

IC Market Forecast®
Household Coffee
Machines in Europe

Benefits	Page 03
Market Structure	Page 04
Methodology	Page 07
Content of the Report	Page 10
Sample Charts	Page 11
Prices	Page 16
References	Page 19
Contact	Page 20
Order Form	Page 21

Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and the **individual segments**.
- ✓ **Market Forecasts** for all product groups, segments and regions for the upcoming three years, based on our econometric models. Detailed display for:
 - Total Market
 - Product Groups
 - Price Ranges
 - Customer Segments
 - Distribution Channels
- ✓ Information about the most important **Factors of Influence**.
- ✓ Graphic Presentation of the results facilitates the development of your own strategies.



IC Market Forecast® Household Coffee Machines in Europe

Market Structure

	Austria	Benelux	Denmark	Czech Republic	
Finland	France	Germany	Poland	Slovakia	Italy
Norway	Spain	Sweden	Switzerland	United Kingdom	Others on demand

Market by...

Product groups ¹	Price range	Distribution
Drip Coffee Machine	Economic	Direct & Others
Capsule/Pod Coffee Machine	Standard	Specialized Electronic Stores
Espresso Machine	Professional	Specialized Coffee Stores
Semi Automatic Espresso Machine	Customer Segment	Large All-in Stores
Super Automatic Espresso Machine		Online Retailers
	Households	
	Offices & Others	

¹Only electric powered coffee machines are considered in the study.

Each product is shown together with overall development for past 3 years and next 3 years as a forecast.

Price Range is displayed according to actual retail prices for main product groups (see pg. 4).

Distribution Channels as recorded during the survey. In case of need for more specifications, we are glad to adjust the structure specifically to your needs.

Product Groups

Drip Coffee Machine

A machine in which hot water filters through coffee grinds to produce coffee. The automated machine heats the water and uses a pump to get it above the grinds. The hot plate on which the pot sits keeps the coffee hot.

Capsule/Pod Coffee Machine

A machine using a capsule or a pod containing sealed roasted or ground coffee beans.

Espresso Machine

A machine equipped with separate systems for generating the required pressure and for controlling water temperature. The pressure is generated via electric pump. Includes semi automatic machines and super automatic machines.

Semi Automatic Espresso Machine

An espresso machine that heats the water and pumps it through, requires some effort of the operator to grind, measure out and tamp the coffee and control the volume of water. Also includes machines that can automatically regulate the volume of the water, but requires effort to grind, measure out and tamp the coffee.

Super Automatic Espresso Machine

Espresso machine that automatically measure, grind and tamp the coffee beans, extract the shot and stop when it's done. Also called as "bean to cup" machine. It is usually self-cleaning.



Price range

Drip Coffee Machine

Economic

Standard

Professional

Up to 30 €

30 – 130 €

From 130 €

Coffee Capsule/Pod Machine

Up to 75 €

75 – 180 €

From 180 €

Semi Automatic Espresso Machine

Up to 100 €

100 – 500 €

From 500 €

Super Automatic Espresso Machine

Up to 300 €

300 – 800 €

From 800 €

Customer Segment

Households

A social unit composed of those living together in the same dwelling.

Offices & Others

Includes offices of private companies, state institutions, etc.

Distribution

Direct & Others

Includes direct sales to the end user, through company stores and online sales, sales on exhibitions, and others.

Specialized Electronic Stores

Specialized stores selling only electronic products of many different brands, also through their websites.

Specialized Coffee Stores

Specialized stores selling only coffee related products of different brands, also through their websites, e.g. Cafepoint.

Large All-in Stores

A large store that sells many different products in different sections, e.g. Tesco, El Corte Ingles.

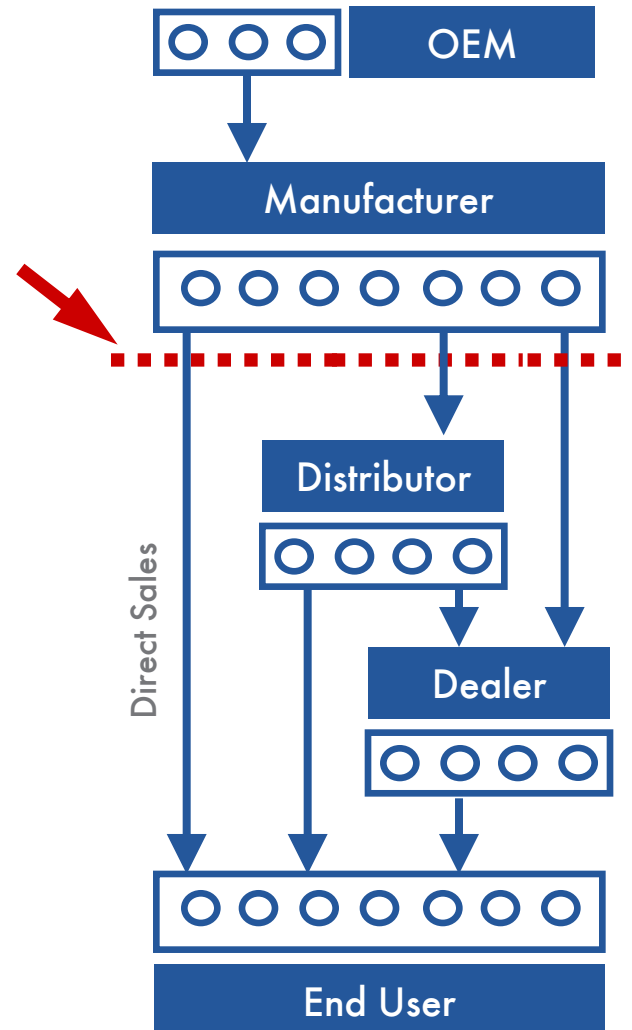
Online Retailers

Product sales on the internet by online retailers, including specialized electronic online retailers and all-in online retailers. E.g. Amazon, Media Markt.

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.

*** Prices for price range groups are measured at end level – price which is being paid by customers. Whereas, value for total market is measured as displayed above.



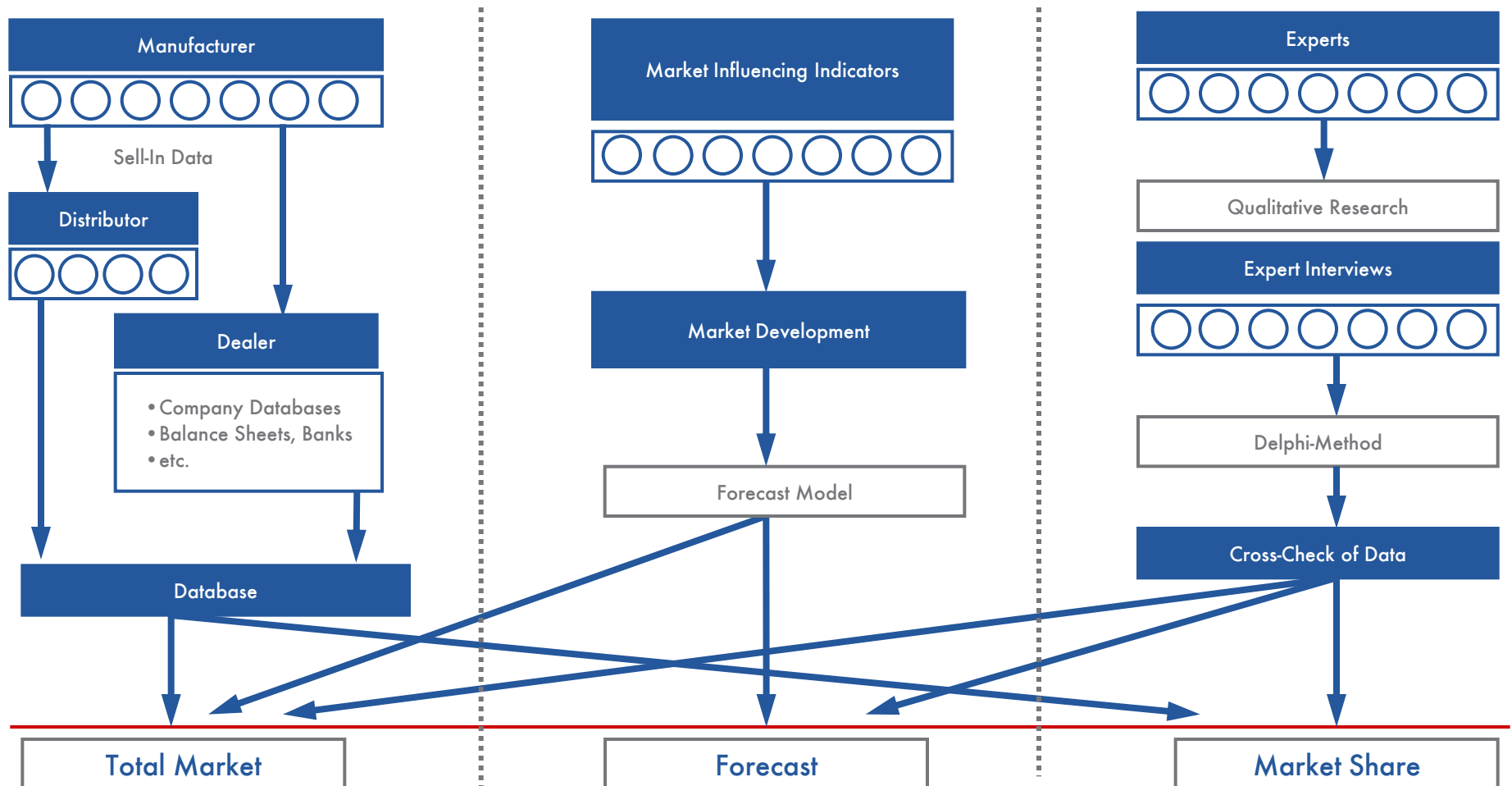
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

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.

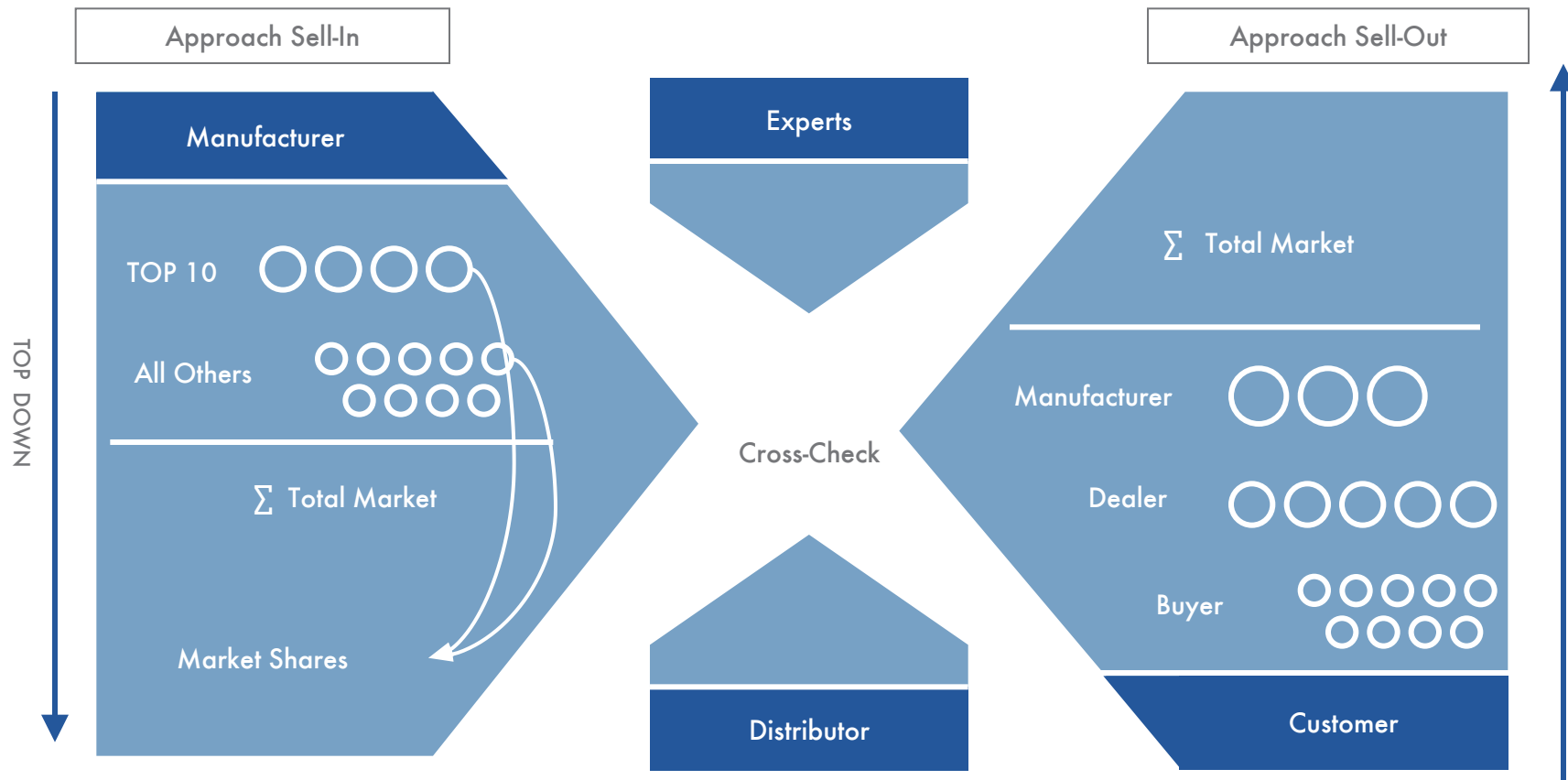
Base of Primary Research by Manufacturers & Experts

Description Structure of Survey Methodology

Methodology



Data of Manufacturers Aligned with Market Calculation



Contents of the IC Market Forecast® Household Coffee Machines in Europe

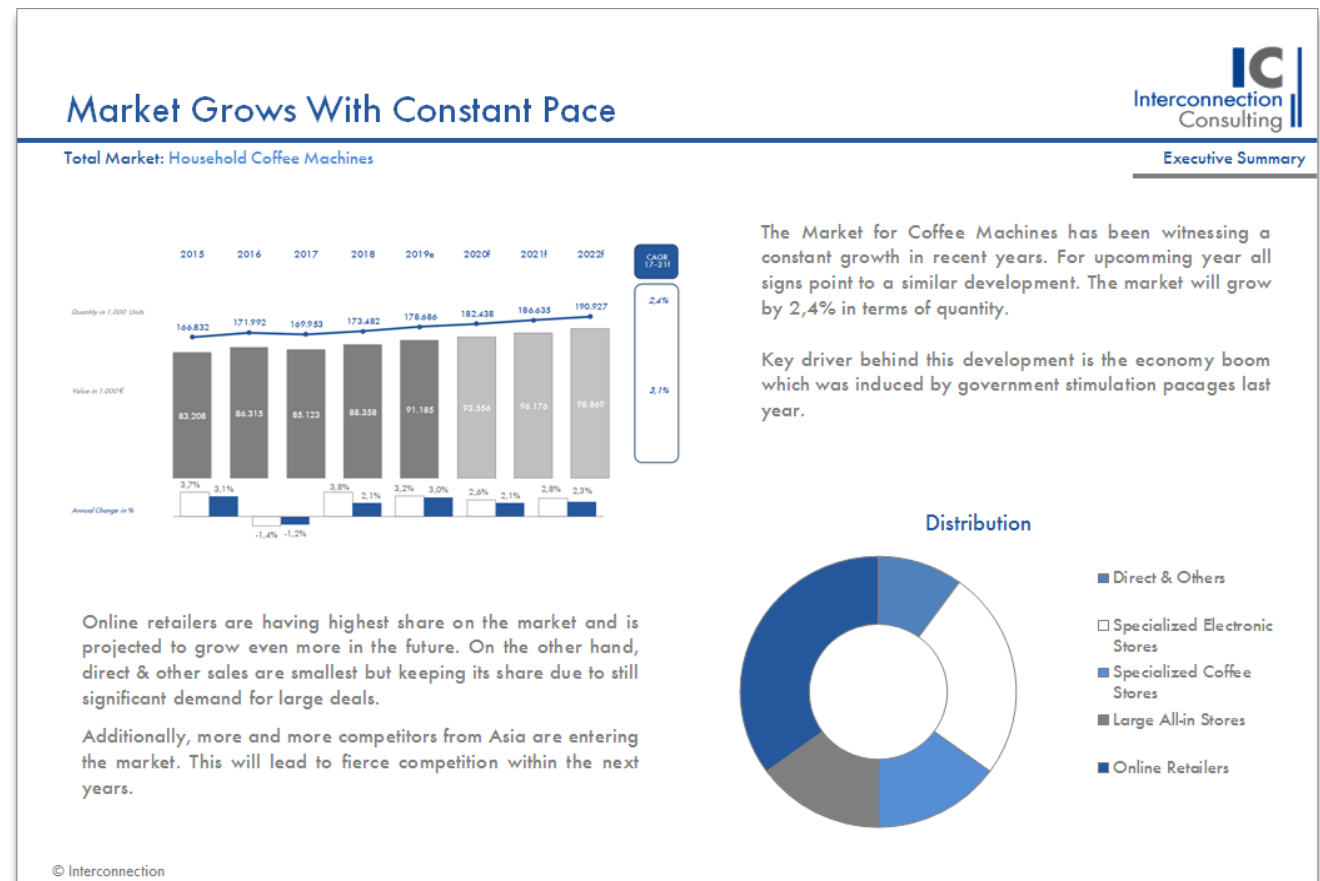
The IC Market Forecast® is modularly built and consists of the following sections:

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 market surveyed by value and quantity in different dimensions, such as regions, product groups, price ranges and ways of distribution. A forecast for the next years is an essential part of this analysis.
- 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.

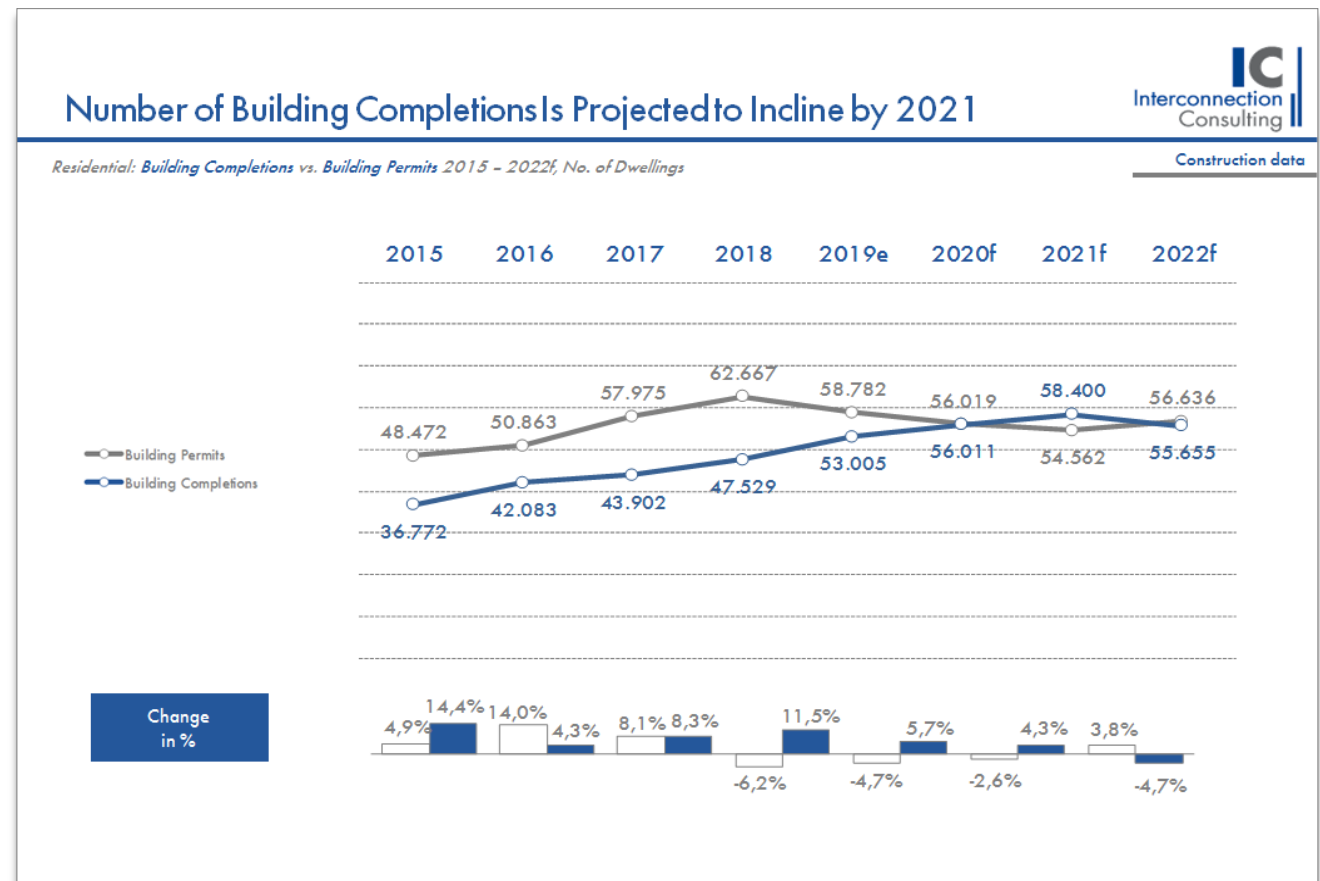
Executive Summary at the Beginning of the Report

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

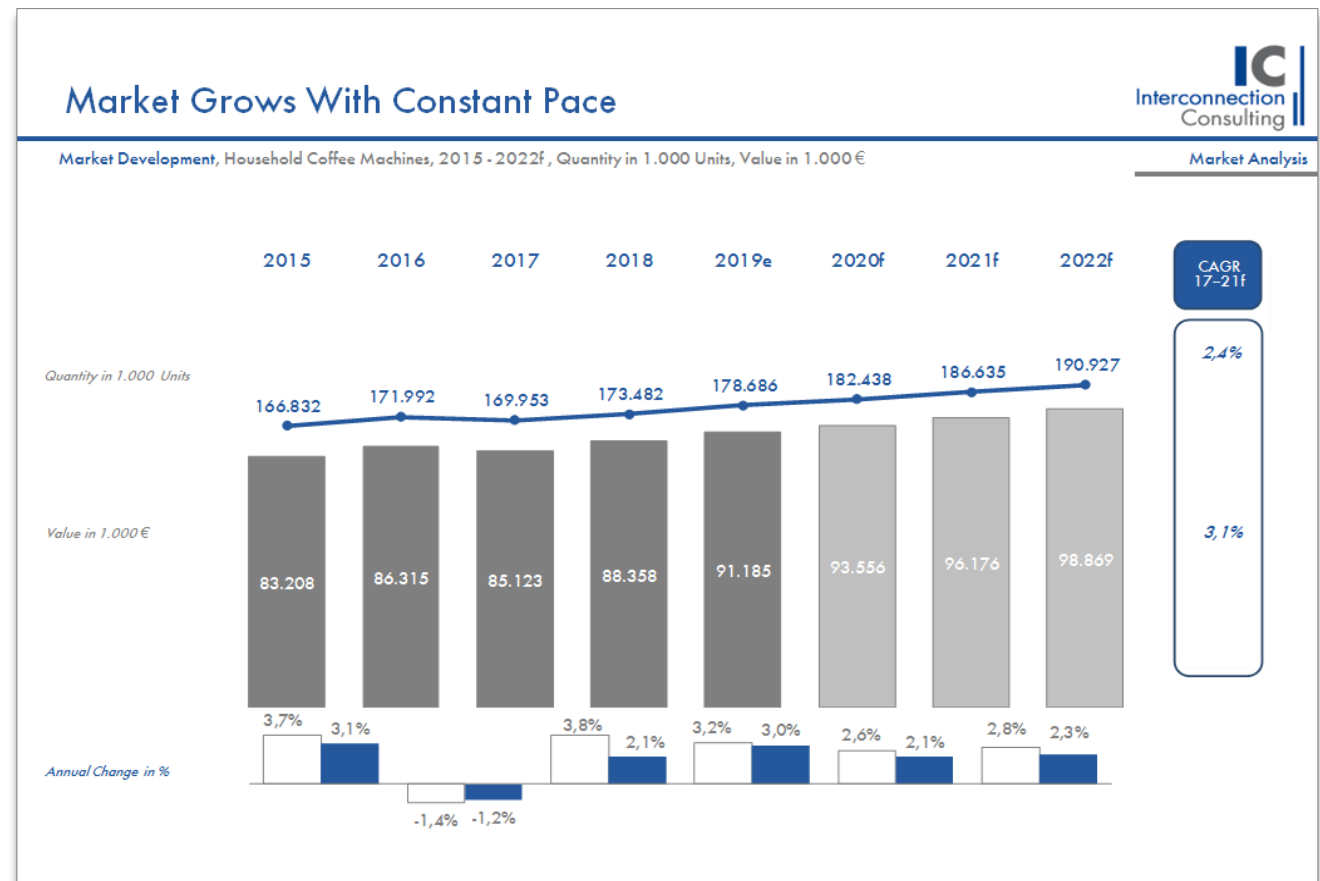


Market Environment Data of Our Forecasting Model

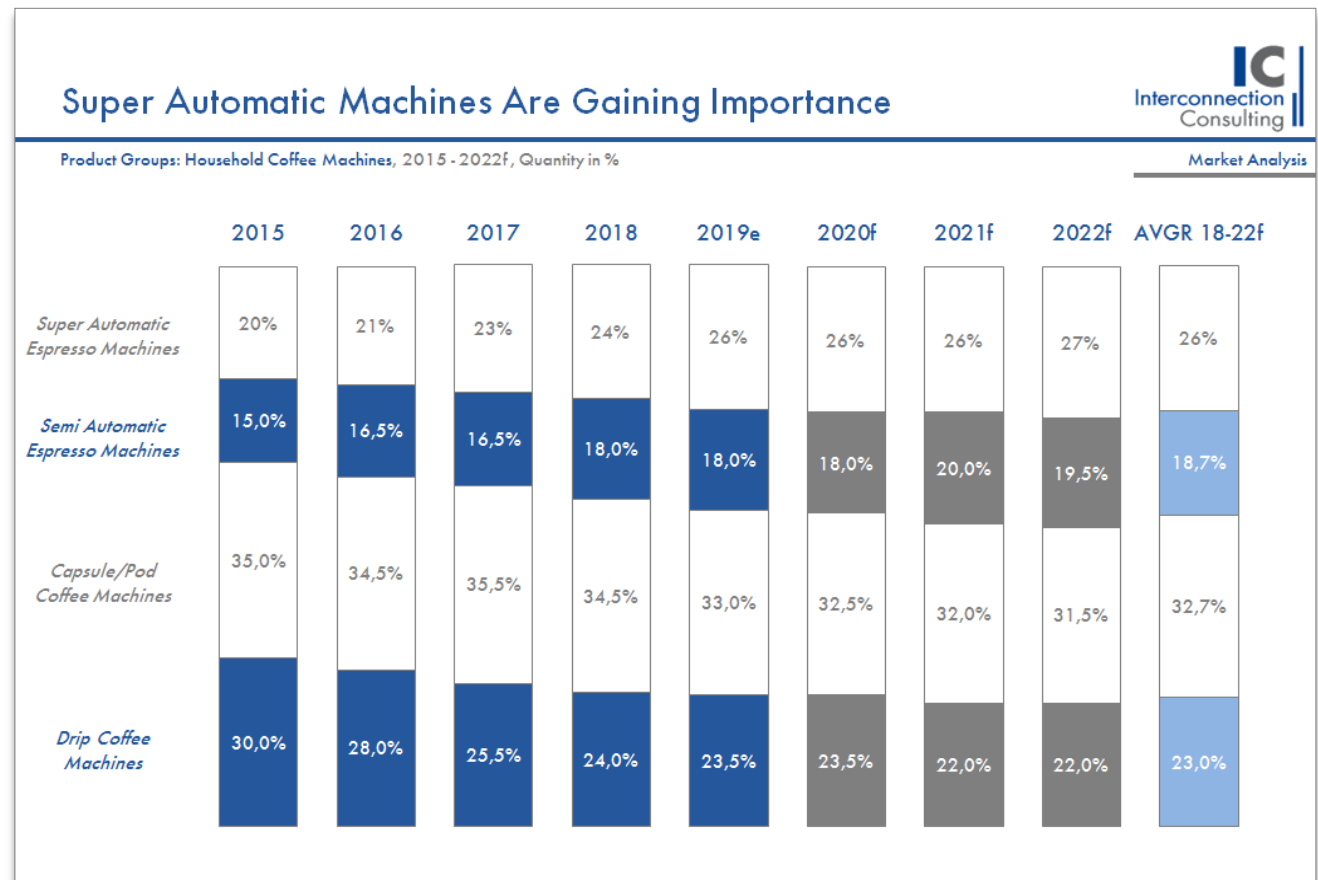
- The data for the market environment consists of main factors such as general economy data, demography, income statistics, construction environment and sentiment indicators.
- *This chart shows dummy figures*



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



IC Cockpit-Solution

Online Tool with Interactive Dashboards Presenting the Data

A picture says more
than 1000 words

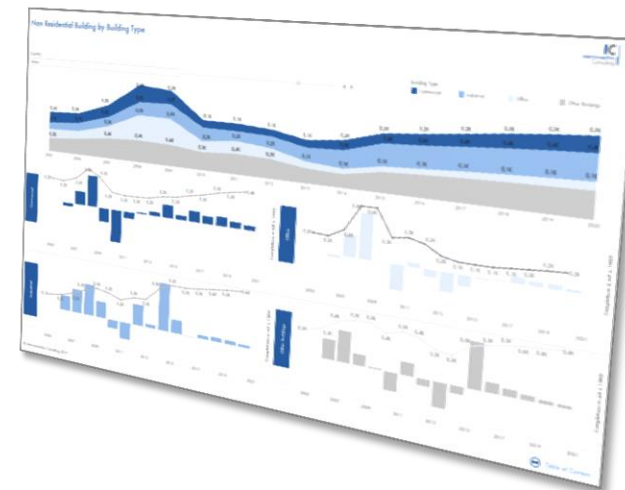
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online
accessability

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



Software license costs are EUR 600,- in case of purchase of one country report. Software license costs are included when more than one country report are purchased.

Investment Plan for Your Market Research

IC Market Forecast® Household Coffee Machines in Europe

Prices

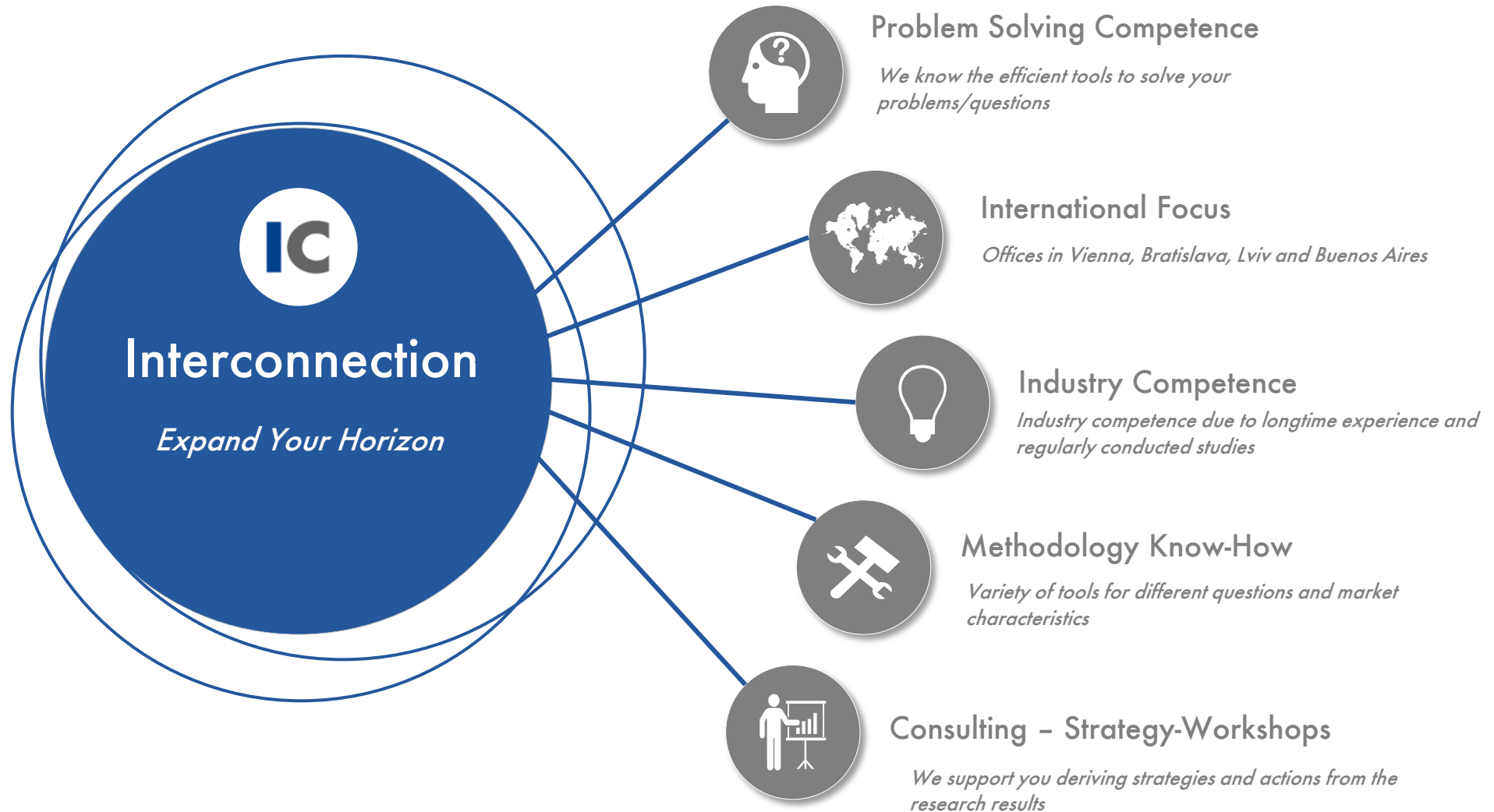
	Subscription*	Single Issue	Scale of Discounts
Single Region	€ 2.950,-	+25% for Single Issues	€ 6.000 -10%
Single Special Country**	€ 3.950,-		€ 9.000 -15%
Europe Top 15***	€ 29.999,-		€ 12.000 -25%
			€ 18.000 -30%

Available Countries	Austria	Benelux	Denmark	Finland	France	Germany	Czech Republic	Poland
	Slovakia	Italy	Norway	Spain	Sweden	Switzerland	United Kingdom	Others on demand

* **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.

** Any region/country besides EU countries, Argentina, Chile, Brazil, Switzerland, Norway

*** Price special, no further discounts



Our Market-Intelligence Tools



„IC is a permanent partner of ours and provides helpful data for decisions.“

Mr. Bernd Blümmers

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



McKinsey&Company

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BNP PARIBAS



BRAUN



sodexo

Panasonic



Deloitte.



SIEMENS



BAIN & COMPANY



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 Forecast® Household Coffee Machines in Europe**

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

Please choose from the available countries

- | | | |
|----------------------------------|---|---|
| <input type="checkbox"/> Austria | <input type="checkbox"/> Germany | <input type="checkbox"/> Spain |
| <input type="checkbox"/> Benelux | <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Sweden |
| <input type="checkbox"/> Denmark | <input type="checkbox"/> Slovakia | <input type="checkbox"/> Switzerland |
| <input type="checkbox"/> Finland | <input type="checkbox"/> Italy | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> France | <input type="checkbox"/> Norway | <input type="checkbox"/> Poland |

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	Single Issue	Subscription*
20% price advantage		✓
IC Cockpit – Online Dashboard Solution	✓	✓
Interactive PDF	✓	✓
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		✓

Billing Address:
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Company: _____
Name: _____
Address: _____
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Country: _____
VAT identification number: _____
E-Mail: _____

Delivery Address:
(necessary if different from the billing address)

Company: _____
Name: _____
Address: _____
Post Code/Zip: _____
Country: _____
E-Mail: _____

Date	Name	Signature
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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.

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Scale of discounts

from 6,000.- EUR	10%
from 9,000.- EUR	15%
from 12,000.- EUR	25%
from 18,000.- EUR	30%