

Europe: air conditioners market

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Abstracts

This report presents a strategic analysis of the air conditioners market in Europe and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the air conditioners market in Europe, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the air conditioners market in Europe covers the following countries: Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Montenegro, Norway, The Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, and The United Kingdom.

The report on the air conditioners market in Europe includes:

Analysis and forecast for the economy of Europe;

Analysis and forecast of the market size, value and dynamics;

Market structure (by origin, by country, by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis and forecast of the trends and levels of supply and demand on the market;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for development of the market in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive

intelligence about the market;

Track market data, including size, value, dynamics, structure, segmentation and forecasts: past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Explore and identify new market opportunities in the countries and regions within the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

If you are interested in the air conditioners market in Europe, this research report will

provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

Contents

1. INTRODUCTION

- 1.1. Report description
- 1.2. Research methodology

2. EXECUTIVE SUMMARY

3. CHARACTERISTICS OF AIR CONDITIONERS

4. CHARACTERISTICS AND ANALYSIS OF RAW MATERIALS BASE

5. STATE OF THE ECONOMY OF EUROPE

- 5.1. Characteristics of the economy of Europe in 2009-2014
- 5.2. Forecast for the development of the economy of Europe for 2015-2018

6. OVERVIEW AND ANALYSIS OF THE AIR CONDITIONERS MARKET IN EUROPE

- 6.1. Volume, value and dynamics of the air conditioners market in Europe in 2009-2014
- 6.2. Structure of the air conditioners market in Europe in 2009-2014: production, imports, exports, consumption
- 6.3. Structure of the air conditioners market in Europe by types of air conditioners
- 6.4. Structure of the air conditioners market in Europe by origin
- 6.5. Structure of the air conditioners market in Europe by country
- 6.6. Key recent trends on the air conditioners market in Europe
- 6.7. Competitive landscape of the market
- 6.8. Country opportunity analysis
- 6.9. Key drivers and restraints for the market development in the medium term
- 6.10. Forecast for development of the air conditioners market in Europe for 2015-2020

7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF AIR CONDITIONERS IN EUROPE

- 7.1. Volume, value and dynamics of the domestic production of air conditioners in Europe in 2009-2014
- 7.2. Structure of the domestic production of air conditioners by types of air conditioners
- 7.3. Structure of the European production of air conditioners by countries

7.4. Characteristics of the main producers of air conditioners in Europe

8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF AIR CONDITIONERS IN EUROPE

8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of air conditioners in Europe in 2009-2014

8.4. Characteristics of other prices of air conditioners

9. FOREIGN TRADE OPERATIONS OF AIR CONDITIONERS IN EUROPE

9.1. Foreign trade operations of air conditioners in Europe in 2009-2014

10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF AIR CONDITIONERS TO THE EUROPEAN MARKET

10.1. Volume, value and dynamics of the imports of air conditioners to Europe in 2009-2014

10.2. Major trade inflows of air conditioners imports to Europe

10.3. Structure of the imports of air conditioners by types of products

10.4. Prices of imported air conditioners in Europe

11. OVERVIEW AND ANALYSIS OF THE EUROPEAN EXPORTS OF AIR CONDITIONERS

11.1. Volume, value and dynamics of the European exports of air conditioners in 2009-2014

11.2. Major trade outflows of air conditioners exports from Europe

11.3. Structure of the European exports of air conditioners by types of products

11.4. Prices of European exports of air conditioners

12. CHARACTERISTICS OF THE CONSUMPTION OF AIR CONDITIONERS IN EUROPE

12.1. Volume, value and dynamics of the consumption of air conditioners in Europe in 2009-2014

12.2. Structure of the consumption of air conditioners in Europe in 2009-2014 (by origin, by channel, by type of air conditioners)

- 12.3. Structure of the consumption of air conditioners in Europe by country
- 12.4. Volume, value and dynamics of the per capita consumption of air conditioners in Europe in 2009-2014
- 12.5. Balance between supply and demand on the air conditioners market in Europe in 2009-2014 and forecast for 2015-2020

13. FORECAST FOR DEVELOPMENT OF THE AIR CONDITIONERS MARKET IN EUROPE FOR 2015-2020

- 13.1. Factors, influencing the development of the air conditioners market in Europe in the medium term
- 13.2. Forecast for market development in the medium term under three possible scenarios

LIST OF FIGURES

Volume and dynamics of the air conditioners market in Europe in 2009-2014
Value and dynamics of the air conditioners market in Europe in 2009-2014
Structure of the air conditioners market in Europe in 2009-2014, in physical terms
Structure of the air conditioners market in Europe in 2009-2014, in value terms
Structure of the air conditioners market in Europe by types of air conditioners, in physical terms
Structure of the air conditioners market in Europe by types of air conditioners, in value terms
Structure of the air conditioners market in Europe by origin in physical terms in 2009-2014
Structure of the air conditioners market in Europe by origin in value terms in 2009-2014
Structure of the air conditioners market in Europe by country in 2009-2014, in physical terms
Structure of the air conditioners market in Europe by country in 2009-2014, in value terms
Volume and dynamics of the domestic production of air conditioners in Europe in 2009-2014
Value and dynamics of the domestic production of air conditioners in Europe in 2009-2014
Structure of the domestic production of air conditioners by types of air conditioners, in physical terms
Structure of the domestic production of air conditioners by types of air conditioners, in value terms

Structure of the domestic production of air conditioners in Europe by producing countries in 2009-2014, in volume terms

Structure of the domestic production of air conditioners in Europe by producing countries in 2009-2014, in value terms

Value chain analysis of the air conditioners market in Europe

Structure of the air conditioners price formation in Europe, in %

Deviation of the average producer prices of air conditioners in Europe in 2009-2014

Trade balance of air conditioners foreign trade in Europe in 2009-2014, in physical terms

Trade balance of air conditioners foreign trade in Europe in 2009-2014, in value terms

Volume and dynamics of the imports of air conditioners to Europe in 2009-2014

Value and dynamics of the imports of air conditioners to Europe in 2009-2014

Main countries, importing air conditioners to Europe in 2009-2014, in physical terms

Main countries, importing air conditioners to Europe in 2009-2014, in value terms

Volume and dynamics of the imports of air conditioners by types of air conditioners in 2009-2014

Value and dynamics of the imports of air conditioners by types of air conditioners in 2009-2014

Average prices of imported air conditioners to Europe in 2009-2014

Volume and dynamics of the European exports of air conditioners in 2009-2014

Value and dynamics of the European exports of air conditioners in 2009-2014

Recipient countries of the European exports of air conditioners in 2009-2014, in physical terms

Recipient countries of the European exports of air conditioners in 2009-2014, in value terms

Structure of the European exports of air conditioners by types of air conditioners in 2009-2014, in physical terms

Structure of the European exports of air conditioners by types of air conditioners in 2009-2014, in value terms

Average prices of the European exports of air conditioners in 2009-2014

Volume and dynamics of the consumption of air conditioners in Europe in 2009-2014

Value and dynamics of the consumption of air conditioners in Europe in 2009-2014

Structure of the consumption of air conditioners in Europe in 2009-2014, in physical terms

Structure of the consumption of air conditioners in Europe in 2009-2014, in value terms

Structure of the consumption of air conditioners in Europe by types of air conditioners, in physical terms

Structure of the consumption of air conditioners in Europe by types of air conditioners, in value terms

Structure of the consumption of air conditioners in Europe by consuming countries in 2009-2014

Volume and dynamics of the per capita consumption of air conditioners in Europe in 2009-2014

Value and dynamics of the per capita consumption of air conditioners in Europe in 2009-2014

Balance between supply and demand on the air conditioners market in Europe in 2009-2014 and forecast for 2015-2020, in physical terms

Balance between supply and demand on the air conditioners market in Europe in 2009-2014 and forecast for 2015-2020, in value terms

Forecast for the total supply of air conditioners in Europe for 2015-2020 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of air conditioners in Europe for 2015-2020 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of air conditioners in Europe for 2015-2020 (under the framework of the optimistic scenario), in physical and value terms

About

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This report is 75% ready and is in completion stage. The final version of the research report will be presented up to 5 working days after your order. Feel free to contact us for more information or to request a demo version!

List Of Tables

LIST OF TABLES

Key indicators on the air conditioners market in Europe in 2009-2014

Key indicators of the economy of Europe in 2009-2014

Forecast for the economy of Europe for 2015-2018

Volume and dynamics of the air conditioners market in Europe in 2009-2014

Value and dynamics of the air conditioners market in Europe in 2009-2014

Structure of the air conditioners market in Europe in 2009-2014, in physical terms

Structure of the air conditioners market in Europe in 2009-2014, in value terms

Structure of the air conditioners market in Europe by types of air conditioners, in physical terms

Structure of the air conditioners market in Europe by types of air conditioners, in value terms

Structure of the air conditioners market in Europe by origin in 2009-2014, in physical terms

Structure of the air conditioners market in Europe by origin in 2009-2014, in value terms

Structure of the air conditioners market in Europe by country in 2009-2014, in physical terms

Structure of the air conditioners market in Europe by country in 2009-2014, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of air conditioners in Europe in 2009-2014

Value and dynamics of the domestic production of air conditioners in Europe in 2009-2014

Structure of the domestic production of air conditioners by types of air conditioners, in physical terms

Structure of the domestic production of air conditioners by types of air conditioners, in value terms

Structure of the domestic production of air conditioners in Europe by producing countries in 2009-2014, in volume terms

Structure of the domestic production of air conditioners in Europe by producing countries in 2009-2014, in value terms

Value chain analysis of the air conditioners market in Europe

Cost breakdown of the price formation of air conditioners in Europe, in %

Volume and dynamics of the average producer prices of air conditioners in Europe in 2009-2014

Volume and dynamics of other prices of air conditioners in Europe (wholesale, distributor, retail, etc.) in 2009-2014

Trade balance of air conditioners foreign trade in Europe in 2009-2014, in physical terms

Trade balance of air conditioners foreign trade in Europe in 2009-2014, in value terms

Volume and dynamics of the imports of air conditioners to Europe in 2009-2014

Value and dynamics of the imports of air conditioners to Europe in 2009-2014

Main countries, importing air conditioners to Europe in 2009-2014, in physical terms

Main countries, importing air conditioners to Europe in 2009-2014, in value terms

Structure of the imports of air conditioners by types of air conditioners in 2009-2014, in physical terms

Structure of the imports of air conditioners by types of air conditioners in 2009-2014, in value terms

Average prices of imported air conditioners to Europe in 2009-2014

Volume and dynamics of the European exports of air conditioners in 2009-2014

Value and dynamics of the European exports of air conditioners in 2009-2014

Recipient countries of the European exports of air conditioners in 2009-2014, in physical terms

Recipient countries of the European exports of air conditioners in 2009-2014, in value terms

Structure of the European exports of air conditioners by types of air conditioners in 2009-2014, in physical terms

Structure of the European exports of air conditioners by types of air conditioners in 2009-2014, in value terms

Average prices of the European exports of air conditioners in 2009-2014

Volume and dynamics of the consumption of air conditioners in Europe in 2009-2014

Value and dynamics of the consumption of air conditioners in Europe in 2009-2014

Structure of the consumption of air conditioners in Europe in 2009-2014, in physical terms

Structure of the consumption of air conditioners in Europe in 2009-2014, in value terms

Structure of the consumption of air conditioners in Europe by types of air conditioners, in physical terms

Structure of the consumption of air conditioners in Europe by types of air conditioners, in value terms

Structure of the consumption of air conditioners in Europe by consuming countries in 2009-2014

Volume and dynamics of the per capita consumption of air conditioners in Europe in 2009-2014

Value and dynamics of the per capita consumption of air conditioners in Europe in

2009-2014

Balance between supply and demand on the air conditioners market in Europe in 2009-2014 and forecast for 2015-2020, in physical terms

Balance between supply and demand on the air conditioners market in Europe in 2009-2014 and forecast for 2015-2020, in value terms

Forecast for the total supply of air conditioners in Europe for 2015-2020 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of air conditioners in Europe for 2015-2020 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of air conditioners in Europe for 2015-2020 (under the framework of the optimistic scenario), in physical and value terms

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