



# The European Window Markets

in Cooperation with Prof. Dr. Dirk Hass

- Künzelsauer Institut für Marketing -

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## Content of the Study

In the focus of the study is the building development – in particular the window market – within the member state of the European Union and the neighbouring countries.

	Belgium		Italy		Romania		Russia
	Bulgaria		Croatia		Sweden		Ukraine
	Denmark		Latvia		Slovakia		Turkey
	Germany		Lithuania		Slovenia		Switzerland
	Estonia		Luxembourg		Spain		Norway
	Finland		Malta		Czech Republic		
	France		Netherlands		Hungary		
	Greece		Austria		United Kingdom		
	Ireland		Poland		Portugal		



## Structure & Explanation

The study comprises the core data of the national window markets of the EU member states as well as the neighbouring countries. In addition to this – if available – relevant general specifications for the development of the window market are preposed, in particular there are:

### (1) Country Profile

The country profile includes the cross domestic product, inhabitants, building investments and the Home Ownership rate of the specific countries.

### (2) Modernization Market

The Modernization market gives an overview of the total amount of dwellings and buildings as well as a deepening analysis of the distribution of buildings or dwellings by construction period in particular. Building and dwelling stock are measured differently by the considered countries. On the one hand the distribution of the construction period is concerned. On the other hand the countries define the building and dwelling stock differently, in particular regarding the integration of similar residential buildings and the non-residential buildings, which will be pointed out accordingly. In case that the non-residential buildings are listed and published separately with regard to the building stocks, the figures are marked here as well.



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### (3) Building Activity Statistic

Within the scope of the building activity statistic the building permits and building completions for new buildings are presented in total amount as well as divided into residential and non-residential buildings. It has to be considered that the regarded countries use very different measures for the recording of the building activity (buildings, dwellings, living space, floor space, volume etc.)

### (4) Window Market

For the window market the quantities of sales in the countries between 2007 and 2024 are presented and there is set a trend for the market development 2025. In addition the market volume is separately considered by datead frame materials. With regard to the quantitative market volume a window unit of 1.3 m x 1.3 m is assumed.

For Russia and Ukraine can be made no statements for 2022. In order to keep the model constant, the quantities of 2021 are assumed for the future and adjusted in due course.

The UK remains under EU 28 so that the historical structure of the model can be retained.



## Structure & Explanation

The specifications about the window market are based on second research (conversations with associations, publications, international statistics of the window and facing industry, expert conversations) and are to be understood as approximate values in terms of expert opinions. The estimates are based on data from the national window inventory (window stock). This database was updated in 2018.

Data related to the European window market should ideally derive from studies carried out by the national window associations. Other than Germany, those studies are often not updated constantly which is why recent figures are collected and continued by designated expert teams from international corporations. Estimates are supported by industry-specific knowledge, current building stock development, number of building applications, overall construction of new buildings and renovation activities, as well as macroeconomic data.

The national window associations deliver own studies on a regular basis which are updated in larger time intervals. Figures from those updates are then incorporated in the latest forecast and lead to subsequent corrections, especially in the market shares by frame material (highlighted at the corresponding location in the forecast).



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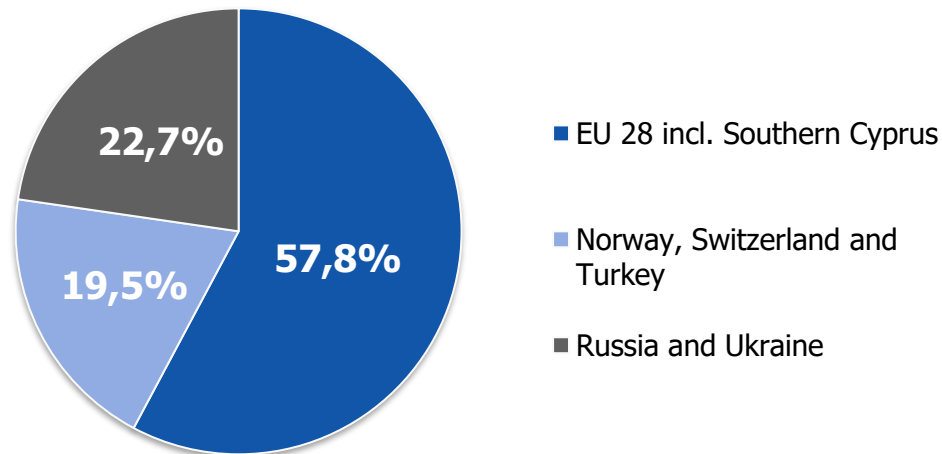
The information contained in this market study is based on secondary statistical information and, with regard to data on the window market, in particular on self-assessments and estimates by industry professionals. The publishers are not liable, either directly or indirectly, for the information on which the market study is based; a corresponding assurance is not given. It is expressly pointed out that the publishers assume no legal liability or responsibility in connection with the transmission and use of the market study.



## Window Market (Market Volume) in Europe

	2023 in million window units	2023 Percentage distribution
<b>Total Market</b>	<b>132,9</b>	<b>100</b>
- thereof EU 28 (incl. Southern Cyprus)	76,9	57,8
- thereof Norway, Switzerland and Turkey (incl. Northern Cyprus)	25,9	19,5
- thereof Russia and Ukraine	30,1	22,7

**Market volume 2023 –  
percentage distribution**



## Basic Sources

### **Basic Sources:**

Heinze GmbH, Ländermonitore, Date Dezember 2024

Statista, Statista, Home ownership rates in selected European countries 2025,

Eurostat, Date 31.01.2025

as well as country-specific national Statistics Agencies and national member associations of EuroWindow, Date 2025



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