

# Market Insights and Dynamics

*Building Automation Systems (BAS) = systems that serve to automate and oversee various building systems, including heating, ventilation, air-conditioning (HVAC) and lighting*

- 2023: global BAS market valued at approx. USD 88.4 billion
- Projected to grow to USD 155.9 billion by 2028 (CAGR of 12.0 %)

## Key Drivers

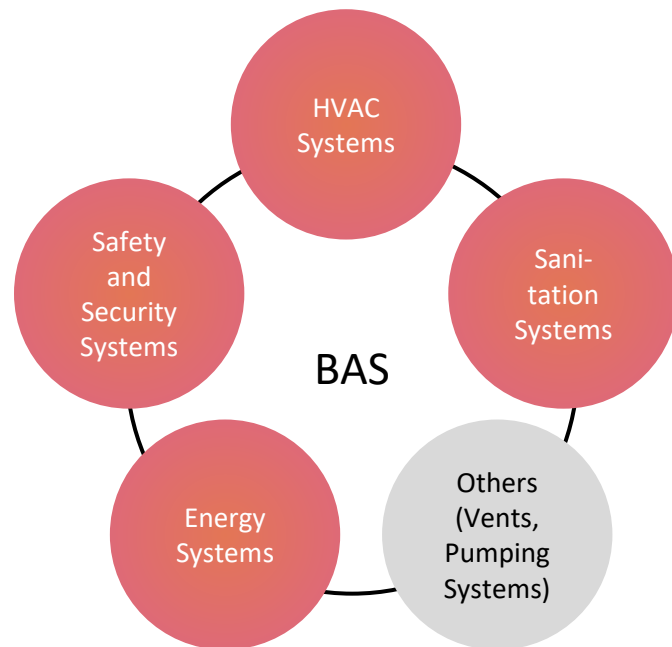
- Energy Efficiency and Sustainability
  - Regulatory Push in Europe on energy efficiency directives
- Technology Advancements (AI, IoT, voice assistants)
- Urbanization and Infrastructure Development
  - Necessity for BAS in new infrastructure (Sustainable Urban Development)
- Increased Focus on Health and Safety
  - pandemic increased awareness for air quality and hygiene

## Challenges

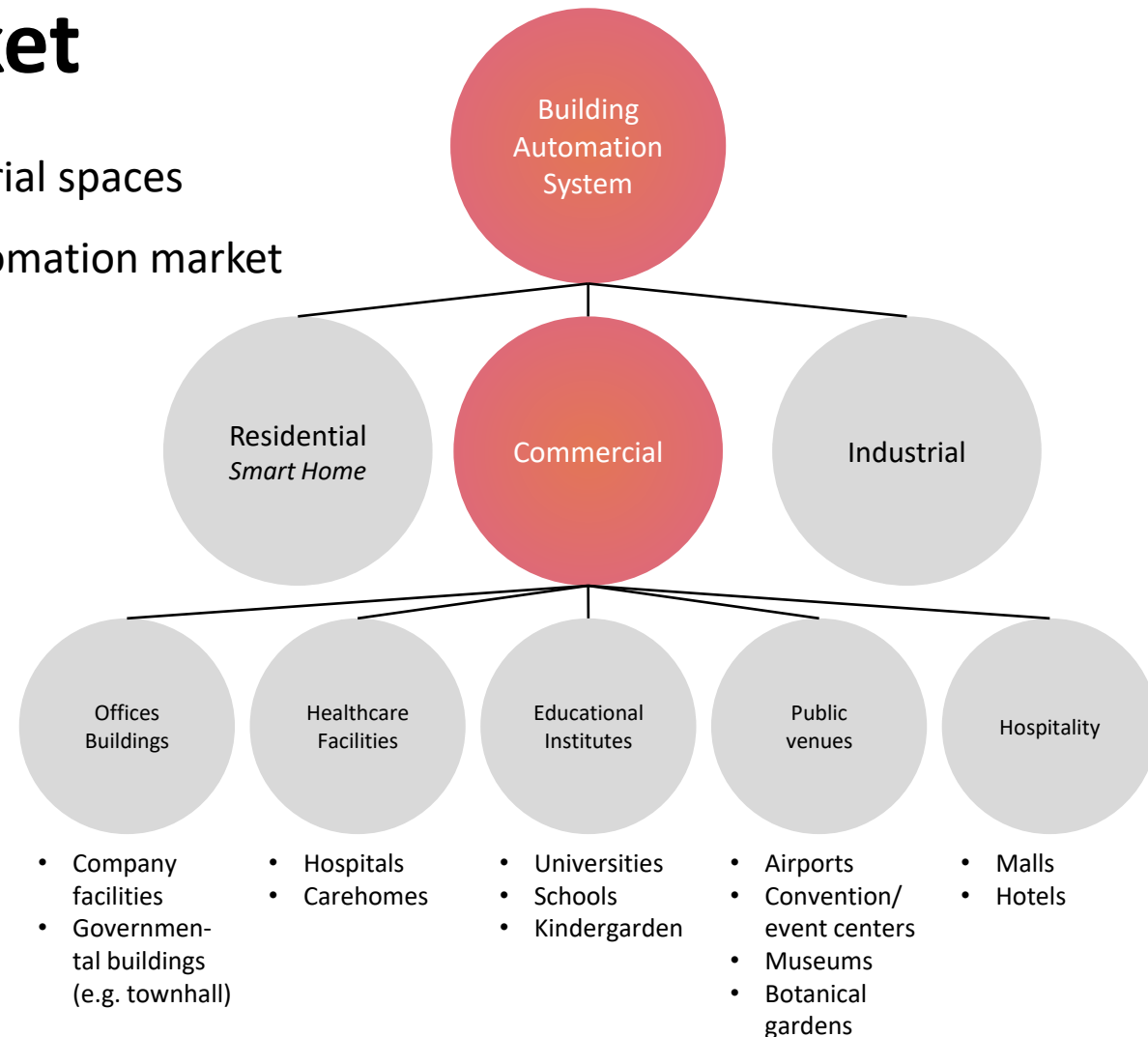
- High initial costs
  - for implementation of BAS, particularly in existing buildings
- Complexity of integrating BAS with existing legacy systems and ensuring compatibility
- Cybersecurity Risks

# Segmentation / Target Market

- Building Automation in commercial, public and industrial spaces
- Including on 4 main product types in the Building Automation market
- European Market as target market, focus on Austria



Market Segmentation by Product Type



Market Segmentation by Application

# Use Case Definition

- Building Automation in commercial, public and industrial spaces



## Offices Buildings

- Company facilities
- Governmental buildings (e.g. townhall)



## Healthcare Facilities

- Hospitals
- Carehomes



## Educational institutions

- Universities
- Schools
- Kindergarden



## Public venues

- Airports
- Convention and event centers
- Museums
- Botanical gardens



## Commercial buildings

- Malls
- Hotels

# Use Case Hospital:

## Characteristics of the Austrian Healthcare Sector

Healthcare spending in Austria \$45.4 billion (10.4% of GDP) in 2019. Public payers cover 75% of the total.

Austrian healthcare system: 271 hospitals and clinics with approx. 64,800 available beds (7.4 beds/thousand population). Around 64% in general hospitals, 26.6% in specialized clinics and rehabilitation, 7% in sanatoriums or long-term care.

### Local particularities

- Decentralized structure of the Austrian healthcare system: each federal state is responsible for the organization of healthcare, which can lead to regional differences
- Role of social insurance: social insurance is largest payer in the healthcare sector and has a major influence on the market

### Trends on hospital market in Austria

- Privatization of hospitals: more and more hospitals are being taken over by private investors
- Specialization of hospitals in certain areas

### Macroeconomic factors

- Demographic development: population is getting older and therefore demand for medical care is increasing