

Summary of results

**STUDY BASE
SPANISH SWIMMING POOL SECTOR**

Barcelona, June 2009

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INTRODUCTION AND METHODOLOGY

The pool industry is very important in Spain. However, it has a deficit in the lack of statistical information and it requires a complete, thorough and reliable study of the Spanish market identifying the volume of the market, enterprise structure, profile and purchasing habits of consumers, and factors affecting the market future trends.

To respond to these needs, the industry associations together with the EXPO Fira de Barcelona, decided the basis of **A BASIC STUDY OF THE SPANISH SWIMMING POOL SECTOR**, and commissioned the market research, to the consultancy Market AAD, with the mission of becoming the tool of referencpool industry knowledge. The study was carried out using the following methodological steps:

- 1. QUALITATIVE ANALYSIS OF THE MARKET:**
In-depth interviews and meetings with professionals representing all profiles industry.
- 2. QUANTITATIVE ANALYSIS OF ENTERPRISES:**
Collection and analysis of information from the professional sector of the pool at the national level through a self-administered questionnaire to manufacturers and distributors: 44 and builders swimming pools: 59
- 3. QUANTITATIVE ANALYSIS BUYERS:**
Broad quantitative study based on structured telephone interviews with a representative sample of the public. Differentiating: Owners Pools: 400; People without interest in pool: 374; and Potential Buyers : 98. **With a total of 7934 calls made to the population**

RESULTS

PRIVATE FAMILY POOLS

| SPAIN | Number dwellings | Detection rate pools PENETRATION | Extrapolation Number of pools |
|--------------------------|-------------------------|---|--------------------------------------|
| AREA 1: CATALUNYA | 4.131.018 | 5,26% | 198.650 |
| AREA 2: BALEARES | 592.369 | 9,56% | 51.772 |
| AREA 3: LEVANTE | 3.560.163 | 4,30% | 139.954 |
| AREA 4: SUR | 4.367.097 | 6,69% | 267.095 |
| AREA 5: MADRID | 3.143.807 | 4,54% | 130.484 |
| AREA 6: CENTRO | 5.018.892 | 3,35% | 153.709 |
| AREA 7: NORTE | 3.699.989 | 4,54% | 153.569 |
| AREA 8: CANARIAS | 986.665 | 1,91 | 17.229 |
| TOTAL | 25.500.000 | 4,77% | 1.112.000 |

All results have a margin of error $\pm 1.41\%$ for level national, $\pm 4.00\%$ by area*

Housing stock according to recent figures of Bank Spain and the Ministry of Housing

Penetration rates detected in this study, about quantitative and customers.

We can conclude that the number of pools in Spain is:
1.112.000

Correction factor taking in account issues such as vacant housing, growth units official protection, and so on.

RESULTS

VALUES, MOTIVATIONS AND CHECKS

Core **VALUES** mentioned by those have a pool

- Family enjoyment: 68,0%
- Play with children: 38,6%
- To refresh: 33,4%
- Wellness/Health: 17,7%
- Exercise practice: 16,0%
- Home added value: 6,3%
- Beautify the garden: 5,4%

Base: 400

Principal **MOTIVATIONS** mentioned by those want a pool

- Family enjoyment: 46,7%
- Play with children: 33,3%
- To refresh: 30,0%
- Exercise practice: 26,7%
- Wellness/Health: 20,0%
- Home added value: 6,7%
- Beautify the garden: 6,7%

Base: 98

Main **CHECKS** mentioned by those do not want a pool

- Too expensive: 36,2%
- Use the sea/others: 27,8%
- Costly and hard work: 18,2%
- Use friends pools : 13,2%
- Do not like swimming: 7,0%
- Family situation: 6,5%
- Too much risk: 2,6%

Base: 374

The above figures, show us how the attributes related to recreation (**Family enjoyment, childrens games, refresh**) are the core **values** and **motivations** for the pool. Followed by **exercise** and the attributes associated with **welfare and health**.

As far as a major **disincentive**, these are marked by issues related with **price** and **cost of maintenance**, and **the exploitation of the sea** or **nearby swimming pools**.

It should be noted that although the **price** is the main obstacle, **is only** mentioned by **36,2%** of interviewees. This represents a great opportunity for the Industry

RESULTS

TRENDS OF PRODUCT

A MAJOR DEMANDS ASSOCIATED WITH THE PRODUCT WELLNESS

We have previously seen that aspects of health and welfare are one of the main motivations for purchase by users. These aspects that seems to be gaining weight every day in the mind of the consumer.



POOL



WELFARE



HEALTH



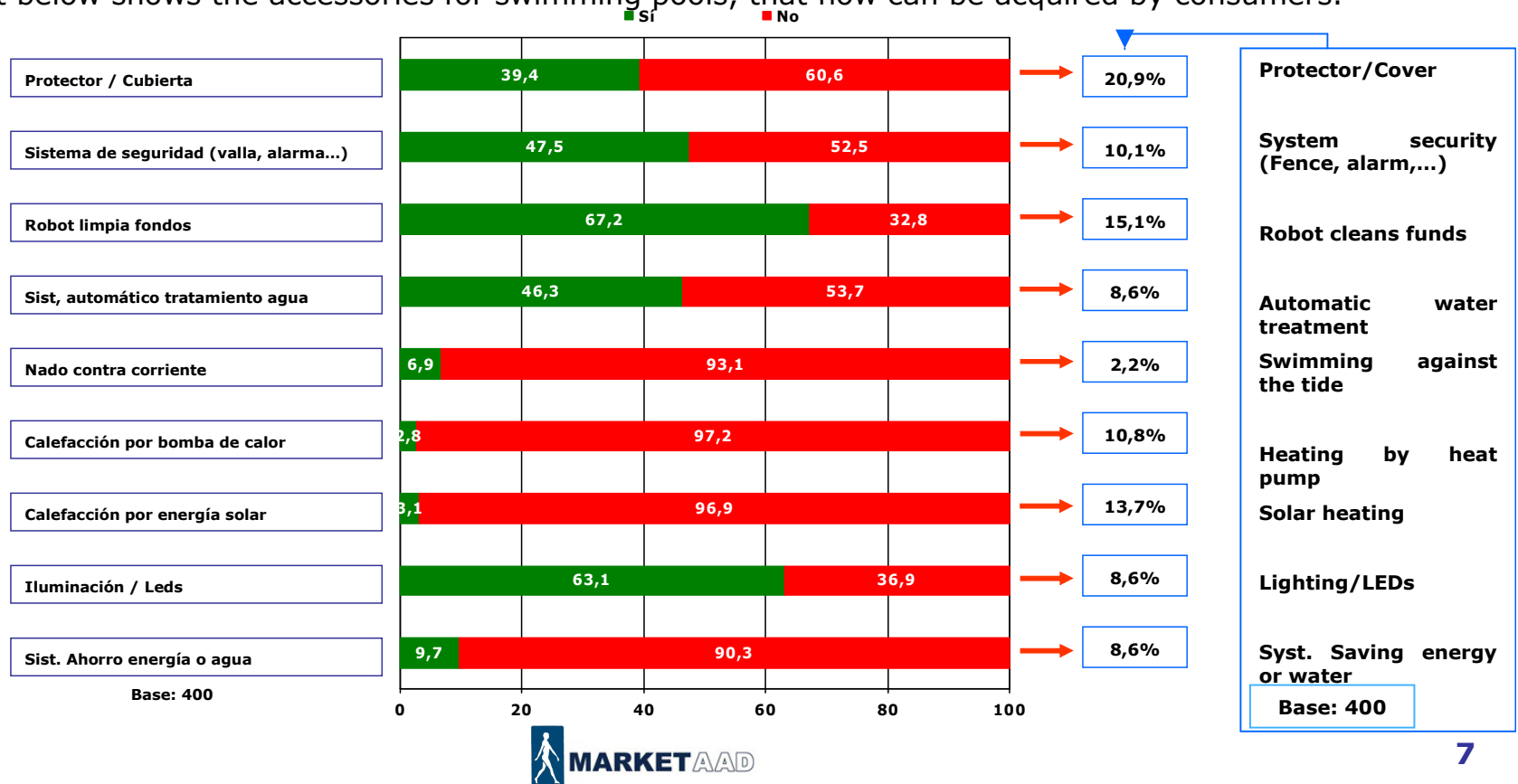
RESULTS

TRENDS OF PRODUCT

B MORE ACCESSORIES FOR THE POOL

Currently there is a **wide range of products** for the pool that **the sector should reach out the consumers.**

The chart below shows the accessories for swimming pools, that now can be acquired by consumers.



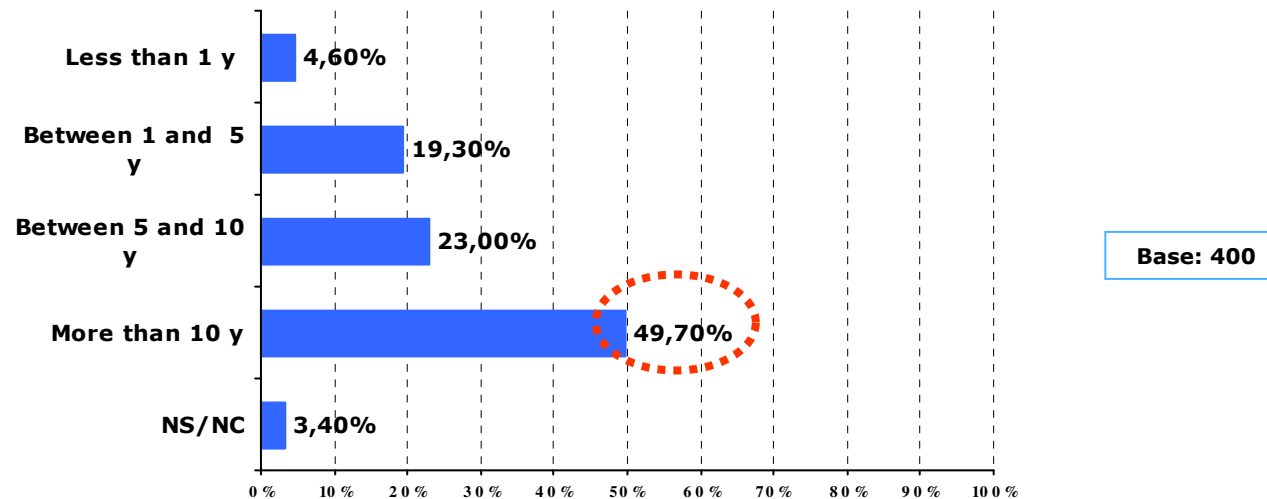
RESULTS

CHALLENGES FOR THE SECTOR



RENEWAL AND IMPROVEMENT OF ALL POOLS

The following graph shows clearly **the age of all pools in particular** swimming pools at the national level:



Almost half (49,70%) National Park pools are older than 10 years, which could be great opportunities for renewal and also strengthen the trend of adding new equipment and accessories.

RESULTS

CHALLENGES FOR THE SECTOR



PROFESSIONALIZATION

Industry must promote professionalism especially in the construction fighting against the intrusion form other countries , thus generating a quality service that adds prestige to the industry and customer value.

Promoting the unification of technical and administrative regulations on construction, installation and maintaining pools, and communicating protocols for quality service to improve the image of the sector (In addition to its profitability of business)

RESULTS

CHALLENGES FOR THE SECTOR

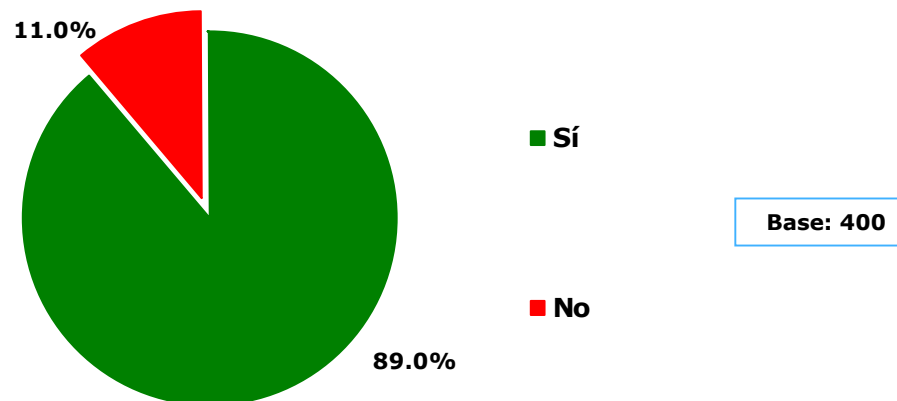


THE POOL AT THE NEW CULTURE OF WATER

The industry must work to establish pools within the new culture of water, and to remove the myth of the pool as a non sustainable for the environment.

Delivering the proper techniques for responsible maintenance of the pools. The following graph shows how there is still a significant percentage of pool owners, empty completely the pools in the winter season:

Do you maintain your pool filled all year round?



RESULTS

CHALLENGES FOR THE SECTOR



TAKE AWARENESS OF THE WEIGHT OF THE FINAL CUSTOMER

In recent years there has been intense commercial work by some manufacturers aimed directly to end consumers (Magazines, internet,...). It is true that it has not been getting the expected results, affected by some of the companies that have been on it, but what it's truth is, is that we have created a **new commercial channel**.

A new flow of information to customers, that can be now improved, enhance and build, thereby helping to project a new image of sectors.

The customer is increasingly well informed and has needs that the sector must satisfy, by getting its supply of products and services to the end user with quality and professionalization.