WHO WE ARE

Founded in Milan (Italy) in 1980, CSIL - Centre for Industrial Studies is an independent Research and Consulting company specialized in applied economic research, evaluation of public investment projects, business intelligence, support to development programs and policies, market analysis and SMEs economics. Since its origin, CSIL has been established as a center of excellence concentrating on the diagnosis and design of company and sector strategies, and the analysis of factors of competitiveness at Local, and global level.

WHAT WE DO

CSIL professional background encompasses a wide range of experiences at different levels: 20 partners in activity, 7 associated experts, an overall network of 50 experts. The research activities at CSIL are structured around three business areas:

- Industry Studies (mainly Furniture sector and related supply chain)
- Development and Evaluation Studies
- Laboratory Innovation Unit (Lighting, Kitchen, Appliances, and New Businesses).

Consistency and complementarity within the research objectives and methodological tools are ensured by a common statistical office and a Scientific Committee.

OUR VISION

“Careful analysis, global perspective, feasible projects”. CSIL boasts an empirical and experimental perspective, based on the direct and detailed observation of evidence, attentive to differences and similarities, with a concrete and versatile approach. CSIL research and consulting activities are driven by the search of hard facts that tell stories that are relevant to our clients. CSIL experts pursue their work with intellectual integrity and a genuine passion for understanding growth and innovation processes.
WORLD SCENARIO

KITCHEN FURNITURE: WORLD MARKET OUTLOOK  (W14)
About 180 pages - Language: English
Edition XIV, Year 2019, Price EUR 1600

ITALY

IL MERCATO ITALIANO DEI MOBILI PER CUCINA    (IT5)
About 100 pages - Language: Italian
Edition XXXVII, Year 2019, Price EUR 1600

LA DISTRIBUZIONE DEI MOBILI PER CUCINA IN ITALIA    (IT3)
About 350 interviews with selected kitchen furniture dealers. Analysis of the qualitative features of the “best” furniture stores. Analysis of the service in the outlet and trade satisfaction for the top 10 kitchen furniture companies operating in the Italian market. Database of around 10,000 kitchen specialists.
About 80 pages - Language: Italian
Edition VII, Year 2018, Price EUR 3000

PROCESSO DI ACQUISTO DEI MOBILI PER CUCINA NELLE FAMIGLIE ITALIANE    (IT10)
A comprehensive analysis of the Italian kitchen furniture purchasing process, providing an outline of the socio-demographic characteristics of the purchasers, features of kitchen furniture, purchasing motivations and selection criteria, satisfaction degree, consumer’s lifestyle. 1,000 families interviewed.
About 100 pages - Language: Italian
Edition II, Year 2003, Price EUR 1600
THE EUROPEAN MARKET
FOR KITCHEN FURNITURE, PART I (EU4)
17 Western European countries considered: Austria, Belgium+Luxemburg, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK. Production and consumption in volume and value by price range and country. Supply structure by cabinet door material, colour, type and worktop material. International trade. Weight of built-in appliances. Market shares and distribution channels. Around 150 interviews with leading players.
About 230 pages - Language: English
Edition XXIX, Year 2019, Price EUR 2900

THE EUROPEAN MARKET
FOR KITCHEN FURNITURE, PART II (S25)
Kitchen furniture market in 13 Central-Eastern European countries: Bulgaria, Croatia, Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia. Kitchen furniture production and consumption, import and export. Sales data and market shares of the top kitchen furniture manufacturers. Distribution channels and economic drivers.
About 170 pages - Language: English
Edition VIII, Year 2018, Price EUR 1600

ALSO AVAILABLE:
The kitchen furniture market in the United Kingdom (EU4UK)
About 60 pages, Edition I, Year 2015, Price EUR 1000

The kitchen furniture market in Germany, Austria, Switzerland (EU4DACH)
About 60 pages, Edition I, Year 2015, Price EUR 1000

RUSSIA, TURKEY, MIDDLE EAST, AFRICA

THE KITCHEN FURNITURE MARKET IN RUSSIA (S25RU)
About 70 pages - Language: English
Edition VIII, Year 2018, Price EUR 1600
THE KITCHEN FURNITURE MARKET IN TURKEY (S49)
Recent trends, mid-term perspectives and forecasts in kitchen furniture production and consumption. Supply structure by cabinet door material, colour, type and worktop material. International trade. Prices, marketing policies and distribution channels. Sales and market shares of leading players. Data on household appliances.
About 80 pages - Language: English
Edition II, Year 2016, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN MIDDLE EAST AND NORTH AFRICA (S71)
About 160 pages, Language: English
Edition I, Year 2013, Price EUR 1600

AMERICAS

THE KITCHEN FURNITURE MARKET IN THE UNITED STATES (S34)
About 100 pages - Language: English
Edition VI, Year 2019, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN BRAZIL (S63)
About 40 pages - Language: English
Edition I, Year 2018, Price EUR 800
THE KITCHEN FURNITURE MARKET IN CHINA  (S30)
About 130 pages - Language: English
Edition VII, Year 2018, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN INDIA  (S76)
About 90 pages - Language: English
Edition II, Year 2019, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN JAPAN AND SOUTH KOREA  (S41)
About 80 pages, Language: English
Edition III, Year 2017, Price EUR 1600
ITALY

IL MERCATO ITALIANO DEI MOBILI E ACCESSORI PER IL BAGNO (IT7)
Trends in bathroom furniture and furnishings production, consumption, imports and exports. Data by product type, material, geographical area and province. Analysis of distribution channels. Sales and market shares for the main producers of the sector.
About 80 pages - Language: Italian
Edition XXVIII, Year 2010, Price EUR 800

EUROPE

THE EUROPEAN MARKET FOR BATHROOM FURNITURE, FURNISHINGS AND WELLNESS (S12)
Countries covered: 24 major Western and Eastern European countries. Around 100 interviews with leading firms in the bathroom furniture and furnishings, shower screen, multifunctional shower booth and whirlpool bathtub segments. Supply and consumption data in volume and value, distribution channels, market shares.
About 150 pages - Language: English
Edition IX, Year 2019, Price EUR 2600

ASIA

THE BATHROOM FURNITURE MARKET AND WELLNESS IN CHINA (S29)
Overview of the bathroom furnishings and wellness sector in China, data on production and consumption, supply structure, distribution and prices. Considered products: bathroom furniture, bathroom accessories, shower enclosures, multifunctional shower boxes, whirlpools. Market shares and short profiles for major Chinese manufacturers.
About 70 pages - Language: English
Edition III, Year 2019, Price EUR 1600
PROFILES OF 50 MAJOR APPLIANCE MANUFACTURERS WORLDWIDE (AP17)
Considered products: refrigerators and freezers, washers and dryers, dishwasher, hoods, cooking appliances, microwave ovens, air conditioners, vacuum cleaners. Major appliances estimated production. Ranking of companies by sales of major appliances (total and by geographical area). World trade of major appliances by segment. Profiles of around 50 major appliances manufacturers worldwide with information on company background, historical and recent facts and basic data.
About 250 pages - Language: English
Edition VII, Year 2019, Price EUR 1600

WORLD MARKET FOR PROFESSIONAL APPLIANCES (AP27)
About 250 pages - Language: English
Edition I, Year 2018, Price EUR 1600

ALSO AVAILABLE
Built-in appliances distribution and brand image in Italy (IT15)
About 130 pages - Language: Italian
Edition XX, Year 2014, Price EUR 4000

World trade of major appliances (AP26)

The major household appliances market in China (AP7)

The major household appliances market in India (AP18)

Built-in appliances distribution and brand image in Russia (AP6)
About 110 pages, Edition II, Year 2008, Price EUR 4000
OTHER AVAILABLE CSIL REPORTS

World Luxury Furniture Market (W21)

The contract furniture and furnishings market in Europe (EU12)
About 190 pages, Edition XII, Year 2018, Price EUR 2600

La distribuzione del mobile nelle provincie Italiane (S18)
About 170 pages, Edition XVI, Year 2018, Price EUR 2600

The office furniture market in North America (S06)
About 90 pages, Edition VI, Year 2018, Price EUR 2200

The European market for lighting fixtures (EU6)
About 280 pages, Edition XXVIII, Year 2019, Price EUR 2900

E-commerce for the furniture industry (M02)
About 70 pages, Edition VI, Year 2017, Price EUR 800
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Approximately 40% of CSIL’s market research is carried out “on demand”. Custom research meets the specific needs of the Client and the results are for its own sole use. Customized research is based on a multidisciplinary approach, using both desk and field analyses. CSIL has partners and correspondents in around 20 countries including Brazil, China, India, Russia, USA and all over Europe. Costs for customized projects usually vary between 3,000 Eur and 30,000 Eur. Detailed prices are provided for each request. Delivery time are usually 2-8 weeks.

MARKET BRIEFS
• Issues we address: Bird-eye on a potential market with a specific sector or thematic focus, recent trends and expected short and long-term developments.
• Tools: Market information from CSIL database, desk research, secondary data analysis, selected interviews, econometric models.
• Expected results: key information for the decision about the ‘go or stop’ in a new business field or country, fact findings for production, investment and sales planning.
• Some recent experiences: potential market for luxury kitchens in selected countries; retail software for kitchen furniture planning, a common strategy for a group of companies; world market for professional appliances.

ENTRY STRATEGIES
• Issues we address: Supporting your strategy design in approaching a new market (which channels, investments, job recruiting, flagship products, purchasing process).
• Tools: In-depth industry interviews, desk research, statistical data analysis.
• Expected results: Recommendations on market entry strategy with action plan.
• Some recent experiences: Appliances market in Saudi Arabia; the Italian market for professional fire alarms; potential market for robotics in the kitchen high-end market; partner research in the Italian design-oriented market; thermo-plastics in the Chinese market.

COMPETITION AND POSITIONING ANALYSIS
• Issues we address: We track activities and initiatives of existing and emerging competitors, evaluating their impact and allowing the client to respond quickly and change its strategy. Company data are analysed within the sector’s scenario in order to understand its positioning, possible future developments and market trends.
• Tools: This is usually performed in three steps: company check-up, market environment, competitor analysis. Key tools are in-depth interviews to industries representatives, desk research, secondary, data analysis and statistics.
• Expected results: database for the client’s competitive intelligence, industry benchmarking, brand portfolio and SWOT analysis.
• Some recent experiences: Company profiles of selected kitchen components manufacturers in Europe; potential market for glass components; the napkins market in Europe, China, and North America, metal drawers and sliding elements in China.
ANALYSIS OF PRODUCT TRENDS, PRODUCT TESTS

- **Issues we address:** Assessing the competitive advantage of products and selling strategy.
- **Tools:** Interviews with trade representatives, key testimonials and trend setters, mystery shopping.
- **Expected results:** distribution channel assessment, testing new products in terms of prices and product features.
- **Some recent experiences:** Potential market for new type of glass, flame retardant fibres, ecological and standard thermoplastics, ovens and steamers, and flat glass for ovens.

PRODUCT DESIGN STRATEGY

- **Issues we address:** Identifying the company guidelines for the future communication/product/service scenario, analysing design opportunities in terms of new products. Innovation concept design.
- **Tools:** tailored made design laboratories, workshops and seminars involving R&D, Production, Marketing and Design managers
- **Expected results:** design strategy, product/communication strategy design research, design workshop training.
- **Past experiences:** Italy, Bangladesh and Thailand. CSIL Experts have also given training, workshops and consulting in Germany, Italy, Mexico, USA.

TRADE AND CUSTOMER SATISFACTION

- **Issues we address:** What is the degree of satisfaction of your customers or other relevant actors? And, more importantly, what are the ingredients affecting the most their implicit or explicit satisfaction?
- **Tools:** Survey data coupled with advanced methods and tools for processing survey data: Bayesian networks, CUB models for explaining feeling and uncertainty, Rasch models, decision trees. CAWI (Computer Assisted Web Interviewing)
- **Some recent experiences:** Trade satisfaction in the Italian kitchen furniture market.

LOCAL DEVELOPMENT STRATEGIES AND CLUSTERING POLICIES

- **Issues we address:** Development planning of local productive systems and group of companies for development agencies, consortia, and institutions.
- **Tools:** Supply and Demand Analysis, potential and actual market, strategic analysis of competition, SWOT analysis, technical assistance for clustering policies, stakeholders mapping.
- **Expected results:** Analysing development policies (legal framework and projects) as well as production factors, comparative analysis of local productive systems.
- **Some recent experiences:** Roadmap for competitive development of Ukrainian furniture manufacturing industry; summer school on cost-benefit analysis of investment projects; evaluation of EU Cohesion Policy.
THE RESEARCH TEAM

AURELIO VOLPE
Founding Partner, Market Research Director
Phone: +39 02 84105620
Email: volpe@csilmilano.com

SARA BANFI
Business Intelligence and Market Research
Phone: +39 02 84132461
Email: banfi@csilmilano.com

DONATELLA CHERI
Statistical Data Management
Phone: +39 02 84142012
Email: cheri@csilmilano.com

LAURA DE CARLI
Data Management and Market Research
Phone: +39 02 84131032
Email: decarli@csilmilano.com

MAURO SPINELLI
Business Intelligence and Market Research
Email: spinelli@csilmilano.com
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