



# The competitive scenario in the metal windows and doors and curtain walls sector

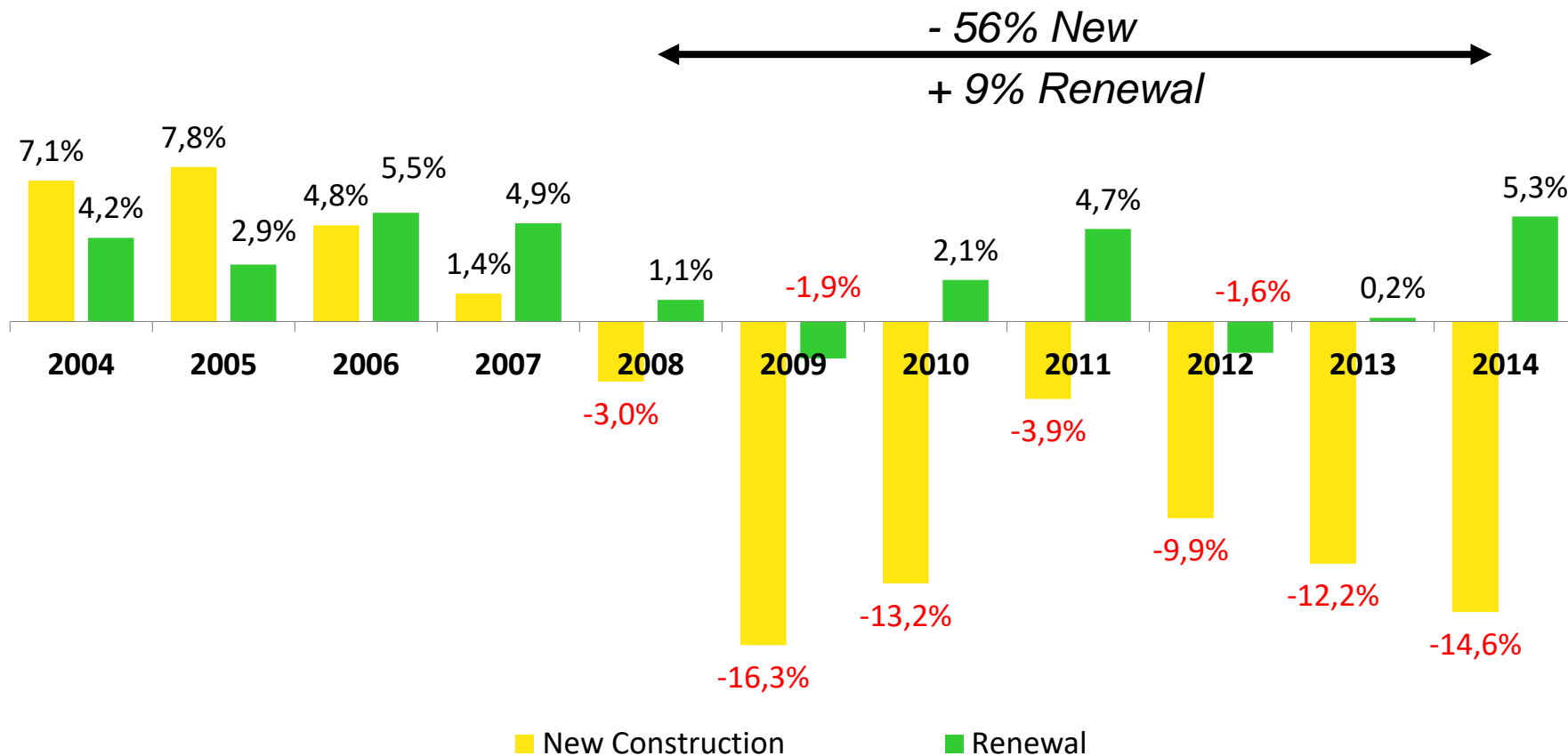
*Carminé Garzia*

**UNICMI Economic Studies Office**

*Milan, 16 September 2015*

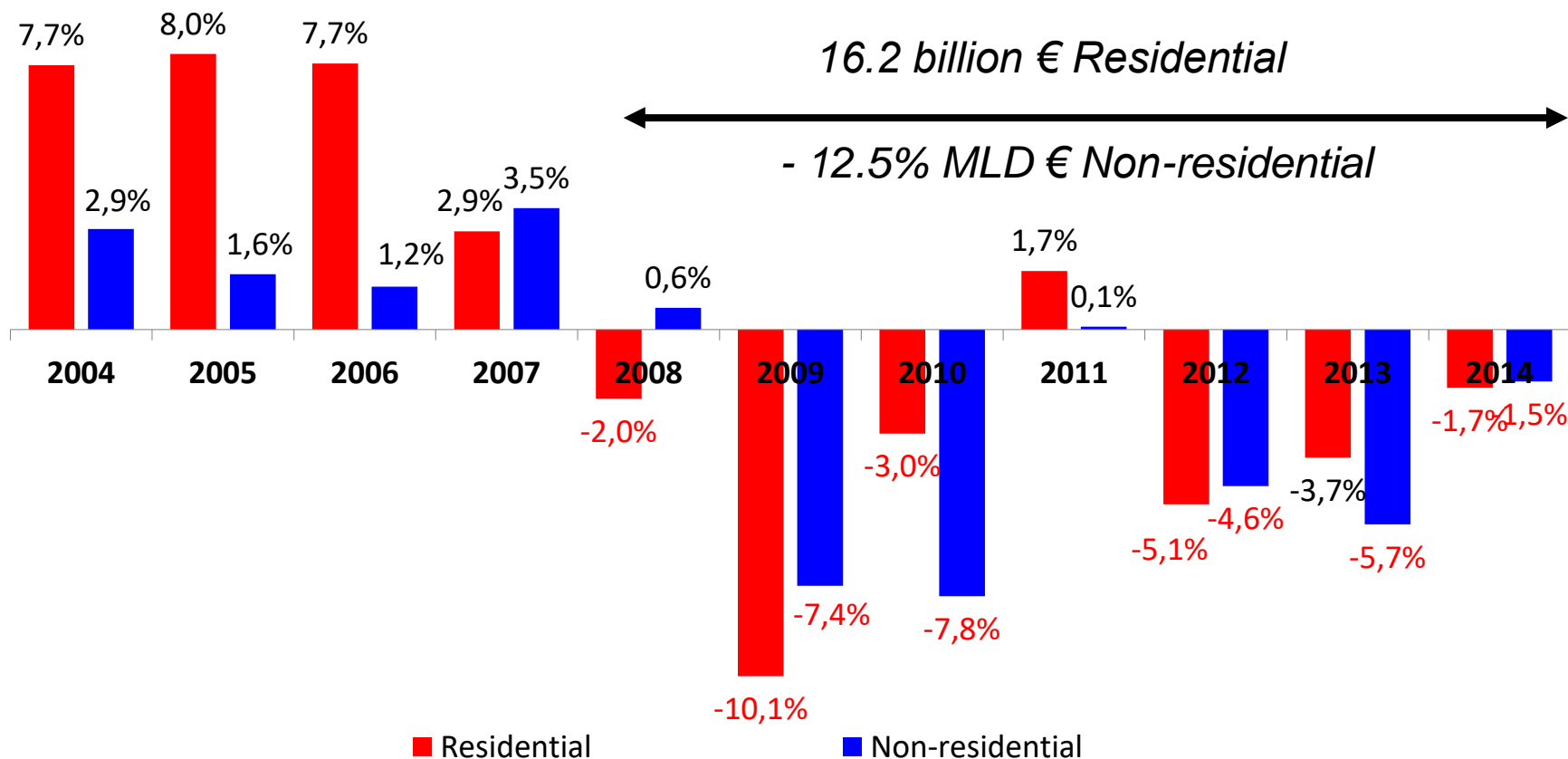
# The economic situation in the construction industry

## Change in investment in construction



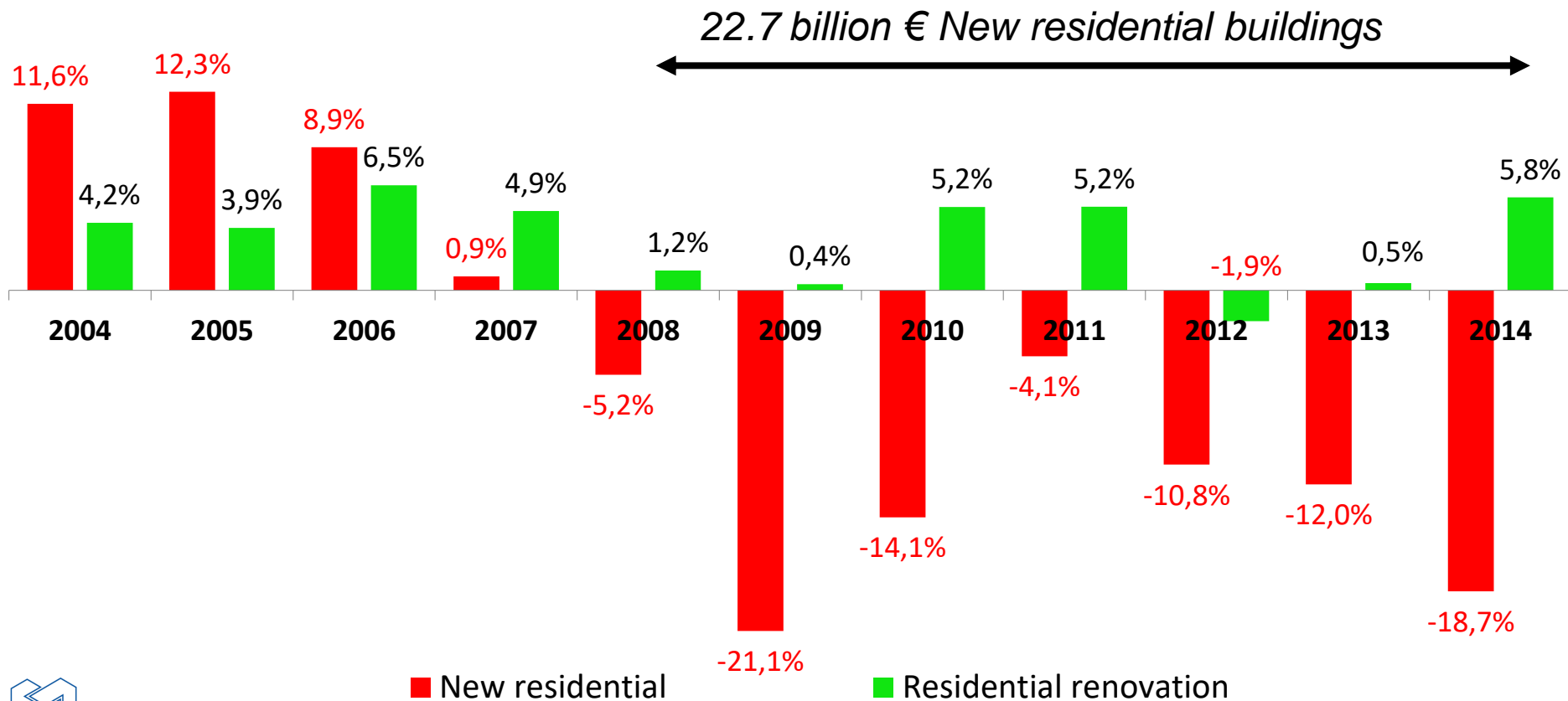
# The economic situation in the construction industry

## Change in investment in construction



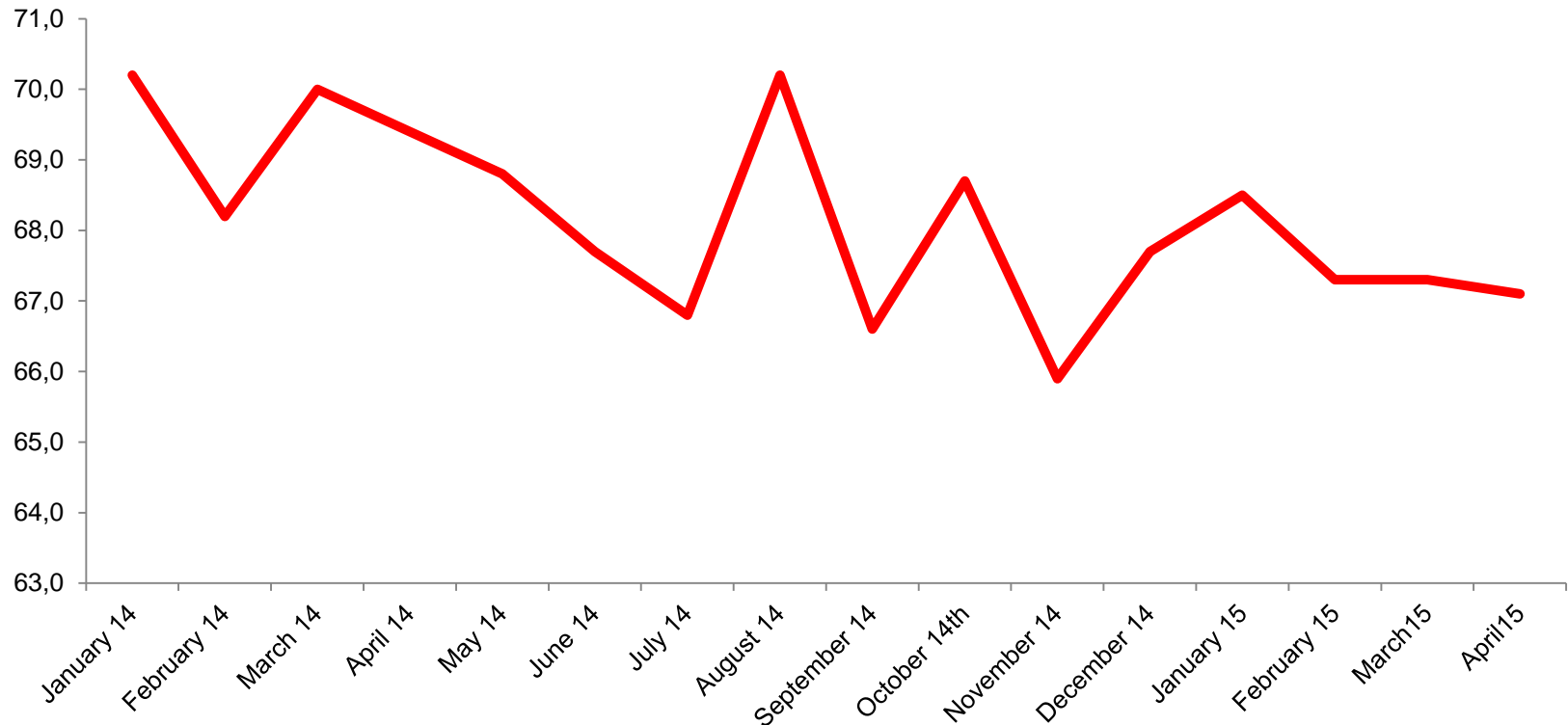
# The economic situation in the construction industry

## Change in investments: Residential new vs Residential Renewal



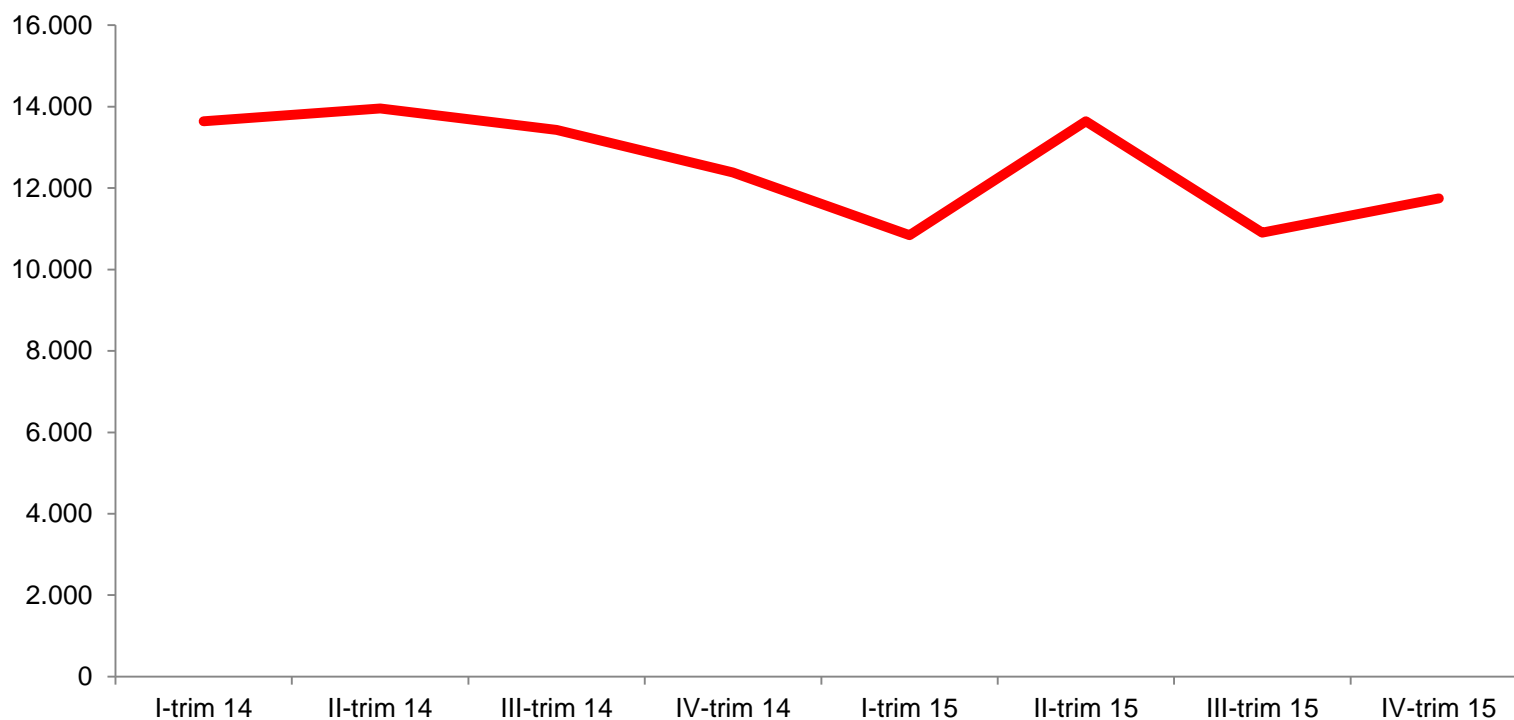
# The economic situation in the construction industry

## Development of the ISTAT construction index



# The economic situation in the construction industry

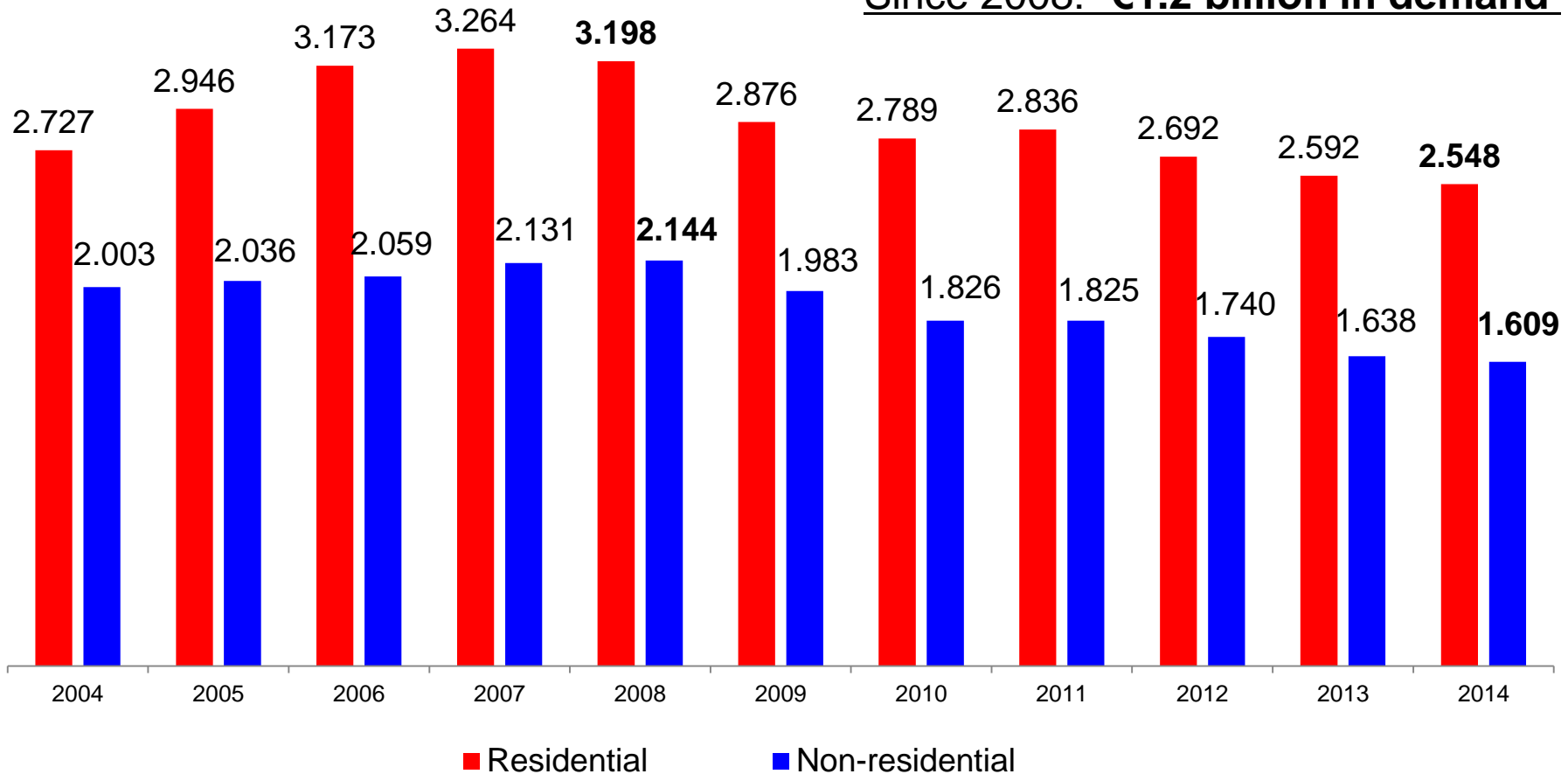
## Development of building permits Number of dwellings in new residential buildings



# Demand for windows and doors and curtain walls

## Question Windows and Facades (million Euro)

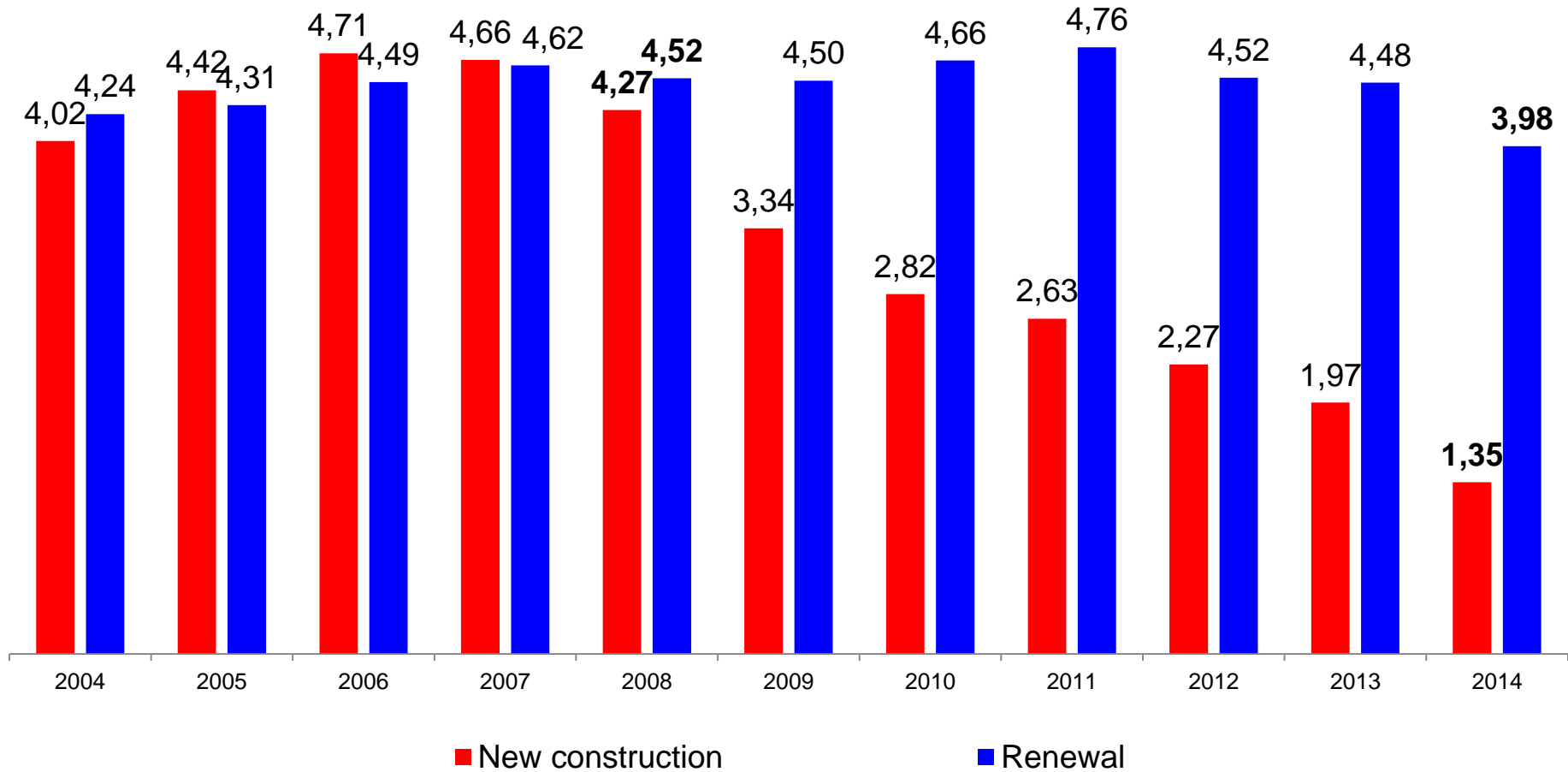
Since 2008: -€1.2 billion in demand



# Demand for windows and doors and curtain walls

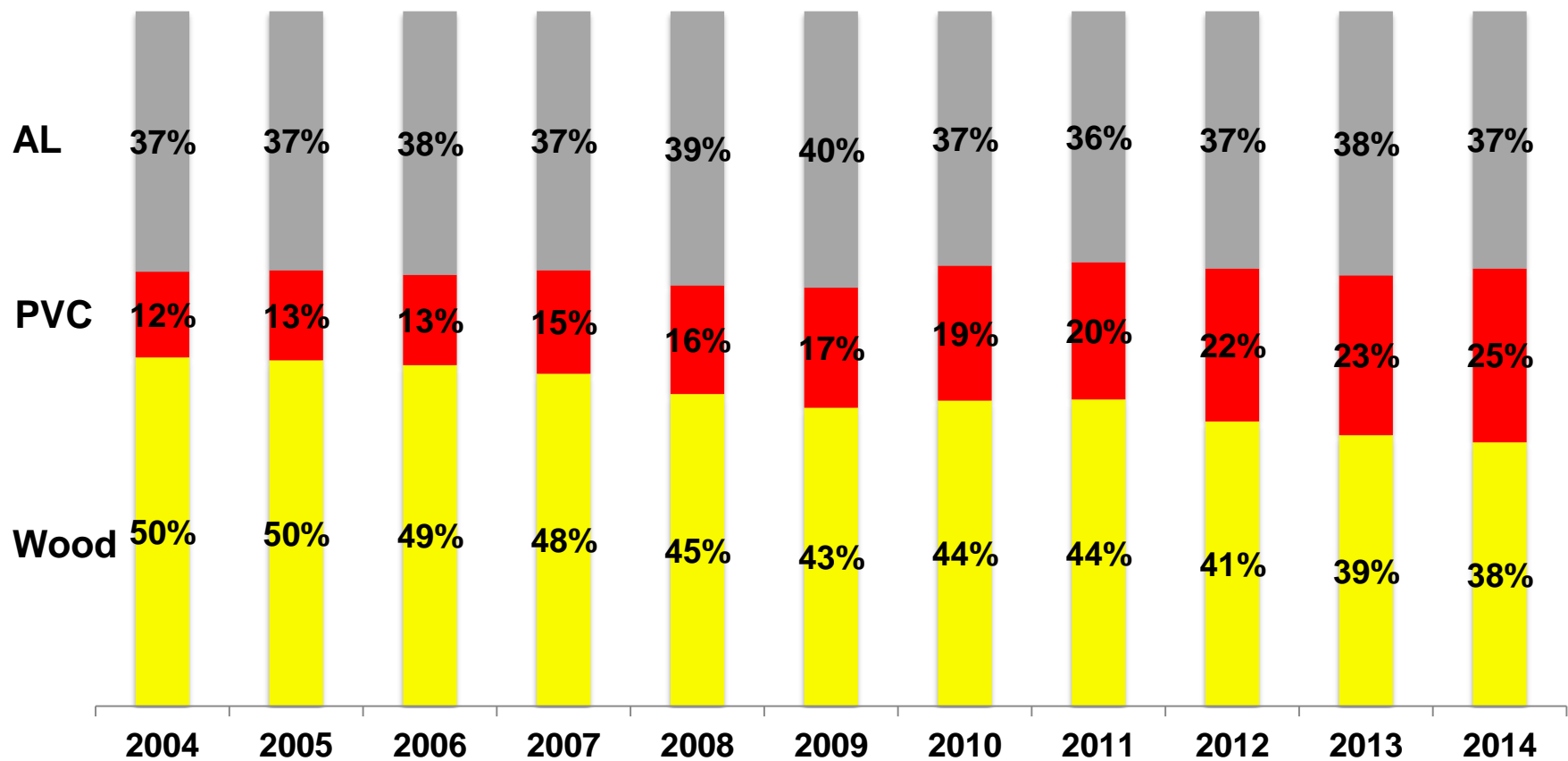
## Windows sold Residential New vs. Renewal (millions of units)

Since 2008: -3.5 million window units



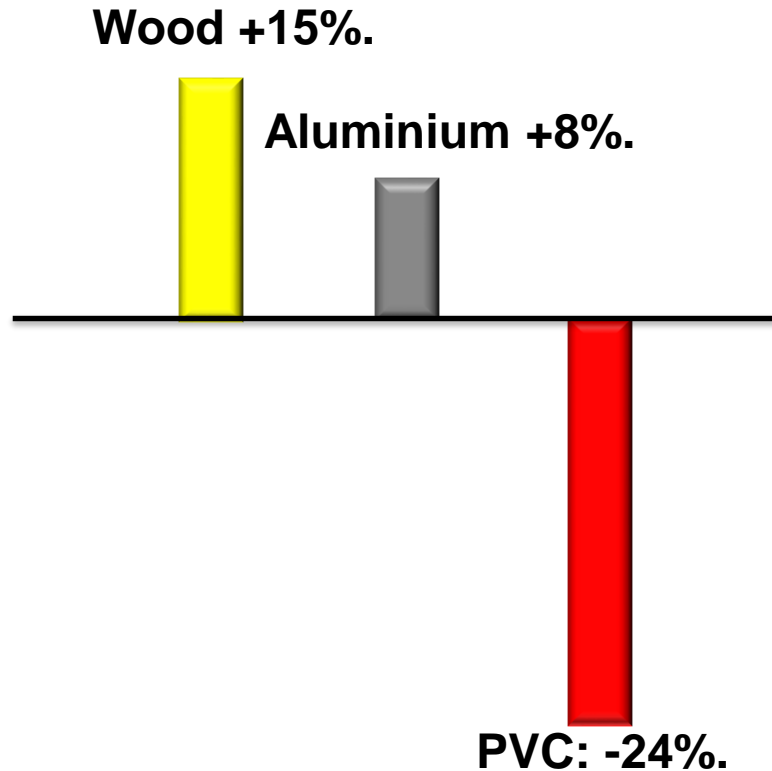
# Demand for windows and doors and curtain walls

## Evolution of market shares in value



# Demand for windows and doors and curtain walls

## Difference to weighted average price

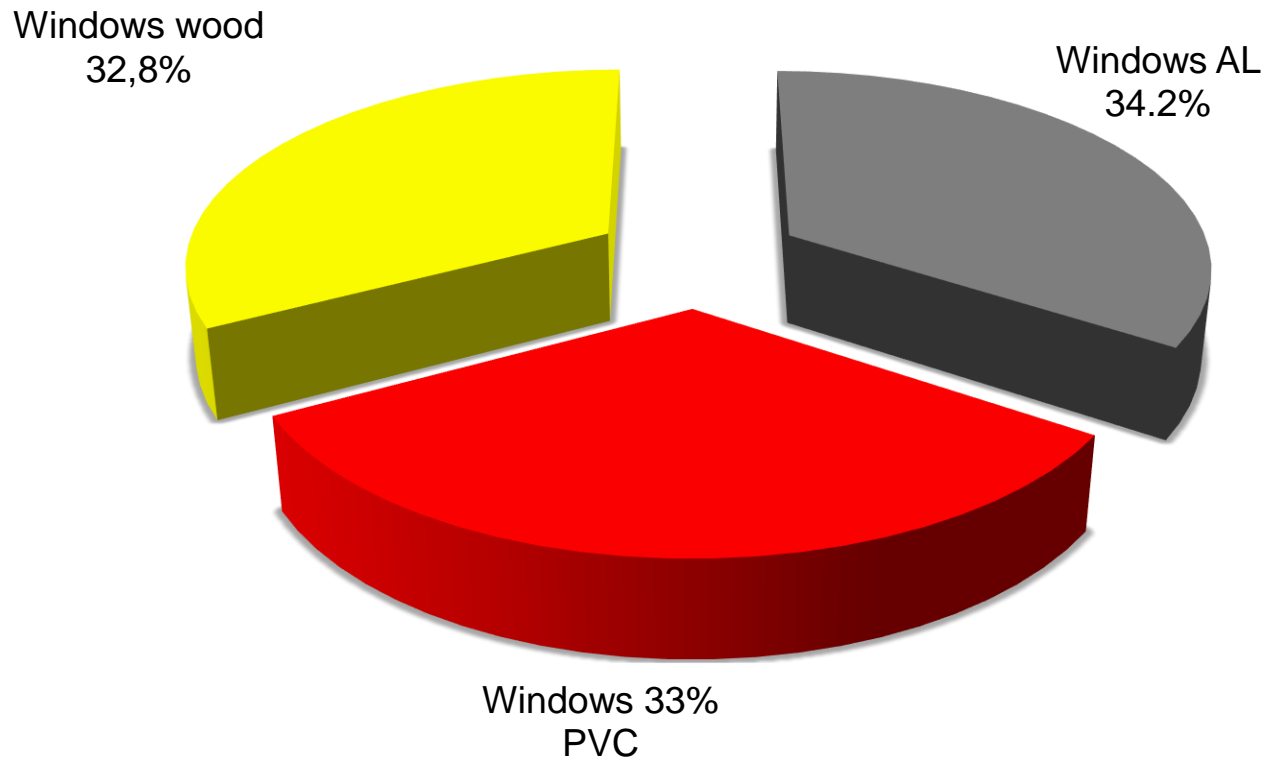


Public price per window unit excluding installation and VAT, dimensions 1300mm X 800mm, colour RAL 9010, one casement, tilt and turn mechanism, low-e glass, UW 1.6-1.8.

Data 2014, UNICMI Istituto Piepoli survey n 83 points of sale and manufacturers in Italy

# Demand for windows and doors and curtain walls

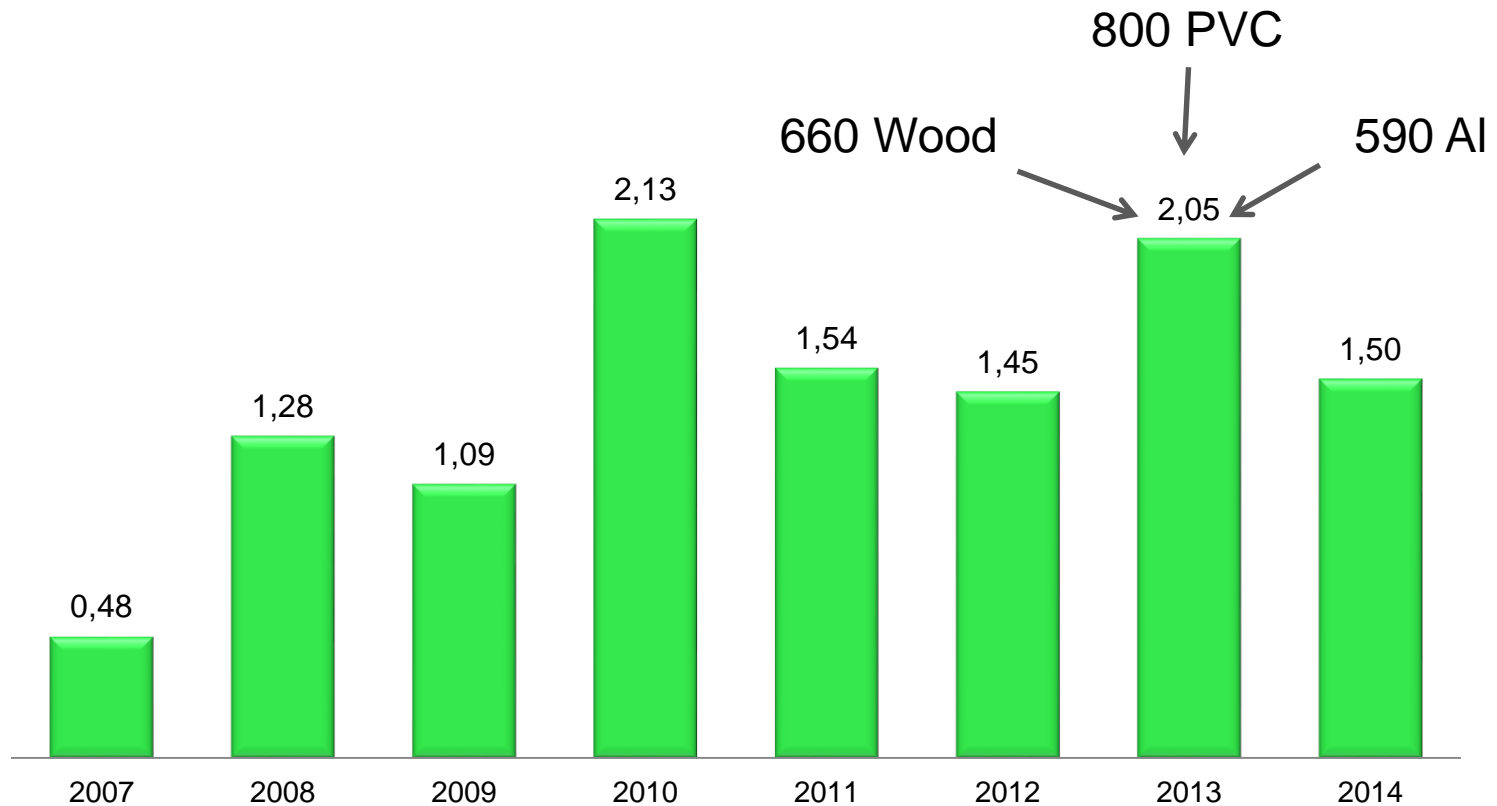
## Market shares in volume (window units sold)



# Demand for windows and doors and curtain walls

## The impact of tax incentives

### Demand for windows and doors generated by tax incentives (billion Euro)

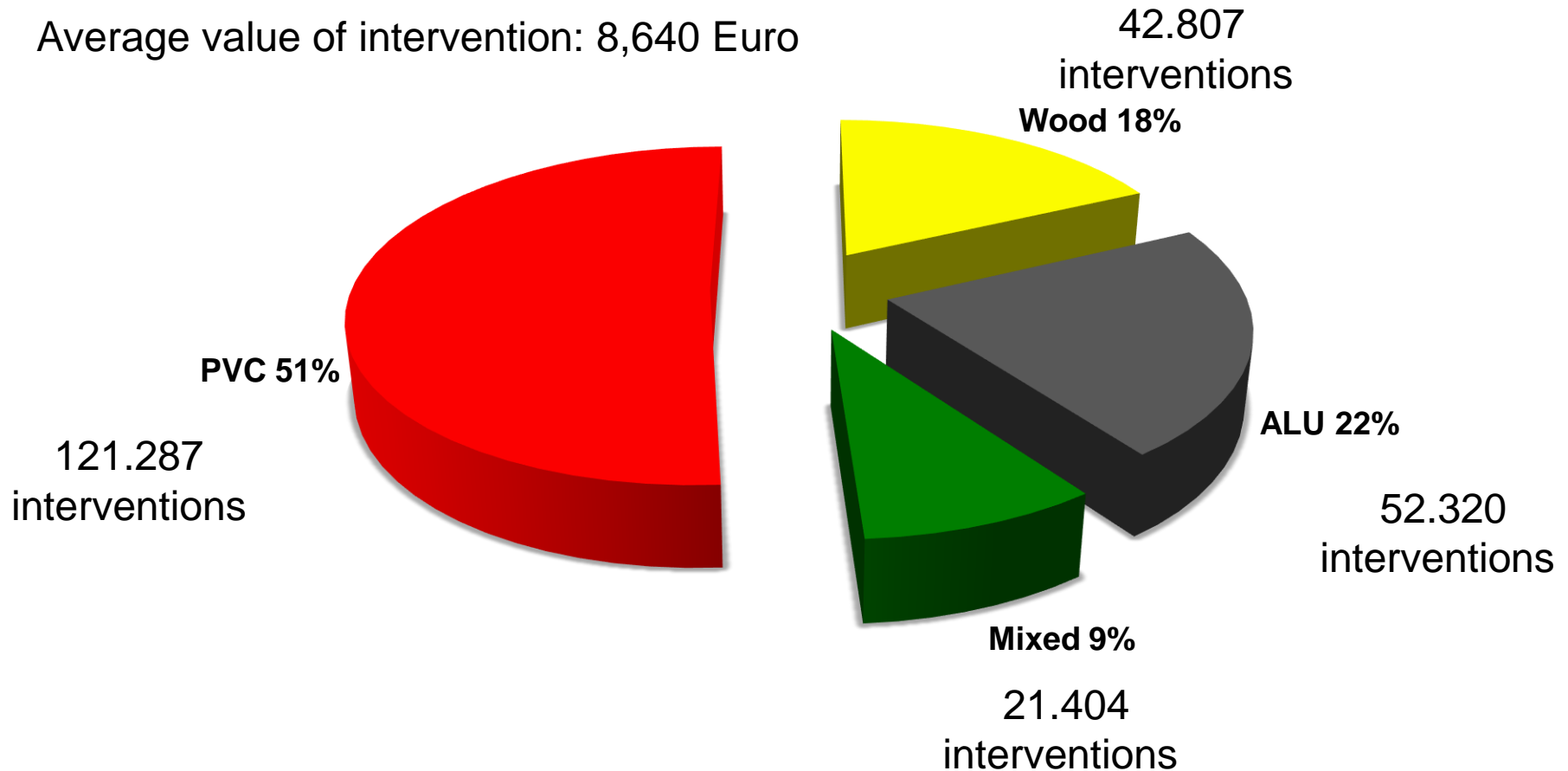


# Demand for windows and doors and curtain walls

## The impact of tax incentives

### Distribution of interventions by type of window (2013)

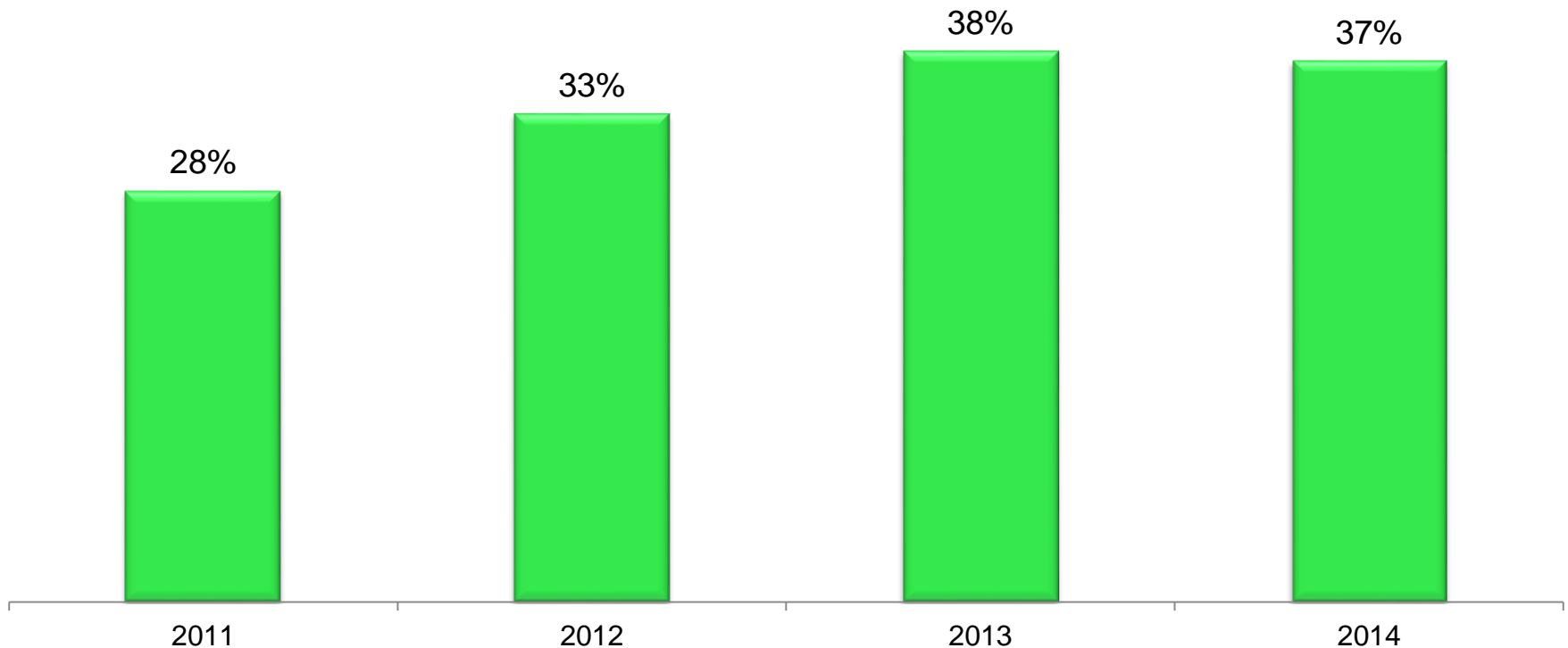
Average value of intervention: 8,640 Euro



# Demand for windows and doors and curtain walls

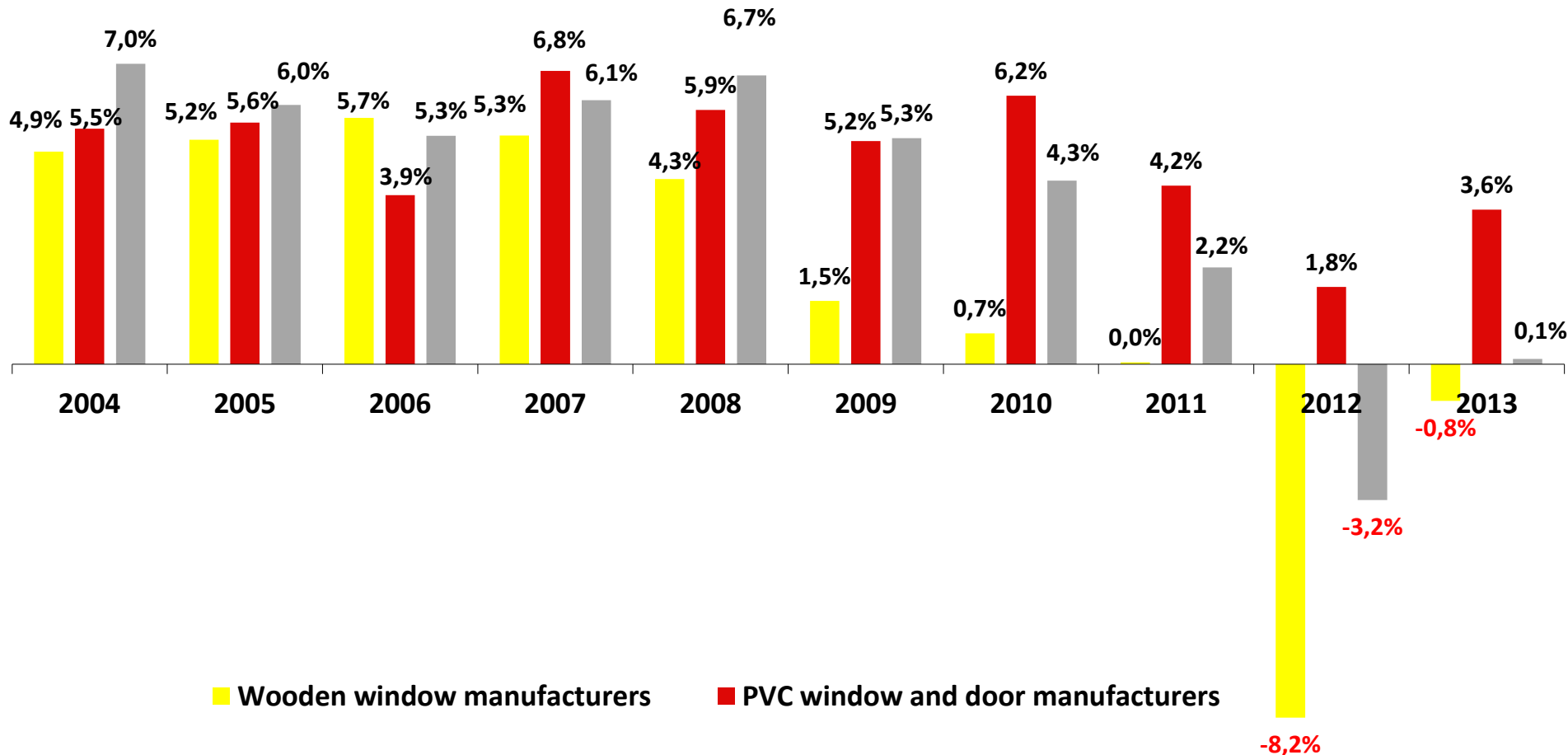
## The impact of tax incentives

### Share of sales of metal window and door manufacturers achieved with the tax bonus



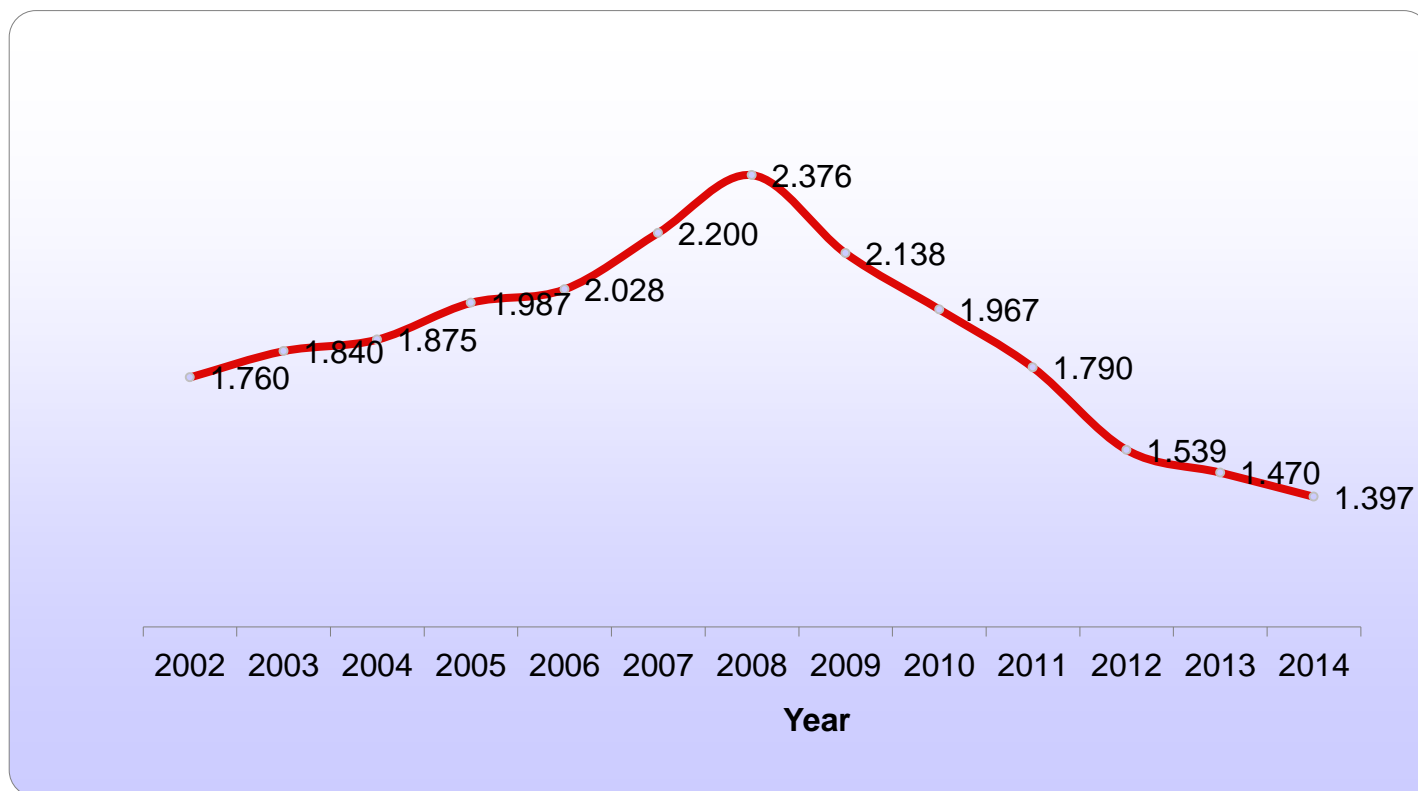
# Economic and financial performance of window manufacturers

## Sales profitability ROS



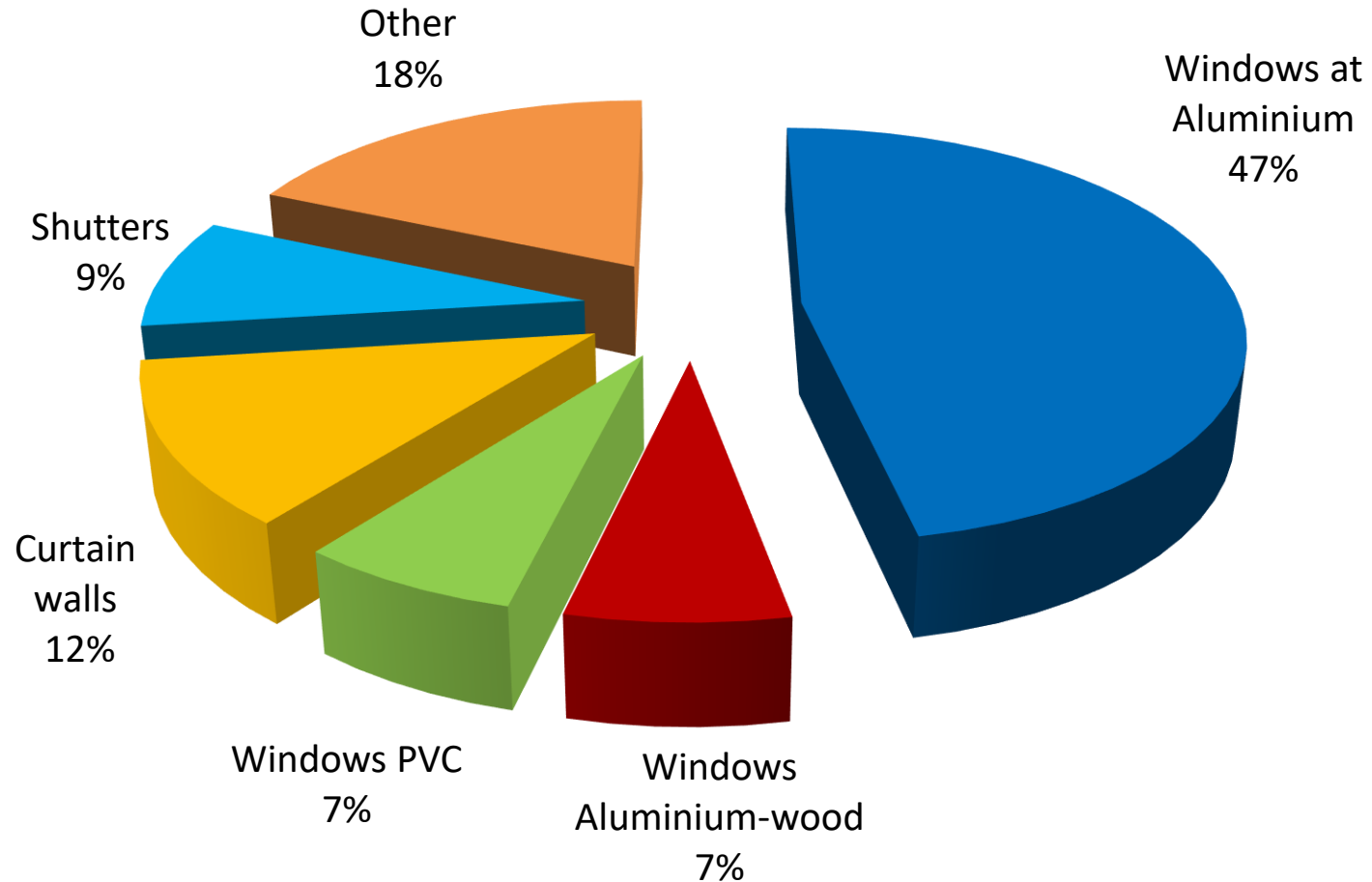
# The market for metal windows and doors

## Value of the metal windows and doors market in Italy (million Euro)



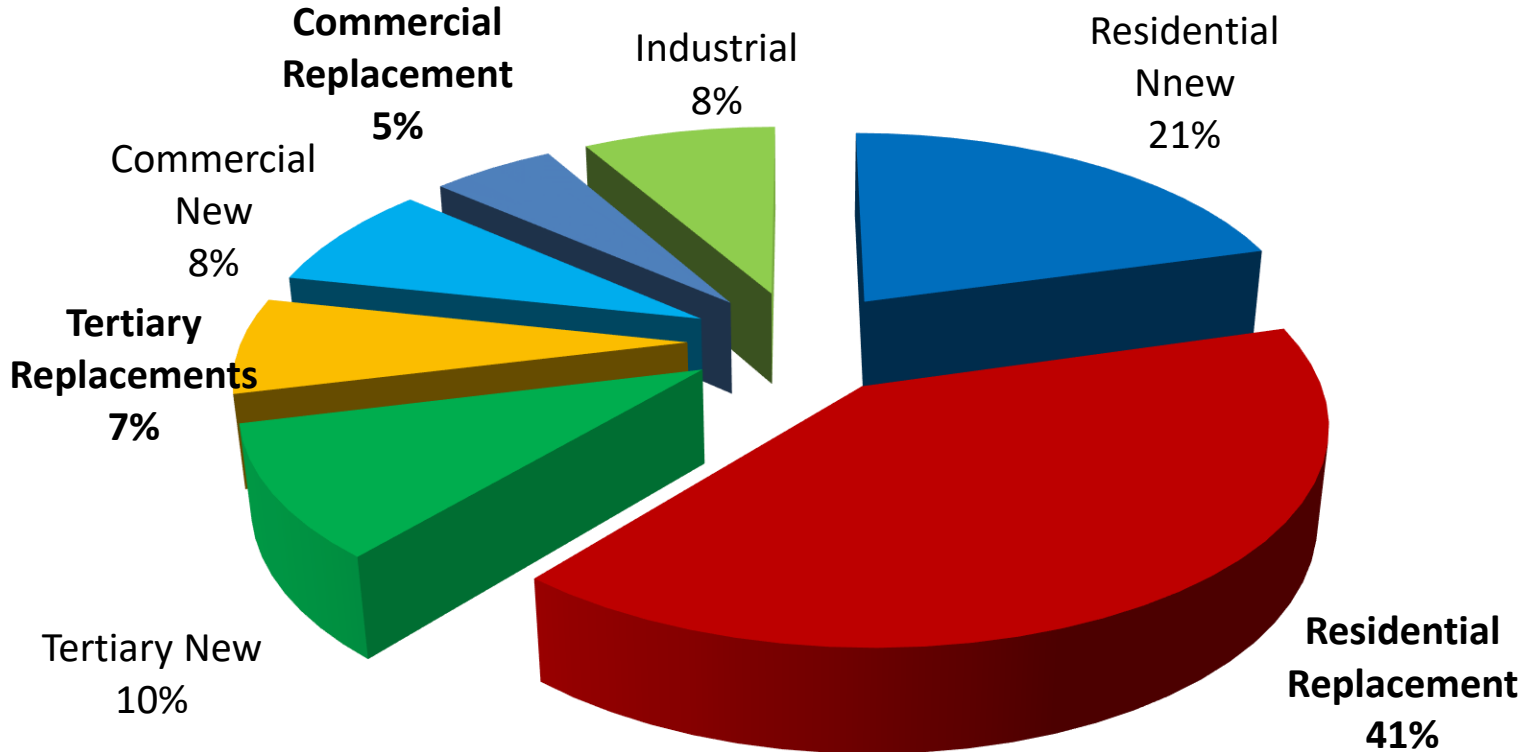
# The market for metal windows and doors

## Breakdown of sales by products



# The market for metal windows and doors

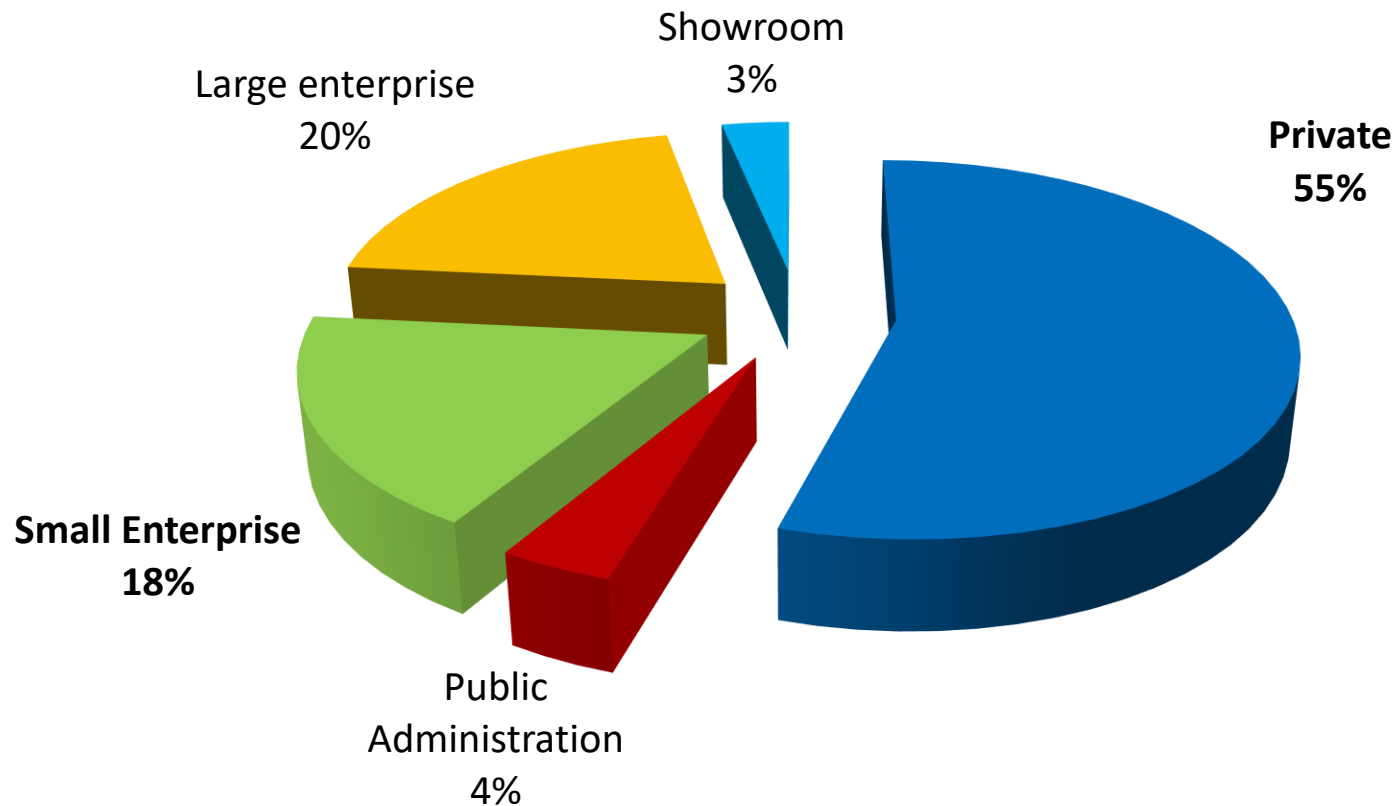
## Breakdown of sales by market segment



**Total recovery market: 53%.**

# The market for metal windows and doors

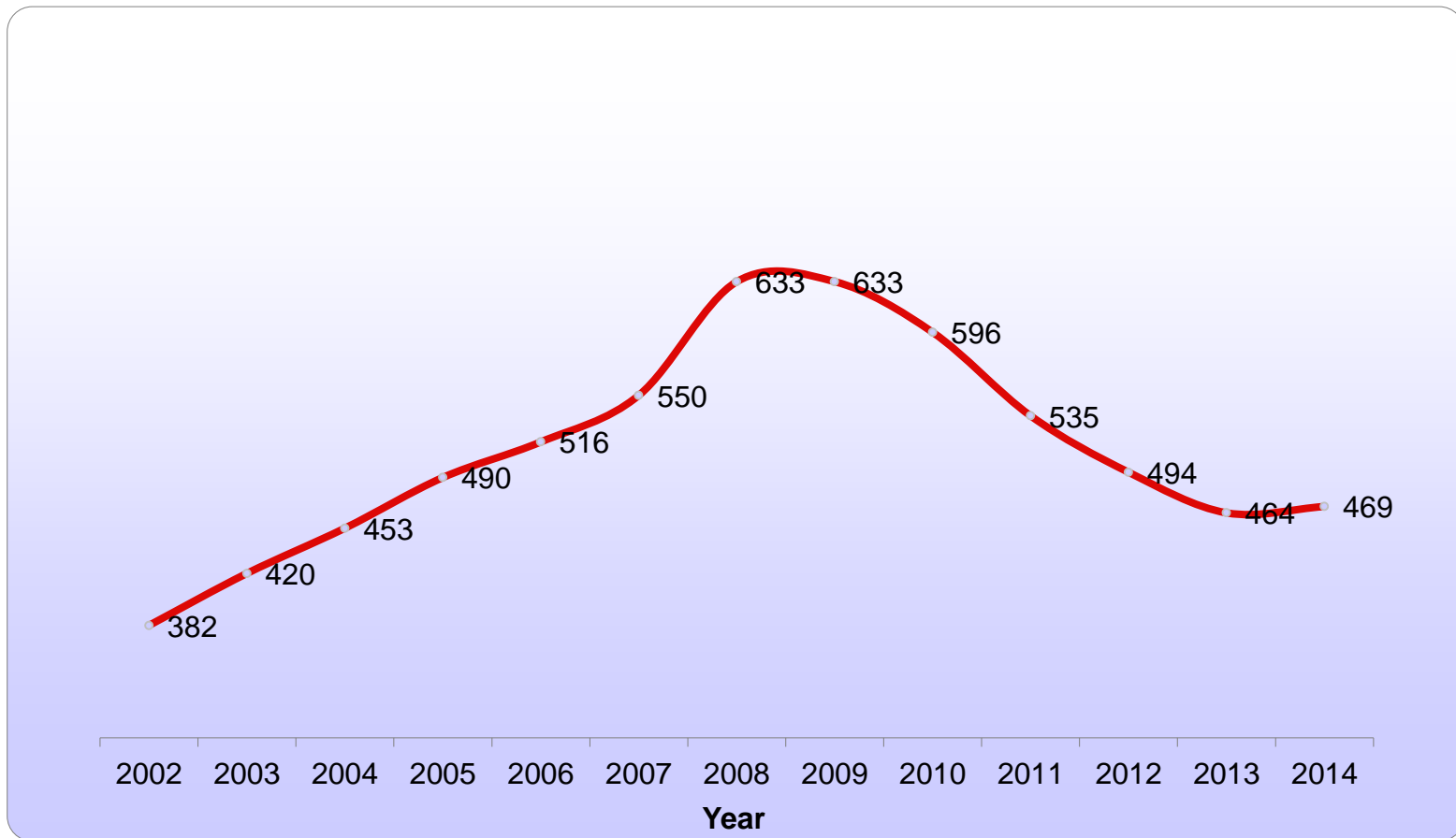
## Breakdown of sales by type of customer



**Individuals and small enterprises: 73%.**

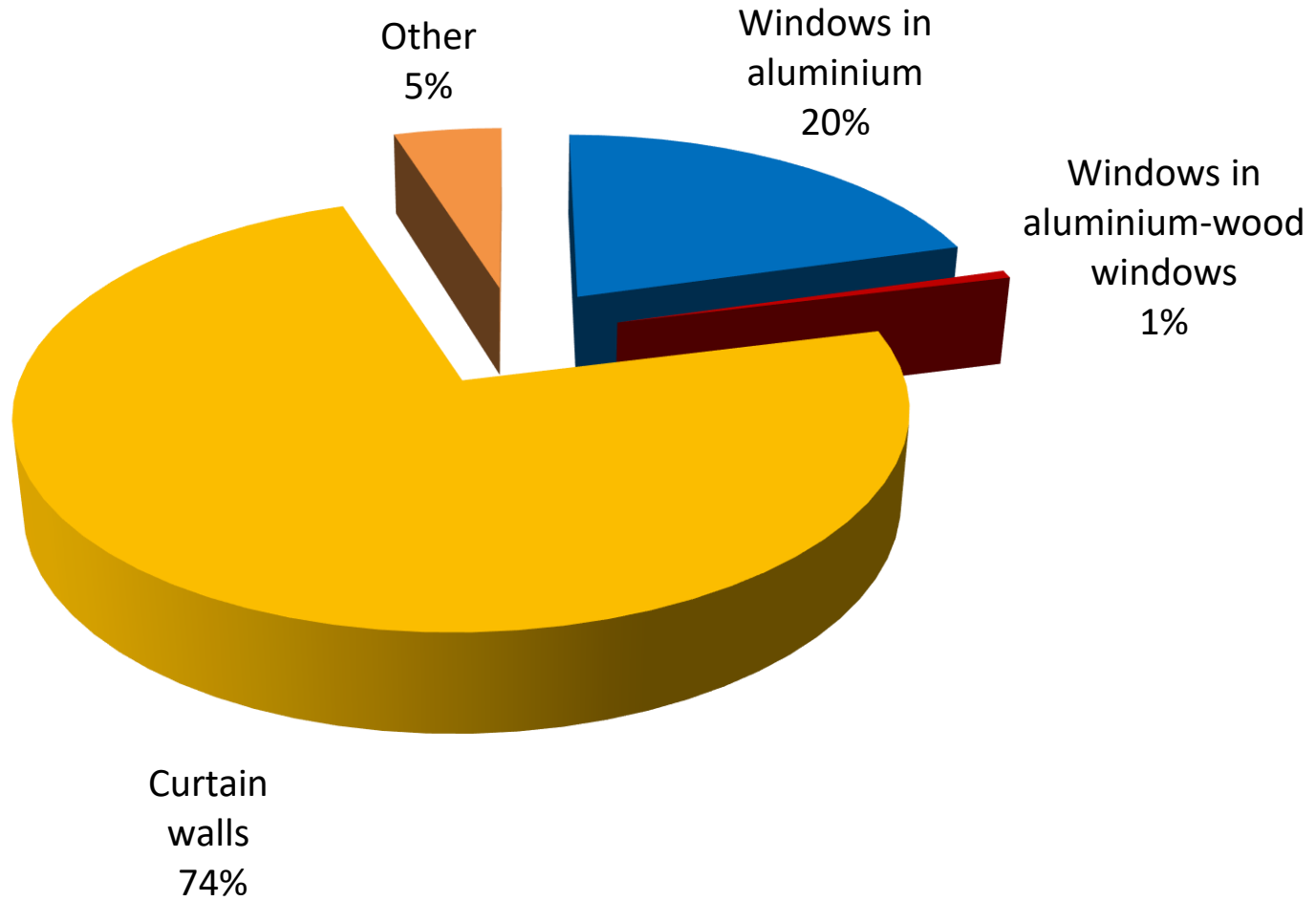
# The curtain wall market

## Value of the curtain wall market in Italy (million Euro)



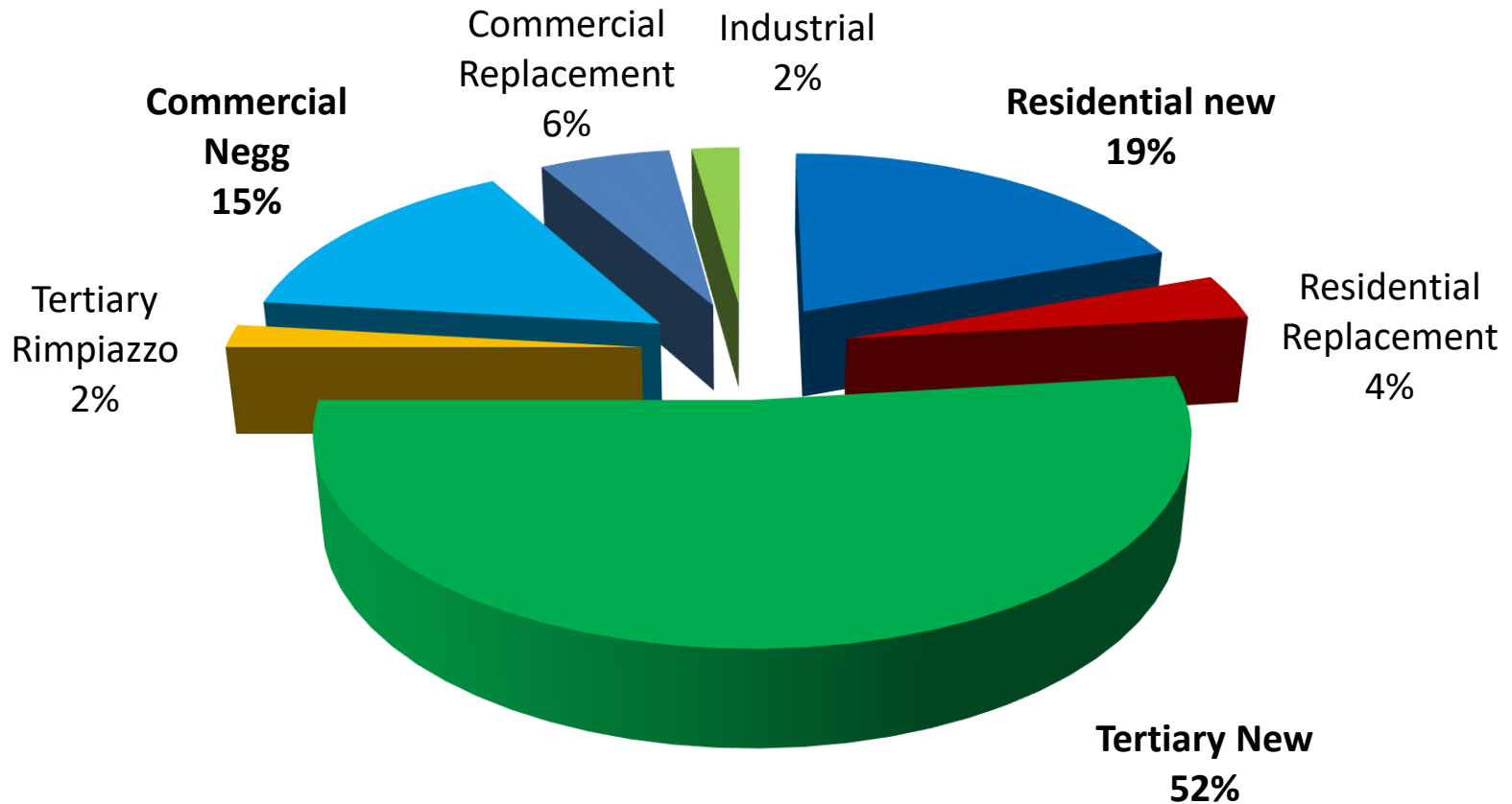
# The curtain wall market

## Breakdown of sales by product type



# The curtain wall market. Curtain walls manufacturers

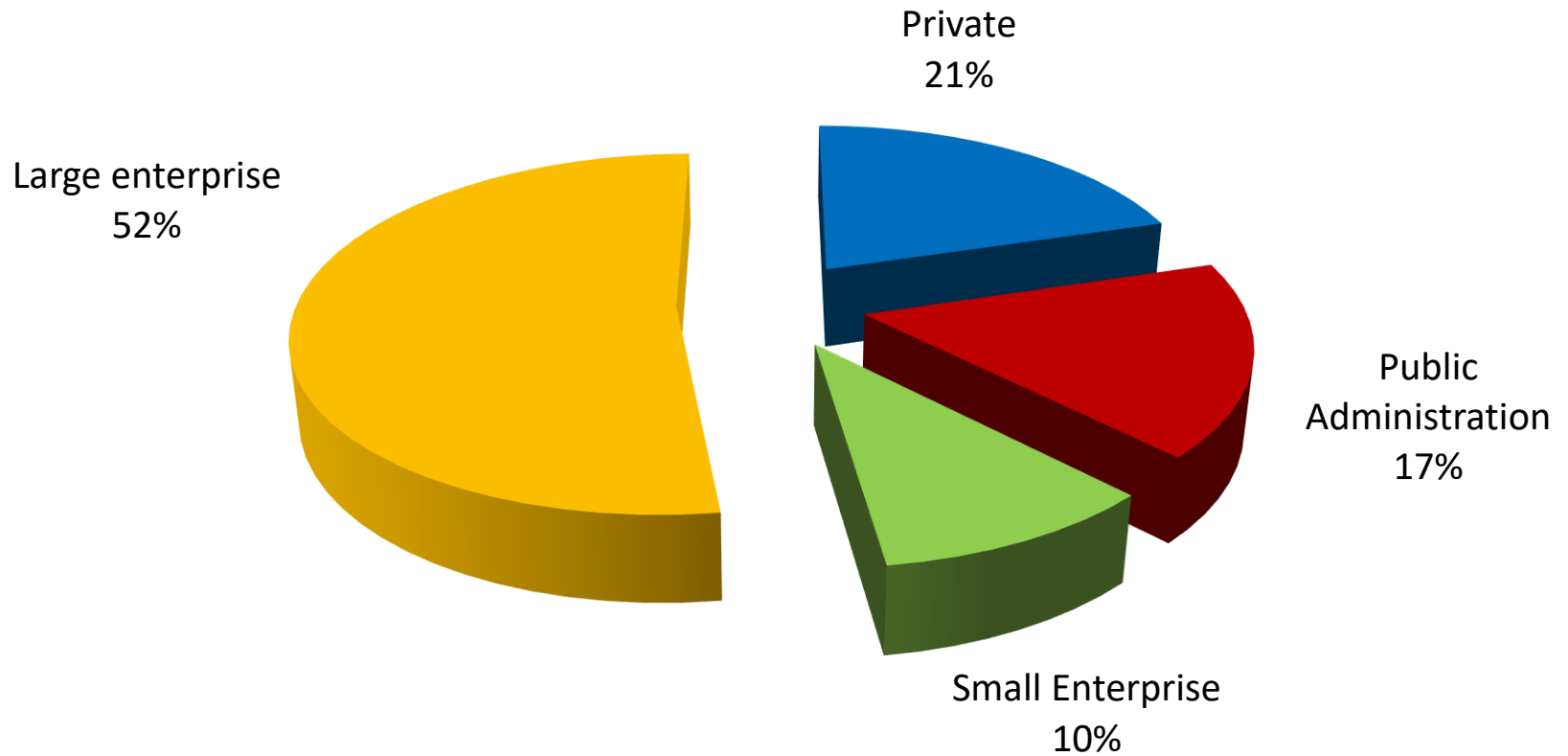
## Breakdown of sales by market segment



**86% of revenues come from new construction**

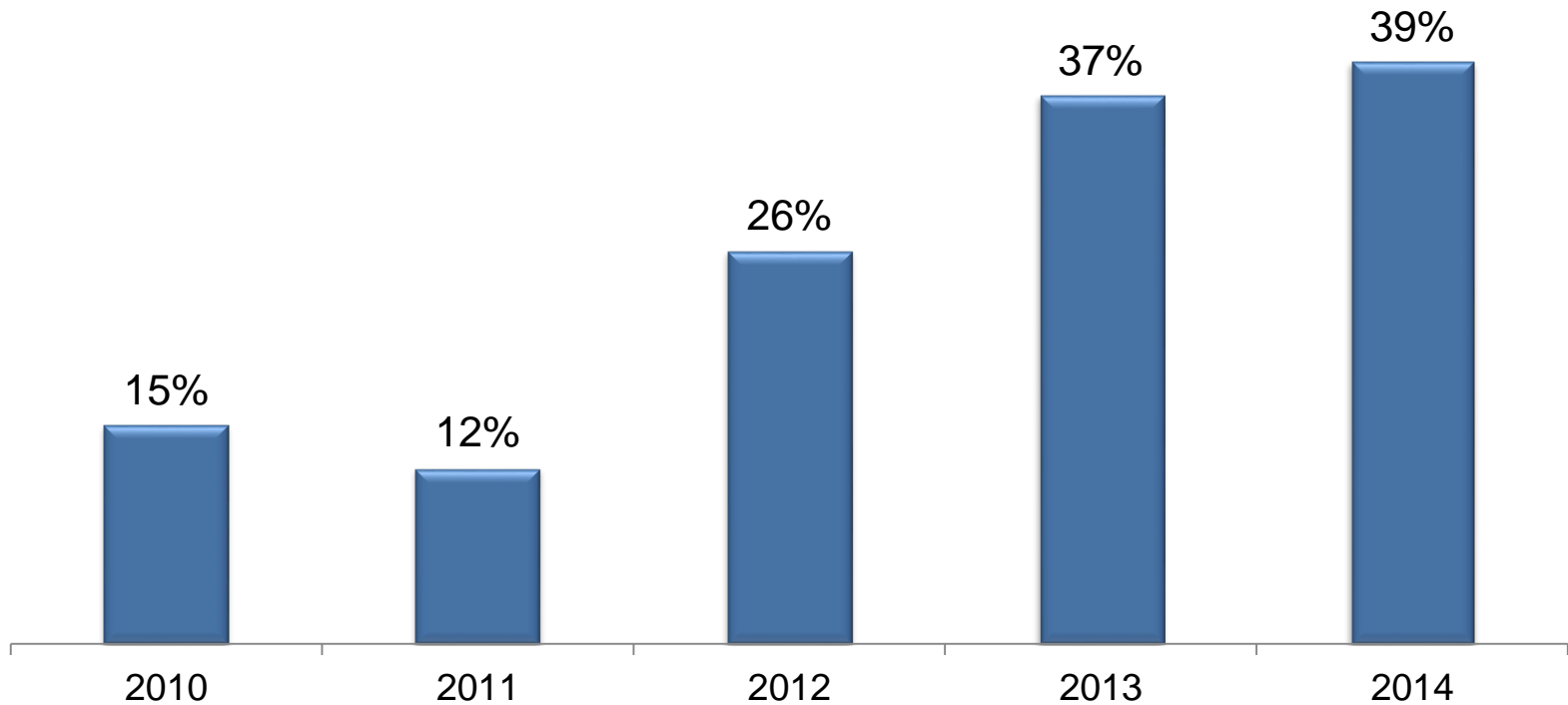
# The curtain wall market

## Breakdown of sales by type of customer



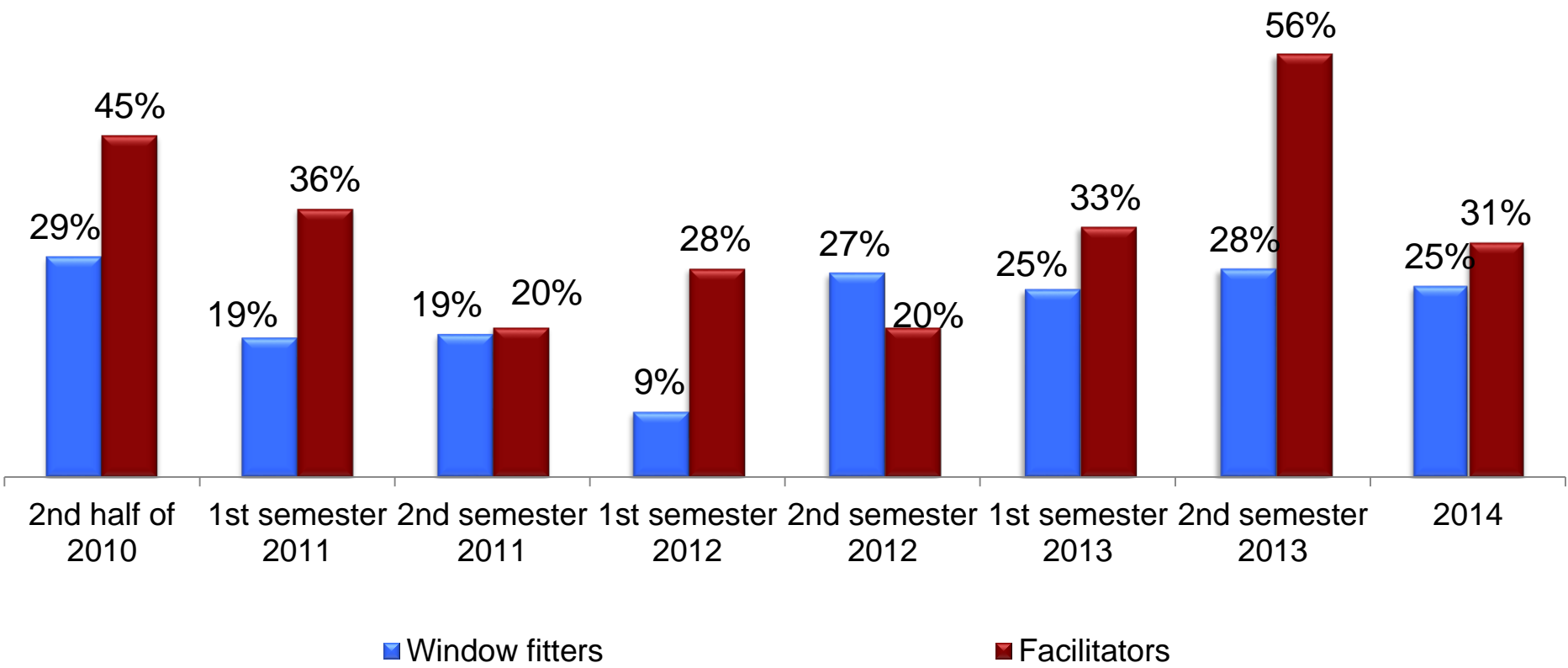
# The curtain wall market

## Export quota curtain wall manufacturers



# Directions for 2015

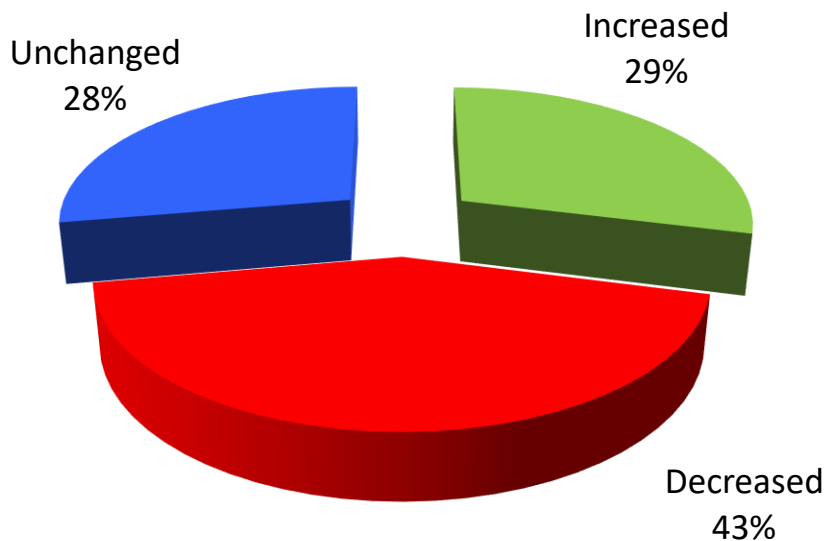
## Percentage of companies with increased sales



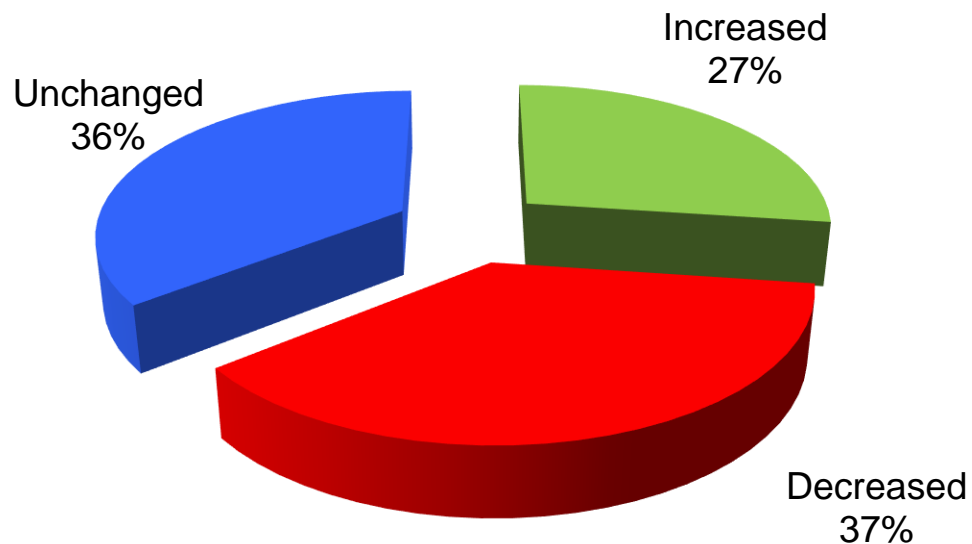
# Directions for 2015

## Portfolio development Window and door manufacturers

2013



2014

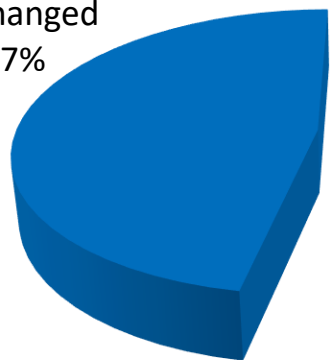


# Directions for 2015

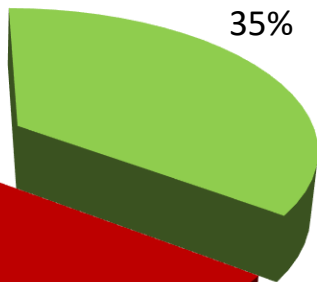
## Portfolio development Facade builders

2013

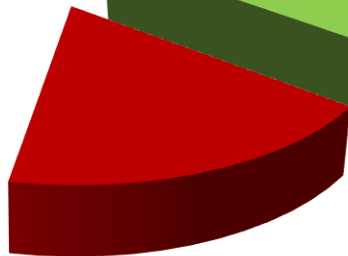
Unchanged  
47%



Increased  
35%



Decreased  
18%

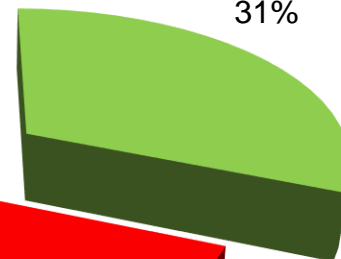


2014

Unchanged  
6%



Increased  
31%



Decreased  
63%



# Analysis of purchasing behaviour of end consumers

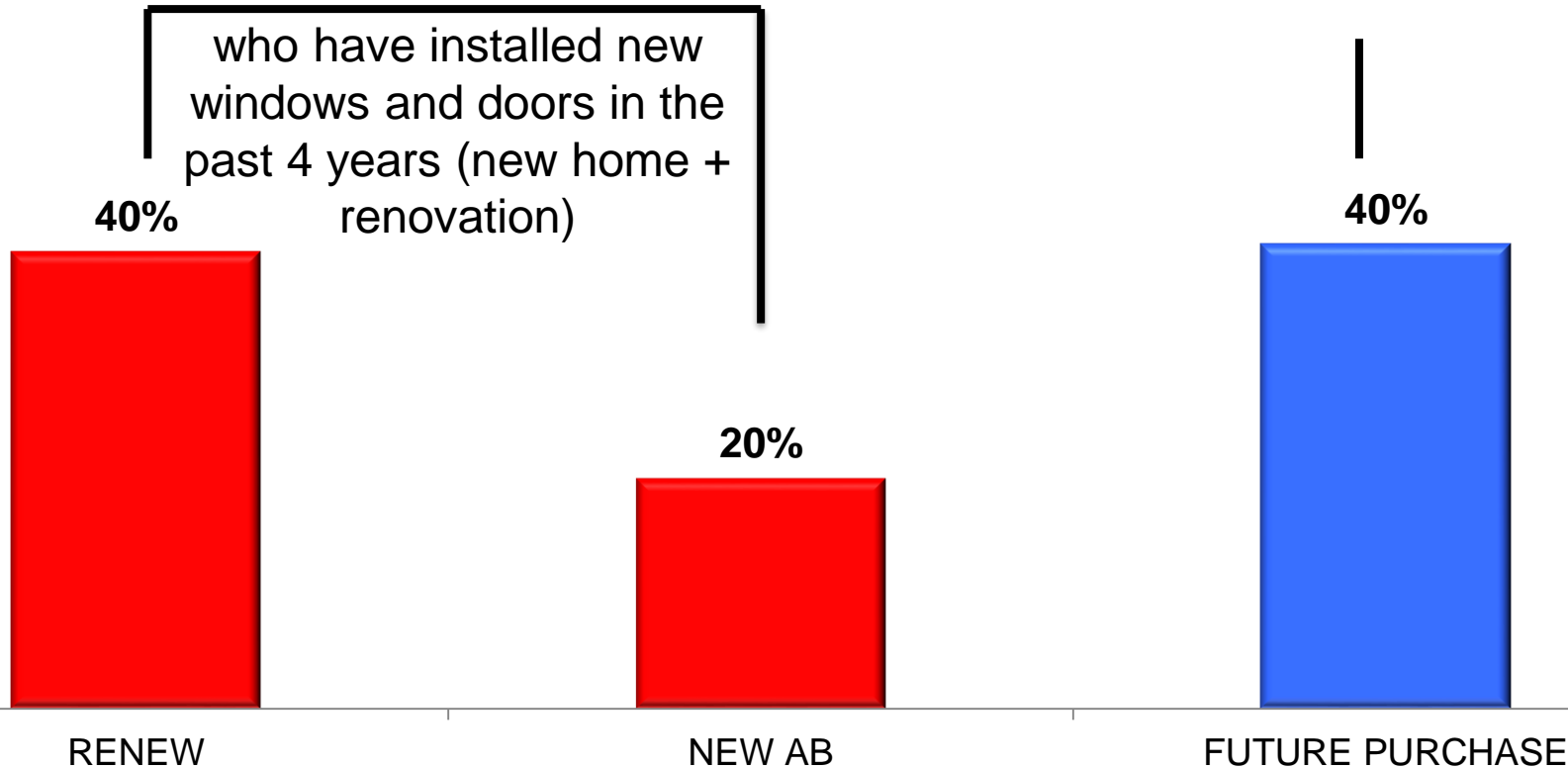
## Target

- **Final purchasers (consumers): 300**
- Architects: 150
- Construction companies: 100

## *Detail analysis of end buyers*

### *Current buyers*

### *Potential buyers*

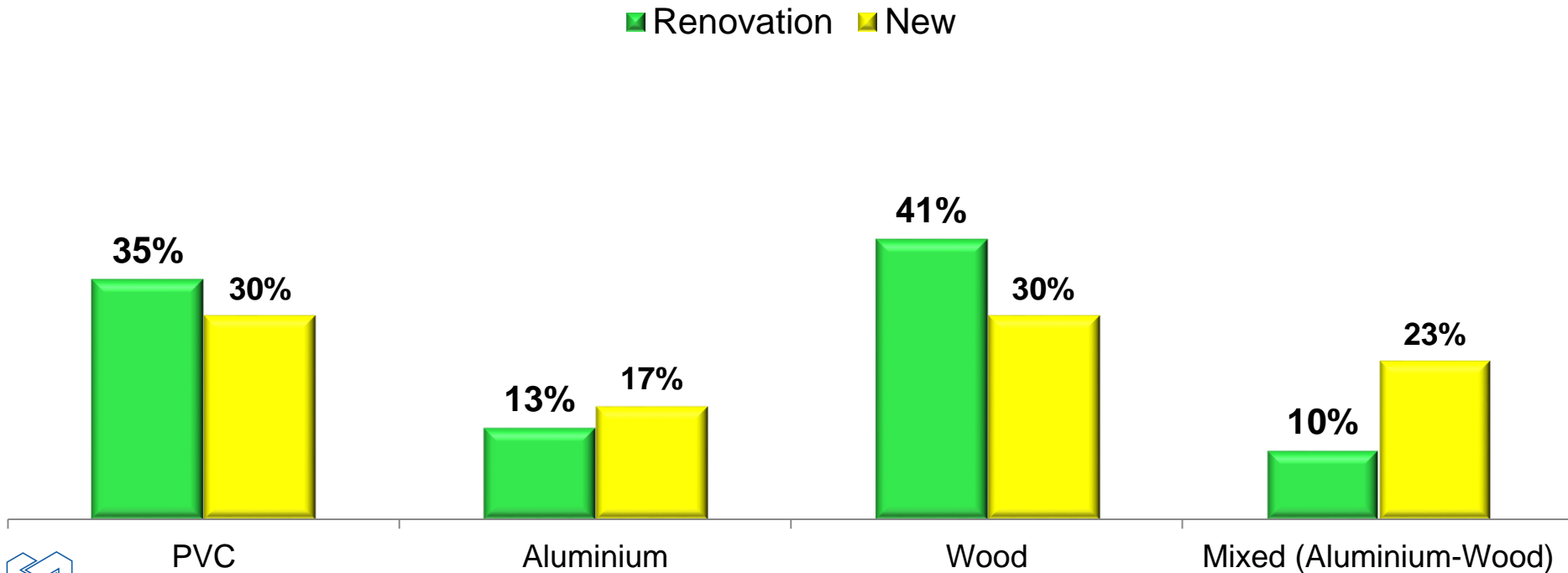


# Analysis of purchasing behaviour of end consumers

**From what material were the windows and doors that you purchased?**

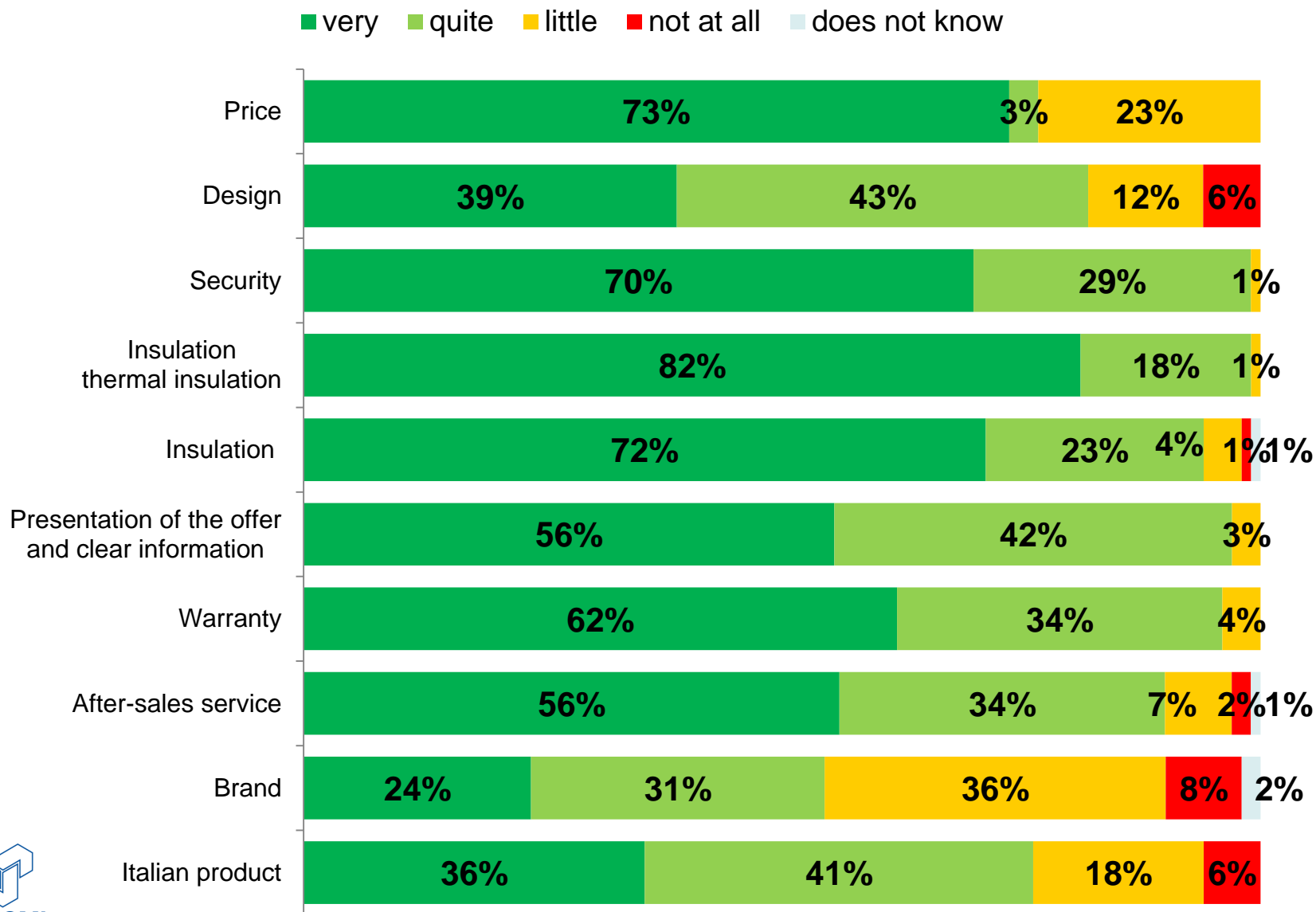
**(in the last 4 years)**

**Comparison Renewal - New home**



# Analysis of purchasing behaviour of end consumers

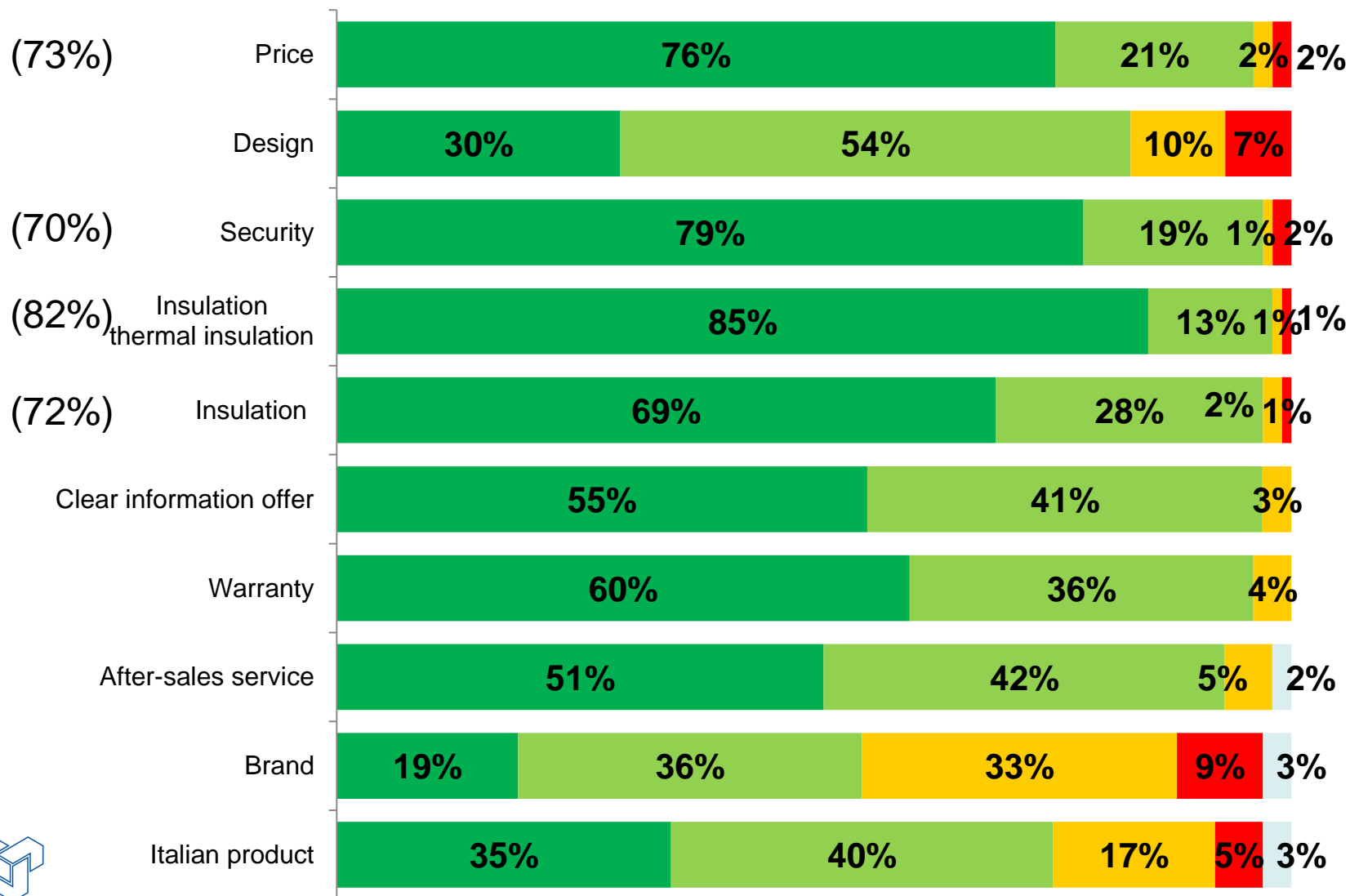
## Current buyers: purchase drivers



# Analysis of purchasing behaviour of end consumers

## Potential buyers: purchase drivers

very enough little not at all does not know



## Legal notes

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