

cleaning-markets.de

Professional market research for the cleaning industry



INTERNATIONAL MARKETS FOR CLEANING PRODUCTS AND CLEANING MACHINERY

create and understand



DTO Research



Märkte erschaffen und verstehen

About cleaning-markets.de

Professional market research and market analyses for cleaning products and cleaning machinery

Our service is dedicated to manufacturers, dealers and facility management companies which want to expand or improve their business based on valid market and customer insights.

Due to our close cooperation with cleaning companies, facility management companies and cleaning experts we are able to generate information directly from cleaning machinery and cleaning product users.

Whether you want to test your products in the field, make a user survey or user observation (live or as video), we have a huge network in all cleaning related branches. Furthermore international market analyses are amongst our core competencies.

We would gladly discuss in a personal meeting or workshop with you how you can prepare a market entrance successfully or expand your existing business.



About cleaning-markets.de

About us: Cleaning-Markets.de is a service provided by DTO Research an international operating market research company specialized in the industrial sector

Headquarters: Duesseldorf (NRW)

Network: Europe wide network of facility management companies and product users (cleaning staff, cleaning companies, hospitals, industrial companies, etc.)

We provide interviews in the following languages:

German, English, Spanish, Portuguese, French, Russian, Turkish, Japanese and Chinese

Industry scope: Cleaning products, construction machinery and commercial vehicles, energy, medical products and industrial products

Associations and partners



Services for cleaning products

The worldwide market for cleaning products and equipment can be seen more or less as heterogeneous. Numerous products, areas of application and cleaning solutions exist in the different markets and market segments.

For most of the manufacturers and providers it is thereof important to know exactly their own position in the market and competitive environment. Furthermore the knowledge about customer demands and trends is essential. To prepare the right business strategies manufacturers as well as dealers have to create a comprehensive understanding about customer attitudes and market mechanisms.

We assist our customers to prepare successful strategies by the generation of insights regarding customers, markets and trends. Thereby use an intelligent mixture of desk research and expert interviews (with customers, dealers, competitors and associations).

Our customers include national and international operating manufacturers and dealers of cleaning equipment and cleaning solutions. Please contact our experienced project managers to learn more about the options to improve your business activities with professional market and customers insights.

Services for cleaning products

- Product tests
- Target group and user surveys
- Focus groups with users, experts and decision makers
- Competitor analysis
- Market analysis (market potential, market prices, volumes, market structures, etc.)
- Qualitative and quantitative interviews
- Online surveys, telephone surveys, face-to-face surveys
- Packaging tests
- User videos
- Retail service and analysis (product presentation, prices, etc.)
- Assistance at market entrance and for M&A decisions



Services for cleaning machinery

In the cleaning machinery market, as a classical b2b business, currently two main different business strategies exist. While some manufacturers and dealers try to bind customers by providing full-service and connected solutions others offer solid products for competitive prices. Both strategies aim to generate market shares or protect existing ones. Not the matter which strategy providers of cleaning machinery follow, it is essential to exactly know the own position in the competitive environment and derive the right strategies for business success.

We assist you by an early recognition of trends, the generation of market prices and market shares, understanding of customer requirements and attitudes as well as monitoring of competitor activities. On the basis of the generated information we can assist you by strategy planning and implementation of operational measures to ensure that you are always one step ahead of the competition.

Our experienced project managers at DTO Research are specialized to generate exactly the information necessary for your strategy and business planning. Thereby we use an intelligent mixture of desk research and expert interviews (competitors, dealers, associations and major (potential) customers).

Services for cleaning machinery

- Product tests
- Target group and user surveys
- Focus groups with users, experts and decision makers
- After sales analysis and benchmarks
- International competitor analysis
- Market analysis (market potential, prices, volumes, market structures, etc.)
- Qualitative and quantitative surveys
- User videos
- Telephone surveys, online surveys, face-to-face surveys
- Retail checks and surveys (product presentation, price surveys, etc.)
- Assistance at market entrance and for M&A decisions



International product expertise

We have an extensive market research expertise in the following areas:

Cleaning products

Cleaning products and detergents, disinfection products, chlorine based products and bleaching, dispensers and dispenser systems, washing products and detergents, skin care and hygiene products, consumables (e.g. paper towels, wipes, napkins etc.), bins and accessories for the bathroom.

Cleaning machinery

Sweeper, road sweeper, pressure washers, hoovers, steam cleaner, carpet cleaner, car wash plants, truck and bus wash plants, tank cleaning equipment, municipal technology and equipment, manual cleaning equipment (floor cleaning, surface cleaning, glass cleaning), cleaning trolleys, etc.

Our country expertise

Europe:

Germany, Austria, Switzerland, Netherlands, Belgium, France, Italy, Spain, Poland, Russia, Great Britain, Turkey

Asia and Oceania:

China, India, Thailand, Indonesia, Malaysia, Singapore

North America:

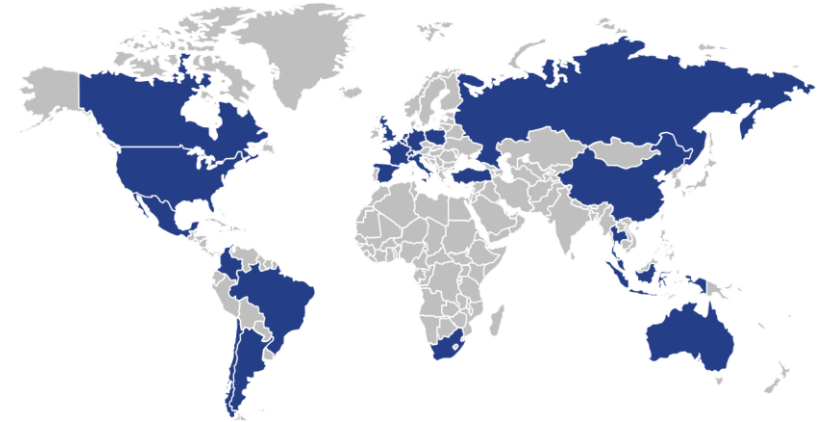
USA, Canada

Middle- and Latin America:

Mexico, Brazil, Argentina, Uruguay, Columbia

Africa:

South Africa



Abstract of our references

- Alfred Kärcher GmbH & Co. KG
- Armacell International S.A.
- Audi AG
- Awite Bioenergie GmbH
- Bayer MaterialScience AG (BMS)
- Bayer Technology Services GmbH (BTS)
- Bode Chemie GmbH
- Caterpillar Inc.
- BP Europa SE
- REMONDIS Maintenance & Services GmbH
- TÜV Rheinland AG
- VDI Verlag GmbH
- RSD Systeme GmbH
- Hch. Perschmann GmbH
- Wirtgen Group
- RWE Effizienz GmbH
- Paul Hartmann AG



Sichere Orientierung, dank perfekter Ortung

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