

EUROPEAN MARKET ANALYSIS

FAUCETS

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 Pieces by Type of Channel
- 4.2 Distribution Channels Characteristics
- 4.3 The Biggest Resellers
- 4.4 Consumers' Purchasing Habits

5. EXPORTS

6. IMPORTS