

Report description

# Glass façade market in Poland

edition 2016





## ■ About the report

The report on the glass façade market in Poland, edition 2016, is aimed at providing managers of façade enterprises and their suppliers with up-to-date information about the Polish glass façade industry. The report presents the most significant data regarding the volume and structure of the Polish façade industry as well as the results achieved by the leading façade companies.

The report was prepared based on interviews carried out with representatives of more than 60 biggest enterprises operating in the façade industry – system suppliers as well as manufacturers of insulating glass unit, glass and façade enterprises. The respondents were asked to share their knowledge of the entire façade market in Poland and information about the sales volumes generated by their enterprises. The collected data were complemented with materials obtained from other sources, including credit agencies, stock exchange reports, company presentations, and press material.

## ■ Methodology

**Definition:** the data contained in the report refer to the market of glass façades (with mullion and transom, segment, structural and spot-bonded structure)

**Research techniques:** individual in-depth interviews (IDI), computer-assisted telephone interviews (CATI), desk research

**Respondents:** presidents, sales directors, marketing directors, persons responsible for the façade market in enterprises supplying aluminium systems, insulating glass units, glass, and façade companies

**Number of interviews:** 66, including 42 with façade enterprises, 7 with aluminium system suppliers, 17 with insulating glass unit manufacturers and glass suppliers

**Prepared in:** February-May 2016

**Prepared by:** Centrum Analiz Branżowych



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