



International
Market
Strategy



International strategic market research and
consultancy on building product and related markets

July 2005

**PROPOSAL FOR A SYNDICATED RESEARCH
PROGRAMME ON BATHROOM PRODUCT
MARKETS IN FOUR LATIN AMERICAN COUNTRIES:**

- **ARGENTINA**
- **BRAZIL**
- **CHILE**
- **MEXICO**



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1. INTRODUCTION

CONSULT GB has now established itself as the leading provider of international industrial market research on bathroom products within the European framework. Its annual coverage of 30 countries in Europe has become a standard source of market information within the bathroom products industry.

Over the past decade, CONSULT GB has expanded the scope of its services in a number of ways, including a geographical widening of its multi-client research programme. This has led to a series of worldwide studies on the bathroom product markets in Asia, Africa and South America.

In 2002, CONSULT GB conducted its successful studies on the South American bathroom products market in Brazil, Chile and Mexico. Following numerous requests from its clients, CONSULT GB now plans an update on these studies.

South America represents a wide range of opportunities for bathroom products, as its diversified nature provides scope for both high volume activities in areas such as Brazil as well as targeted high and luxury range branded product sales in markets such as Chile.

Therefore, CONSULT GB is pleased to present this proposal for a multi-client programme covering, initially, four of the Latin American markets.

2. GEOGRAPHICAL COVERAGE

Rather than attempting a pan-Latin American coverage, CONSULT GB is proposing initially to cover the four countries for which clients have shown the greatest interest: **Argentina, Brazil, Chile** and **Mexico**. In 2002, studies were carried out in Brazil, Chile and Mexico. For 2005, CONSULT GB has added Argentina to the list of countries. Given sufficient interest, the research could be widened to cover other countries in the region at a later date.

3. PRODUCT COVERAGE

The product scope for this proposed survey would be based on CONSULT GB's current World coverage. This would therefore consist of:

- baths (roman/soaker tubs)
 - cast iron
 - steel: stainless/enamelled
 - synthetic
 - gel coat
 - acrylic
- shower trays
 - ceramic
 - steel/cast iron
 - synthetic
- ceramic sanitary ware
 - fireclay and fine fireclay by type of product
 - porcelain by type of product
- sanitary taps and mixers (faucets)
 - single lever mixers by type of product and application
 - two head mixers/three hole by type of product and application
 - four inch centre sets by type of product and application
 - pillar taps by type of product and application
 - thermostatic mixers by type of product and application
- shower wall products
 - shower enclosures
 - bath screens
 - conventional shower cubicles

- hydrotherapy products
 - hydromassage baths (jetted tubs)
 - hydrotherapy shower cubicles
 - combined products
 - shower panels

CONSULT GB would also identify any other sanitary product specific to the three proposed countries and attempt to define and quantify these markets.

CONSULT GB is not however envisaging undertaking bathroom furniture, ceramic tiles or accessories within the scope of this study. Any focus on these products could be undertaken as special projects should clients wish it specifically.

4. CONTENT AND FORMAT

4.1 CONTENT

The overall content of each country report will follow much the same lines as CONSULT GB's European bathrooms reports so that they may be integrated into our database system. The reports will contain all the quantitative and qualitative data relevant to a comprehensive market study. The following layout and content are therefore proposed:

- **Product/Market Summaries and Forecasts (“Yellow Pages”)** for each product family:
 - comments on recent market trends and developments
 - volume sales trends 1993-2004 and forecasts 2005-2009
 - market values and average prices
 - segmentation by product type/material
 - distribution flow summary
 - volume sales and market shares of the main competitors (by holding and subsidiary).

These detailed but condensed summaries in graphic format represent a well known and much appreciated feature of CONSULT GB's reports. They also form the heart of the interactive database (see Section 5 below) and indeed they are now generated directly from the database

- **Introduction and Glossary**
- **Section 1: Background**

As for the 2005 European programme, it is planned in 2005 to incorporate certain standard background data to the CONSULT GB database (as shown below):

- Geography and Administration
- Population and Demographic Trends
- Households and Housing Stock
- Macro-Economic Trends and Employment Patterns
- Construction
- Legislation, Regulations Controls and Incentives
- Structure of Demand

- **Section 2: Bathroom Products Market – Overview**
 - Total Bathroom Products Market
 - Overall Structure of Supply
- **Section 3: Baths and Shower Trays**
 - Market Size, Trends and Segmentations
 - Prices and Market Values
 - Supply by type of product and material
- **Section 4: Ceramic Sanitary Ware and Alternatives**
 - Market Size, Trends and Segmentations
 - Prices and Market Values
 - Supply
- **Section 5: Sanitary Taps and Mixers and Other Related Products**
 - Sanitary Taps and Mixers
 - Market Size, Trends and Segmentations
 - Prices and Market Values
 - Supply
 - Other Related Products
 - Self Closing Taps
 - Shower Accessories
- **Section 6: Shower Wall Products**
 - Market Size, Trends and Segmentations
 - Prices and Market Values
 - Supply by type of product

– **Section 7: Hydrotherapy Products**

- Market Size, Trends and Segmentations
- Prices and Market Values
- Supply by type of product

– **Section 8: Other Bathroom Products**

- coverage in summary form of product categories not studied in depth within the annual programme. Varies by country

– **Section 9: Distribution**

- Overall Patterns and Characteristics
- Structure: Wholesaling/Merchanting Trades
- Structure: DIY Retailing
- Structure: Other Relevant Retail Trades
- Product Distribution Flows

– **Appendix: Company Profiles**

Profiles of the leading manufacturers and importers of bathroom products, including national subsidiaries of international groups. These Profiles will be created on the database.

4.2 FORMAT

As mentioned above, Argentina, Brazil, Chile and Mexico will each have an individual report so that they may be separated if need be. However CONSULT GB is proposing to offer the 4 studies as a “South American package” inclusive of a country comparative synthesis, together with aggregated market summary data. Data will be entered into our database so that clients can add these new studies to their existing database services.

The studies will be published both in electronic format (PDF and interactive CD version) together with one paper copy per subscription.

CONSULT GB will also supply its client with an international database for the four countries which would allow easy searching, aggregation and presentation preparation for:

- market sizes, trends, forecasts and shares
- market segmentation

- company and distributor profiles
- distribution flows and value chain

by type of product, region, holding or company.

5. METHOD AND TIMING

5.1 METHOD

CONSULT GB's proven methodology for its multi-client studies is based on classic empirical industrial market research techniques including:

- research of relevant secondary sources in depth
- personal and telephone interviews with:
 - manufacturers
 - importers
 - distributors
 - official bodies.

The project will be managed by Henry Carver who, along with senior CONSULT GB staff, will be involved with the key interview programme. CONSULT GB may also require a certain degree of local knowledge and may call upon some of its outside contacts who already have a good deal of experience in the South American bathrooms markets.

5.2 TIMING

CONSULT GB is looking to provide its subscribers with a final report within 60 working days of its launch.

Before committing to the project CONSULT GB will be looking for a minimum level of advance subscriptions to cover the budget. It is therefore down to the speed of the subscriptions to determine the start date.

6. PRICES

CONSULT GB would require the equivalent of 4 full subscriptions before committing to the research.

The price per subscription would be:

– 4 country package: £11 500.

Payment would request 50% of the cost to be paid at the start of the project and 50% upon completion.