

2020 KBA MARKET RESEARCH

The logo for Csil, featuring the letters 'C', 's', and 'i' in a white, serif font, followed by a vertical line and the letter 'l' in a smaller, white, serif font. The logo is positioned in the bottom right corner of the page, set against a dark teal background.

Csil

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: 26 partners in activity, 8 associated experts, an overall network of 50 experts. The research activities at CSIL are structured around two distinct but interrelated business areas:

- Industry Studies and Market Research
- Development and Evaluation Studies

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)

Production, consumption, imports and exports in 60 countries selected according to their contribution to international trade of kitchen furniture. Data 2014-2019 by country and 2023 forecasts worldwide. Import and export penetration. Origin of imports and destination of exports of kitchen furniture. Built-in appliances trade. Company profiles of major leading players.

About 190 pages - Language: English
Edition XV, Year 2020, Price EUR 1600

ITALY

IL MERCATO ITALIANO DEI MOBILI PER CUCINA (IT5)

Kitchen furniture production and consumption in volume and value. Data 2014-2019 and 2020 forecasts. International trade. Supply structure by cabinet door material, colour, style and worktop material. Market breakdown by price range and reference prices. Weight of the built-in appliances on kitchen furniture supply. Sales and market shares of the leading players and short company profile. Distribution system. Interviews with leading players. Financial data. Key markets.

About 100 pages - Language: Italian
Edition XXXVIII, Year 2020, 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 3,000 kitchen specialists.

About 90 pages - Language: Italian
Edition VIII, Year 2020, Price EUR 4000 (on demand)

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

EUROPE

THE EUROPEAN MARKET FOR KITCHEN FURNITURE (EU4)

30 European countries considered: Austria, Belgium-Luxembourg, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and UK (formerly "Europe Part I"), Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia (formerly "Part II"). Production and consumption in volume and value by price range and country. Data 2014-2019 and 2020 forecasts. International trade. Supply structure by cabinet door material, colour, style and worktop material for group of countries. Market breakdown by price range and reference prices. Weight of the built-in appliances on kitchen furniture supply. Sales and market shares of the leading players and short company profile. Distribution system. Financial data. Key markets. Around 150 interviews with leading players.

About 300 pages - Language: English
Edition XXX, Year 2020, Price EUR 4000

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)

Kitchen furniture production and consumption in volume and value. Data 2014-2019 and 2020 forecasts. International trade. Supply structure by cabinet door material, colour, style and worktop material. Market breakdown by price range and reference prices. Weight of the built-in appliances on kitchen furniture supply. Sales and market shares of the leading players and short company profile. Distribution system. Financial data. Key markets. Interviews with leading players.

About 70 pages - Language: English
Edition IX, Year 2020, 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 1000

THE KITCHEN FURNITURE MARKET IN MIDDLE EAST (S71)

Countries covered: Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE. Market size and activity trend. International trade. Sales and market shares of leading players. Data on built-in appliances. Supply structure, distribution system and reference prices.

About 80 pages, Language: English

Edition I, Year 2020, Price EUR 800 (on demand)

AMERICAS

THE KITCHEN FURNITURE MARKET IN THE UNITED STATES (S34)

Kitchen and bathroom furniture production and consumption in volume and value. Data 2013-2018 and 2019 forecasts. Supply structure by cabinet door material, colour, type and worktop material. International trade. Weight of the built-in appliances on kitchen furniture supply. Sales and market shares of leading players and short company profile. Distribution system and reference prices.

About 90 pages - Language: English

Edition VI, Year 2019, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN BRAZIL (S63)

Market size, activity trend, and international trade data 2012-2017. Sales and market shares of leading players. Kitchen furniture and built-in appliances sold through this channel. Supply structure, distribution system and reference prices.

About 40 pages - Language: English

Edition I, Year 2018, Price EUR 800

ASIA

THE KITCHEN FURNITURE MARKET IN CHINA (S30)

Kitchen furniture production and consumption in volume and value. Data 2014-2019 and 2020 forecasts. International trade. Supply structure by cabinet door material, colour, style and worktop material. Market breakdown by price range and reference prices. Weight of the built-in appliances on kitchen furniture supply. Sales and market shares of the leading players and short company profile. Distribution system. Financial data. Market drivers. Interviews with leading players.

**About 130 pages - Language: English
Edition VIII, Year 2020, Price EUR 1600**

THE KITCHEN FURNITURE MARKET IN JAPAN AND SOUTH KOREA (S41)

Trends in kitchen furniture production and consumption, imports and exports, 2011-2016. Reference prices, marketing policies and distribution channels. Relevant data on household appliances. Market shares and short profile of leading players.

**About 80 pages, Language: English
Edition III, Year 2017, Price EUR 1000**

THE KITCHEN FURNITURE MARKET IN INDIA (S76)

Kitchen furniture production and consumption, imports and exports, 2008-2013. Market breakdown by price range and average prices. Market shares and short profile of the leading players by region. Distribution system. Market drivers.

**About 90 pages - Language: English
Edition I, Year 2014, Price EUR 1000**

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 180 pages - Language: English

Edition X, Year 2020, 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 IV, Year 2020, Price EUR 1600

WORLD SCENARIO

PROFILES OF 50 MAJOR APPLIANCE MANUFACTURERS WORLDWIDE (AP17)

Considered products: refrigerators and freezers, washers and dryers, dish-washers, 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 260 pages - Language: English
Edition VII, Year 2019, Price EUR 1600**

WORLD MARKET FOR PROFESSIONAL APPLIANCES (AP27)

Considered products: professional refrigeration, professional washing, professional cooking, commercial food service, vending machines, ice cream machines, coffee machines, professional conditioning. World market size by region, activity trend and forecast, 2010-2020. World trade 2014-2019. Short profiles of top 50 manufacturers. Financial figures.

**About 180 pages - Language: English
Edition II, Year 2020, 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)

About 350 pages, Edition I, Year 2011, Price EUR 3000

THE MAJOR HOUSEHOLD APPLIANCES MARKET IN CHINA (AP7)

About 100 pages, Edition III, Year 2008, Price EUR 2000

THE MAJOR HOUSEHOLD APPLIANCES MARKET IN INDIA (AP18)

About 130 pages, Edition II, Year 2008, Price EUR 2000

BUILT-IN APPLIANCES DISTRIBUTION AND BRAND IMAGE IN RUSSIA (AP6)

About 110 pages, Edition II, Year 2008, Price EUR 4000

OTHER AVAILABLE CSIL REPORT

SMART AND FAST CITIES (S60)

The report offers detailed statistics and forecasts up to 2022 for 150 cities, which are likely to be of high interest for the development of mid and high-end exporters in selected sectors (furniture and furnishing, kitchen and appliances, lighting). City Highlights, Demographic trends, Economic indicators, Household Consumption data. Flagship stores distribution in selected sectors.

About 300 pages, Edition II, Year 2020, Price EUR 1600

THE CONTRACT FURNITURE AND FURNISHINGS MARKET IN EUROPE (EU12)

About 190 pages, Edition XIII, Year 2020, Price EUR 2600

WORLD LUXURY FURNITURE MARKET (W21)

About 150 pages, Edition III, Year 2019, Price EUR 2000

E-COMMERCE FOR THE FURNITURE INDUSTRY (M02)

About 110 pages, Edition VI, Year 2019, Price EUR 800

FURNITURE RETAILING IN EUROPE (EU09)

About 420 pages, Edition XV, Year 2020, Price EUR 2900

LA DISTRIBUZIONE DEL MOBILE NELLE PROVINCE ITALIANE (S18)

About 170 pages, Edition XVII, Year 2020, Price EUR 2600

THE EUROPEAN MARKET FOR LIGHTING FIXTURES (EU6)

About 360 pages, Edition XXIX, Year 2020, Price EUR 4000

PRICE LIST

TITLE CODE EDITION PRICE €*

KITCHEN

Kitchen furniture: World Market Outlook	W14	2020	1600
Il mercato Italiano dei mobili per cucina	IT5	2020	1600
La distribuzione dei mobili per cucina in Italia	IT3	2020	4000
The European market for kitchen furniture	EU4	2020	4000
The kitchen furniture market in the UK	EU4UK	2015	1000
The kitchen furniture market in DE, AT, CH	EU4DACH	2015	1000
The kitchen furniture market in Russia	S25RU	2020	1600
The kitchen furniture market in Turkey	S49	2016	1000
The kitchen furniture market in Middle East	S71	2020	800
The kitchen furniture market in the US	S34	2019	1600
The kitchen furniture market in Brazil	S63	2018	800
The kitchen furniture market in China	S30	2020	1600
The kitchen furniture market in Japan - South Korea	S41	2017	1000
The kitchen furniture market in India	S76	2014	1000

BATHROOM

Il mercato Italiano dei mobili e accessori per bagno	IT7	2010	800
The European market for bathroom furniture, furnishings and wellness	S12	2020	2600
The bathroom furniture market and wellness in China	SS29	2020	1600

APPLIANCES

Profiles of 50 major appliance manufacturers worldwide	AP17	2019	1600
World market for professional appliances	AP27	2020	1600
Built-in appliances distribution and brand image in Italy	IT15	2014	4000

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Via e-mail (PDF Format)

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CSIL CUSTOMIZED RESEARCH

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, machine learning methodologies (geolocation, sentiment analysis).

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; The world market for professional appliances; Prospect for embedded lighting in furniture.

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; The thermoplastic market in Europe, China and the USA.

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 napkins in Europe, China, and North America; Candle markets in Europe, USA, and China; Profiling of market leaders in the US market for thermoplastics.

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, metal drawers and sliding elements, 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



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KBA FAIRS CALENDAR 2020

DATE	EXHIBITION NAME	COUNTRY	LOCATION
10-19 Jan	Philadelphia Home Show	USA	Philadelphia
13-19 Jan	IMM Möbelmesse	Germany	Cologne
21-23 Jan	K/BIS	USA	Las Vegas
3-7 Feb	Cevisama	Spain	Valencia
4-7 Feb	Budma	Poland	Poznan
1-4 Mar	KBB	UK	Birmingham
3-6 Mar	Batimat Russia	Russia	Moscow
4-7 Mar	Kuwait Building Show	Kuwait	Kuwait
10-14 Mar	Unicera	Turkey	Istanbul
19-22 Mar	Keramika	Indonesia	Jakarta
19-22 Mar	Ambiente India	India	New Delhi
24-26 Mar	Luxury HITS	Russia	Moscow
18-21 Apr	Cerambath	China	Foshan
21-26 Apr	EuroCucina	Italy	Milan
21-26 Apr	International Bathroom Exhibition	Italy	Milan
27-29 Apr	HDE - Hospitality Design Expo	China	Shanghai
30 Apr-11 May	Foire de Paris	France	Paris
7-9 May	ISH India	India	Mumbai
11-13 May	ISH China & CIHE	China	Beijing
2-5 Jun	Kitchen & Bath China	China	Shanghai
25-27 Jun	Ceramica West Africa	Nigeria	Lagos
28 Jul-01 Aug	Isfahan Kitchen	Iran	Isfahan
19-21 Aug	High Design – Home & Office Expo	Brazil	Sao Paulo
14-16 Sep	INDEX Dubai	UAE	Dubai
19-24 Sep	Area30 – design. kitchen	Germany	Löhne
22-25 Sep	Hábitat Valencia	Spain	Valencia
23-26 Sep	Kitchen and Bathroom	Indonesia	Jakarta
28 Sep-02 Aug	Cersaie	Italy	Bologna
13-15 Oct	Index Qatar	Qatar	Doha
23 Oct-1 Nov	Foire d'automne	France	Paris

KITCHEN BATHROOM APPLIANCES

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