



**IC Market Tracking®**  
Air Treatment Products  
in Germany and Austria  
2021

## Company Profiles



## Interactive Dashboards



## Market Drivers



automatically updated

# more than just a report – A TOOL FOR SUCCESS!

## Detecting Market Potential



## GEO-Maps



## Benchmarks



## Strategic Workshops



on request

# What Do You Get - Your Benefits at a Glance

## Content of the Report

### Market Data, Insights and Expertise...



#### MARKET ANALYSIS

- Historical market data from 2016 – 2020 for the total market development as well as
  - Function Type
  - Capacity Class
- Forecasts from 2021 – 2024 for the total market as well as each analyzed product group and segment
- Annually updates of the data

#### COMPETITION ANALYSIS

- Market shares of the top players for 2019/2020
  - Market Shares on the total market in value and quantity
  - Market Shares per product groups and segments in quantity

#### MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



#### Market & Competition Analysis

Market Volume

Market Growth

Trends

Market Shares

# What Do You Get - Your Benefits at a Glance

## Presentation of the Data and Deliverables

### Market Intelligence Tool Access and Deliverables

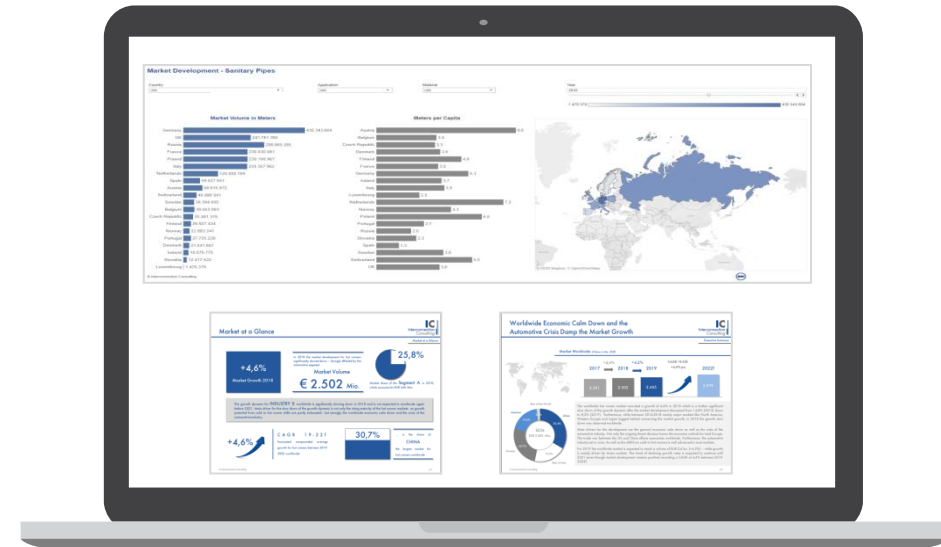


#### ONLINE-COCKPITS

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

#### EXECUTIVE REPORTS

- Executive summary dashboards including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts

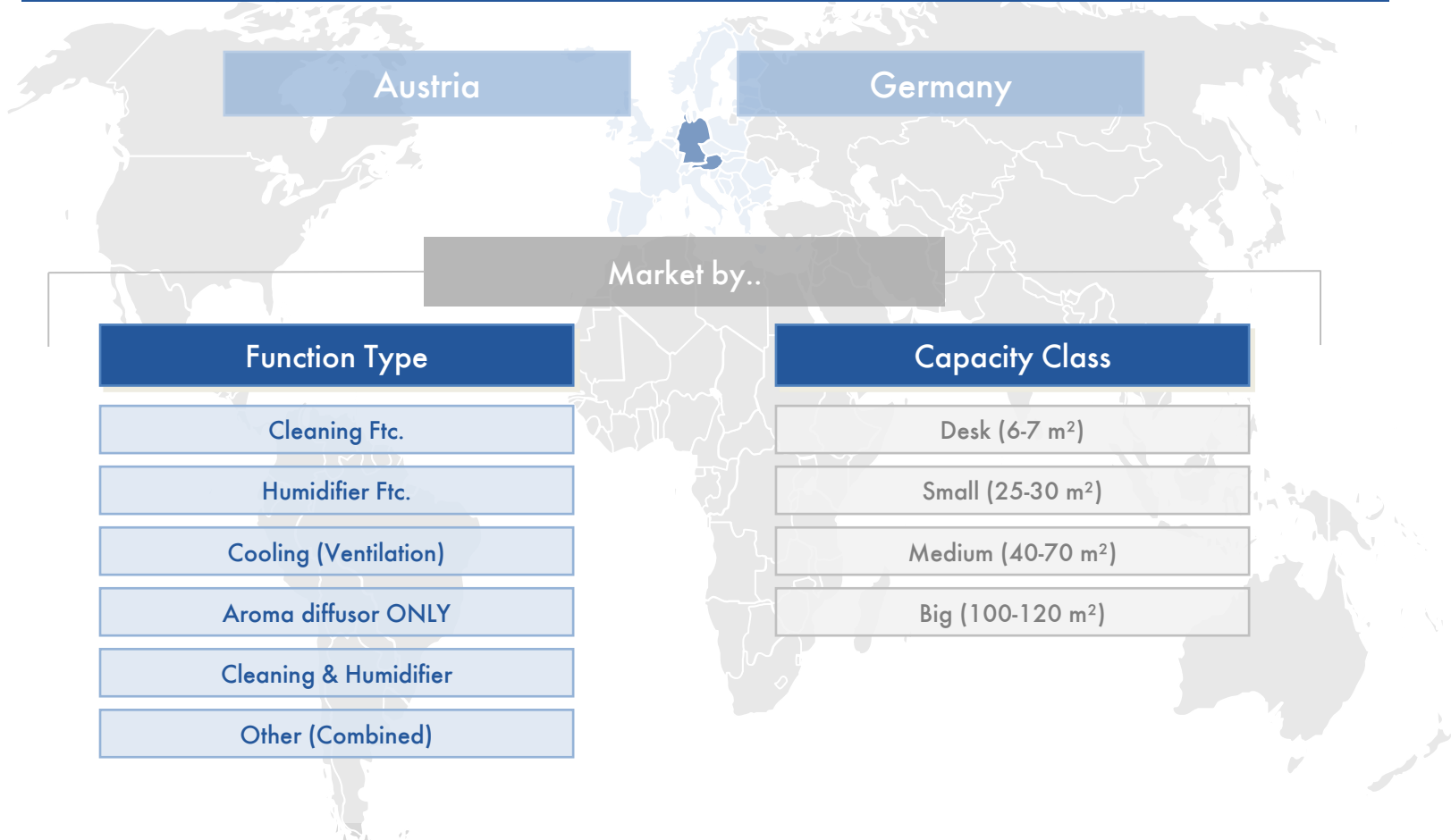


Market Intelligence Tool and Reports



Online Dashboards

## IC Market Tracking Air Treatment Products 2021



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.

# The Unique Mix of Methods and Approaches for Reliable Market Analysis



## SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



## Survey with Manufacturer & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts.



## Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**  
“Only who talks with the industry knows what’s going on!”

# The Market Intelligence Tool

## Dashboards - The Best Way to Work with Data

A picture says more  
than 1000 words

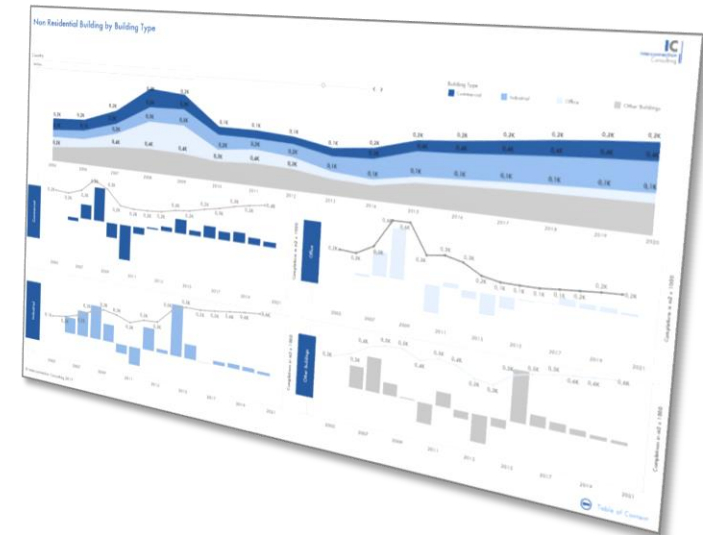
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

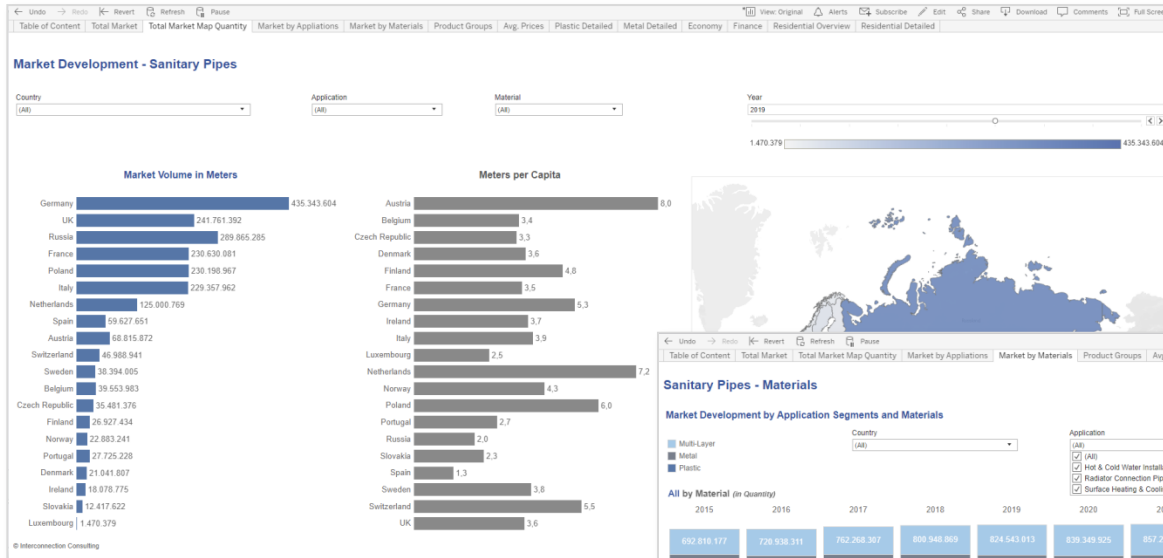
Easy online  
accessibility

- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file

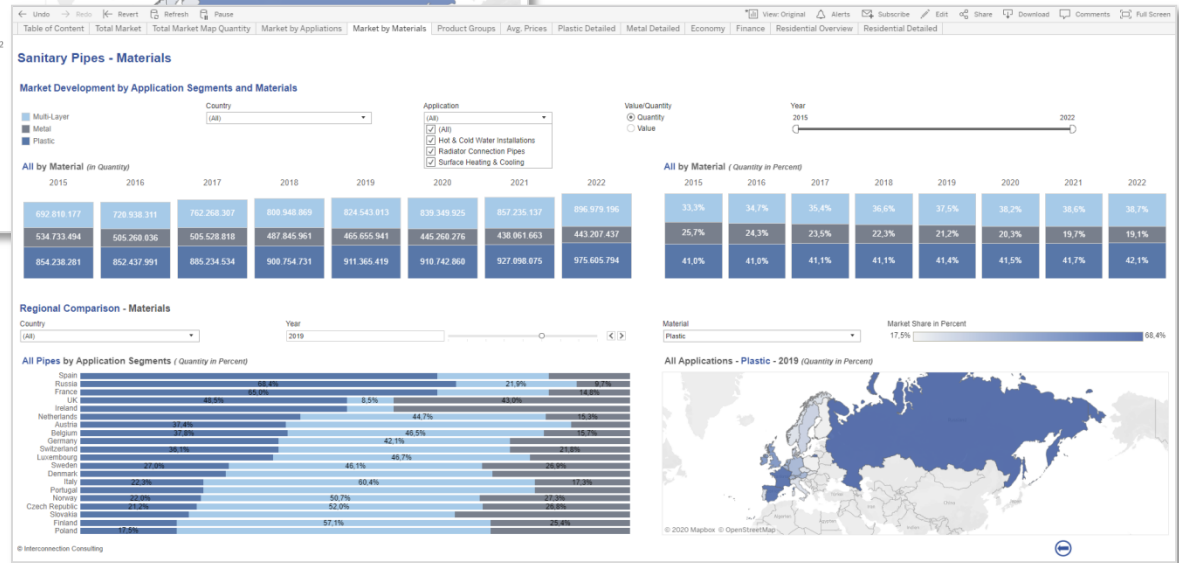


*In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.*

# Sample Cockpits for Market Analysis Data

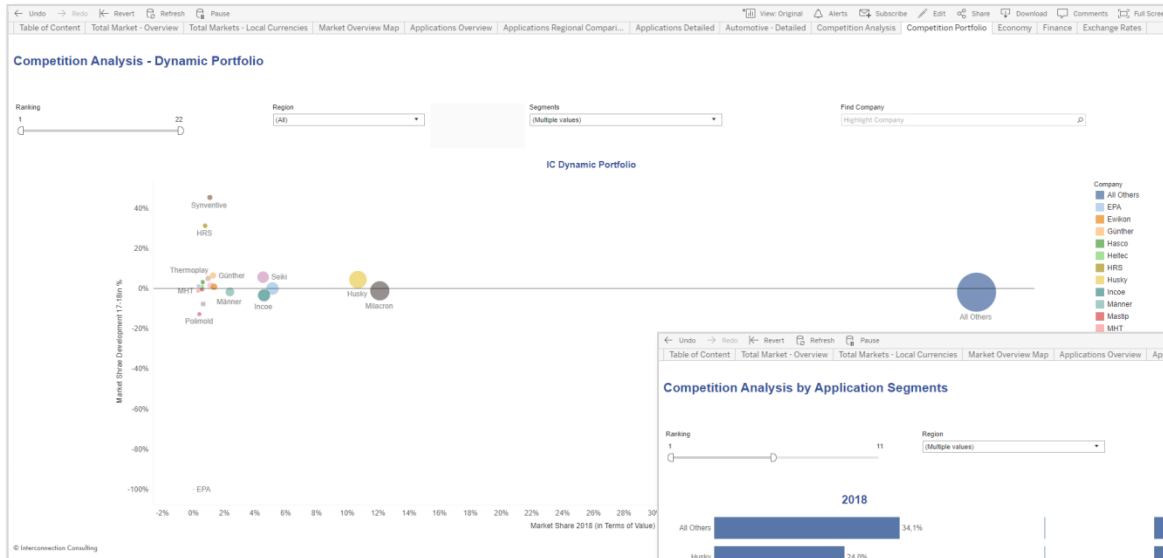


*This chart contains fictive data*

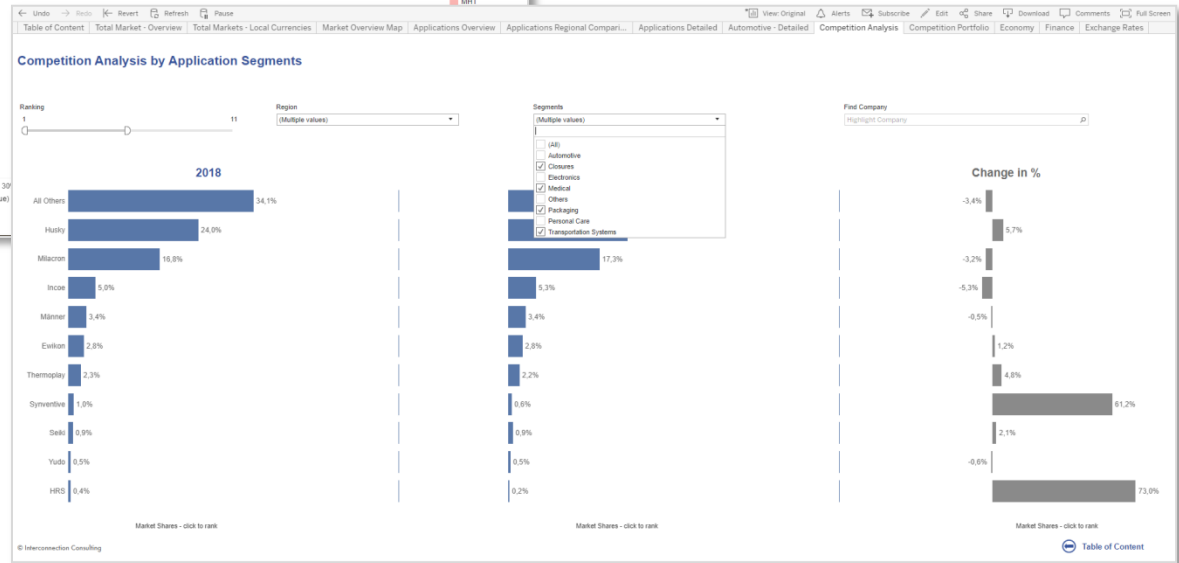




# Sample Cockpits for Competition Data

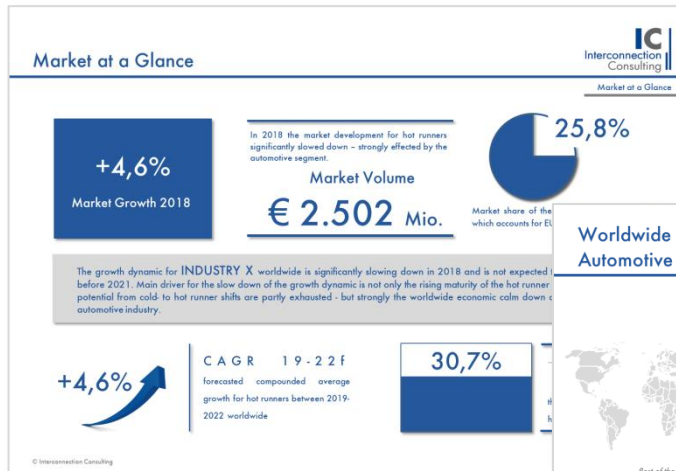


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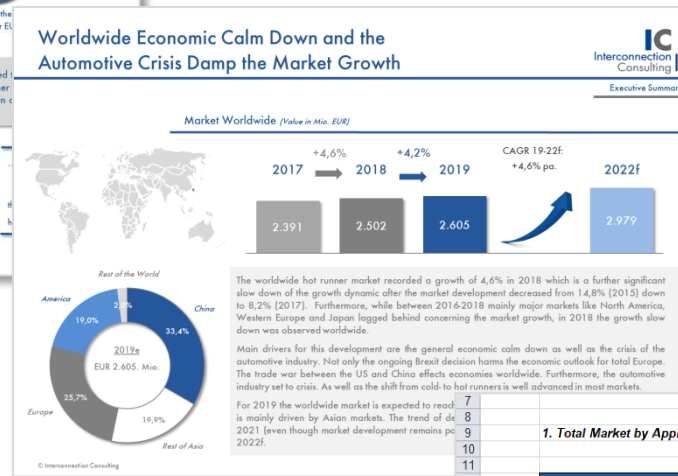


# Additional Deliverables

## Executive Summary and Pivot-Tables



Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

1. Total Market by Application Segment

Country: (Alle)

Application	2016	2017	2018	2019	2020	2021	2022	2023
Segment A	573.8	628.6	645.5	525.5	652.1	661.2	681.9	706.7
Segment B	205.8	223.3	234.8	189.5	247.6	259.3	272.2	285.5
Segment C	401.0	427.2	441.3	377.4	460.6	479.0	500.3	522.4
Segment D	242.5	260.0	272.5	228.1	286.7	301.0	317.8	332.7
Segment E	413.2	455.4	496.5	380.0	531.1	567.9	614.8	650.6
Segment F	100.5	107.2	113.6	94.9	119.3	124.6	132.0	136.8
Segment G	164.5	174.8	180.6	154.7	188.3	196.1	205.3	214.2
Segment H	109.2	114.2	116.8	104.1	119.7	122.7	126.2	129.6
<b>Total</b>	<b>2.211</b>	<b>2.391</b>	<b>2.502</b>	<b>2.054</b>	<b>2.605</b>	<b>2.712</b>	<b>2.851</b>	<b>2.979</b>

Pivot-Table including all raw data as MS-Excel file (fictive data)

# Investment Plan for Your Market Research

	Subscription*	Available Countries
All Countries	€ 5.950,-	Austria Germany



- **Subscription:** 25% 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 automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.
- The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of an subscription.
- In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 500,-/license.

# Selected References of our Market Reports

*"Long-term experience and deep understanding of different markets assure the quality of IC studies. "*

Mr. Bernd Blümmers

Directeur General, Saint-Gobain Solar Systems, Central-Europe, Aachen





# Our Market-Intelligence Tools



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

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we show you the way

## Yes, we would like to order the IC Market Tracking® Air Treatment Products in Germany and Austria 2021

(Please, print out the order form and mark your desired products)

Please choose from the available countries

Austria

Germany

All Countries .....EUR 5.950.-

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25% price advantage		✓
IC Cockpit – Online Dashboard Solution	✓	✓
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

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Date	Name	Signature



**\*Subscription:**

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 31<sup>st</sup> December. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> 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.

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