Luxury Upper: 8%
Upper-Mid: 2%
Middle: 4%
Lower-Mid: 18%
Lower: 27%
Volume (%): 41%
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
The research activities at CSIL are structured around three interrelated business areas:
- Industry Studies (mainly furniture sector and related supply chain)
- Development and Evaluation Studies
- Laboratory Innovation Unit (Lighting, Kitchen, Bathroom, Appliances, New Business).
Consistency and complementarity within the research objectives and methodological tools are ensured by:
- A common statistical office providing its services to both the business areas, thus putting at disposal the same set of data and offering the same devices, software and methods for data collection (e.g. e-survey) and elaboration;
- A scientific committee providing the quality control over the methodological approach, ensuring that all the final outputs are of good quality and consistent, and advising on the distribution of tasks and responsibilities.

OUR VISION
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.

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www.worldfurnitureonline.com (ecommerce)
THE EUROPEAN MARKET
FOR KITCHEN FURNITURE, PART I
16 Western European countries considered: Austria, Belgium, 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, color, type and worktop material. International trade. Weight of the built-in appliances on kitchen furniture supply. Market shares and distribution channels. 150 interviews with leading sector companies.
About 140 pages - Language: English
Edition XXVI, Year 2016, Price EUR 2900

THE EUROPEAN MARKET
FOR KITCHEN FURNITURE, PART II
Kitchen furniture market in eight Central-Eastern European countries: Bulgaria, Croatia, Czech Republic, Hungary, 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.
About 100 pages - Language: English
Edition VII, Year 2016, Price EUR 1600

ALSO AVAILABLE

THE KITCHEN FURNITURE MARKET IN THE UK
About 60 pages - Language: English
Edition I, Year 2015, Price EUR 1600

KITCHEN FURNITURE DISTRIBUTION IN SPAIN
About 30 pages, Language: English
Edition I, Year 2011, price EUR 500

KITCHEN FURNITURE DISTRIBUTION IN GERMANY
About 60 pages, Language: English
Edition I, Year 2010, Price EUR 1200

EUROPE

RUSSIA, TURKEY, MIDDLE EAST, AFRICA

THE KITCHEN FURNITURE MARKET IN RUSSIA
About 70 pages - Language: English
Edition VII, Year 2016, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN TURKEY
Recent trends, mid-term perspectives and forecasts in kitchen furniture production and consumption. Supply structure by cabinet door material, color, type and worktop material. International trade. Prices, marketing policies and distribution channels. Sales and market shares of leading players. Relevant data on household appliances are included.
About 80 pages - Language: English
Edition II, Year 2016, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN MIDDLE EAST AND NORTH AFRICA
Countries covered: Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE. Market size and activity trend. International trade. Sales and market shares of leading players. Data on built-in appliances sold through this channel. Supply structure, distribution system and reference prices.
About 160 pages, Language: English
Edition I, Year 2013, Price EUR 1600

AMERICAS

THE KITCHEN FURNITURE MARKET IN THE UNITED STATES
About 80 pages - Language: English
Edition IV, Year 2015, Price EUR 1600
THE KITCHEN FURNITURE MARKET IN CHINA (S30)
About 110 pages - Language: English
Edition VI, Year 2016, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN INDIA (S76)
About 80 pages - Language: English
Edition I, Year 2014, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN JAPAN (S41)
Trends in kitchen furniture production and consumption, imports and exports. Prices, marketing policies and distribution channels. Relevant data on household appliances are included. Market shares and short profile of the leading players.
About 70 pages, Language: English
Edition III, Year 2016, Price EUR 1600

ALSO AVAILABLE
THE KITCHEN FURNITURE MARKET IN SOUTH KOREA (S51)
About 40 pages, Language: English
Edition I, Year 2009, Price EUR 800

IL MERCATO ITALIANO DEI MOBILI E DEGLI ACCESSORI PER IL BAGNO (IT7)
Trends in bathroom 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 1600

THE EUROPEAN MARKET FOR BATHROOM FURNITURE, FURNISHINGS AND WELLNESS (S12)
Countries covered: 24 major Western and Eastern European countries and Russia. 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, international trade, distribution channels, market shares.
About 120 pages - Language: English
Edition VII, Year 2016, Price EUR 2900

THE BATHROOM FURNITURE MARKET AND WELLNESS IN CHINA (S29)
Overview of the bathroom furnishings and wellness sector in China, data on production and consumption, international trade, supply structure, distribution and prices. Considered products: bathroom furniture, bathroom accessories, shower enclosures, multifunctional shower boxes, whirlpools. Market shares and short profiles for the major Chinese manufacturers.
About 70 pages - Language: English
Edition III, Year 2016, Price EUR 1600
WORLD SCENARIO

PROFILES OF 50 MAJOR APPLIANCE MANUFACTURERS WORLDWIDE (AP17)
Considered products: refrigerators and freezers, washers and dryers, dishwashers, hoods, cooking appliances, microwave ovens, air conditioners, vacuum cleaners. Major appliances estimated production. Ranking of the 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 V, Year 2015, Price EUR 1600

ITALY

BUILT-IN APPLIANCES DISTRIBUTION AND BRAND IMAGE IN ITALY (IT15)
150 interviews with leading sector buyers (wholesalers, kitchen furniture producers and large-scale distributors) enable us to make annual projections for kitchen furniture and built-in appliance consumption.
About 130 pages - Language: Italian
Edition XXI, Year 2016, Price EUR 4000

AMERICAS

THE MAJOR HOUSEHOLD APPLIANCES MARKET IN THE UNITED STATES (AP23)
About 100 pages - Language: English
Edition II, Year 2016, Price and Methodology: on demand

ASIA

THE MAJOR HOUSEHOLD APPLIANCES MARKET IN CHINA (AP7)
About 100 pages - Language: English
Edition IV, Year 2016, Price and Methodology: on demand

ALSO AVAILABLE

WORLD TRADE OF MAJOR APPLIANCES (AP26)
About 350 pages, Language: English
Edition I, Year 2011, Price EUR 3000

THE MAJOR HOUSEHOLD APPLIANCES MARKET IN INDIA (AP18)
About 130 pages, Language: English
Edition II, Year 2008, Price EUR 4000

BUILT-IN APPLIANCES DISTRIBUTION AND BRAND IMAGE IN RUSSIA (AP6)
About 110 pages, Language: English
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BUILT-IN APPLIANCES DISTRIBUTION AND BRAND IMAGE IN SPAIN (AP2)
About 130 pages, Language: English
Edition II, Year 2008, Price EUR 4000

BUILT-IN APPLIANCES DISTRIBUTION AND BRAND IMAGE IN THE UNITED KINGDOM (AP1)
About 100 pages, Language: English
Edition III, Year 2008, Price EUR 4000

THE BLOGGER AND THE MAJOR HOUSEHOLD APPLIANCES MARKET IN ITALY (AP25)
About 100 pages, Language: English
Edition I, Year 2007, Price EUR 500

MAJOR APPLIANCES AND KITCHEN FURNITURE MARKET IN JAPAN (AP24)
About 90 pages, Language: English

PROFILES OF 50 MAJOR APPLIANCE RETAILERS WORLDWIDE (AP19)
About 240 pages, Language: English
Edition I, Year 2007, Price EUR 1600

BUILT-IN APPLIANCES DISTRIBUTION AND BRAND IMAGE IN FRANCE (AP10)
About 100 pages, Language: English
Edition I, Year 2007, Price EUR 3000
Approximately 50% 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 trusts in partners and correspondents in around 20 countries including Brazil, China, India, Russia, USA and all over Europe. Costs for customized projects are usually between 3,000 Eur and 30,000 Eur. Detailed prices are provided for each request. Delivery time are usually 3-6 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 in selected countries.

**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, built-in appliances in Spain, Italy, UK, Germany, France.

**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 analyzed within the sector’s scenario in order to understand its positioning, possible future developments and trends in market shares.
- **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, statistics.
- **Expected results:** database for the client’s competitive intelligence, industry benchmarking, brand portfolio analysis, SWOT analysis.
- **Some recent experiences:** Company profile of selected kitchen furniture components manufacturers in Europe, kitchen franchising stores in several European countries. Potential market for glass components.
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, test new products in terms of prices and product features.
- **Some recent experiences:** Ecological and standard thermoplastics, flat glass for ovens, matching luxury kitchens and appliances.

PRODUCT DESIGN STRATEGY

- **Issues we address:** Identifying the company guidelines for the future communication/product/service scenario, analyzing 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.
- **Some recent experiences:** Recent clients include companies in Italy, Bangladesh and Thailand. CSIL Experts have also given training, workshops and consulting in Germany, Italy, Mexico, USA and in several Asian countries...

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) and Bulletin Board, by CSIL and Eumetra.
- **Some recent experiences:** Trade satisfaction in the Italian kitchen furniture market. Coming soon: Trade satisfaction in the Italian lighting fixtures 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:** Analyzing development policies (legal framework and projects) as well as production factors, comparative analysis of local productive systems.
- **Some recent experiences:** Due diligence in Italy, Germany, Denmark.

THE RESEARCH TEAM

AURELIO VOLPE
Founding Partner and President of the Scientific Committee
MSc in Business Administration. Over 30 years of working experience in the field of competitiveness assessment, market performance analysis, industry benchmarking, providing operational advices to SMEs actors on market and investment opportunities in selected countries at national level. Customized and multiclient market research in Europe, Russia, Turkey, China, India, Japan, United States, Latin America, Middle East, Africa.

DONATELLA CHERI
Senior Analyst and CSIL partner
She is in charge of statistical databases management and quantitative analysis of economic indicators for industrial sectors. Before joining CSIL, she acquired a sound knowledge of data collection, samples techniques and data processing methods working for Universities and ISTAT office in Milan.

LAURA DE CARLI
Senior Analyst and CSIL partner
Professional collaborator within LAB market research unit. She is in charge of company databases management and quality control. She is an expert in processing and analyzing economic and statistical data with consideration of the national and international context.

MAURO SPINELLI
Senior Expert and CSIL partner
His main area of activity is marketing and the competitive intelligence analysis. He conducted several studies and field analyses. Speaker at conferences on furniture and lighting issues. Author of several articles and publications on specialist magazines and international review.

SARA BANFI
Junior Market Researcher
MSC in Economics and Social Sciences. Economist and Freelance Reporter. Previous working experiences in Peru, Tanzania and India.
CSIL RESEARCHERS
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

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