

BRAZILIAN MARKET ANALYSIS

CERAMIC SANITARY WARE

detailed study

Book I

MACROECONOMIC ANALYSIS

INTRODUCTION

1. OUTLOOK BRAZIL X LATIN AMERICA

2. DEMOGRAPHICS DATA

- 2.1. Population
- 2.2. Housings
- 2.3. Dwellings

3. MACROECONOMICS DATA

- 3.1. Trade
- 3.2. Transportation
- 3.3. National highway network
- 3.3. National railway network
- 3.3. National fleet of vehicles

4. BIBLIOGRAPHY

5. CONSTRUCTION SECTOR

- 5.1. Construbusiness
- 5.2. Housing construction
- 5.3. The construction industry

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Book II

SUPPLY & DISTRIBUTION CHANNELS

INTRODUCTION

1. SUPPLY

- 1.1. Strategic location of the main suppliers
- 1.2. Index of Faucet's Manufacturers/ Importers
- 1.3. Index of Bathrooms Accessories Manufacturers/ Importers
- 1.4. Descriptive Picture of Main Brazilian Competitors and Qualitative Valuation
- 1.5. New Plants & Expansions

2. PERFORMANCE APPRAISAL OF THE SUPPLIER'S COMMERCIAL TEAM

- 2.1. Market research: What the retailers think about the faucets suppliers
- 2.2. Transportation : Costs and problems
- 2.3. Credit concession system
- 2.4. Technical service
- 2.5. Merchandising and advertising
- 2.6. Sales team

3. ANALYSIS BY TYPE OF CHANNEL

A. Retail: An Economic Power

- A.1. Distribution of stores throughout the country
- A.2. Profile of the largest stores
- A.3. Suggested strategy

B. Construction Companies

- B.1. Main companies by region
- B.2. Main construction – Retrospective and news constructions forecast
- B.3. Suggested strategy

C. Wholesalers / Distributors

4. WHAT WE CAN FORESEE FOR THE FUTURE

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Book III

MARKET ANALYSIS

INTRODUCTION

1. MARKET

- 1.4. Market size
- 1.5. Market share of the competitors
- 1.6. Market potential
- 1.7. Projection of volumes and market share
- 1.8. Market segmentation

2. PRODUCT'S ANALYSIS

- 2.1. Grid of available products in the market
- 2.7. Colors Grid
- 2.8. Segmentation by price
- 2.9. The Brazilian consumers point of view about bathrooms and kitchens
- 2.10. Life's cycle of the sanitary ware in Brazil

3. CRITICAL FACTORS OF SUCCESS OF THE COMPETITORS

- 3.1. Segment: Luxury Bathroom
- 3.2. Segment: Quality Bathroom
- 3.3. Segment: Economy Bathroom

4. EXPORTS

- 4.1. Difficults & Oportunities
- 4.2. Transport
- 4.3. Costs simulation
- 4.4. Ports with lower costs
- 4.5. EADI

5. CONCLUSIONS AND TRENDS

6. APPENDIX: EXCHANGE RATE since 1990