

EUROPEAN MARKET ANALYSIS

CERAMIC TILE

Book I

MACROECONOMIC & PROFILES

1. EUROPE MACROECONOMICS SUMMARIZED ANALYSIS (BY COUNTRY)
2. MAIN SUPPLIER'S PROFILES
3. MARKET ABSTRACTS – EUROPE (7 COUNTRIES)

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Book II

MARKET ANALYSIS

1. ESTIMATE OF THE APPARENT CONSUMPTION OF THE INTERNAL MARKET

- 1.1 Market size
- 1.2 Market share of the competitors
- 1.3 Forecast of volumes and market share
- 1.4 Market segmentation

2. PRODUCTS' ANALYSIS

- 2.1 Products' characteristics
- 2.2 Segmentation by price
- 2.3 Main attributes expected by consumers, according market segmentation

3. SUPPLIERS

- 3.1 Comments about the main competitors

4. DISTRIBUTION CHANNELS

- 4.1 Estimate mix in m² by type of channel
- 4.2 Distribution channels characteristics
- 4.3 The biggest resellers
- 4.4 Consumers' purchasing habits

5. EXPORTS

6. IMPORTS