

IC Market Tracking®
Air Treatment Products
in Europe 2020

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 – 2019 for the total market development as well as
 - Function Type
 - Capacity Class
- Forecasts from 2020 – 2023 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 2018/19
 - 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

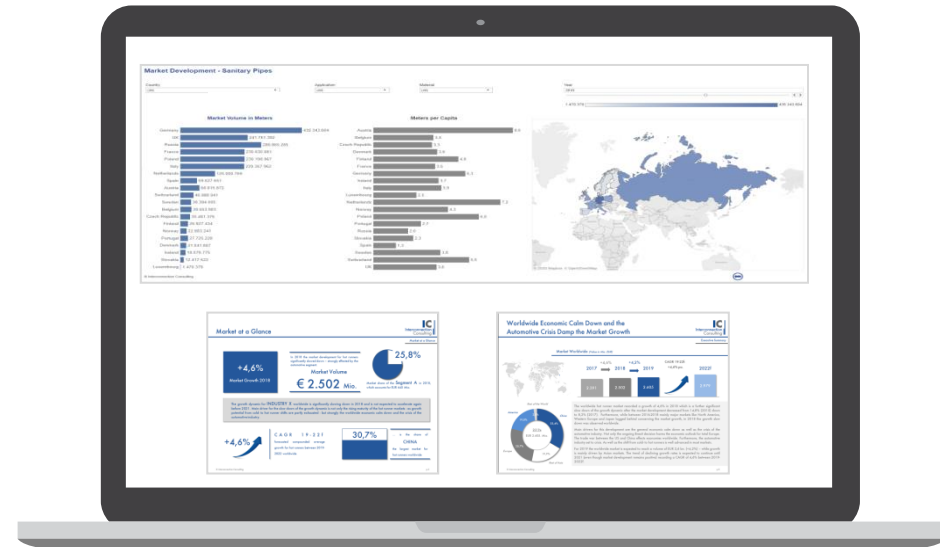


ONLINE-COCKPITS

- 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

- PDF report 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



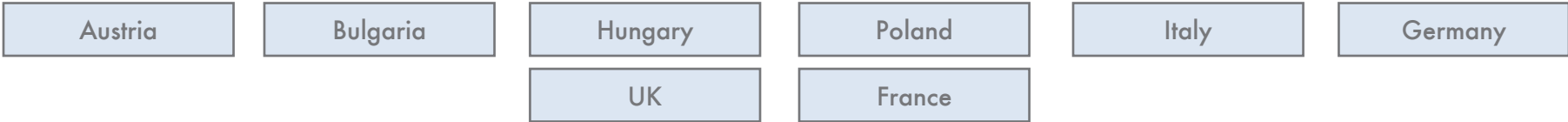
Market Intelligence Tool and Reports



Online Dashboards

Executive Reports

IC Market-Tracking® Air Treatment Products in Europe 2020



Function Type
Cleaning Ftc.
Humidifier Ftc.
Cooling (Ventilation)
Aroma diffusor ONLY
Cleaning & Humidifier
Other (Combined)

Capacity Class
Desk (6-7 m ²)
Small (25-30 m ²)
Medium (40-70 m ²)
Big (100-120 m ²)

The Study contains Market Forecast for each segment for next 3 years and Market Shares of Top Players for past 2 years.

Market Structure - Interpretation

IC Market-Tracking® Air Treatment Products in Europe 2020

- Austria
- Bulgaria
- Hungary
- Poland
- Italy
- Germany
- UK
- France

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Other (Combined)

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Medium (40-70 m ²)
Big (100-120 m ²)

- Market data is available for each country separately as well as aggregated for the country package purchased.
- Each country report includes data for two categories – function types and capacity types – separately as well as aggregated for the total market of air treatment products in terms of value and quantity .

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

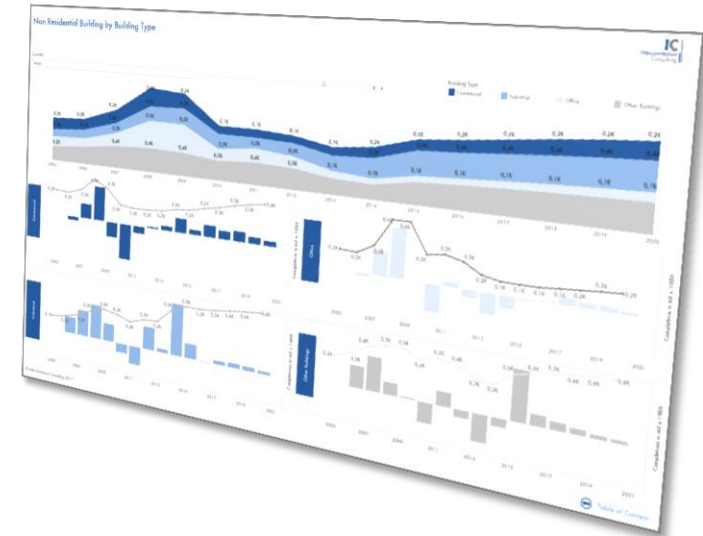
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

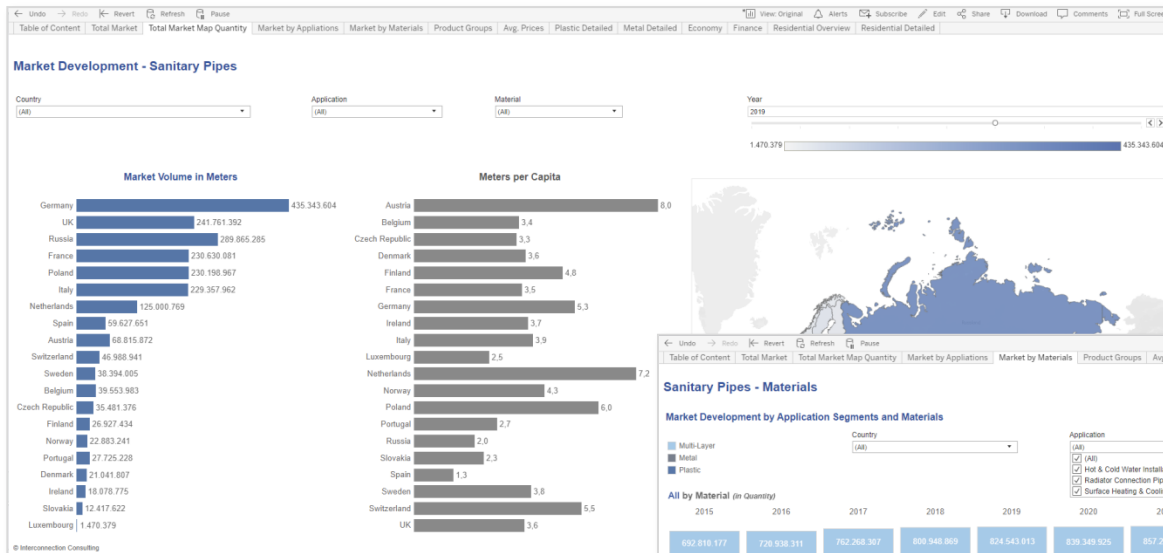
- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online accesibility

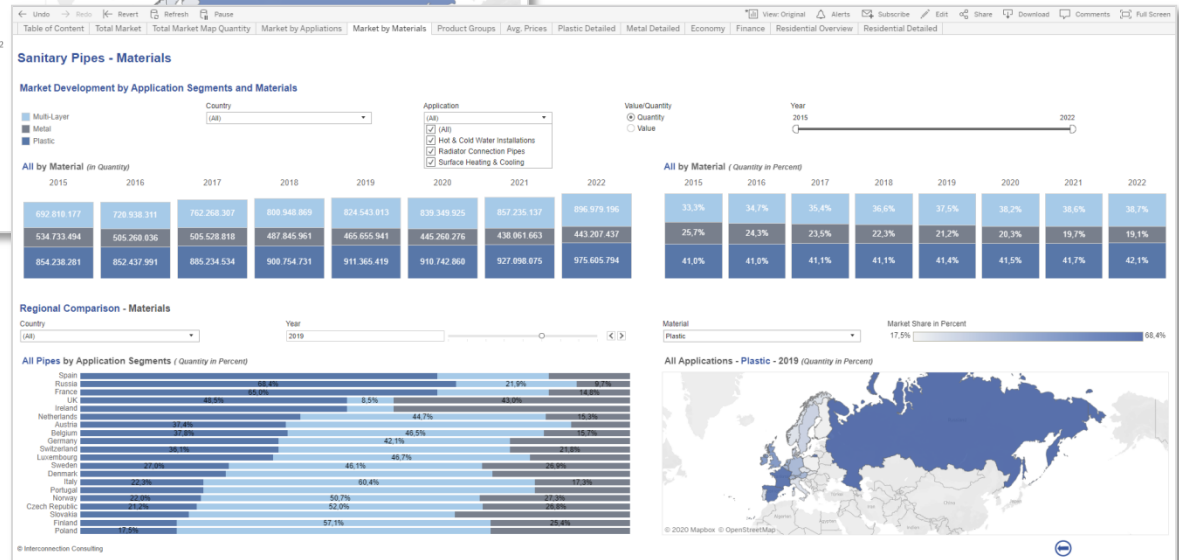
- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



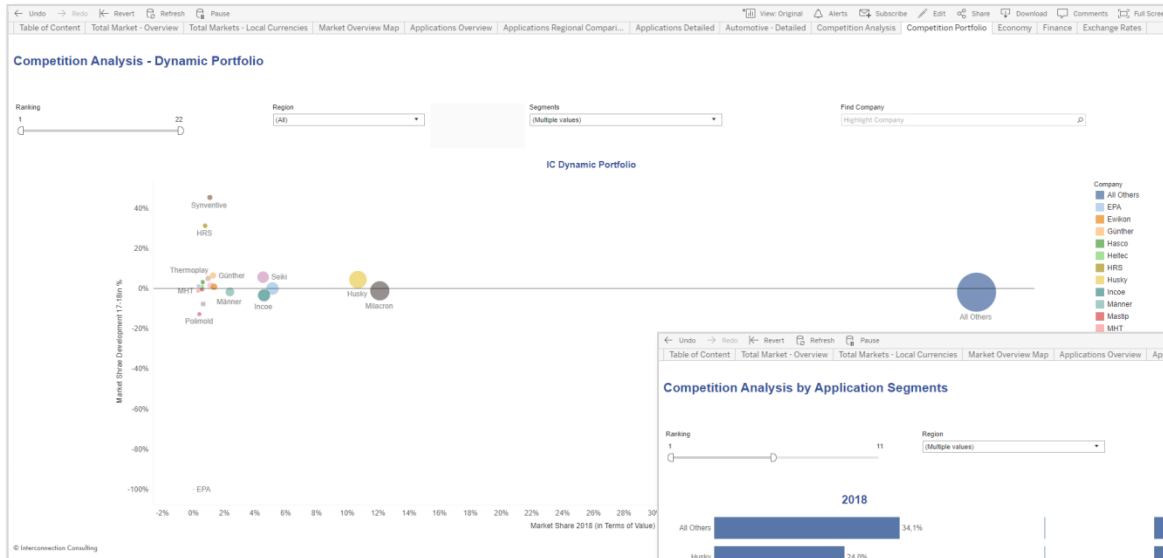
Sample Cockpits for Market Analysis Data



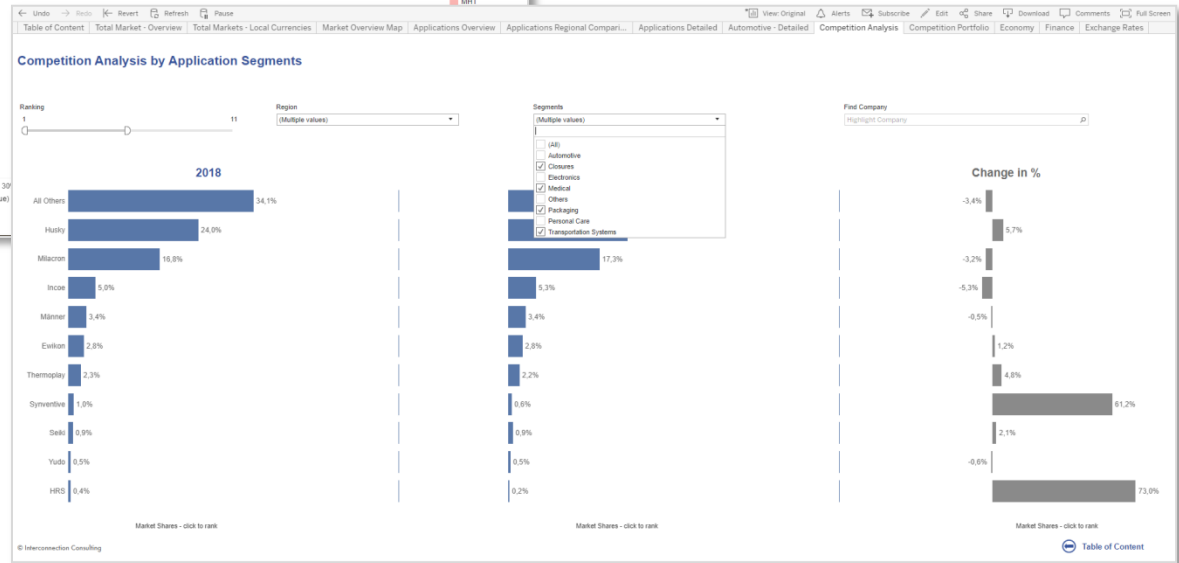
This chart contains fictive data

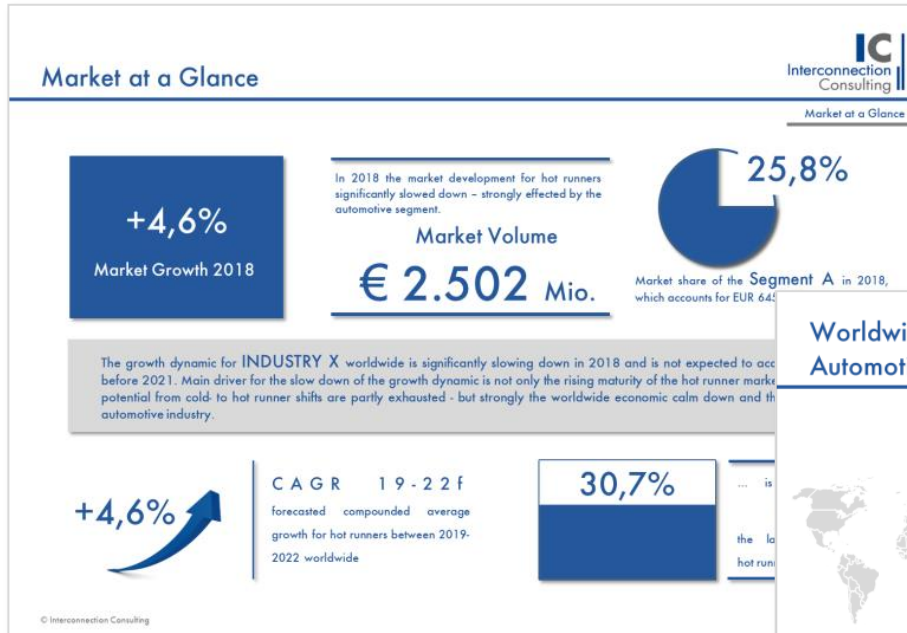


Sample Cockpits for Competition Data

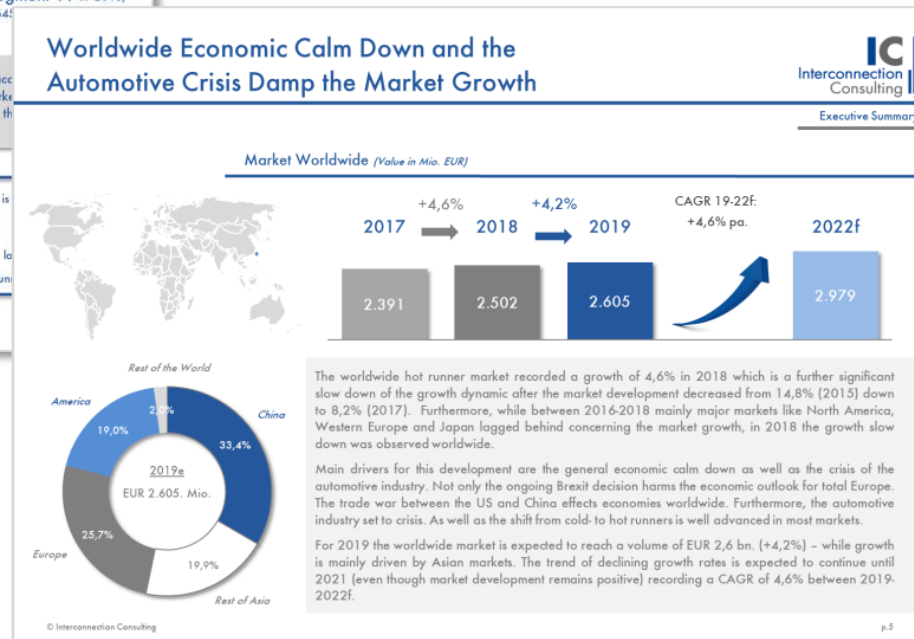


This chart contains fictive data





Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

Investment Plan for Your Market Research

	Subscription *	Single Issue
4 Countries Package	€ 13.900,-	+25% for Single Issues
8 Countries Package	€ 22.950,-	
Available Countries	Austria	Hungary
	Italy	UK
	Bulgaria	Poland
	Germany	France



* **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.

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

aldes

DAIKIN

BOSCH
Thermotechnik

TRANE

KERMI

Vaillant

WOLF

InVentilate
SUSTAINABLE VENTILATION

WESCO
MISSION
BESSERE
LUFT

Panasonic

VORTICE

**MITSUBISHI
ELECTRIC**

Hoval



Our Market-Intelligence Tools



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

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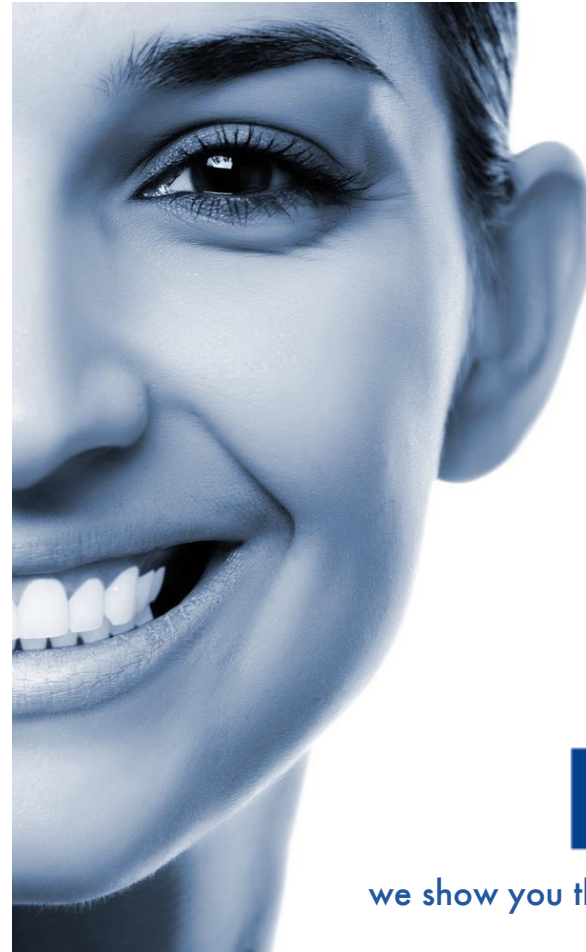
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we show you the way

Yes, we would like to order the IC Market Tracking® Air Treatment Products in Europe 2020

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

Please choose from the available countries

- | | | | |
|-----------------------------------|----------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> Austria | <input type="checkbox"/> Hungary | <input type="checkbox"/> Germany | <input type="checkbox"/> Poland |
| <input type="checkbox"/> Bulgaria | <input type="checkbox"/> France | <input type="checkbox"/> Italy | <input type="checkbox"/> UK |

Single Issue (+25%)

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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. 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 includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of a subscription.

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