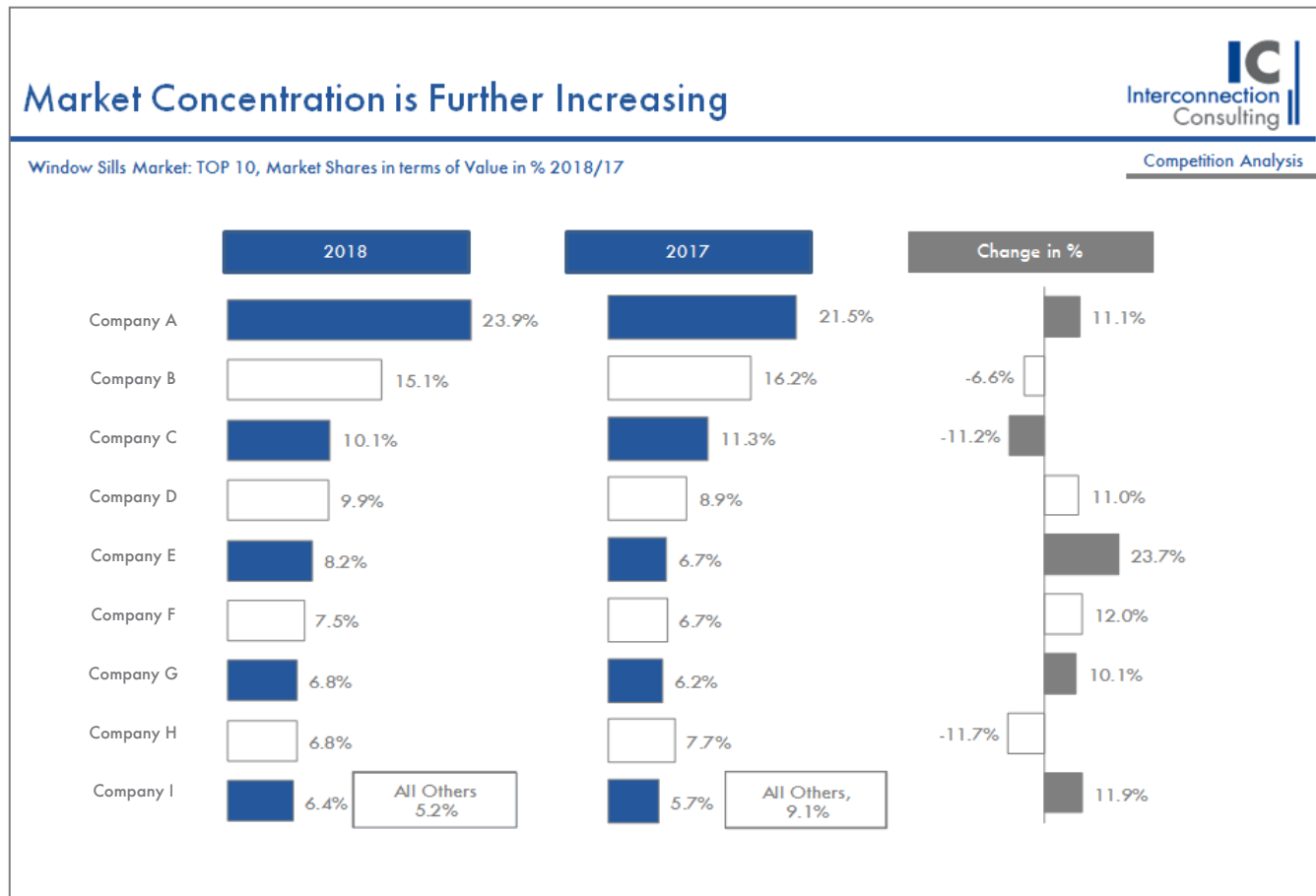
- Overview of the total market until the current year and forecast for the upcoming three years.
- *This chart shows dummy figures.*



- Overview of the Interior Window Sill market until the current year and forecast for the upcoming three years by product groups.
- *This chart shows dummy figures.*



- Market Shares of the Top 10 Players for every Market Segment.
- *This chart shows dummy figures.*



- Additionally to the visualised 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 modeling.
- 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)
∅ 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	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

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

Dieses Chart zeigt fiktive Zahlen zur Illustration

Investment Plan in Your Market Analysis

	Single Issue	IC Subscription *	Scale of Discount
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Available Regions	Germany	Austria	Switzerland	Benelux
	France	Poland	Czech Republic	

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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

- Interconnection is the leading institute for market data in the Building construction 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 construction industry.
- Next to market data we offer for the Window Sills industry 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 actions = in the development of marketing strategies.



"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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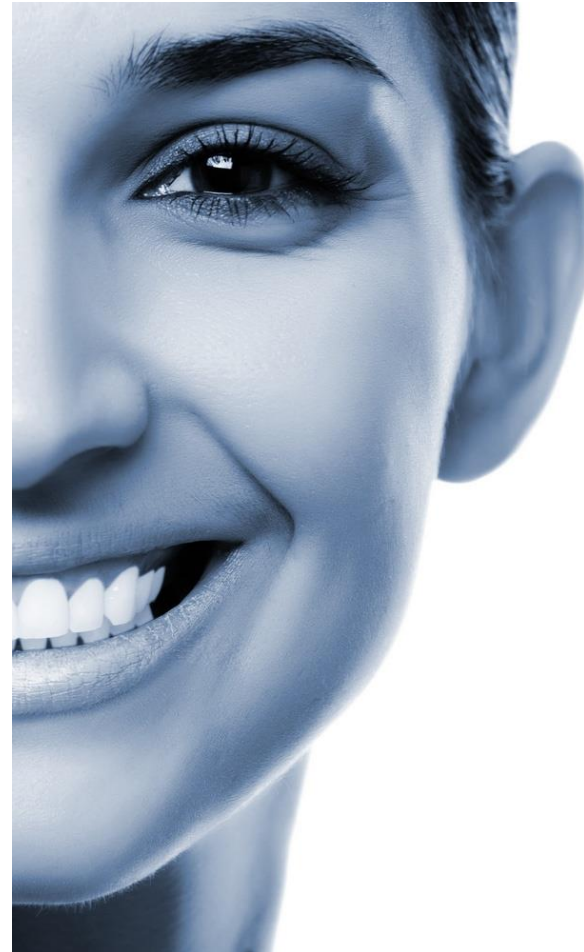
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Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 55/ per Country
- Optional: Hard Cover: 150 €

Price

- All Regions: 9.999,-€
- Single Country: 1.999,-€

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- 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

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 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

Countries / Regions:

Germany, Austria, Switzerland, France, Poland, Czech Republic, Benelux

Product Groups

Exterior window sills, Interior window sills

Exterior window sills:

Aluminium, Galvanized steel, PVC, Others

Interior window sills:

PVC, Wood, MDF & Chipboard, Stone, Others

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



Yes, we would like to order the
IC Market Tracking® Window Sills in Europe 2019
(Please, print out the order form and mark your desired products)

**IC SUBSCRIPTION
20 % PRICE ADVANTAGE**

Industry/Region

- Germany
- Austria
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- All Regions

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