



Market size research - vacuum insulation panel

Road map &
cost –
adapted
version

VACUUM INSULATION PANEL

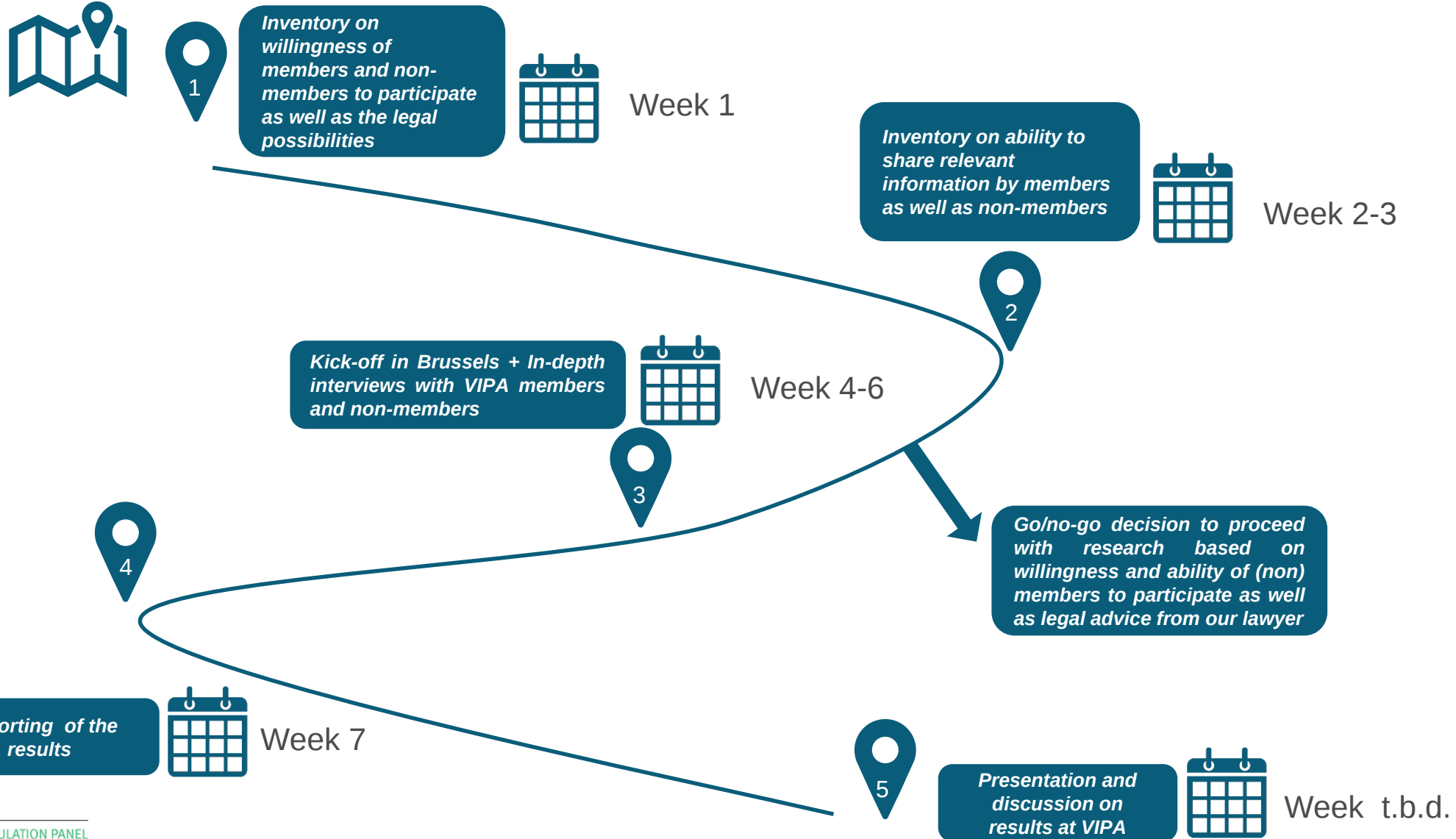


VIPA Global association

Mark de Graaf – Project Manager Installation market
Dirk Hoogeboom – Research Consultant
November 2017

USP
Marketing Consultancy bv

Research road map



1

Research scope and inventory on willingness of members to participate

VIPA wants to have a more accurate view on the current size of the VIP market in Europe and Asia, to start with and is looking to commission a market size research within the vacuum insulation market. The general scope of the research should be the current market size of VIPs split per application (buildings & construction, appliances, transport & packaging) and per core material (fumed silica and fiberglass). The geographical scope should be European Union + EFTA + Turkey; China; Japan; South Korea. This means one figure for EU + EFTA + Turkey, one figure for China, one figure for Japan and one for Korea. The report will be available ONLY to VIPA members and will be used for membership outreach and eventually at conferences or meetings VIPA might organize with decision-makers.

VIPA therefore asked USP Marketing Consultancy to provide an overview of methodology and cost for such a research. During a telephone briefing USP already mentioned to best way to go would be a supplier research, in which members (and non-members) will be the information source.

In order for a market size research based on a supplier perspective to succeed, it is important that there is willingness to participate. Therefore the first step needs to be an inventory on this willingness to share relevant information based on which market size can be determined. Here it is important that all large members share information based on mutual trust. VIPA already has commitment of VIPA members to provide all data and be available for interviews and exchanges with the selected company (via NDA agreement). VIPA will also invite companies in their list of prospect members to contribute to the study.

USP has extensive experience in dealing with these confidentiality matters, in which also external legal advice from Ploum Lodder Princen will be part of the entire research process.

2

Inventory on ability to share relevant information

Next to willingness it is also important that we get the right information from the VIPA members. In order for USP to be able and in the end determine solid market size figures, USP suggests to start with a few short calls (5) with VIPA members to see whether they are able to submit the right information, e.g.

- Production of relevant products split by region and segment
- Sales of relevant products split by region and segment (buildings & construction, appliances, transport & packaging) and core material (fumed silica and fiberglass)
- Estimation on the share of the market covered by VIPA members
- Names of other large competitors in the market which should be interviewed

After this inventory USP will give advice on the feasibility of the research in terms of being able to calculate market size. This will be based on both the ability of the VIPA members, but also the willingness and ability of the non-members. We need to be sure that a relevant share of the market will be questioned (let's say 80%), otherwise results might become less reliable.

Final outcome after this phase should be to have a go/no-go decision on whether to proceed with the actual research.



In-depth interviews with VIPA members and non-members

The start of the actual research starts with a kick-off meeting Brussels in order to discuss all relevant information to proceed. VIPA (and potentially a work group consisting of members) will give further insight in the insulation market and the products at hand, while USP will thoroughly explain the research process.

After the kick-off meeting USP will conduct a script which will be used for the in-depth interviews. Here questions are stated which will contribute to determining market share, but there will also be room for trend & development questions in order to see where the market is going. The script will be fine-tuned with VIPA.

VIPA will already made a list with member contacts to be interviewed and will also announce the research, so USP can make appointments for the telephone in-depth interviews. These interviews, conducted by a project manager from USP, will take approximately 45 minutes and potentially involve sending a template to the interviewees in which relevant data can be filled out.

Based on the preliminary interviews also the non members will be targeted to participate in the research.

In order to be able and make a solid market size estimation it is important that we cover approximately 80% of the market with the interviews conducted. VIPA already mentioned 6 manufacturers in Europe, 2 in China and 1 in Korea. In addition they have 4 suppliers (global) and 1 user (Bosch group) The number of interviews may change based on the preliminary inventory.



Reporting of the results

The report will consist of a market size and a trends and optionally developments (future expectations part). There will be made distinction between European Union + EFTA + Turkey; China; Japan and South Korea. The results from the interviews will be reported in PowerPoint. In order to be able and calculate market size desk research needs to be conducted in order to gain insight in region specific market characteristics. Of course the depth of the information will be depending on the ability of the companies to share this information.



Presentation and strategic discussion on results at VIPA

For market size researches it is important that all members are fully up to date on the opportunities and barriers regarding the outcomes. USP therefore suggests a presentation of the final report at VIPA in which all members are present.

Cost and planning of the research

- Below the costs and planning for the project are outlined in detail. USP has a day rate of € 1.100 for project managers (PM) (excl VAT). The final planning will be agreed upon after the final agreement has been given, but USP can finish this project within 7 weeks from the kick-off meeting. All assignments carried out by USP are performed under the general terms, which can be found on the website of USP (www.usp-mc.nl). Below, the costs and planning of this qualitative research can be found.

Costs and planning research			
	Days PM	Costs	Planning
Inventory on feasibility research			
Inventory on willingness of members to participate	VIPA	VIPA	Week 1
Short interviews (5) to test ability	2.0	€ 2,200	Week 2-3
Advice and discussion on proceeding	1.0	€ 1,100	Week 3-4
Research decision to proceed			
Kick-off in Brussels	1.0	€ 1,100	Week 5
Desk research	5.0	€ 5,500	Week 5-6
14 Interviews with VIPA members	6.0	€ 9,240	Week 5-6
Interviews with non-members (# to be decided on through inventory phase): € 660 per interview			
Reporting**	6.0	€ 6,600	Week 7
Presentation	1.0	€ 1,100	To be discussed
Travelling expenses		€ 250	
Total costs (excl. VAT)		€ 27,090*	
*Excluding external legal advisory cost which are for the entire research estimated between € 4,000 to € 7,500			
**Reporting without future expectations will cost € 4,400			

USP in Figures

USP Marketing Consultancy



Head office



Subsidiary



Rotterdam



Düsseldorf



- Market specialist installation, construction and DIY from the **start**
- Dedicated and multi-client research
- Active in the market for over **25** years
- **218** dedicated market research projects in 2016

82 Focus groups

2.104 in-depth interviews



25.300 B2B
CATI interviews

B2C 34.250
online interviews



Research in **38** countries in 2016



Total
70

Project
managers

Research
analysts



Consultants



Revenue distribution



70% turnover
coming from
international
projects

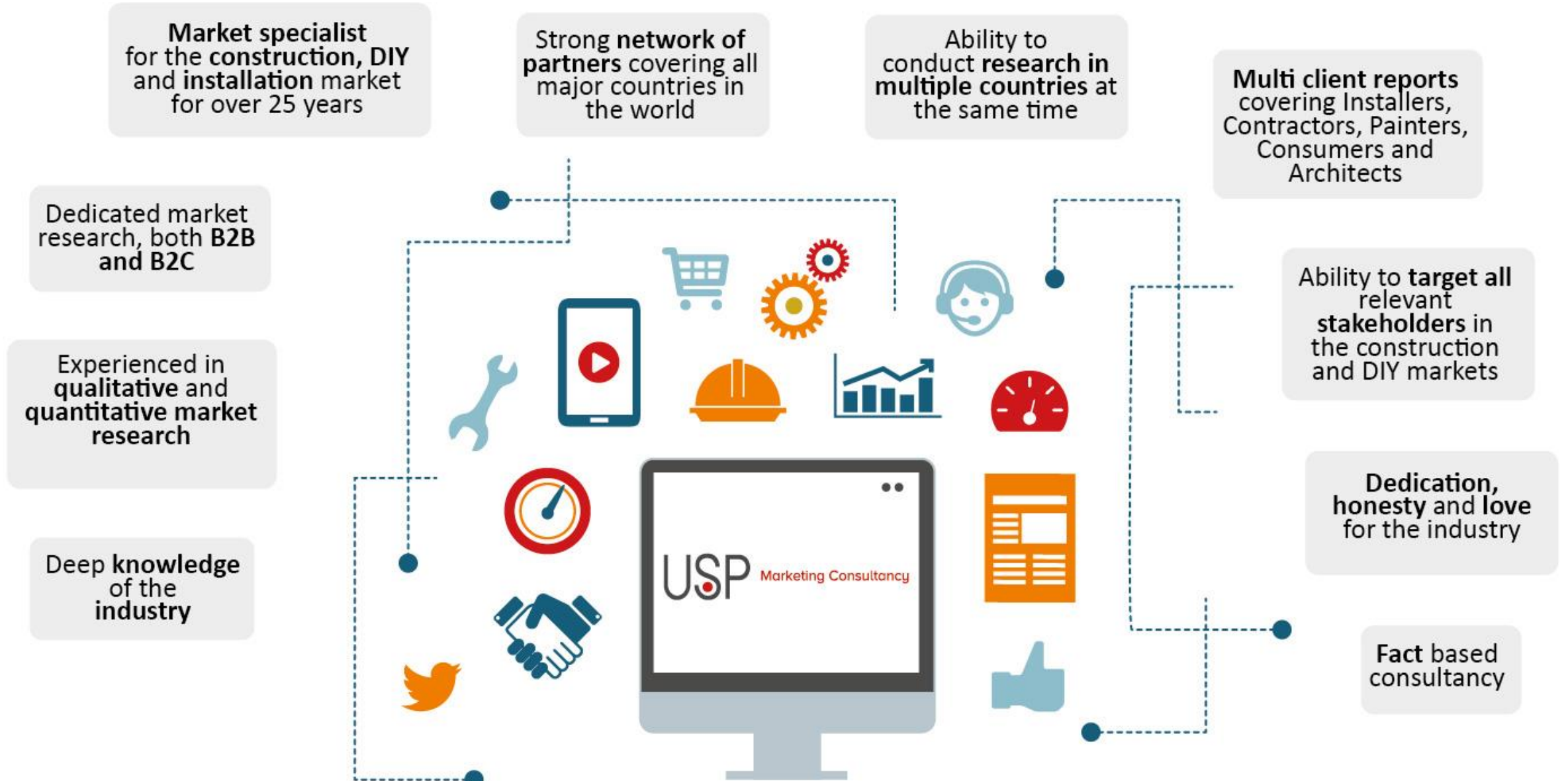


90% of turnover
coming from
dedicated market
research, 10% from
multi client



70% of the
turnover
is B2B,
30% B2C

USP's of USP



What we do; Dedicated market research

Examples



Segmentation



Customer journey



Branding



Concept/product research



Customer satisfaction



Market exploration



Trends



Distribution research



Pricing



Market size



Dedicated market research

- Tailor made
- Driven by your information needs
- Advice & consultancy based on fact's and over 25 years of experience in the industry
- Worldwide coverage
- B2B, B2C, qualitative and quantitative research or a combination of both
- Within our market specialism, all types of researches can be conducted
- Targeting the right audience, with the right questions at the right time

What we do; Multi client research

Providing continues information for our clients about their main target groups based on facts. Providing insights on key trends, turnover development, future building volumes, background characteristics of the target groups and much more.



Architects

European architectural barometer, 8 countries, reports quarterly, 6.400 interviews by phone annually. Trends like **BIM**, **DMU**, **Media orientation** and **future building volumes**.

Contractors

European contractors monitor, 8 countries, reports quarterly, 6.400 interviews by phone annually. Trends like **BIM**, **DMU**, **Media orientation** and **branding**.

HVAC installers

European installation monitor: 6 countries, reports quarterly, 4,800 interviews by phone annually. Trends like **Branding**, **purchase channels**, **Media orientation** and background **characteristics** including **turnover and order book** developments.

Electrical Installers

European electrical installation monitor: 7 countries, reports quarterly, 4,800 interviews by phone annually. Trends like **Branding**, **purchase channels**, **Media orientation** and background **characteristics** including **turnover and order book** developments.

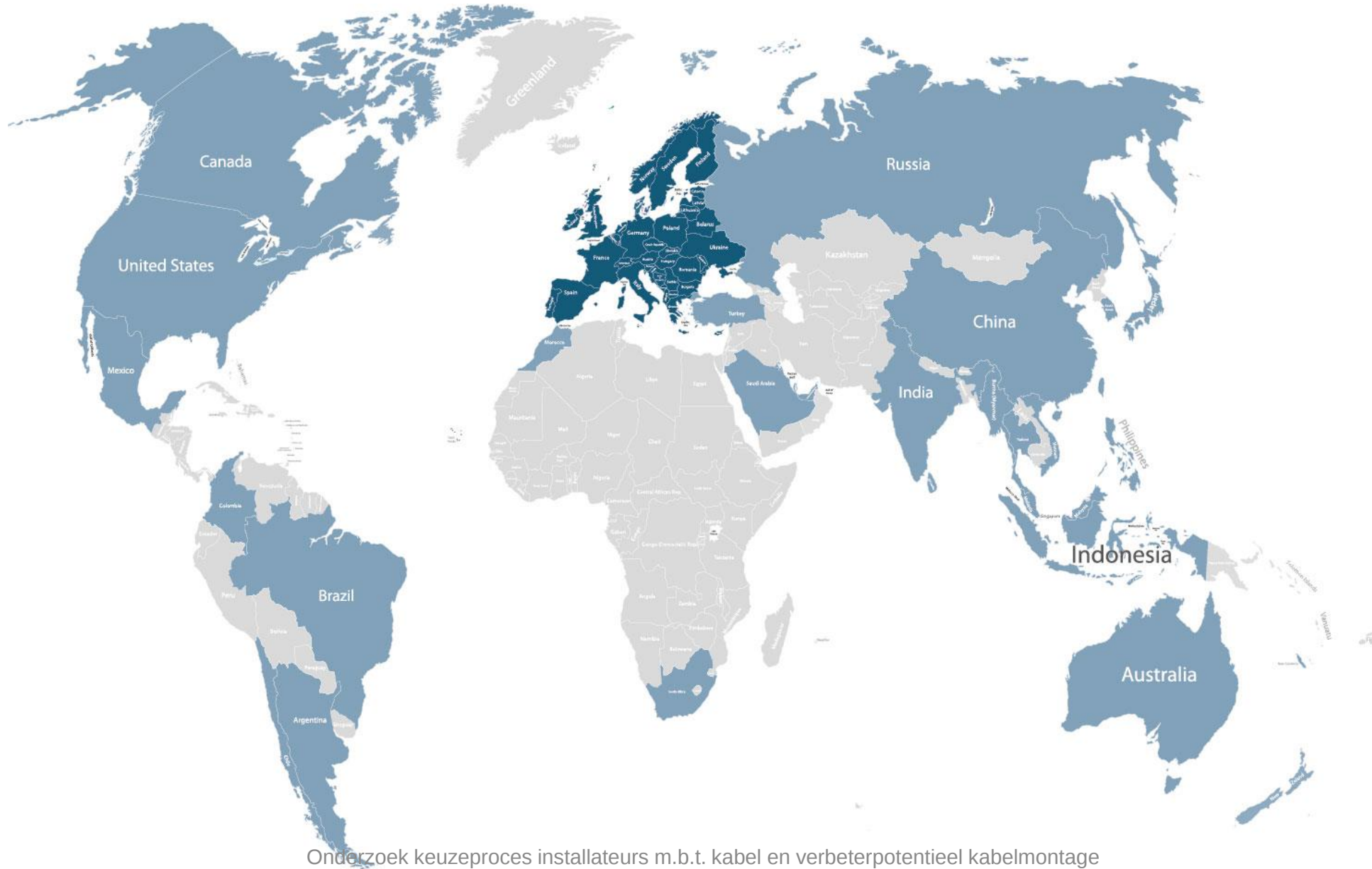
Painters

Painters insights: 8 countries, reports annually, 2.000 interviews by phone annually. Trends like **mechanical application**, **labour shortage**, **purchase points** and **branding**.

Consumers

European home improvement monitor: 11 countries, reports quarterly, 26,400 online interviews annually. Trends like **DIY vs DIFM**, **online buying**, **branding** and information on a **product level**.

Country scope



Selection of our Clients

Construction

ASSA ABLOY

VELUX®

PPG

ico
pal

MBI
De Steenmeesters

SAINT-GOBAIN

KNAUF

Bostik
smart adhesives

Villeroy & Boch
1748

AkzoNobel

DAW

OWENS
CORNING®

3M

FESTOOL

Installation

:hager

reflex
Thinking solutions.

GRUNDFOS

walraven

ABB

BOSCH

LG
Life's Good

MITSUBISHI
ELECTRIC

Panasonic

PHILIPS

Vaillant

wavin

VIESMANN

KONE

DIY

BRIGGS & STRATTON

Royal Flora
Holland

GROHE

CROMOLOGY
1911 - 1914 - 1915 - 1916 - 1917 - 1918 - 1919 - 1920 - 1921 - 1922 - 1923 - 1924 - 1925 - 1926 - 1927 - 1928 - 1929 - 1930 - 1931 - 1932 - 1933 - 1934 - 1935 - 1936 - 1937 - 1938 - 1939 - 1940 - 1941 - 1942 - 1943 - 1944 - 1945 - 1946 - 1947 - 1948 - 1949 - 1950 - 1951 - 1952 - 1953 - 1954 - 1955 - 1956 - 1957 - 1958 - 1959 - 1960 - 1961 - 1962 - 1963 - 1964 - 1965 - 1966 - 1967 - 1968 - 1969 - 1970 - 1971 - 1972 - 1973 - 1974 - 1975 - 1976 - 1977 - 1978 - 1979 - 1980 - 1981 - 1982 - 1983 - 1984 - 1985 - 1986 - 1987 - 1988 - 1989 - 1990 - 1991 - 1992 - 1993 - 1994 - 1995 - 1996 - 1997 - 1998 - 1999 - 2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2009 - 2010 - 2011 - 2012 - 2013 - 2014 - 2015 - 2016 - 2017 - 2018 - 2019 - 2020 - 2021 - 2022 - 2023 - 2024 - 2025

hansgrohe

ideal
STANDARD

WAGNER

tesa

KOHLER

Yale®

ShurTech
Brands

fischer
innovative solutions

ALLEGION

33

Trends & Vision in the market

- Building information modelling will become a license to operate

- Design, Build and maintain

- Digitization

- Changing role of the DIY stores

- Shifting decision making

- Prefab will become more widespread

- Increasing influence engineers & contractors

- Smart homes/offices

- Changing role of the wholesale

- Qualitative & quantitative labour shortage Europe

- Going from gas heating towards electric

- Aging society in Europe

- Building industry needs to become Smarter, faster and cheaper

- Online buying of products by professionals



Onderzoek keuzeproces installateurs m.b.t. kabel en verbeterpotentieel kabelmontage