



Building Solutions Industry Survey Key Findings and Interpretations

Background of the Survey

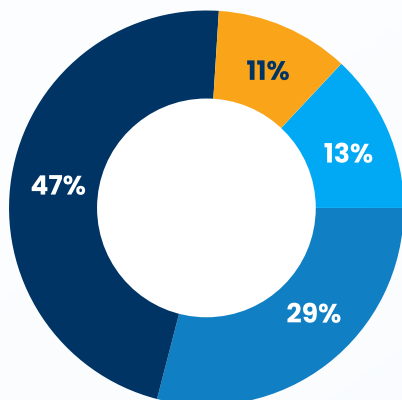
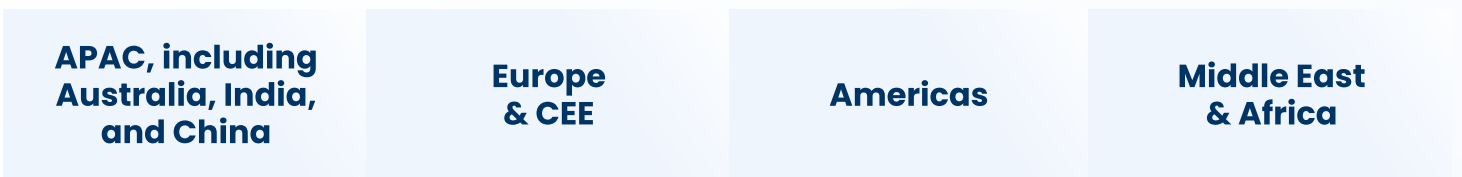
THE PURPOSE OF THE SURVEY

The survey is designed to serve as a barometer for evaluating the overall sentiment among our clients and our global network in the Building Solutions sector. It is important to note that this is not a scientific study and should only provide an overview of how the participants perceive market opportunities and specific trends.

Our intention is to conduct this survey annually, and we welcome suggestions from our clients for topics to be included in future editions.

REGIONS OF THE RESPONDENTS

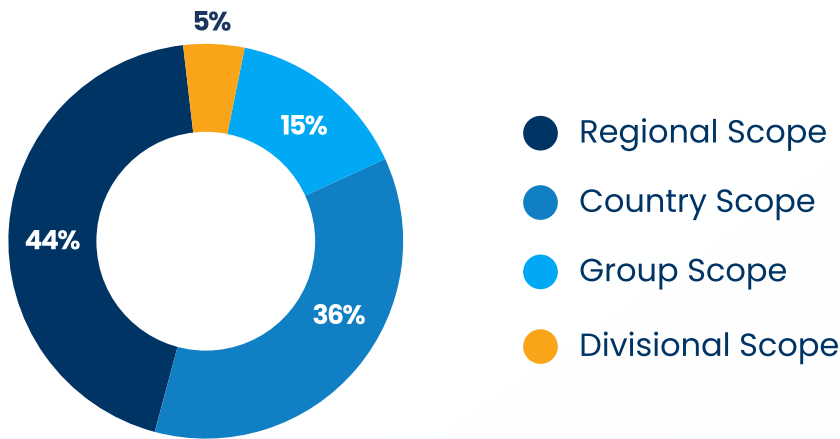
The respondents are primarily from 4 main geographical areas:



- Europe & CEE
- APAC, including Australia, India, and China
- Americas
- Middle East & Africa

SCOPE OF RESPONDENTS' ROLES

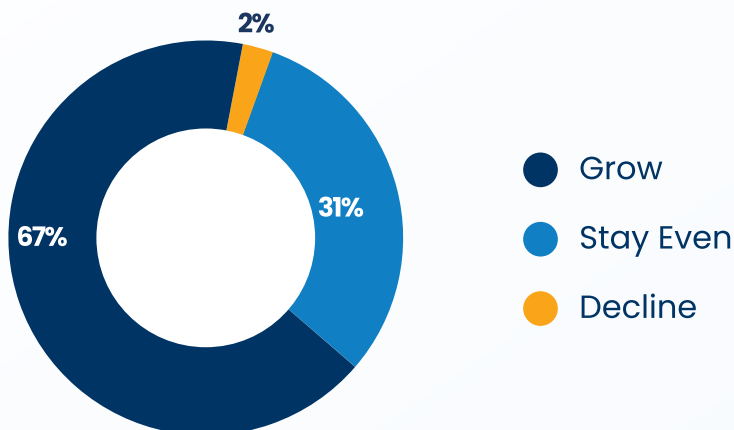
Most respondents hold roles with regional or country scopes, indicating a strategic and broad oversight of their respective markets.



Results

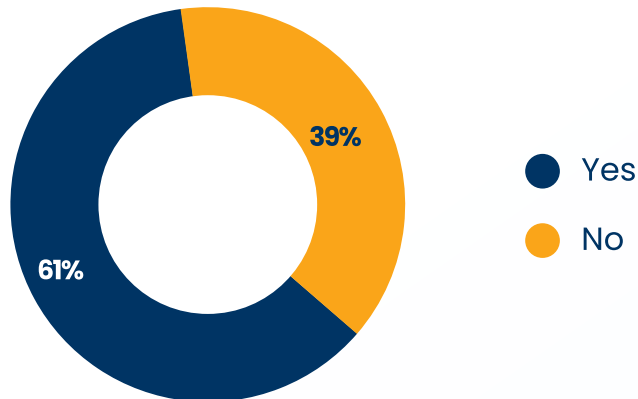
BUSINESS GROWTH EXPECTATIONS

- Most respondents expect their business to grow in 2024-2025, demonstrating a positive outlook in the industry.
- The overall positive sentiment was equally present in all markets, but most apparent in the APAC region.



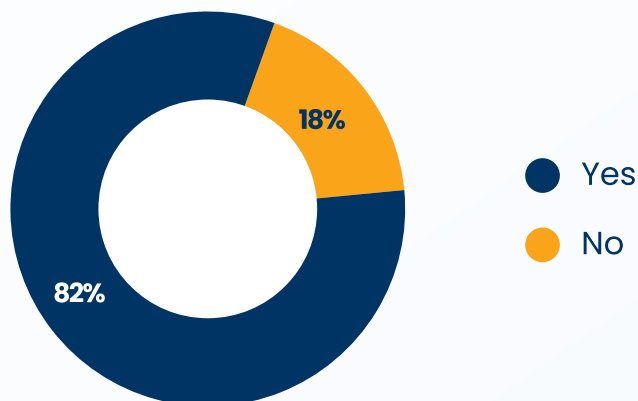
TEAM EXPANSION PLANS

- Most respondents plan to grow their teams in 2024, particularly in Operations, R&D, business development, and sales. This suggests a focus on enhancing capabilities and expanding market reach.



INVESTMENT PLANS:

- A significant number of businesses are planning new business investment in 2024. Key investment areas include operational and environmental improvements, opening new plants, and expanding production facilities.
- Sales and marketing investments also feature prominently, indicating a strategic push to enhance market presence and customer engagement.



SUSTAINABILITY PERSPECTIVES

- Sustainability is viewed predominantly as an opportunity rather than a challenge. This reflects an industry-wide recognition of the benefits of sustainable practices and their potential to drive business growth.

A Challenge 15%

An opportunity 85%

IMPACTFUL TRENDS FOR 2024

- Environmental, Social, and Corporate Governance (ESG) factors are highlighted as significant trends expected to impact businesses. This aligns with the growing emphasis on sustainable and responsible business practices.
- Continued high interest rates and inflation are also noted as impactful trends, indicating economic factors that could influence market dynamics and business strategies.

Conclusions

As we mentioned earlier, this survey aimed to get broad sentiments from the markets. However, a few conclusions can still be safely drawn:

1. LEVERAGING POSITIVE GROWTH EXPECTATIONS:

- There is a rather optimistic view of the market, with leaders planning to grow their businesses. Whether this is due to “escaping forward” or true market growth is still to be seen, but it means that if the investment is done well, companies that invest will possibly come out stronger on the market.
- Most businesses want to capitalise on the optimistic growth outlook by strategically investing in key areas such as R&D, sales, and technical capabilities.

2. FOCUSING ON SUSTAINABILITY:

- With sustainability seen as an opportunity, companies are integrating sustainable practices into their core strategies.

3. ENHANCING THE ESG EFFORTS:

- Companies are typically strengthening their ESG initiatives to align with industry trends and regulatory expectations. This can involve setting clear ESG goals, enhancing transparency, and actively engaging stakeholders in sustainability efforts.