CSIL OFFICE STUDIES

CSIL catalogue includes several reports focused on the office furniture sector.

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In the office furniture sector, CSIL has already worked for leading players on the following topics: product test for the launch of new collections, overview on new markets, competition analysis, forecasting, distribution, due diligence, purchasing process, partner research.
KEY ISSUES

- **Scenario** of the office furniture sector: industry development, market quantification and demand evolution.
- Office furniture **consumption** trends and forecasts: analysis of consumption dynamics.
- Main exporting countries and destination countries: **exports** and **imports** of office furniture by country and by geographical area.
- Competitive system: market leaders and analysis of office furniture sales and **market shares** of major companies.
- **Supply** characteristics: breakdown of office furniture production by product (office seating, operative desking, executive furniture, filing & storage, wall to wall units and communal areas) and by material.
- **Distribution** system: leading distribution channels and main sector distributors and reference prices.
- **Investments**: analysis of the office furniture companies’ investments in promotion, machinery and innovation.

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HIGHLIGHTS

World production of office furniture is worth around USD 52 billion.

In the office furniture sector the leading manufacturing and consuming countries are the United States, China, Germany, Japan and Canada.

Office furniture companies are investing mainly in product development and design as workplace is continuously evolving due to the mobile technologies.

Distribution of office furniture is highly specialised, some market shows a huge growth of the “project” business and other are mainly driven by distributors. Today office manufacturers are getting closer to the dealers than in the past.

These are some of the key elements for the success of companies competing in the market.