

# EUROPEAN MARKET ANALYSIS CERAMIC SANITARY WARE

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## Book I

### MACROECONOMIC & PROFILES

1. EUROPE MACROECONOMICS SUMMARIZED ANALYSIS (BY COUNTRY)
2. MAIN SUPPLIER'S PROFILES
3. MARKET ABSTRACTS – EUROPE (16 COUNTRIES)

# EUROPEAN MARKET ANALYSIS

## CERAMIC SANITARY WARE

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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 pieces by type of channel
- 4.2 Distribution channels characteristics
- 4.3 The biggest resellers
- 4.4 Consumers' purchasing habits

### 5. EXPORTS

### 6. IMPORTS