



Analysis of masonry materials market in Kosovo
Market research report - May 2018 - Presentation



Who should read this report?

- *Manufacturers and importers of AAC and ceramic bricks*
- *Other investors in this industry*

Main information outputs:

- *Kosovo market size 2015-2017*
- *Sales by type of product*
- *Competition outlook – rankings and market shares*
- *Other interesting aspects of masonry materials in Kosovo*

Key Benefits:

- **Provides a full picture** of the wall-building materials market in Kosovo;
- **Clear picture of the market size, trends and key players;**
- Provides necessary information to **set realistic goals** for your company and **adjust investment decisions** according to the market context;
- **All information in one document, easily accessible.** This essential information is available directly on your desk, without any effort, need for interviews, complicated desk research or other time consuming processes.
- **Easy to read – easy to understand.** Each piece of information is presented attractively as charts and tables for quick-reading. Specialized opinions, comments and recommendations accompany the numerical information to allow you to have a better view of the market.
- **Outstanding value** – This study gathers all the information currently available regarding the market in Kosovo. There is no other study available that offers the same amount of information.

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Methodology - How was it made?

Neomar Consulting realized this research by using most of the available sources of information regarding masonry materials.

- **Expert-interviews** with key players active on the wall-building materials market in Kosovo. Interviews were conducted by experienced consultants with top management of each interviewed company (CEO, sales manager, marketing manager).
- **Desk Research** - Neomar Consulting gathered additional information from various public and private sources of information as:
 - National Institute of Statistics
 - National Bank of Kosovo
 - Other existing reports (annual reports, press articles, Internet and other sources)

Previous studies realized by Neomar Consulting by using a similar methodology proved good results and allowed the collection of information in a fast and efficient manner.

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- **Availability:** The full report is available only to selected companies

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