



Smart home and building solutions.
Global. Secure. Connected.

KNX NATIONAL GROUP CONFERENCE 2023

Session X: Workshop: Market Research





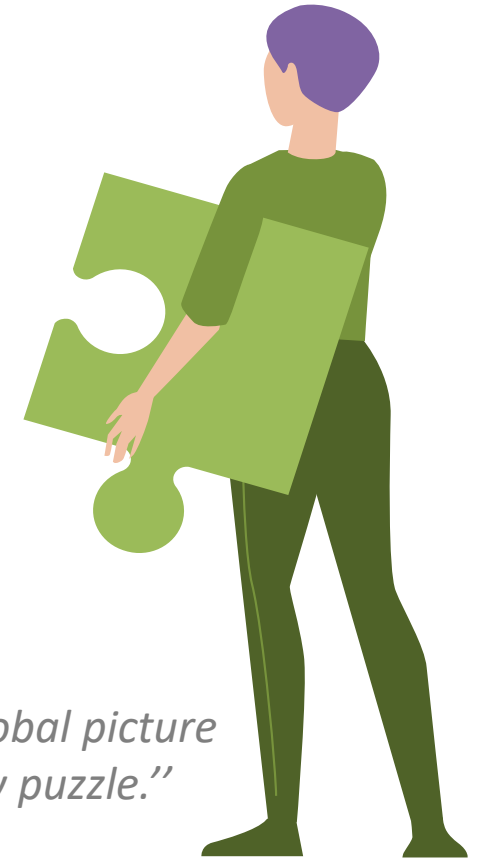
Agenda

- Purpose and Significance
- Parameters
- KNX Market Research 2023 – *Test Creation*
- Evaluation

Purpose & Significance

- Understanding potential of the market
- Identifying the opportunities and risks
- Monitoring other national groups
- Providing a global perspective

“As we work through each National Group, the global picture will come together, just like assembling a jigsaw puzzle.”





Agenda

- Importance & Scope
- **Parameters**
- KNX Market Research 2023
- Evaluation

Parameters



MARKET OVERVIEW

It allows us understand the current status and potential of the market.



NATIONAL GROUP & KNX COMMUNITY FIGURES

It allows us to understand the members and composition of the national group.



NATIONAL GROUP MARKETING ACTIVITIES

It allows us to see the activities in which the national group is involved.

Parameters

MARKET OVERVIEW

- Number of electrical companies
- Volume of the electrical market
- Estimated size of the KNX market
- Share of wholesales/sales
- Share of projects
- Distribution rate of commercial sector
- Distribution rate of residential
- Current growth trend
- Estimated growth of electrical market
- Estimated growth of KNX market

Parameters

NATIONAL GROUP COMMUNITY FIGURES

- Number of Manufacturers
- Number of Partners
- Number of Training Centers
- Number of Userclubs
- Number of Test Labs
- Number of Scientific Partners
- Others

KNX COMMUNITY FIGURES

- Number of eCampus Users
- Number of Manufacturers
- Number of Partners
- Number of Training Centers
- Number of Scientific Partners
- Number of Userclubs
- Number of Test Labs

Parameters

NATIONAL GROUP MARKETING ACTIVITIES

- Official website
- Participation of in-person events
- Participation of online events
- Social media presence
- E-mail marketing



Agenda

- Importance & Scope
- Parameters
- **KNX Market Research 2023 – Test Creation**
- Evaluation



KNX Market Research 2023 – *Test Creation*

Please scan the QR code to access the market research form



<https://bit.ly/3RSFgM8>



Agenda

- Importance & Scope
- Parameters
- KNX Market Research 2023 – Test Creation
- **Evaluation**

Evaluation



Thanks.

Merve Özcangaz Duphenieux
Marketing, KNX Association
merve.ozcangaz@knx.org

For general questions:
info@knx.org – www.knx.org



Smart home and building solutions.
Global. Secure. Connected.

