



IC Market Forecast®  
Building Stock 2022

## Company Profiles



## Interactive Dashboards



## Market Drivers



automatically updated

more than just a report – A TOOL FOR SUCCESS!



*defining growth potential since 1998*

## 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...



#### RESIDENTIAL

- Buildings from 2016-2021 and forecast until 2024 in quantity (nr. of dwellings) by building types:
  - Detached and Semidetached Houses
  - Flats
- Annual Updates

#### MARKET DRIVERS

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



#### Market 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, ...) anywhere, anytime
- Download and extract of the data from the dashboards

#### EXECUTIVE REPORTS

- Executive 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 already integrated within Tableau

#### RAW DATA -TABLES

- Downloadable tables from MIS as xlxs. cvs. jpg. or other formats for your own integration
  - Graphs
  - Raw Data



Market Intelligence Tool and Reports



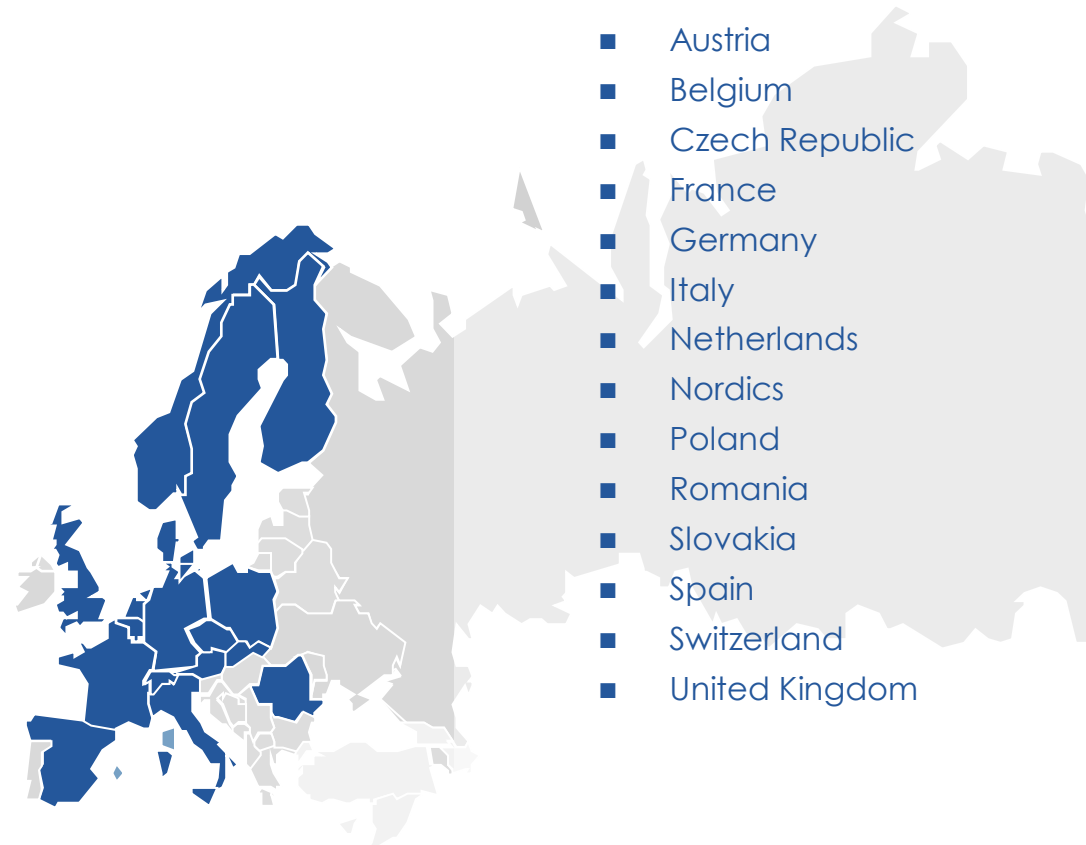
Online  
Dashboards

Executive  
Reports

## Market Report Structure



## Available Countries



- Austria
- Belgium
- Czech Republic
- France
- Germany
- Italy
- Netherlands
- Nordics
- Poland
- Romania
- Slovakia
- Spain
- Switzerland
- United Kingdom

## Building Segment

Total number of residential buildings are stated in number of dwellings.

## Residential

A building is regarded as residential building when more than half of the floor area is used for dwelling purposes.

## Residential

### Detached and Semidetached

Buildings with one dwellings plus buildings with 2 dwellings.

### Flats

Buildings with three and more dwellings. It includes row houses, student homes, residential building for communities and others.

# 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

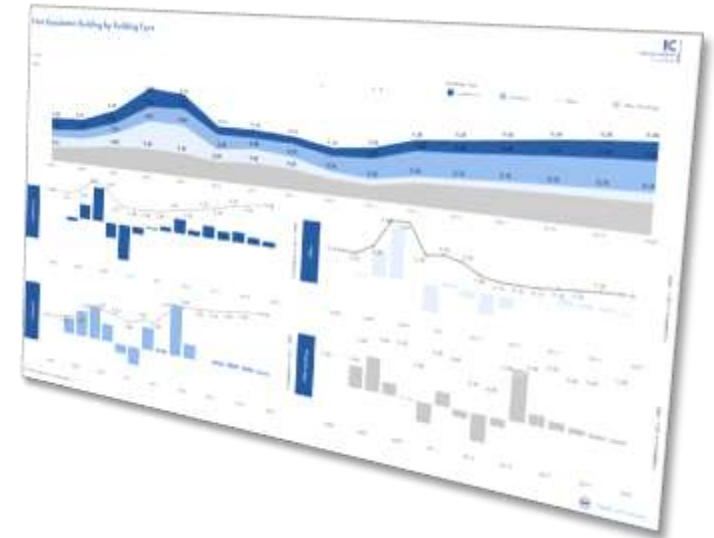
- Complex correlations are visualized in the form of geo-tree maps, bars etc.

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





# Usability of the Market Intelligence Tool

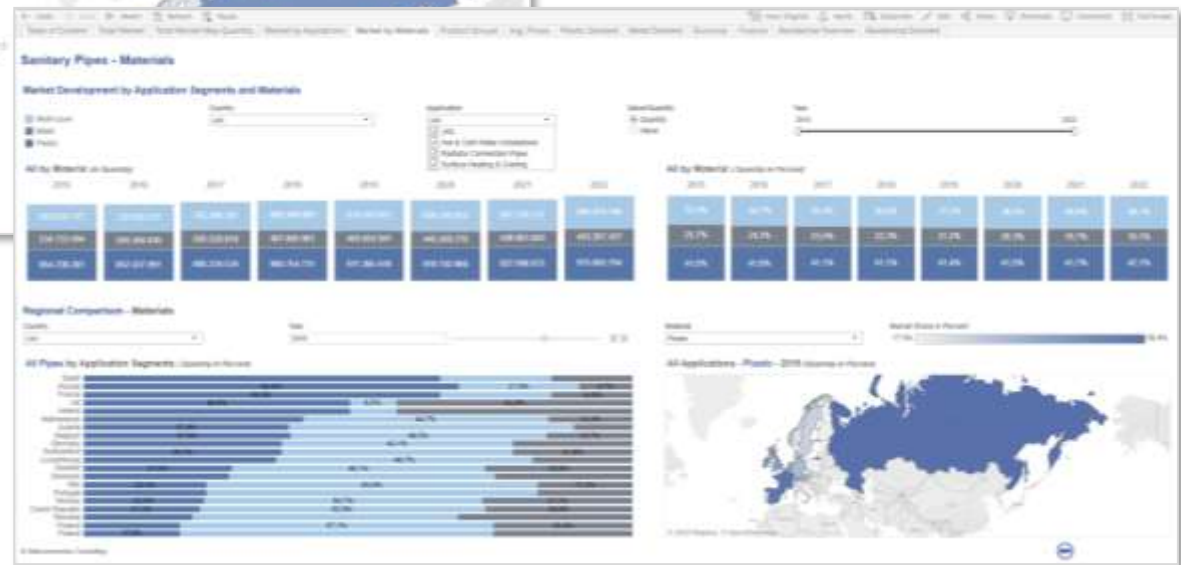
## Let's Put it in a Video...



# Sample Cockpits for Market Analysis Data



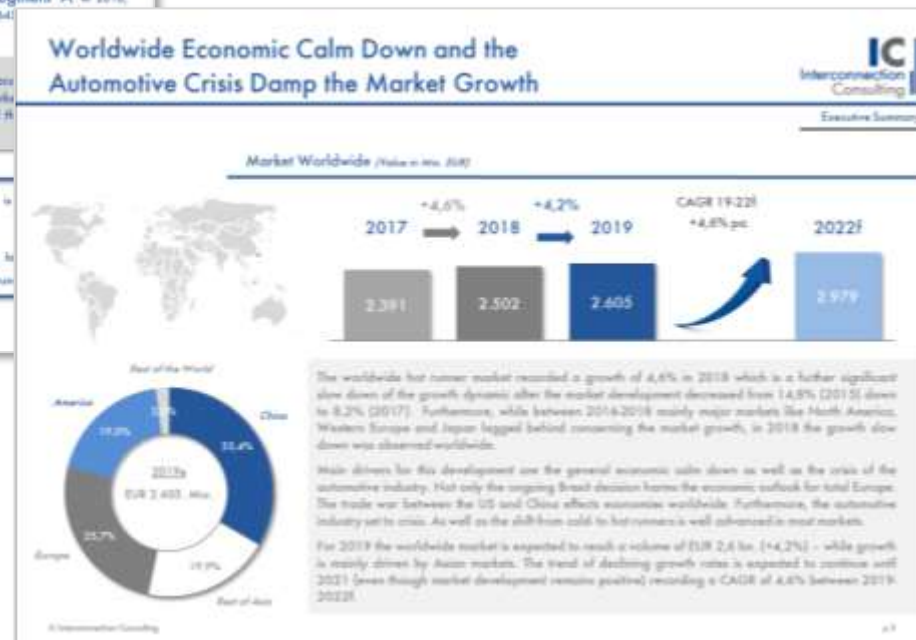
These charts contain fictive data



# Additional Deliverables - Executive Summary



Executive Summary as part of Tableau (fictive data)



Executive Summary as part of Tableau (fictive data)

# Investment Plan for Your Market Research

IC Market Forecast® Building Stock 2022

[Prices & Conditions](#)

## Subscription\*

3 Countries of Your Choice

€ 1.950,-

6 Countries of Your Choice

€ 3.450,-

All Countries

€ 5.950,-



## Available Countries

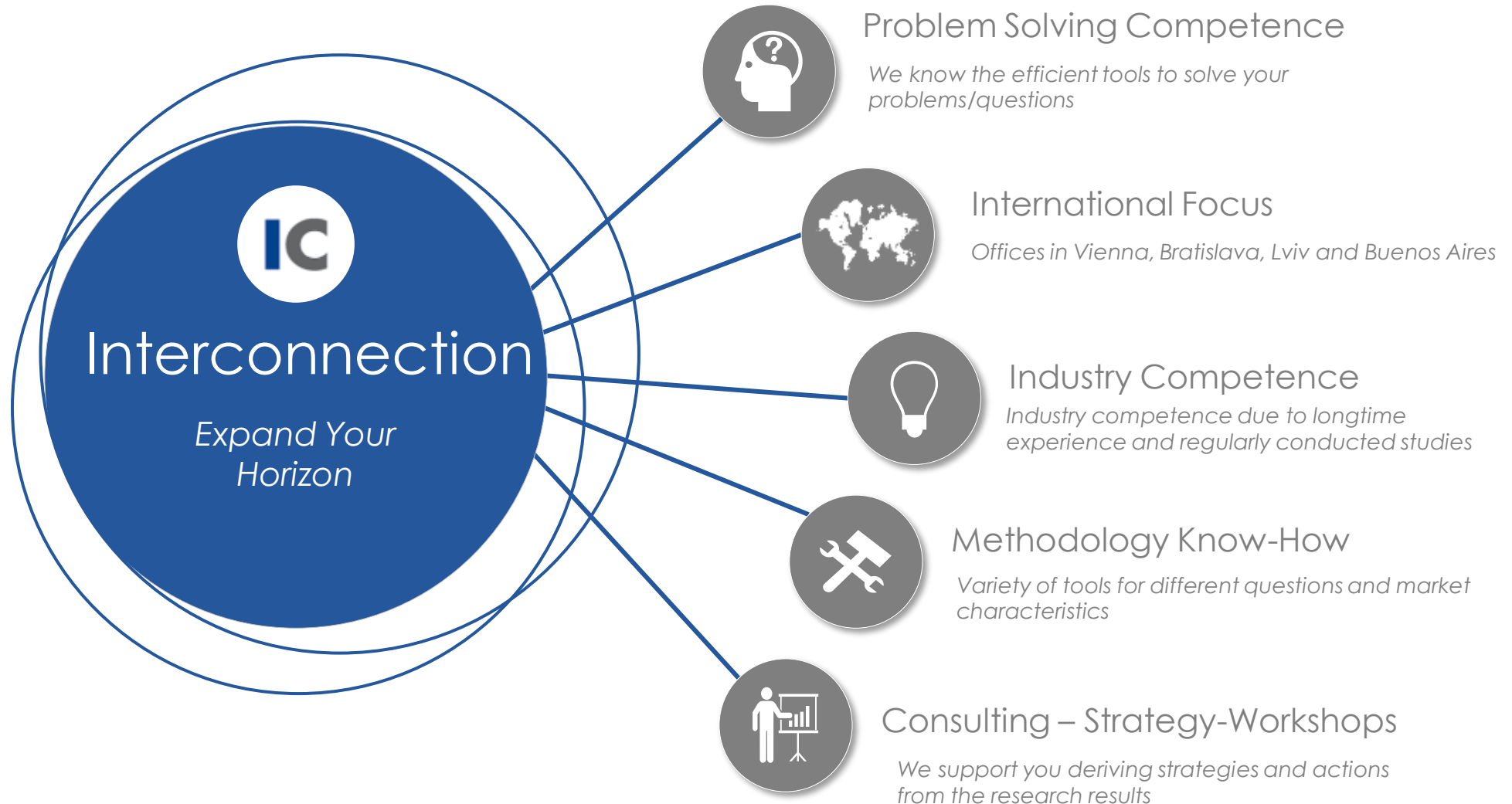
- Austria
- France
- Netherlands
- Romania
- Switzerland
- Belgium
- Germany
- Nordics
- Slovakia
- United Kingdom
- Czech Republic
- Italy
- Poland
- Spain

- **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 (Software for Online Dashboards) 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,- per license per year.

*„IC is a constant tutor in the evaluation of markets and offers a helpful decision basis.“*

Mr. Bernd Blümmers  
General Director, 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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*defining growth potential since  
1998*



## Yes, we would like to order the IC Market Forecast® Building Stock 2022

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

Please choose from the available countries

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|---|--------------------------------------|---|
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| <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Nordics     | <input type="checkbox"/> Switzerland    |
| <input type="checkbox"/> France         | <input type="checkbox"/> Poland      | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> Germany        | <input type="checkbox"/> Romania     |   |

- |  |             |
|--|-------------|
| <input type="checkbox"/> 3 Countries of Your Choice* ..... | EUR 1.950,- |
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| <input type="checkbox"/> All Countries* .....              | EUR 5.950,- |

	Single Issue	Subscription*
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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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 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. In case of the purchase of a single country additional software license costs of EUR 700,- per year will appear.

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