

IC Market Tracking  
Terrace Flooring in  
Europe 2019

# 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
  - Material Used
  - Business Segment
  - Customer Segment
  - Distribution Channels
- ✓ Information about the most important **Factors of Influence**.
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies.



# Terrace Flooring in Europe 2019

Germany

France

Benelux

Italy

Poland

Market by ...

Materials Used	Business Segment	Customer Segment	Distribution Channel
Untreated Wood	New Construction	Residential	Direct
Impregnated Wood	Renovation	Non-Residential	Indirect
Thermowood			
WPC/HPL			

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

# Definition and Demarcation

## Materials Used

Untreated Wood

Wood in its natural form without any chemicals infused

Impregnated Wood

Wood with special chemical substances added in order to improve its characteristics and impart new properties

Thermowood

Thermowood is the final product of a thermal treatment (heating) of wood to at least 160 ° C in the absence of oxygen with the aim of improving technical properties

WPC/HPL

Terrace covered with Wood-Plastic Composites (WPC) or High Pressure Laminate (HPL)

# Definition and Demarcation

## Business Segment

New Construction

Terrace flooring in newly erected buildings

Renovation

Replacement of the existing terrace covering

## Customer Segment

Residential

Including single and two-family homes and apartments in multi-story residential buildings.

Non-Residential

Non-residential construction, including buildings for education, health, industrial, warehouse, office, commercial, and other uses

## Distribution Channel

Direct

Sales directly to consumers, through own sales staff, Internet, etc.

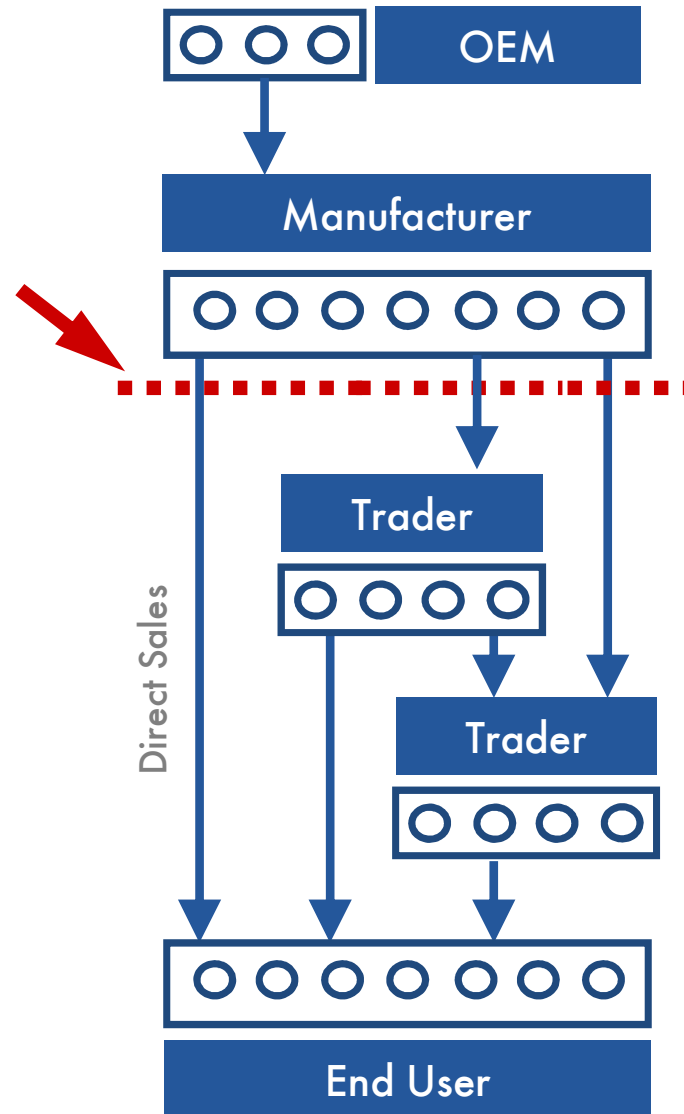
Indirect

Wholesale, retail and all other forms of trade in goods are sold to third parties.

# How Do We Conduct Our Research?

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.

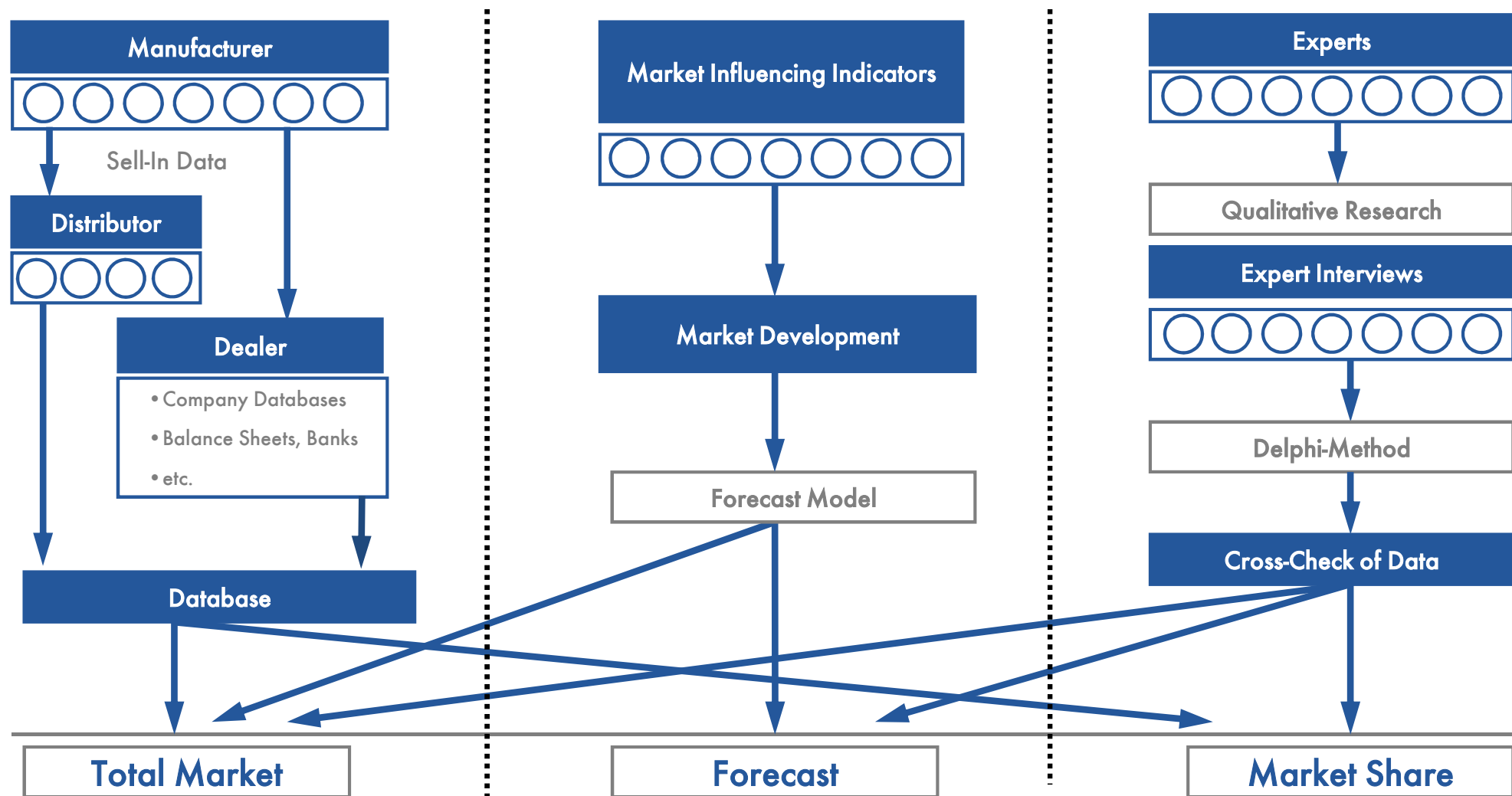


The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised traders 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



# Contents of the IC Market Tracking®

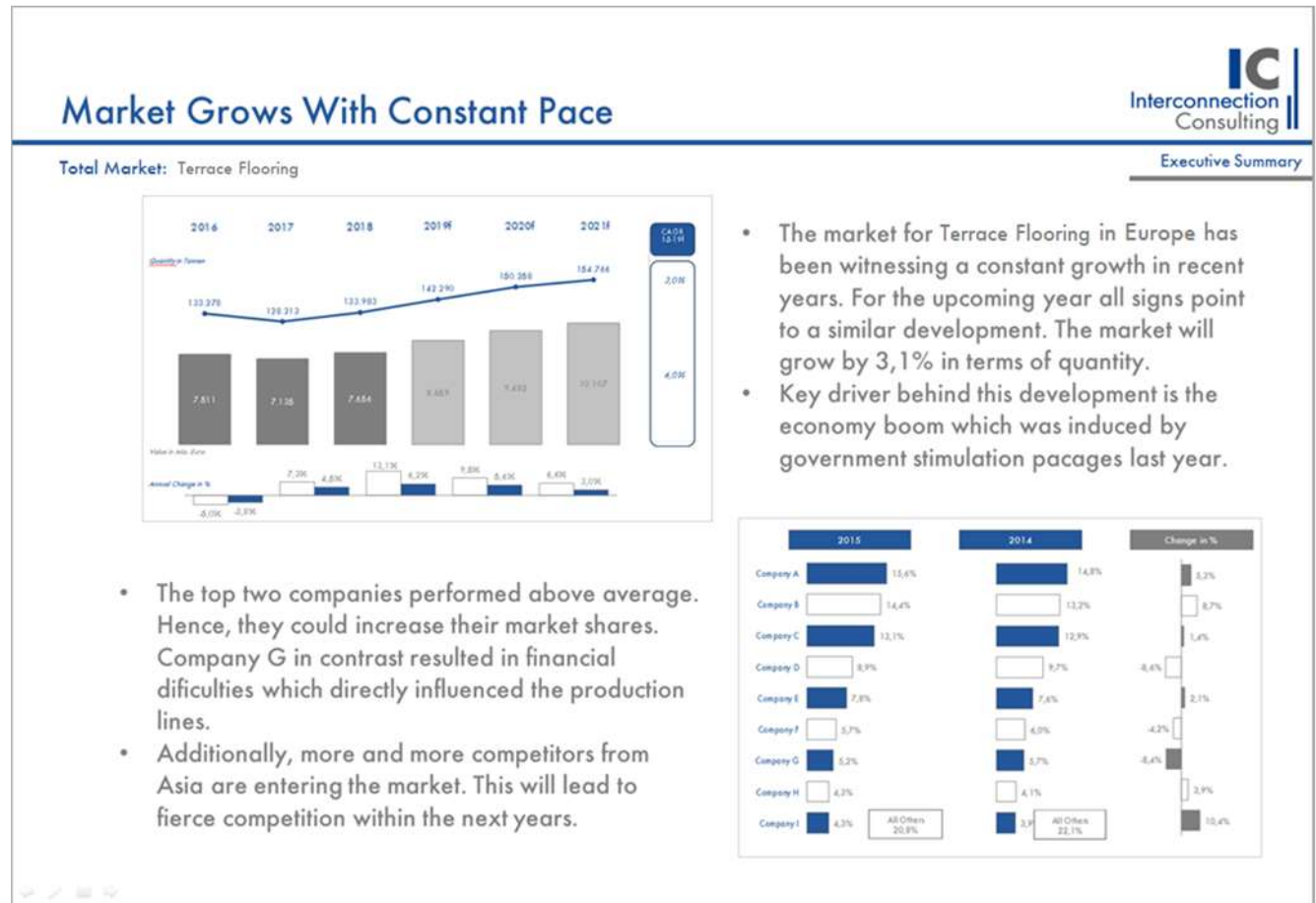
*The IC Market Tracking® is modularly built and consists of the following sections:*

- 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 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 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 sales figures of the top companies in order to check our results.



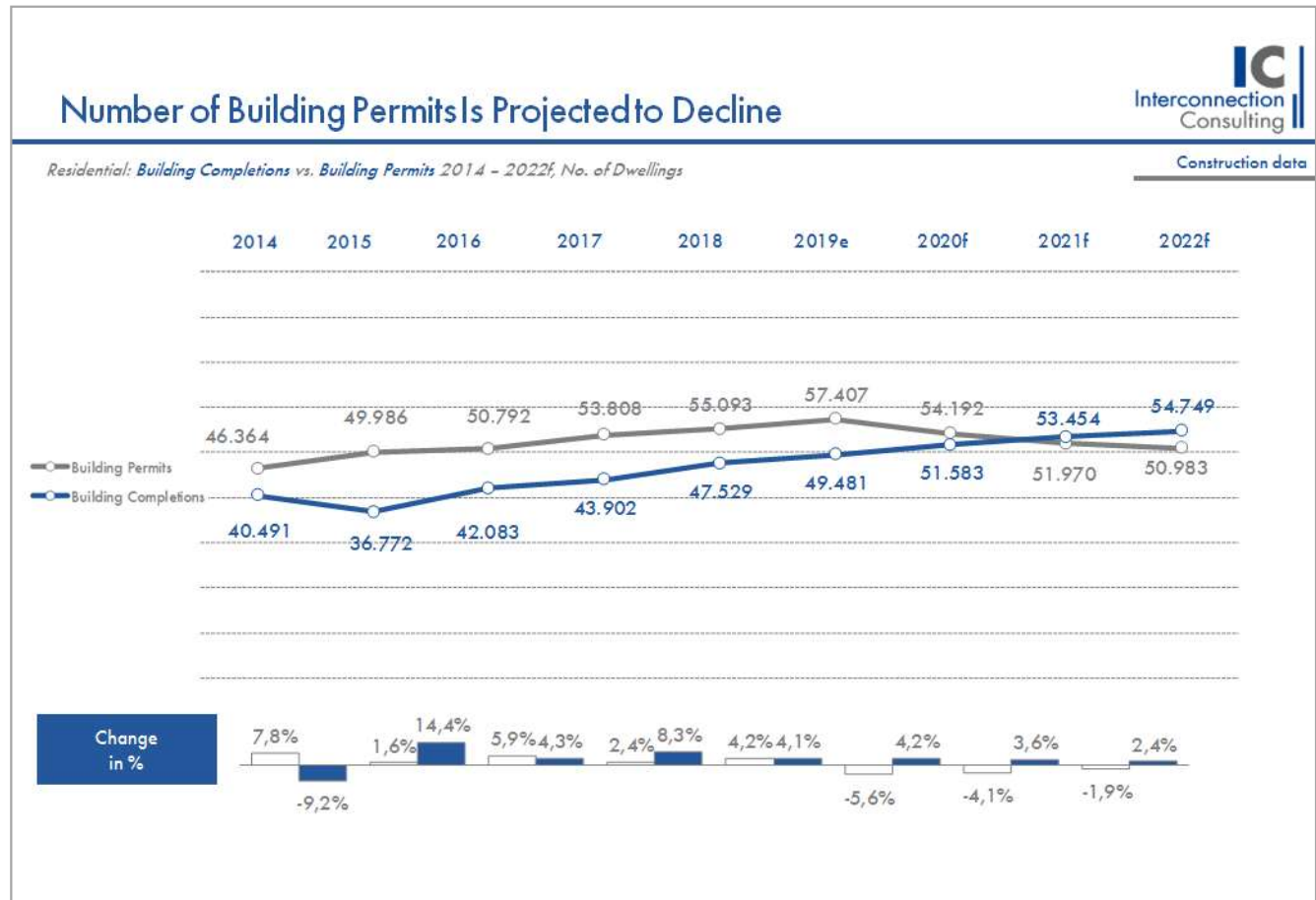
# Market at a Glance – the Executive Summary

- The study starts with giving all relevant information in a precise manner
- This chart shows dummy figures



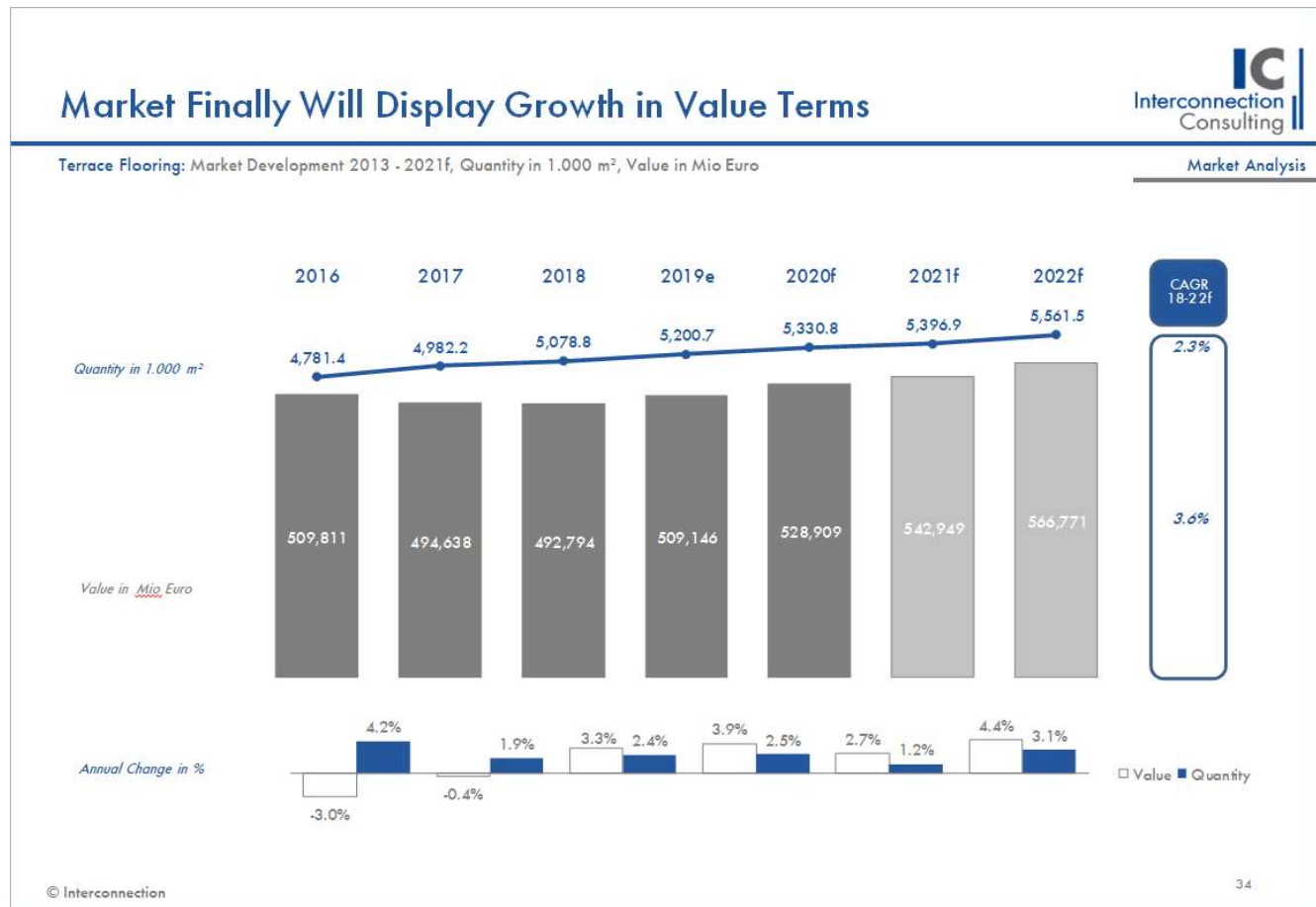
# Market Environment Data of our Forecasting Model

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

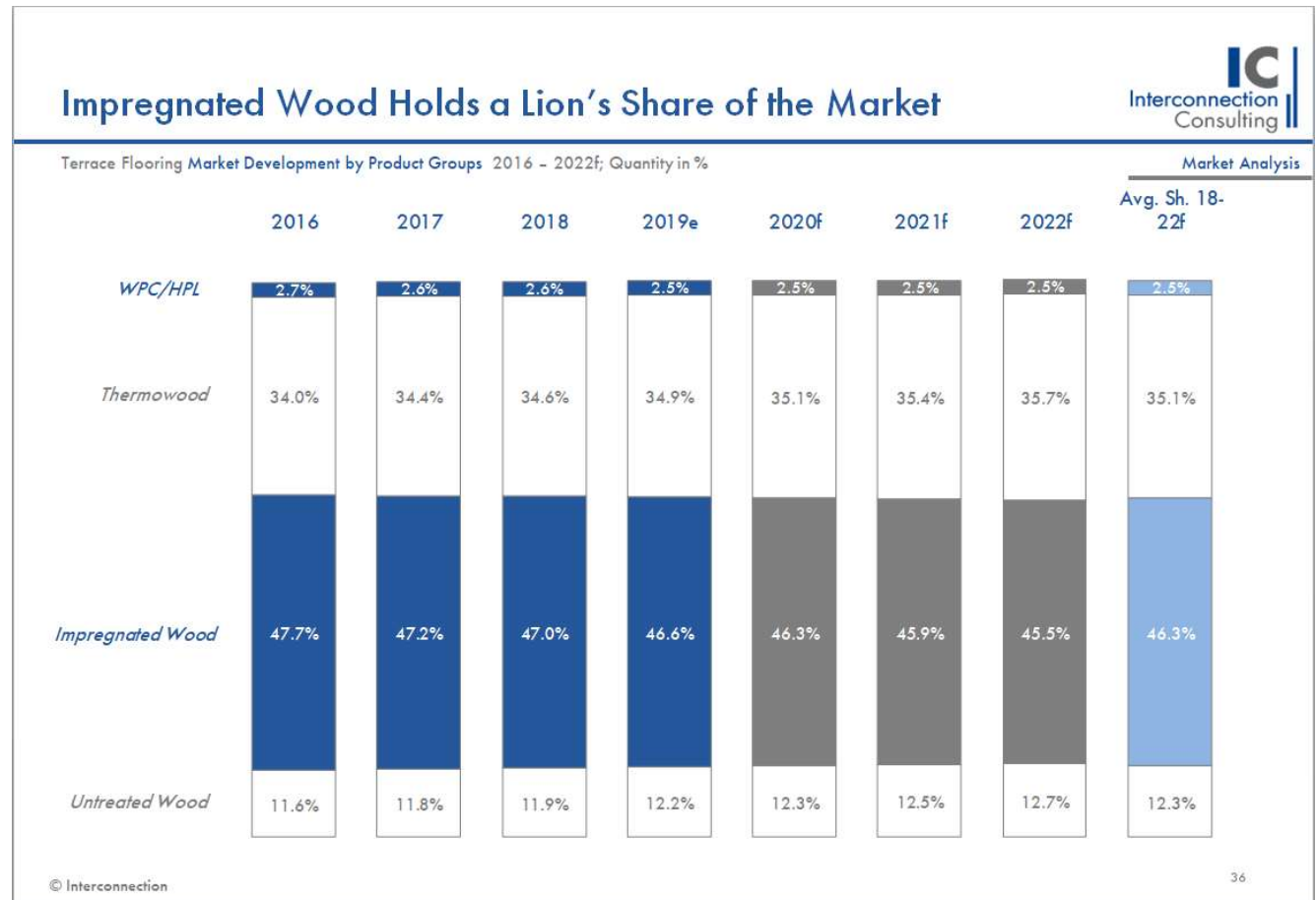


# Total Market Development and Forecast

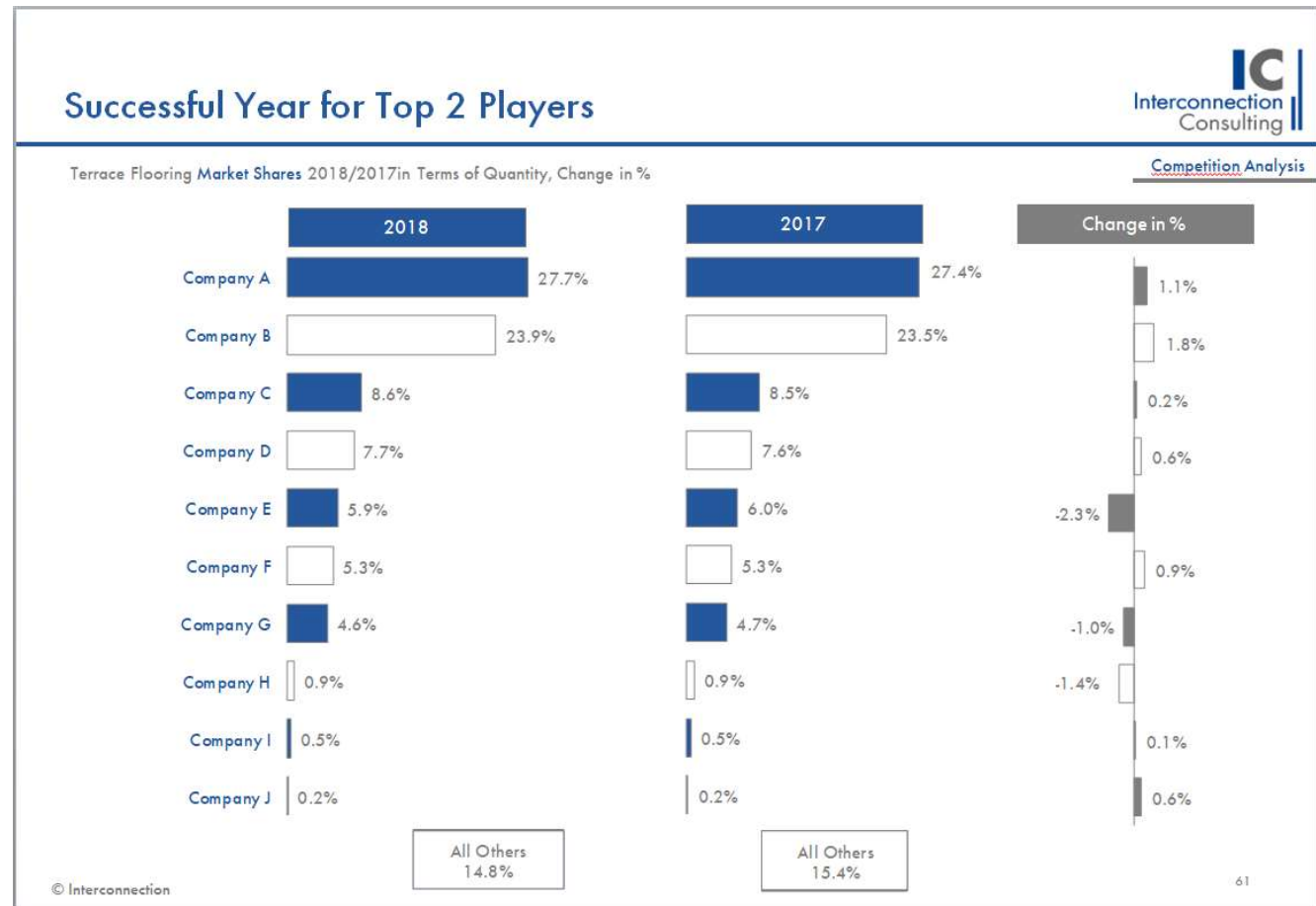
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- This chart shows dummy figures



- Performance overview for each product group by year
- Forecast for the upcoming three years
- This chart shows dummy figures



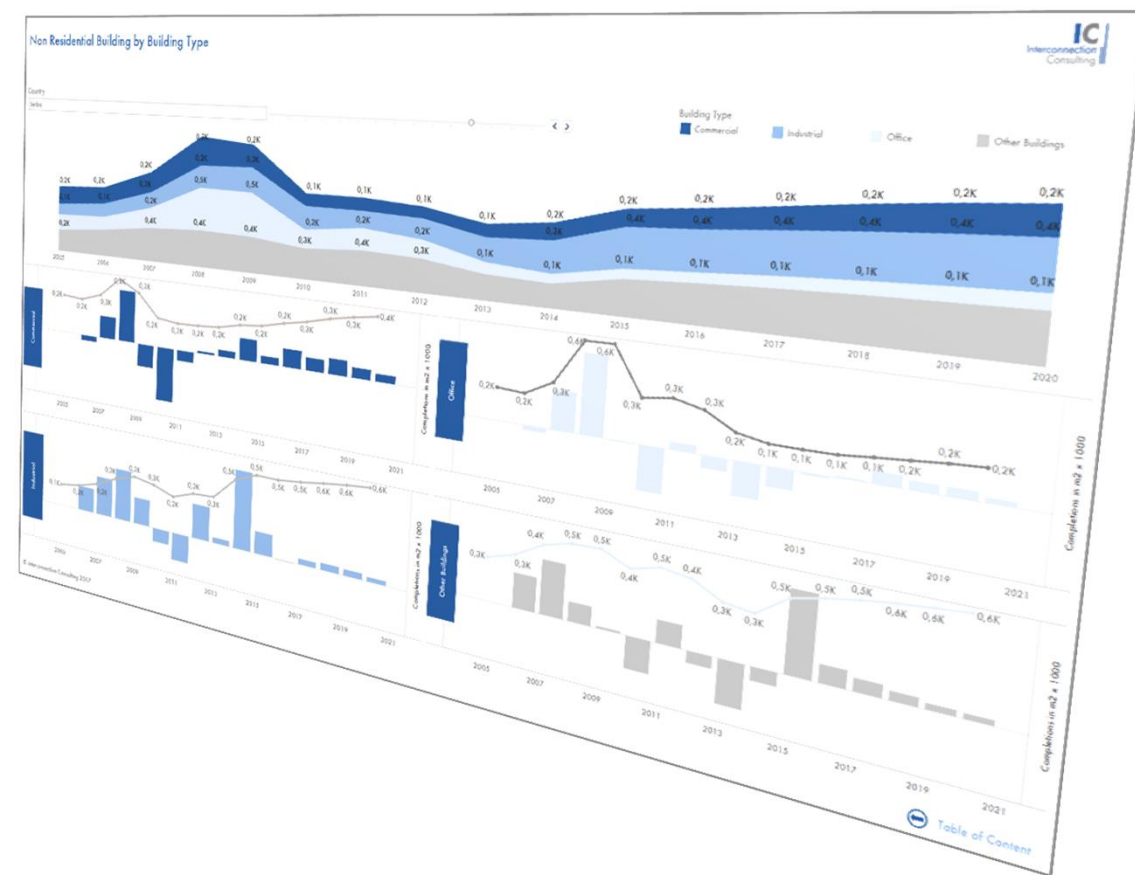
- Detailed description of the most important Companies in the examined market by reference to market shares, changes, BCG-Portfolios, etc.
- *This chart shows dummy figures.*



# IC Cockpit-Solution

## Online Tool with Interactive Dashboards Presenting the Data

- We provide you also the possibility to implement all data in a dashboard solution based on Tableau.
- Together we will define what the final Tableau-Cockpit should look like to present you the data in the most efficient way for your work.
- In course of a subscription of our reports, fees for the dashboard creations will only occur in the first year. In the subsequent years the updated market data will automatically be uploaded in the software.



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.

# Your Benefits at a Glance

A picture says more than 1000 words

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



Data Benchmark

Interactive Dashboards  
Updates annually

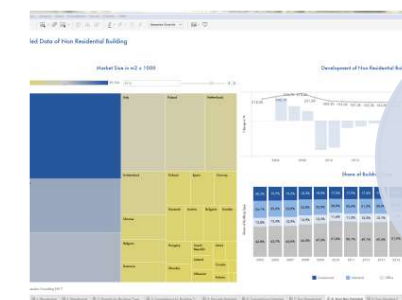
- Use **interactive dashboards** for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.



2016-2022f

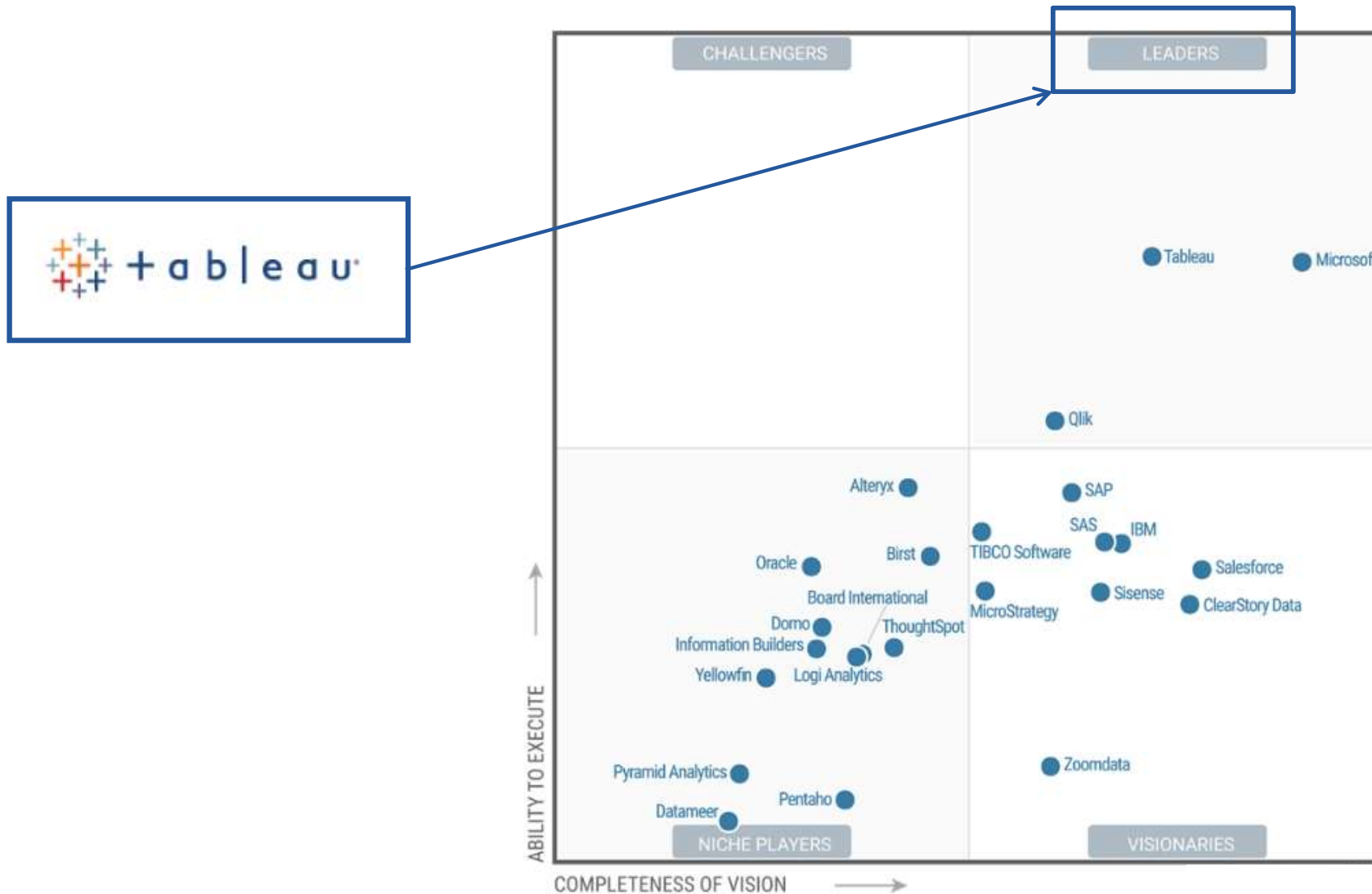
Easy online accesability

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



Market Shares

# IC Managementsystem Implementation with the Best BI Tool on the Markt!



Source: Gartner Magic Quadrant für Business Intelligence and Analytics, 2017



# IC Market Tracking® Terrace Flooring in Europe 2019

	Subscription *	Single Issue	Scale of Discounts		
Single Country	€ 3.350,-	+25% for Single Issues	€ 5.000 -5%		
All Countries	€ 13.400,-		€ 15.000 -20%		
Available Countries	GER	FRA	ITA	POL	Benelux

\* **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 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.

\*\* **Package Price** taking the scale of discounts already into account.  
Price includes an interactive PDF Document. All prices shown exclude sales tax

# Our Market-Intelligence Tools



Our Ad-hoc research team disposes state of the art market intelligence tools to:

analyze potential to increase turnover and profits

provide an insight about customers needs and opinions

Identify new promising markets and business segments

Optimize your pricing strategies taking customer benefits and the competitive landscape into account

Etc.



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

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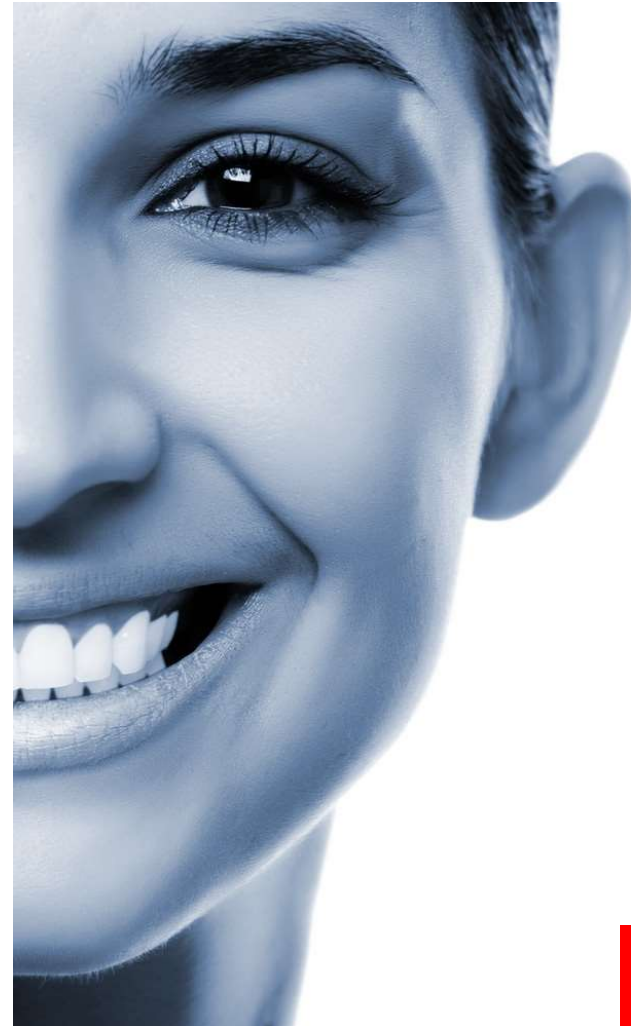
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Interconnection Consulting  
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**Inquiry**

## Yes, we would like to order the IC Market Tracking® Terrace Flooring in Europe

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

Please choose from the available countries

- |                                  |                                  |                                 |
|----------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> Germany | <input type="checkbox"/> Benelux | <input type="checkbox"/> Poland |
| <input type="checkbox"/> France  | <input type="checkbox"/> Italy   |                                 |

- Subscription\* ..... EUR 3,350.- / Country
- Single Issue ..... EUR 4,188.- / Country

	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:**  
 (please fill in the data completely)

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

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

VAT identification number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Post Code/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Date	Name	Signature
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**Terms of Payment**

Payable after receipt of invoice without discount or via Credit Card. General terms of business apply, as agreed; any disputes arising will be settled before a competent Vienna court of law. We claim copyright protection for the work. Distribution to third parties, duplication, publication or revision, even in part, is not permitted. In case of violation the company or persons placing the order agree to pay a contract penalty of one hundred thousand Euros in each case. All prices shown exclude sales tax. Interconnection reserves the right to use the clients logo as reference until revocation.

**Scale of discounts**

from 5,000.- EUR	5%
from 15,000.- EUR	20%