

description of the report

Roller shutter market in Poland

2017 edition



About the report

The primary aim of the study was to obtain information about the size and structure of the Polish roller shutter industry and to determine the size of the leading manufacturers. The report also presents data on the automation degree of roller shutters, a roller shutter price analysis, and preferences of the project owners purchasing roller shutters.

The report is composed of 4 chapters presenting:

- the macroeconomic environment where Polish manufacturers operate,
- the roller shutter manufacturing in Poland, its product structure, and performance of the leading manufacturers,
- the roller shutter sales volume and structure in Poland, the automation degree of the roller shutters sold in Poland, the roller shutter prices, and consumer preferences,
- the description of the sector of roller shutter system suppliers,
- the report was supplemented with a presentation of a spontaneous familiarity with roller shutter and roller shutter system brands among distributors.

Market definition

The data contained in the report concern the market of roller shutters, including front-mounted, flush-mounted, and top-mounted roller shutters made of aluminium, PVC, and other materials.

The analysis does not cover other exterior window screens, such as exterior venetian blinds, screen roller shutters, shutters, awnings, etc., or interior window screens, roll-up doors, security bars, etc., unless indicated otherwise.

Methodology

The report was prepared based on in-depth interviews (IDI) with representatives of more than 20 top enterprises associated with the roller shutter industry (system suppliers, automatic operating gear suppliers, and roller shutter manufacturers) and telephone interviews (CATI) with more than 220 window and roller shutter manufacturers and 250 roller shutter distributors. The respondents were asked to share their knowledge of the entire roller shutter sector in Poland and information regarding the sales generated by their own enterprises. The collected information was supplemented with materials obtained from other sources, including credit agencies, stock exchange reports, presentations of enterprises and press releases.

Research techniques:

- individual in-depth interviews (IDI) with 20 representatives of system suppliers, automatic operating gear suppliers, and roller shutter manufacturers in Poland. The interviews were conducted with Managing Directors, Sales Managers, and Sales Representatives responsible for sales in Poland;
- Computer-Assisted Telephone Interviews (CATI) with 224 window and roller shutter manufacturers in Poland. The respondents held the positions of President/Owner, Purchasing Director or Sales Manager;
- Computer-Assisted Telephone Interviews (CATI) with 250 roller shutter distributors in Poland
- analysis of secondary sources – the report uses data from external sources, such as credit agencies, stock exchange reports, press releases, presentations of enterprises, manufacturers' websites.

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Spontaneous awareness of roller shutter system brands among distributors

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