

# European window market on upswing

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*According to a study by InterConnection Consulting Group, the European Window Market developed favourably in 2004, despite several weaker regions. The report, presented here, details information about all the important sectors of this market as well as a forecast for the years to come.*

## THE WEST-EUROPEAN MARKET HAS STOPPED DECREASING

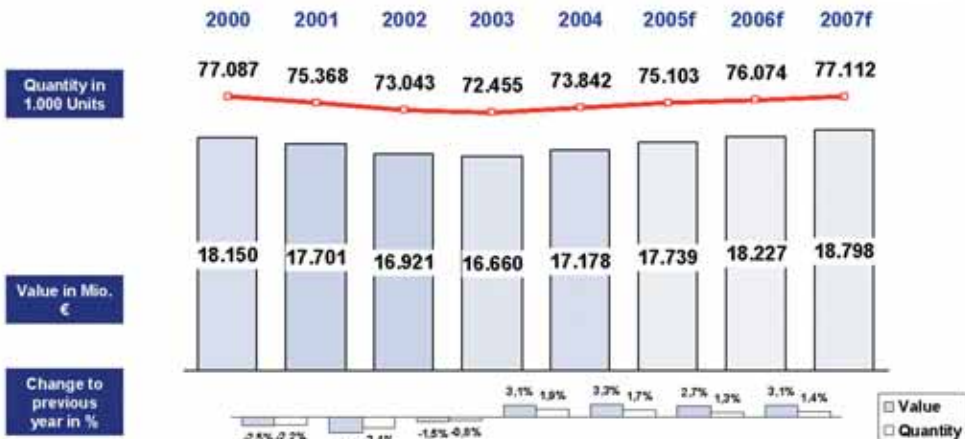
In 2003, a long period of negative development in the European Window Market still needed to be analysed. However, the market overcame the recession in 2004 - for the first time in several years, growth rates were positive, with the market growing 1.9 per cent. This positive trend will continue in the coming years - 2005-2007 - will bring consistently positive growth rates in the European Window Market.

### INDIVIDUAL REGIONS

The total market is put into perspective, however, when looking more closely at its individual regions. The DACH Region (Germany, Austria, Switzerland), which has been greatly effected by the German market's mediocre development, still remains the largest window market region in Europe, yet it will continue to lose ground through 2007 and was expected to be passed by the United Kingdom and Ireland in 2005. In contrast, Spain and Portugal, as well as the Benelux countries, have continued to gain in strength. The Spain and Portugal region is especially strong, expanding its share of the European market to almost 20 per cent.

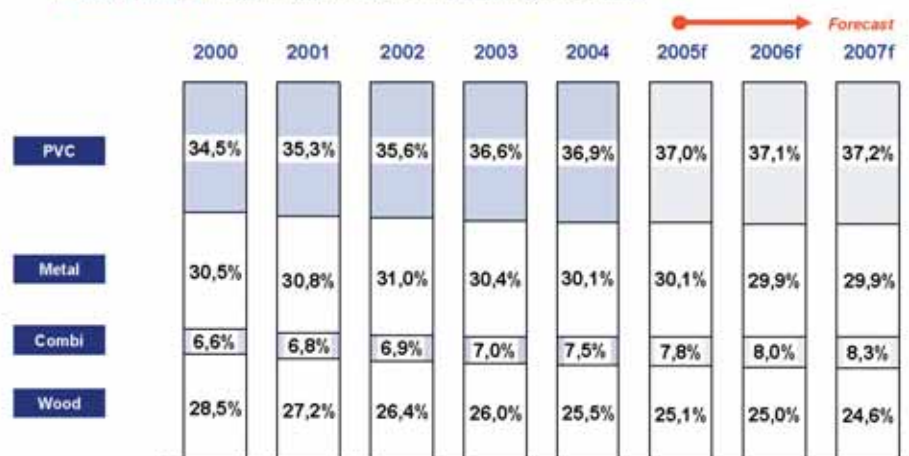
### MATERIAL GROUPS

The most important material group in Europe is, once again, PVC-windows, accounting for over 35 per cent of the market. On the other hand, combination-windows have shown the most dynamic development over the past few years.



## COMBINATIONS INCREASING THE FASTEST

Product Groups: Window Market 2000-2007f, Value Market Shares



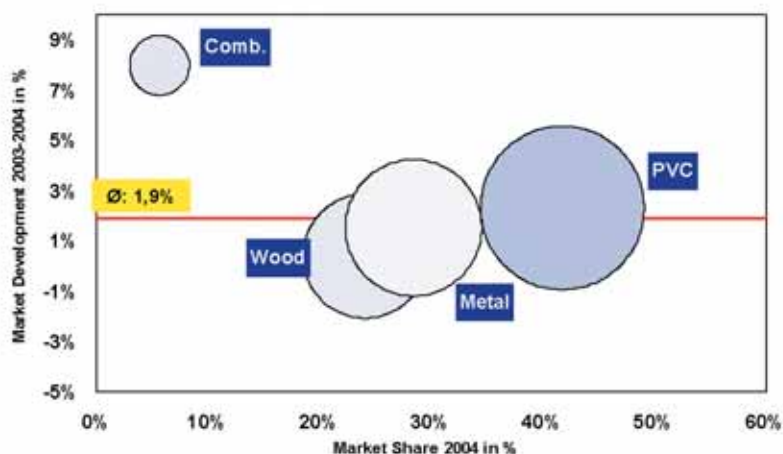
With an average growth rate of 6.3 per cent, this segment will continue to gain strength in future years, even though it will only command around 10 per cent of the market by 2007. Metal windows also made a strong showing, commanding almost 30 per cent of the market and growing at an average rate of 2.6 per cent, where the solid development of the non-residential construction sector definitely played a significant role.

### RENOVATION VERSUS NEW CONSTRUCTION

Throughout Europe, renovation, with 56 per cent market share, continues to carry more weight than new construction; however, considerable differences are noticeable within the individual regions. Spain and Portugal, especially, have presented themselves as world champions in the new construction sector. With new construction rates greater than 70 per cent, this region is breaking away from the pack. The United Kingdom and Ireland, as well as Italy, are on the opposite end of the spectrum: in both regions, the renovation rate is almost 70 per cent.

## AFTER COMBINATIONS, PVC IS THE MOST DYNAMIC

Western Europe: IC-Market Share / Market Development Portfolio, Quantity

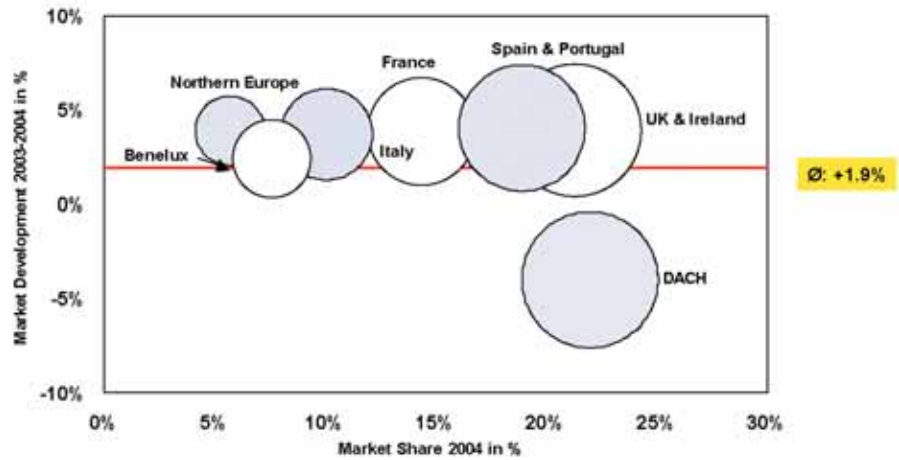


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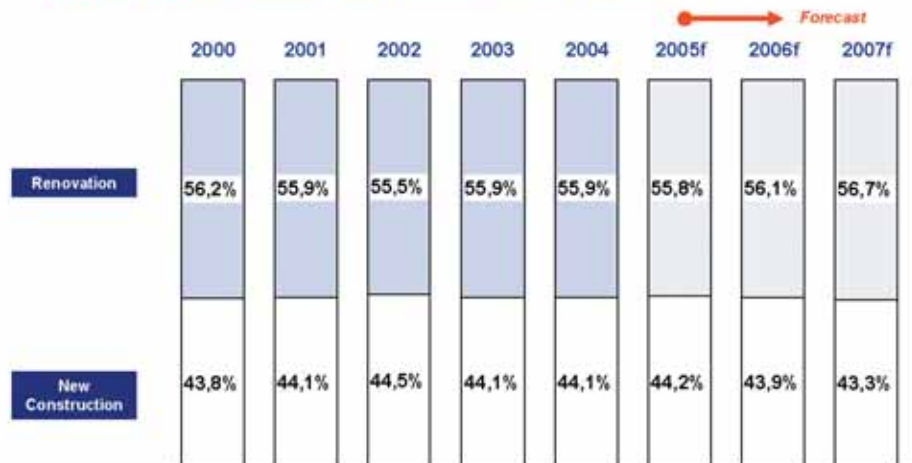
## GERMANY PULLS THE EUROPEAN MARKET DOWNWARDS

Western Europe: Market growth / market share portfolio Western Europe 2003-2004f (Quantity)



## NEW CONSTRUCTION WILL LOSE MARKET SHARE

Business Segments: Window Market 2000-2007f (Quantity Shares in %)



### ABOUT THE STUDY

The IC Market Tracking® Fenestration in Western Europe study is a detailed market and sector analysis of the European Fenestration Market. It contains both quantitative numbers and values for 1999-2004, development forecasts through 2007, and detailed turnover and sales data for the TOP-150 suppliers in Europe. The fenestration markets in the United Kingdom, Ireland, Norway, Sweden, Denmark, Finland, France, Belgium, the Netherlands, Luxembourg, Germany, Austria, Switzerland, Italy, Spain and Portugal have all been analysed.

### ABOUT IC CONSULTING GROUP

The InterConnection Consulting Group, with headquarters in Vienna, Austria, is an international market research organization which offers both sector- and company-specific solutions. ICG delivers exact data and facts about current markets, including their development, using the most modern market research techniques. ■

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