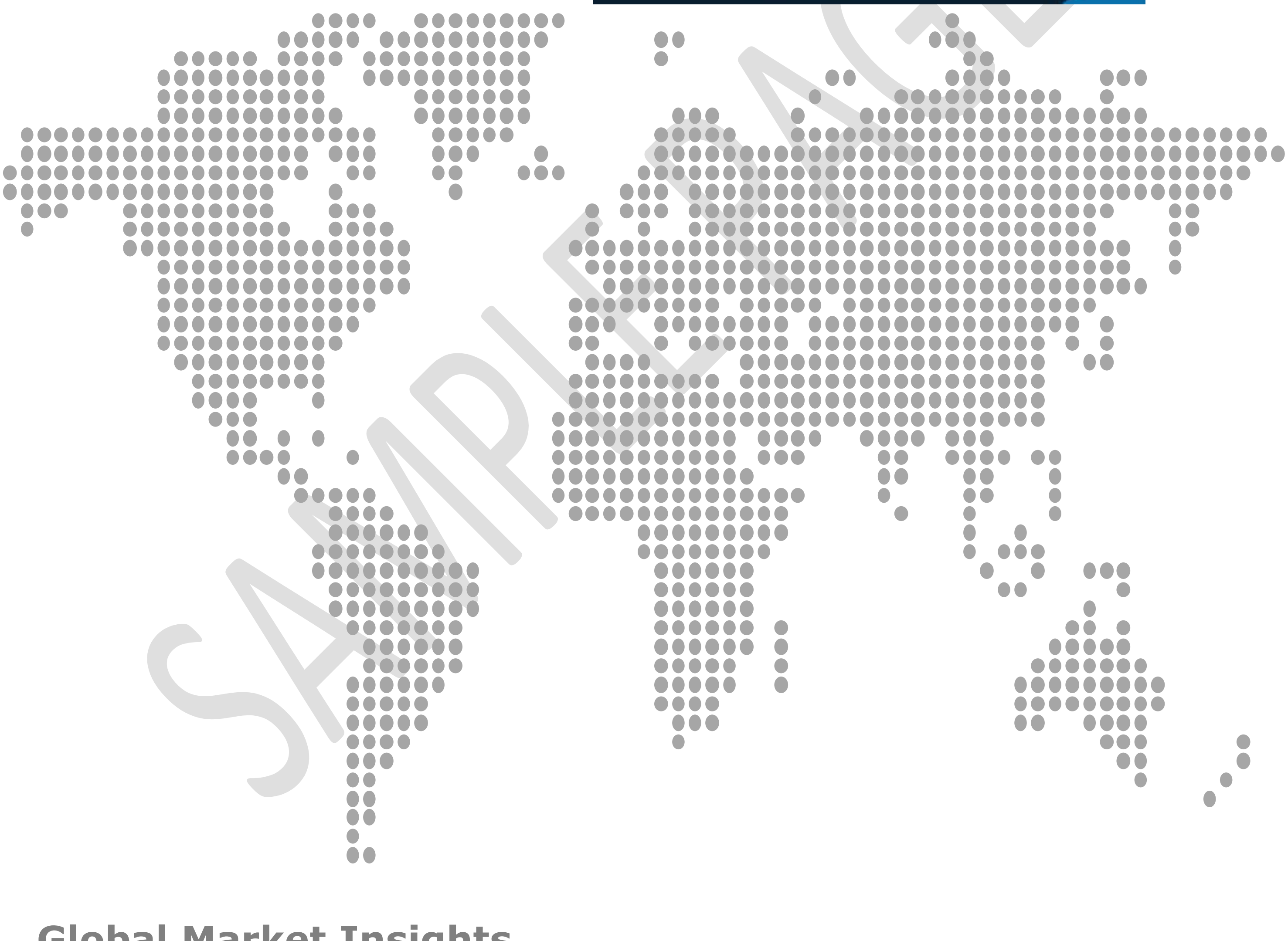
Furniture Market Size By Material (Plastic, Wood, Metal), By Application (Residential [Upholstered Furniture, Non-Upholstered Furniture, Bedroom, Kitchen Cabinet, Dining Room, Blinds & Shades, Mattresses] Commercial [Business/Office, Educational, Healthcare, Hospitality]) Industry Analysis Report, Regional Outlook (U.S., Canada, Germany, UK, Italy, France, Russia, Belgium, Poland, China, India, Japan, South Korea, Indonesia, Malaysia, Brazil, Mexico, Saudi Arabia, Qatar, UAE, South Africa), Growth Potential, Price Trends, Competitive Market Share & Forecast, 2020 – 2026



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Report Content

Chapter 1 Methodology & Scope

1.1 Methodology

Our research process is uniquely designed, with enough flexibility to ensure best practices for each assignment but retaining the core elements that ensure accuracy and authenticity. Common parameters studied and evaluated for this assignment include:

- Macro-economic factors
- Micro-economic factors
- Technology & innovation
- Regulatory and political scenario
- Demographics
- Industry impact forces
- Industry Insights

1.1.1 Initial data exploration

Our process started with initial exploration; which enabled us to form preliminary understanding about the problem in hand as well as the scope of the research. Data was mined on an extensive level, from our own repository of reports as well as independent studies, along with industry accepted secondary sources such as ICIS, Hoovers, Reuters, Technical Journals and Trade Magazines. We also have regular access to technical papers published by various universities and research establishments across the globe.

This research played an important role in providing us with an early understanding of the business environment and designing a study that was in-line with the industry dynamics.

Key takeaways from this phase of research included:

- Research scope
- Industry analysis
- Market segmentation
- Market dynamics
- Regulatory trends
- Statistical data
- Latest developments

1.1.2 Statistical model and forecast

Data modeling and forecasting is one of our core strengths, where we design unique models to estimate and forecast market evolution. These models are econometric or technical, based on the time period under consideration and are iterative and customizable in nature so as to minimize errors and improve accuracy.

Owing to the growing need for granular information, we use a pyramid approach for forecasting, also referred to as bottom-up methodology; where we evaluate each regional market separately, taking into consideration domestic as well as international dynamics to arrive at market numbers. Global data is obtained by integrating regional information.

A number of tools and statistical modeling techniques are utilized by our team, including software packages such as SPSS and analytical approaches such as regression, correlation, WMA (Weighted Moving Average), time-series and variation.

Some of the parameters integrated in our forecasting models include:

- Growth drivers, restraints and key trends
- Dynamics in application markets
- Regulatory and political updates and their impact
- Emerging technology development trends
- Raw material demand & supply dynamics
- Trade statistics

1.1.3 Industry Insights and validation

We believe primary research is the most important component that provides us competitive advantage over our peers. Our specialized team conducted primary interviews at various stages of research, in order to gain a deep understanding of the customer needs, business environment and expected future developments. For every assignment, upwards of 30 such interviews are conducted, with key business leaders such as CEOs, CSOs, CMOs, technology experts, suppliers, procurement experts as well as potential customers.

Interviews for this report were conducted in the form of extensive discussions, which enabled us to obtain penetrating Insights into the industry, as well as collect root-level information, in addition to validating our estimates.

1.1.4 Definitions forecast parameters & considerations

- 2019 is the base year for the study. Market size from 2016 to 2019 are actuals, with forecast from 2020 to 2026
- Global furniture market size was estimated based on pyramid approach, considering each product as a separate market. Global market is thus estimated by summing up the product market sizes
- Furniture market has been estimated in terms of volume & revenue
- Players in the market were identified through secondary and primary research
- Bottom up approach was used to calculate the global market size, wherein, country wise application demand was calculated and summed up to derive the regional share. The information obtained, is validated via data triangulation.
    - Sales revenue reported by major companies
    - Regulatory scenario
    - Feedback received from key service providers
- Historic estimation is an iterative process, triangulated by multiple factors, some of which include:
    - Rising disposable income and consumer spending
    - Government regulations
    - Expansion of residential and commercial construction sector
- The market and regional growth have been validated through exhaustive primary interviews as service providers do not generally specify clientele as it constitutes critical strategic information
- Totals have been rounded off

1.2 Base estimates & working

- **Market has been derived based on following parameters**

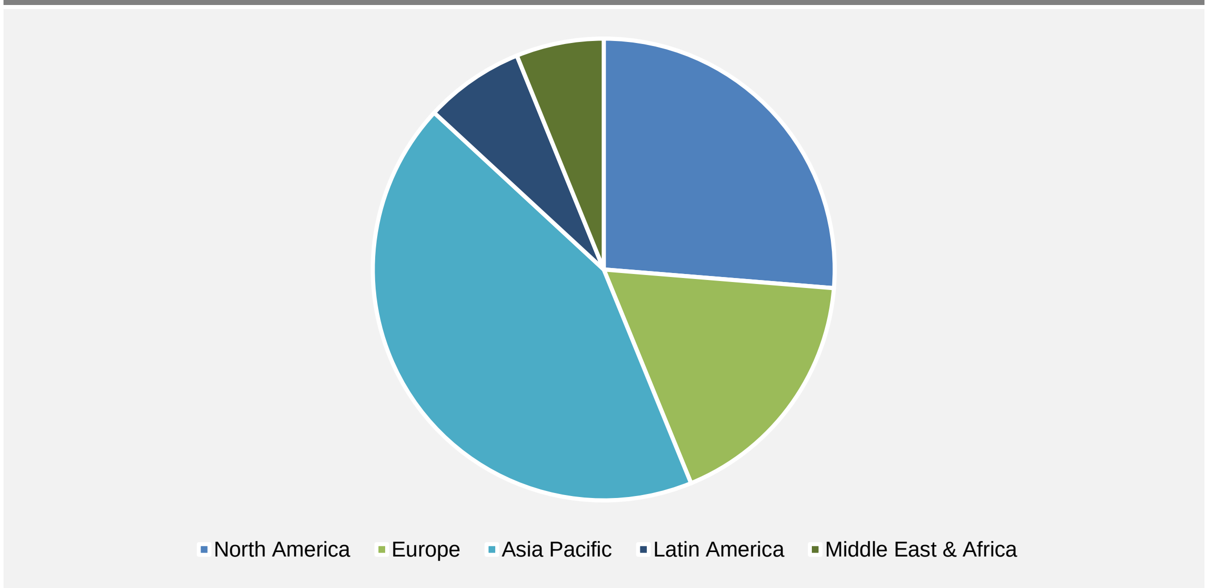
Market	Revenue/%
Global furniture market, 2019	**Approx. USD xx billion**

<u>Sources:</u>

- Associations of Commercial Furniture Manufacturers & Traders
- Aluminum Extruders Council
- American Institute of Architects
- Association of Millwork Distributors

- ASTM International
- Building Services Research & Information Association (BSRIA)
- CSA International
- Glass and Glazing Federation
- Institution of Civil Engineers (ICE)
- National Development and Reform Commission (NDRC)
- Company Annual Reports
- Company websites
- The calculations for furniture market have been conducted on the basis of overall demand in different regions.

FIG. 1 Overall furniture market 2019, by region, (% Volume share)



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

Regional market share was calculated by analyzing the industry scope, company presence, expansion activities, product launches, mergers, distribution partnerships in each region were evaluated, this was validated via primary feedback

The market was calculated through following assumptions

1.2.1 North America

- North America furniture market was approximately xx thousand tons in 2019. The North America furniture market share accounted for approximately xx% of the global furniture market size in 2019.
    - The following sources were visited & considered while estimating the size and industry share for North America furniture market.
        - Building Services Research & Information Association (BSRIA)
        - CSA International
        - xxxxxxxxxxx

1.2.2 Europe

- Europe furniture market was approximately xx thousand tons in 2019. The Europe furniture market share accounted for approximately xx% of the global furniture market in 2019.
    - The following sources were visited & considered while estimating the size and industry share for Europe furniture market
        - Glass and Glazing Federation
        - Institution of Civil Engineers (ICE)
        - xxxxxxxxxxx

1.2.3 Asia Pacific

- Asia Pacific furniture market was approximately xx thousand tons in 2019. The Asia Pacific furniture market share accounted for approximately xx% of the global furniture market in 2019.
    - The following sources were visited & considered while estimating the size and industry share for Asia Pacific furniture market.
        - National Development and Reform Commission (NDRC)
        - National Fenestration Rating Council
        - xxxxxxxxxxx

1.2.4 Latin America

- Latin America furniture market was around xx thousand tons in 2019. The LATAM region market share accounted for approximately xx% of the global furniture market in 2019.

- The following sources were visited & considered while estimating the size and industry share for Latin America furniture market.
  - National Glass Association
  - Occupational Safety and Health Administration (OSHA)
  - xxxxxxxxxxxx

1.2.5 Middle East & Africa (MEA)

- MEA furniture market was approximately xx thousand tons in 2019. The MEA region market share accounted for approximately xx% of the global furniture market in 2019.
  - The following sources were visited & considered while estimating the size and industry share for MEA furniture market.
    - Commercial Furniture Dealers Alliance
    - Commercial Furniture Magazine (W&D)
    - xxxxxxxxxxxx

1.3 Market estimation & forecast parameters

- Both volume and revenue in the furniture market report depicts demand. The report provides the market value for the base year 2019 and a yearly forecast from 2020 to 2026 in terms of volume (Thousand tons) and revenue (USD Million)
- Market volume was derived via bottom up approach, wherein country wise product demand is summed up to derive the global demand. The overall volume was further validated primary interviews by industry players (product manufacturers and distributors) with business presence across the globe. The derived volume was further validated with secondary sources and third-party consultants.
- Revenue was derived by bottom up approach by considering the prices of the product for different industry. In addition, product prices have been derived using actual quotes from distributors, vendors, and suppliers. Average price was calculated to derive industry revenue, by considering FOB price quotes with various quantities for different ports.
- Country wise growth dynamics of various end-users were evaluated in order to estimate market growth. For instance, in order to define market growth rate in

Asia Pacific, growth rate of end-user industries such as residential sector was evaluated.

- o Key industry dynamics were evaluated to understand their impact on demand for the forecast period. Growth rates were estimated using correlation, regression, and time-series analysis. For example, industry growth rate was mapped with its industry dynamics of end-user industries in the business which mainly includes, food & beverages, electrical & electronics, home & personal care, etc.
- o Furniture prices vary according to its industry.
- o Company market share is derived based on parameters such as production capacity, sales, product portfolio, business diversification, etc.
- o Inflation has not been accounted for
- o Totals have been rounded off to one decimal
- o Financials of privately held companies are provided in ranges

1.3.1.1 COVID-19 impact calculations on industry forecast

Region-wise COVID-19 impact analysis:

North America

North America	**Short Term**	**Medium Term**	**Long Term**
Forecast Year	2020-2022	2022-2024	2024-2026
Impact	Severe	Moderate	Mild
Volume	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons

Year-on-Year change in furniture Volume in North America

2019	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**
xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%

North America COVID-19 impact parameters are as follows:

Short Term:

- Rise in COVID-19 cases
- Disruption in raw material supply chain
- Low export forecast
- U.S. manufacturing weaken following corona virus spread

- Delay in raw material supply from China

Medium Term:

- Declined COVID-19 cases
- Recovery of regional economy
- Re-establishment of supply chain
- Removal of suspension of work in factories
- Effectiveness of government policies to contain the COVID-19 spread

Long Term:

- Efficient supply chain management
- Smooth functioning of factories
- Removal of international trading restrictions in view of COVID-19

Europe

Europe	Short Term	Medium Term	Long Term
Forecast Year	2020-2022	2022-2024	2024-2026
Impact	Severe	Moderate	Mild
Volume	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons

Year-on-Year change in furniture Volume in Europe

2019	2020	2021	2022	2023	2024	2025	2026
xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%

Europe COVID-19 impact parameters are as follows:

Short Term:

- Rise in COVID-19 cases reported in Italy, Spain, Germany, France, UK
- Highest number of death cases in Italy from across the world
- Disruption in supply chain due to:
    - Nationwide lockdown
    - Restriction on transport
    - Shutdown on international transport
- Major hit on tourism industry

- Low purchasing power of consumer
- Trade limitations in an effort to ensure sufficient domestic supplies and avoid price increases

Medium Term:

- Declined COVID-19 cases
- Slight recovery of European economy
- Removal on the restriction on international travel
- Removal of lockdown and suspension of work in factories
- Effectiveness of government policies to contain the COVID-19 spread
- Effectiveness of fiscal policies to support the economic recovery

Long Term:

- Recovery of regional economy
- Smooth functioning of factories
- Removal of international trading restrictions in view of COVID-19
- Positive impact of travel and tourism in economic recovery from COVID-19

Asia Pacific

Asia Pacific	Short Term	Medium Term	Long Term
Forecast Year	2020-2022	2022-2024	2024-2026
Impact	Severe	Moderate	Mild
Volume	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons

Year-on-Year change in furniture Volume in Asia Pacific

2019	2020	2021	2022	2023	2024	2025	2026
xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%

Asia Pacific COVID-19 impact parameters are as follows:

Short Term:

- No new cases reported in China
- COVID-19 major impact on countries including China, India, Australia, Japan, and Indonesia

- Disruption in supply chain due to nationwide lockdown in countries
- Restriction on transport from China
- Shutdown on international transport
- Major hit on tourism industry
- Manufacturing companies witnessing interruption in component supply sourced from China

Medium Term:

- Declined COVID-19 cases in India, Australia and other Asian countries
- Recovery from economic slowdown
- Removal on the restriction on international travel will boost tourism industry
- Effectiveness of government policies to contain the COVID-19 spread
- Effectiveness of fiscal policies to support the economic recovery

Long Term:

- Recovery of regional economy
- Smooth functioning of manufacturing industry
- Normalization of international travel and trade
- Removal of international trade restrictions in view of COVID-19
- Growth of tourism industry and normal functioning of manufacturing industry will have positive impact on economic recovery from COVID-19

Latin America

Latin America	Short Term	Medium Term	Long Term
Forecast Year	2020-2022	2022-2024	2024-2026
Impact	Severe	Moderate	Mild
Volume	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons

Year-on-Year change in furniture Volume in Latin America

2019	2020	2021	2022	2023	2024	2025	2026
xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%

Latin America COVID-19 impact parameters are as follows:

Short Term:

- Rise in COVID-19 cases in Brazil, Argentina, Peru, Chile
- Disruption in supply chain
- Restriction on transport from China
- Shutdown on international transport
- The steep depreciation of the currency that has raised import costs
- The COVID-19 pandemic, could have impact on the disruption of local supply chains and stronger domestic demand

Medium Term:

- Declined COVID-19 cases
- Recovery from economic slowdown
- Regaining of supply chain management
- Recovery of manufacturing industry in the region along with export
- Effectiveness of government policies to manage the COVID-19 spread
- Effectiveness of fiscal policies to support the economic recovery

Long Term:

- Recovery of regional economy
- Smooth functioning of healthcare industry
- Normalization currency depreciation
- Removal of international trade restrictions in view of COVID-19

Middle East & Africa

MEA	Short Term	Medium Term	Long Term
Forecast Year	2020-2022	2022-2024	2024-2026
Impact	Severe	Moderate	Mild
Volume	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons	xx Thousand tons - xx Thousand tons

Year-on-Year change in furniture Volume in Middle East & Africa

2019	2020	2021	2022	2023	2024	2025	2026
xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%

Middle East & Africa COVID-19 impact parameters are as follows:

Short Term:

- Rise in COVID-19 cases in Turkey, Iran, South Africa, Algeria, Israel
- Restriction on transport from China
- Disruption in supply chain of food ingredients
- Tighter supply of raw materials
- Shutdown on international transport
- The steep depreciation of the currency that has raised import costs
- The COVID-19 pandemic could have impact on the disruption of local supply chains and stronger domestic demand

Medium Term:

- Declined COVID-19 cases
- Recovery from regional economic slowdown
- Efficient supply chain management in food industry
- Positive impact of government policies to contain the COVID-19 spread
- Effectiveness of fiscal policies to support the economic recovery

Long Term:

- Recovery of regional economy
- Normalization of international travel and trade
- Removal of international trade restrictions in view of COVID-19

1.4 Data Sources

1.4.1 Primary

- xxxxxx
- xxxxxx
- xxxxxx
- xxxxxx
- xxxxxx

1.4.2 Secondary

1.4.2.1 Paid sources

- OneSource
- Factiva

- ICIS
- Hoover's

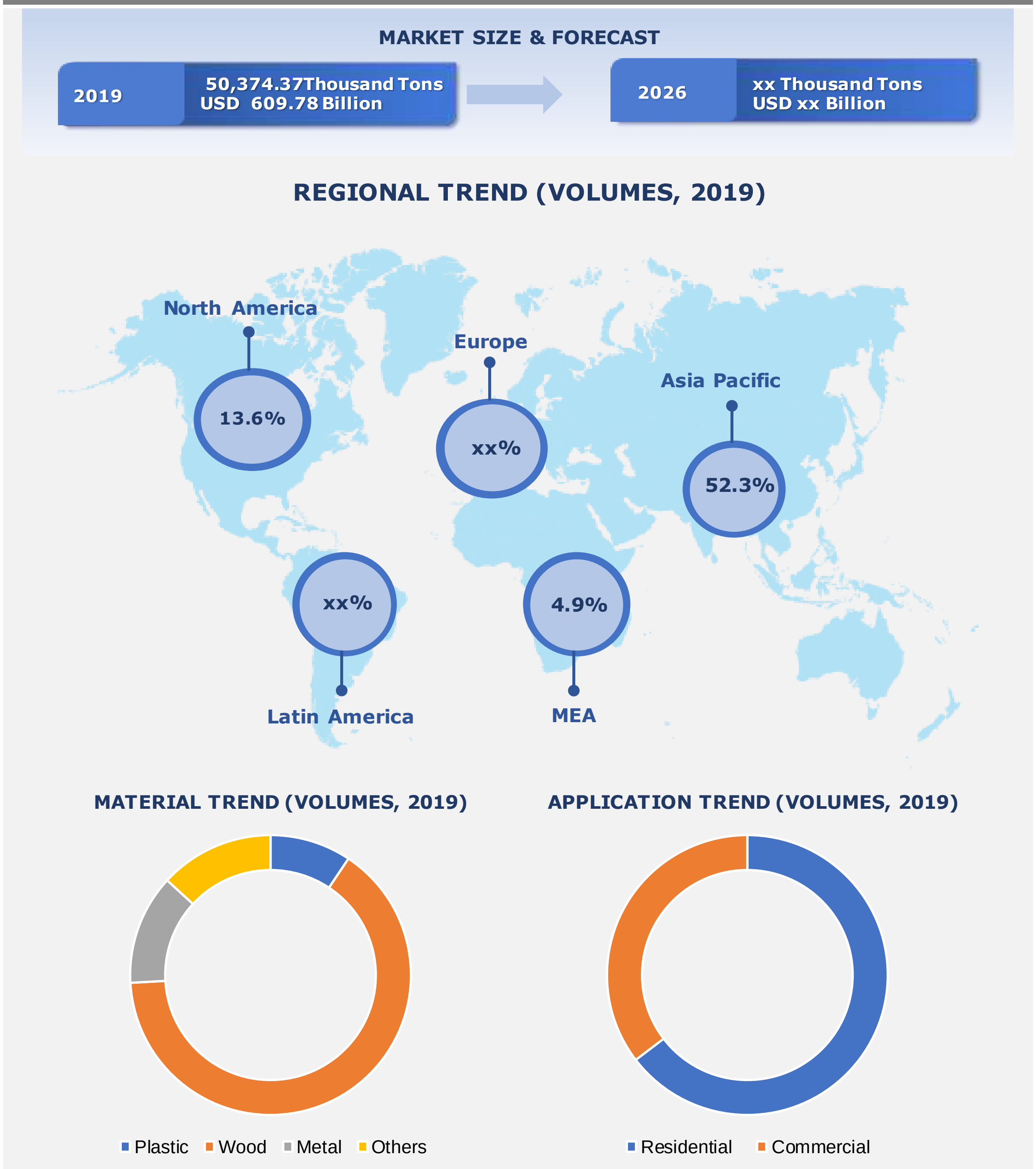
1.4.2.2 Public sources

- The British Commercial Furniture Manufacturers Association
- California Commercial Furniture Manufacturers Association
- Associations of Commercial Furniture Manufacturers & Traders
- Aluminum Extruders Council
- American Architectural Manufacturers Association
- American Institute of Architects
- Association of Millwork Distributors
- ASTM International
- Building Services Research & Information Association (BSRIA)
- CSA International
- Glass and Glazing Federation
- Glass Canada Magazine (GC)
- Institution of Civil Engineers (ICE)
- National Development and Reform Commission (NDRC)
- National Fenestration Rating Council
- National Glass Association
- Occupational Safety and Health Administration (OSHA)
- Commercial Furniture Dealers Alliance
- Commercial Furniture Magazine (W&D)
- European Commission
- Company Annual Report

Chapter 2 Executive Summary

2.1 Furniture industry 360^0 synopsis, 2016 - 2026

FIG. 2 Global furniture industry 360^0 synopsis, 2016 -2026



2.1.1 Business trends

TABLE 1. Global furniture market estimates and forecast, 2016 - 2026, (Thousand Tons) (USD Billion)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Volume (Thousand Tons)	43,124.3	45,454.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Revenue (USD Billion)	513.5	544.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%

Furniture Market size valued at around USD 609.7 billion in 2019 and will exhibit a growth rate of over 5.4% from 2020 to 2026. The rapid expansion of the construction sector coupled with investments in smart city projects is expected to create new opportunities for the furniture industry.

Increasing marketing campaigns for commercial & residential building accommodation with ready to use furniture to attract more buyers and do better deals are likely to propel market development. Infrastructure development is a main factor influencing the economy of developed and developing nations. The country's development affects its economic aspects, thereby supporting productivity and boosting construction expansion. The economic progress among the global population is another important factor for infrastructure growth.

2.1.2 Material trends

TABLE 2. Global furniture market volume estimates and forecast by material, 2016 - 2026 (Thousand Tons)

Material	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Plastic	4,109.6	4,307.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Wood	27,748.7	29,308.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Metal	5,491.5	5,785.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Others	5,774.5	6,053.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**43,124.3**	**45,454.5**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Wood material held a market share of around 60% in 2019 and is projected to observe 5.1% CAGR during 2020 to 2026. Wood has various advantages such as better appearance in comparison to their counterparts. Wooden framing is the preferred choice of architectural and construction firms in their endeavors to build a 'Green Building', through the use of environmental-friendly materials.

The other material segment includes composite materials such as wood plastic, bamboo, glass, and cane. These materials are gaining popularity due to the rising demand for durable & lightweight products in construction sector. Bamboo fibers are utilized in residential buildings on account of their strength, cost, and flexibility. The other furniture material segment is predicted to capture 10% market revenue share in 2026.

TABLE 3. Global furniture market revenue estimates and forecast by material, 2016 - 2026 (USD Billion)

Material	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Plastic	41.7	43.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Wood	351.7	373.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Metal	64.3	68.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Others	55.8	58.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**513.5**	**544.5**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

2.1.3 Application trends

TABLE 4. Global furniture market volume estimates and forecast by application, 2016 - 2026 (Thousand Tons)

Application	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Residential	**27,956.9**	**29,437.3**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Upholstered furniture	4,541.0	4,806.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Non-upholstered furniture	4,148.3	4,318.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Bedroom	4,955.3	5,216.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Kitchen cabinet	3,346.5	3,553.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Dining room	7,643.9	8,069.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Blinds & shades	1,789.3	1,876.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Mattresses	1,166.2	1,217.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Other furniture	366.4	379.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Commercial	**15,167.4**	**16,017.2**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Business/Office	6,547.7	6,918.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Educational	391.5	412.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Healthcare	1,213.2	1,272.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Hospitality	6,119.3	6,479.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Others	895.7	935.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**43,124.3**	**45,454.5**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

The rising demand for commercial & residential spaces equipped with harm-resistant features is among the key factors fueling the furniture demand. An increase in the middle-class income along with government investments pertaining to infrastructure developments will further improve the industry size.

TABLE 5. Global furniture market volume estimates and forecast by application, 2016 - 2026 (USD Billion)

Application	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Residential	**324.9**	**343.8**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Upholstered furniture	53.0	56.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Non-upholstered furniture	48.1	50.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Bedroom	57.7	61.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Kitchen cabinet	38.6	41.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Dining room	88.9	94.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Blinds & shades	21.0	22.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Mattresses	13.3	14.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Other furniture	4.1	4.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Commercial	**188.7**	**200.7**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Business/Office	81.1	86.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Educational	5.0	5.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Healthcare	15.3	16.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Hospitality	75.8	80.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Others	11.4	12.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**513.5**	**544.5**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

2.1.4 Regional trends

TABLE 6. Global furniture market volume estimates and forecast by region, 2016 - 2026 (Thousand Tons)

Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
North America	5,883.1	6,190.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Europe	11,077.9	11,631.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Asia Pacific	22,365.4	23,639.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Latin America	1,677.4	1,756.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Middle East & Africa	2,120.5	2,236.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**43,124.3**	**45,454.5**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Opportunities are emerging across various parts of the developing economies, where high disposable income plays an important role. The industry constantly strives to advance and present products that will appeal to a variety of lifestyles and individuals on a global market. Various factors are considered by industry players including economic factors, consumer income, shifting lifestyles, and fluctuating urban landscapes. However, limited availability of skilled labor and the growing cost of production is some of the major factors restraining the market growth.

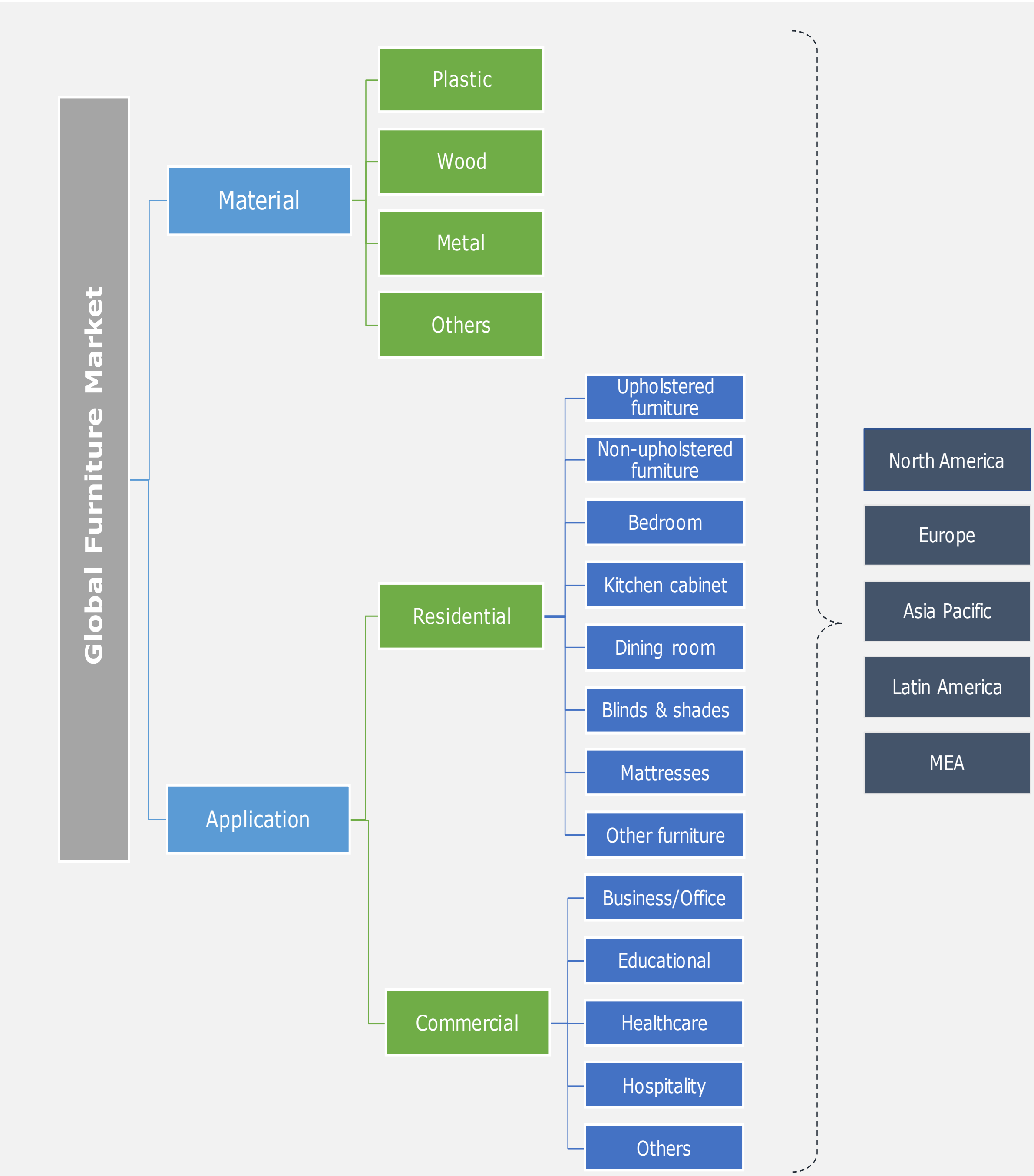
TABLE 7. Global furniture market revenue estimates and forecast by region, 2016 - 2026 (USD Billion)

Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
North America	72.9	77.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Europe	143.7	151.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Asia Pacific	252.1	268.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Latin America	20.3	21.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Middle East & Africa	24.4	25.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**513.5**	**544.5**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Chapter 3 Furniture Industry Insights

3.1 Industry segmentation

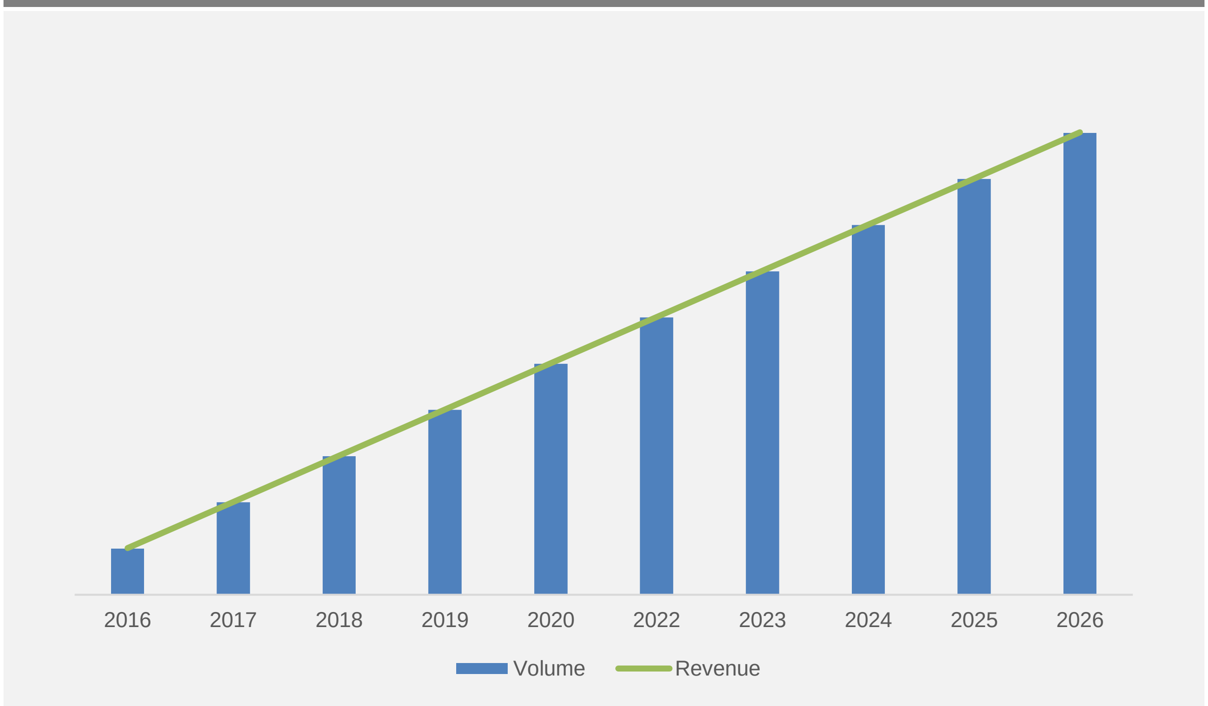
FIG. 3 Industry segmentation



Global furniture market has been segmented on the basis of material and application. Based on the material the market further classified into plastic, wood, metal, others. Application segment further bifurcated into residential and commercial applications. Residential applications are further categorized into upholstery furniture, non-upholstery furniture, bedroom, kitchen cabinet, dining room, Blinds & shades, mattresses, and other furniture. Based on commercial application, the marked has further subdivided into business/office, educational, healthcare, hospitality, and others.

3.2 Industry landscape, 2016 - 2026

FIG. 4 Industry landscape, (Thousand Tons) (USD Billion), 2016 - 2026

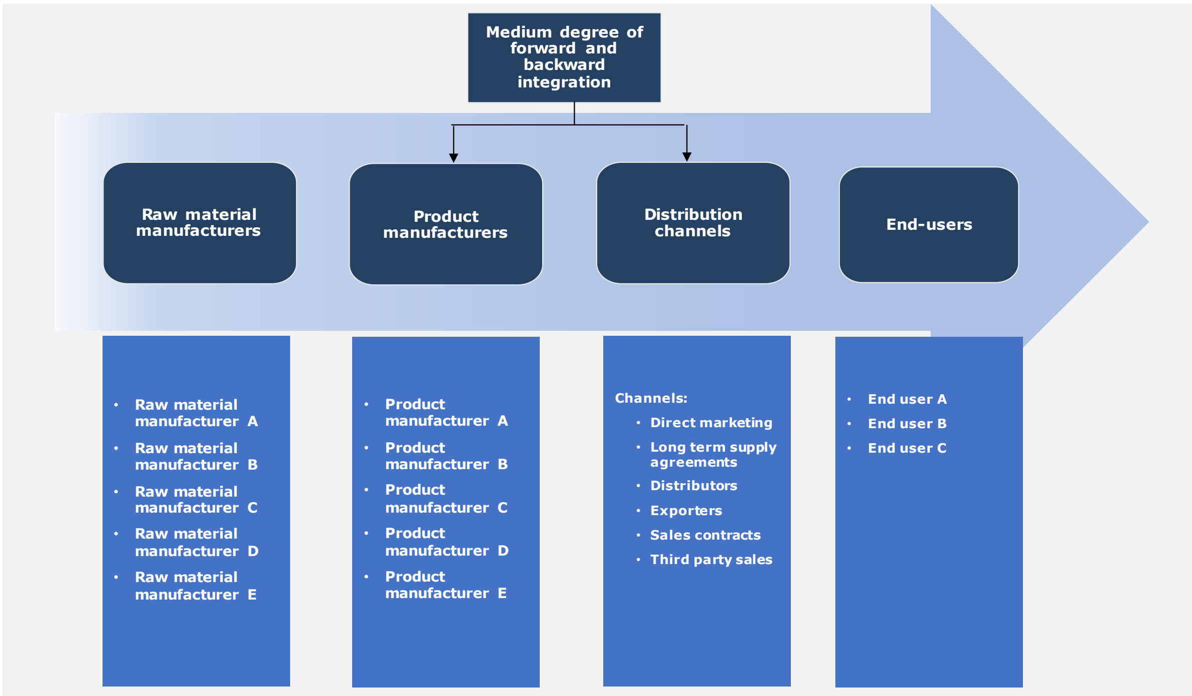


Note: This chart is only for representational purpose. Actual data will be provided in the final report.

3.2.1 COVID-19 impact on industry landscape

3.3 Industry ecosystem analysis

FIG. 5 Industry ecosytem analysis



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

3.3.1 Raw material suppliers

3.3.1.1 Challenges faced by raw material suppliers

3.3.1.2 COVID-19 impact on raw material supply

3.3.2 Manufacturers

3.3.2.1 Challenges faced by furniture manufacturers

3.3.3 Suppliers & Distributors

3.3.4 Furniture assembles

3.3.5 Distribution channel analysis

3.3.6 Value chain disruption analysis (COVID-19 impact)

3.3.7 Profit margin trends

3.3.8 Vendor matrix

TABLE 8. Vendor matrix

Company	Role	Product	Presence
Company 1	Manufactures	Residential furniture	Global

3.4 Technology & innovation landscape

3.5 Industry best practices & key buying criteria

3.6 Consumer buying behavior analysis

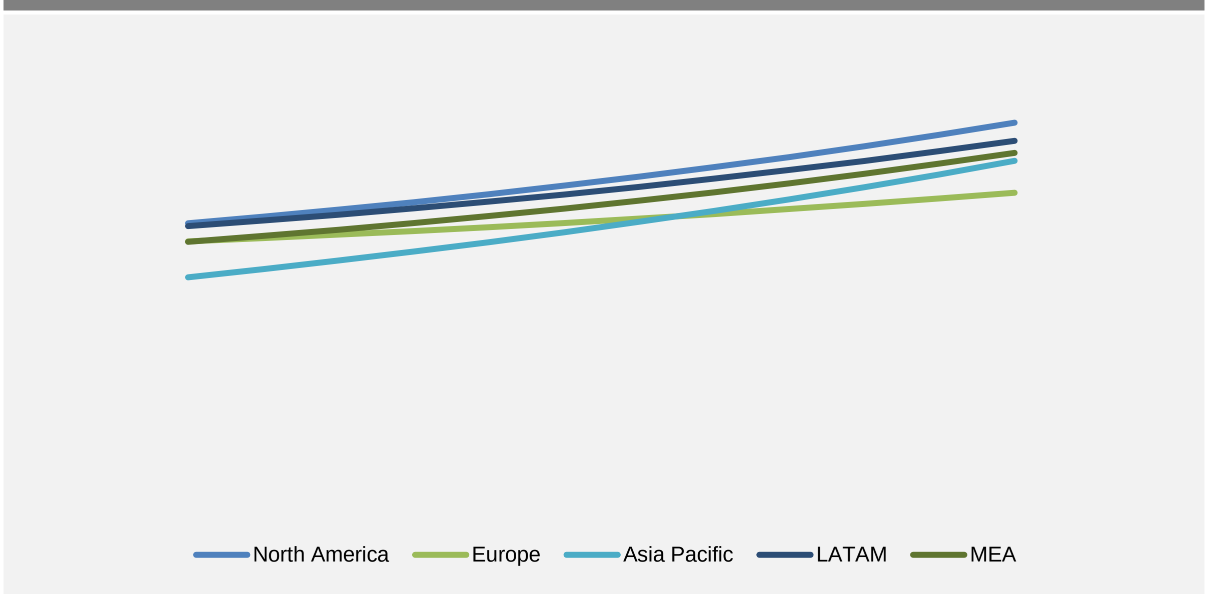
3.7 Regulatory landscape, by region

3.7.1 North America

3.8 Pricing analysis

3.8.1 Regional pricing

FIG. 6 Regional price trends (USD/kg)



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

3.8.2 Price by material

3.8.3 Price by application

3.8.4 COVID-19 impact on pricing

3.9 Raw material analysis

3.9.1 Aluminium

3.9.2 Plastic

3.10 Industry impact forces

TABLE 9. Industry impact forces

Growth driver	Short term	Medium term	Long term
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx			
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx			
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx			
Industry pitfall			
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx			
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx			

3.10.1 Growth drivers, by region

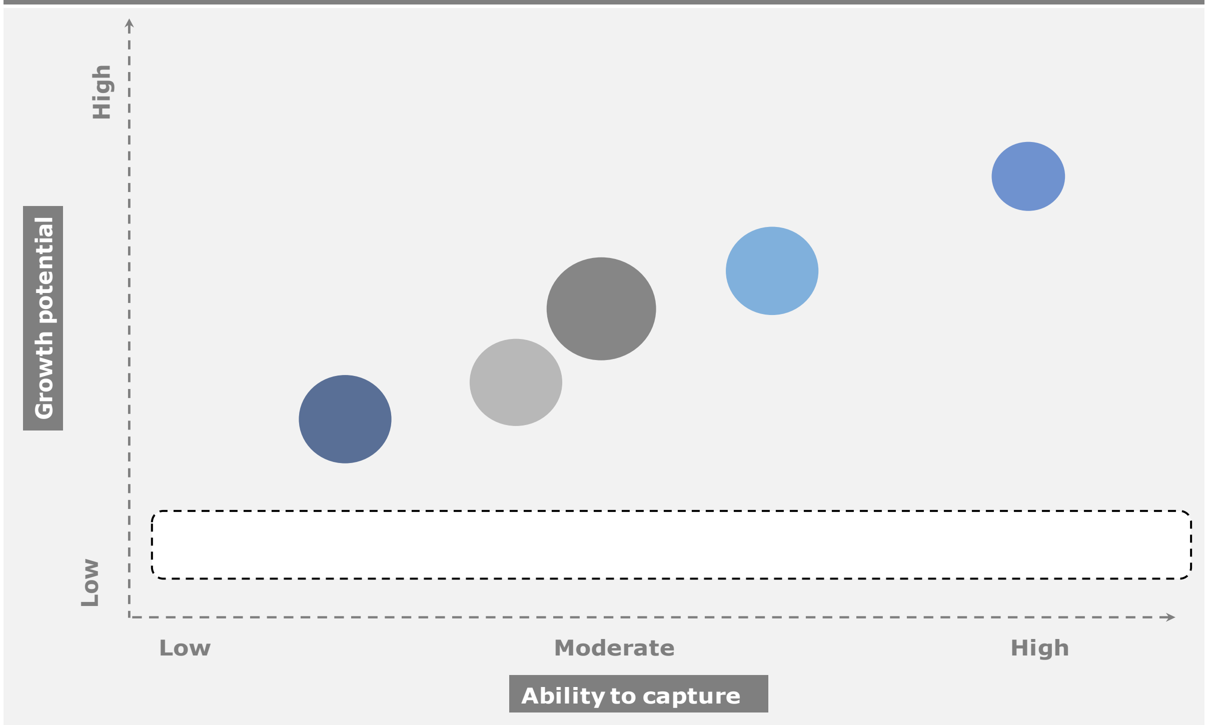
3.10.1.1 Change in consumer buying behavior due to transformation in living styles across the globe

3.10.2 Industry pitfalls & challenges

3.10.2.1 Limited availability of skilled labor to meet fluctuating consumer demand

3.11 Growth potential analysis, 2019

FIG. 7 Growth potential analysis, 2019



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

Growth potential denotes the revenue opportunity offered by the segment while ability to capture denotes the potential of a new entrant to capture market share, taking in to consideration the intensity of competition. Bubble size represents present revenue

3.12 Competitive landscape, 2019

3.12.1 Top 10 players overview

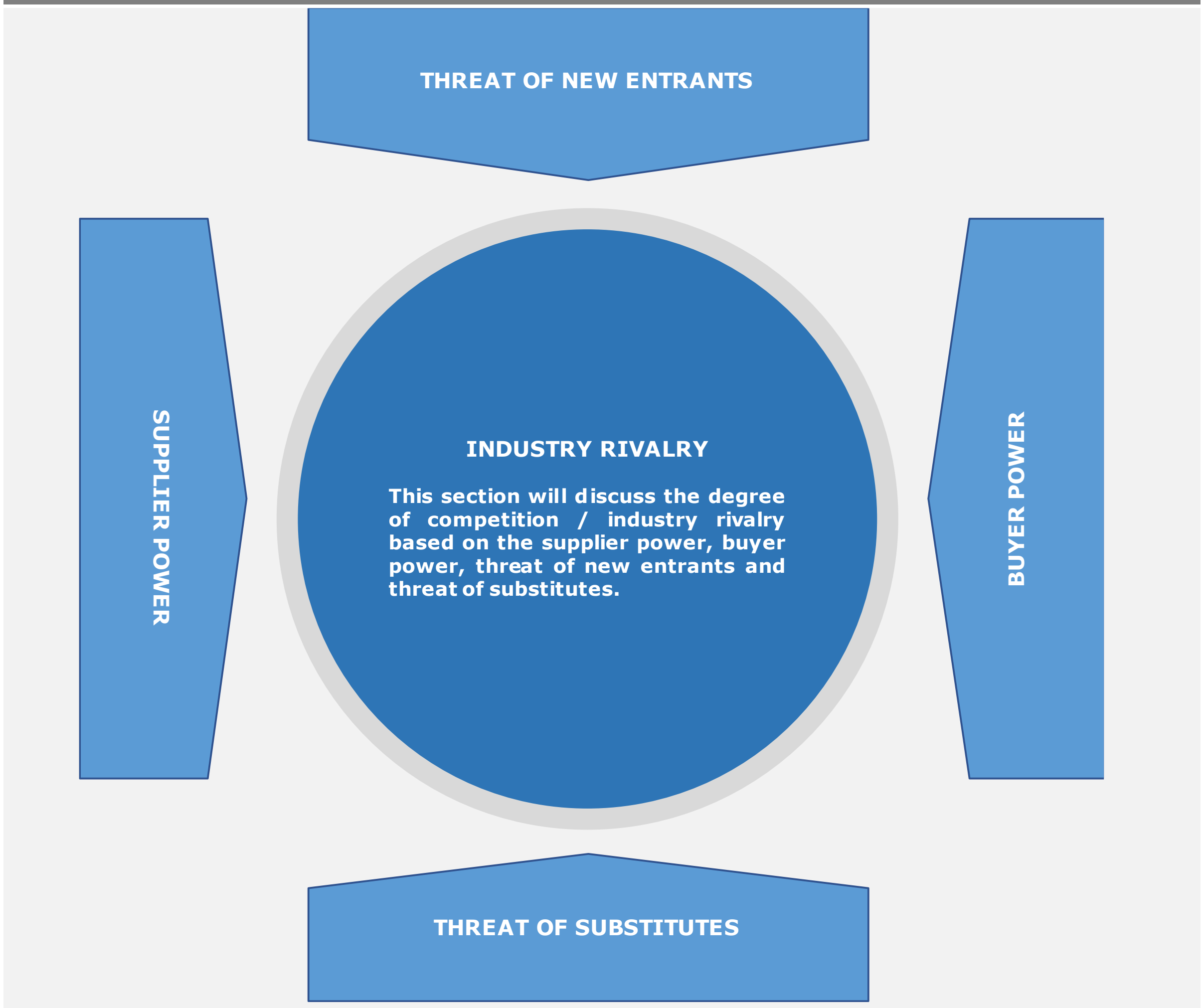
3.12.2 Strategy Dashboard

TABLE 10. Strategy dashboard

Company	Strategy
Company 1	• Strategy A

3.13 Porter's analysis

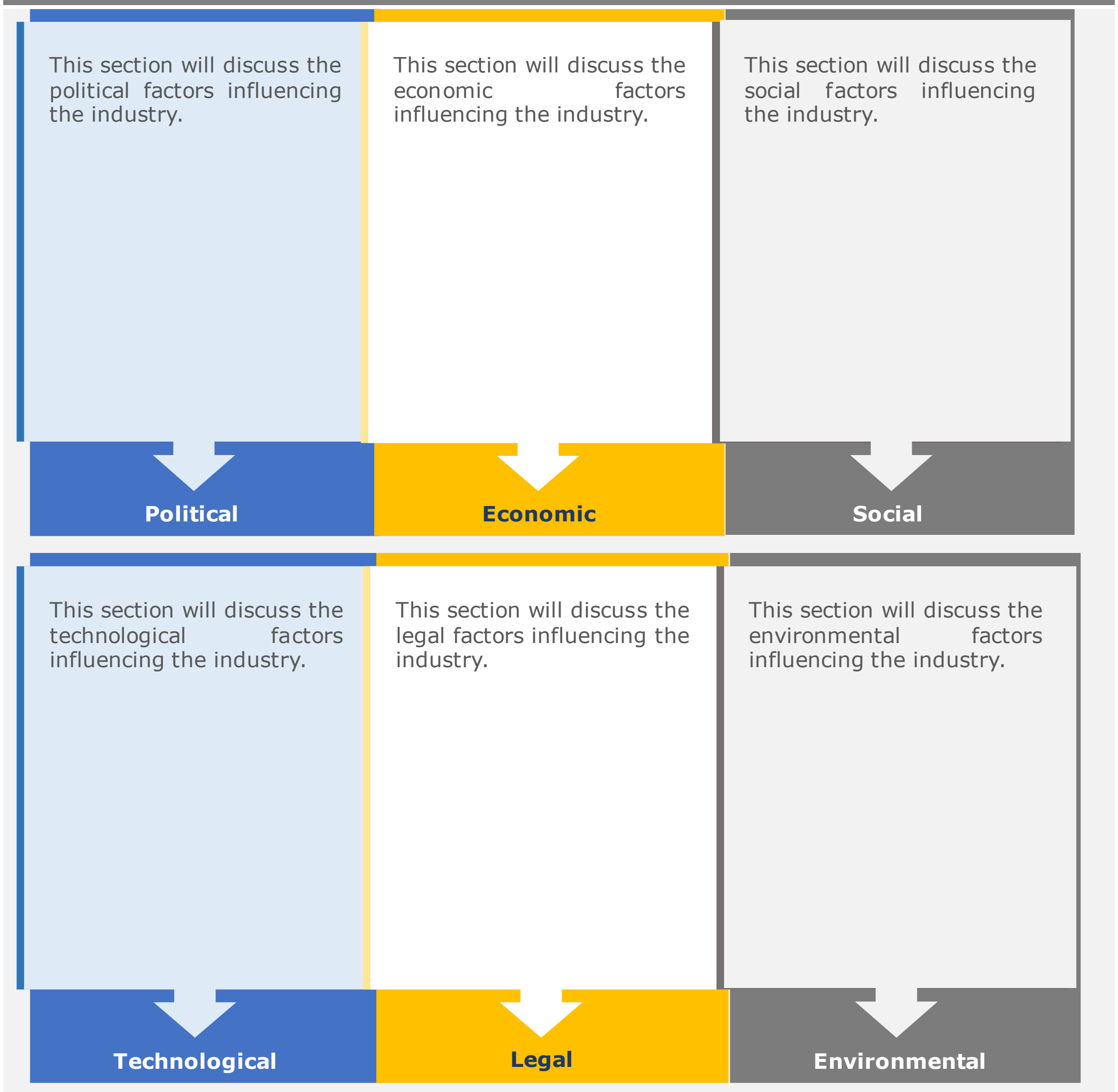
FIG. 8 Porter's analysis



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

3.14 PESTEL analysis

FIG. 9 PESTEL analysis



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

3.15 Global furniture hardware market, 2016 – 2026 (USD Million)

3.15.1 Market estimates and forecast, 2016 - 2026, (USD Million)

TABLE 11. Market estimates and forecast, 2016 - 2026, (USD Million)

Furniture Hardware	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Drawer Runners	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Wardrobe Fittings	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Door Handles & Knobs	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Hinges & Brackets	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Kitchen drawers & fittings	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Wood moldings	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Others	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

3.15.2 Global furniture hardware market trends

3.16 COVID-19 impact on demand for furniture by application

3.16.1 Residential

3.16.2 Commercial

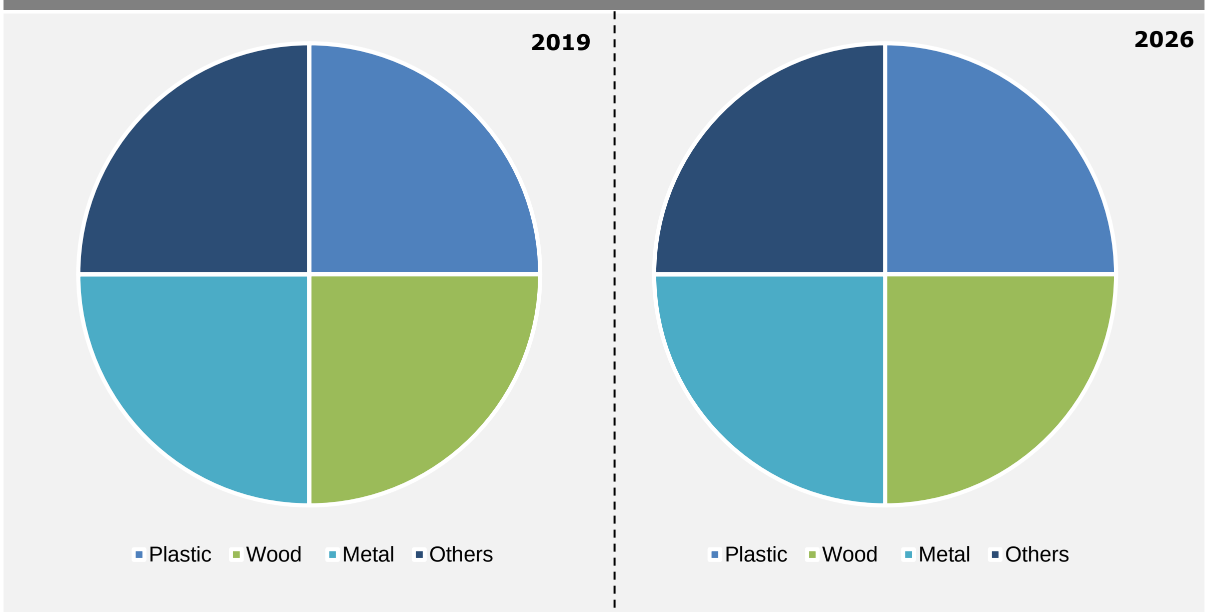
Chapter 4 Furniture Market, By Material

4.1 Global furniture market share by material, 2019 & 2026

Plastic furniture market accounted for xx% of the overall industry share in 2019. The material is predicted to gain volume share and reach xx% by 2026. Metal furniture accounted for xx% of the overall industry share in 2019 and is predicted to lose volume share and reach xx% by 2026.

The other material segment includes composite materials such as wood plastic, bamboo, glass, and cane. These materials are gaining popularity due to the rising demand for durable & lightweight products in construction sector. Bamboo fibers are utilized in residential buildings on account of their strength, cost, and flexibility. The other furniture material segment is predicted to capture 10% market revenue share in 2026.

FIG. 10 Furniture market volume share by material, 2019 & 2026



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

4.2 Plastic

4.2.1 Market estimates and forecast from plastic, 2016 - 2026, (Thousand Tons) (USD Billion)

TABLE 12. Market estimates and forecast from plastic, 2016 - 2026, (Thousand Tons) (USD Billion)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Volume (Thousand Tons)	4,109.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Revenue (USD Billion)	41.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%

TABLE 13. Furniture market estimates and forecast from plastic by region, 2016 - 2026, (Thousand Tons)

Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
North America	553.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Europe	1,066.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Asia Pacific	2,125.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Latin America	160.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Middle East & Africa	203.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**4,109.6**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 14. Market estimates and forecast from plastic by region, 2016 - 2026, (USD Billion)

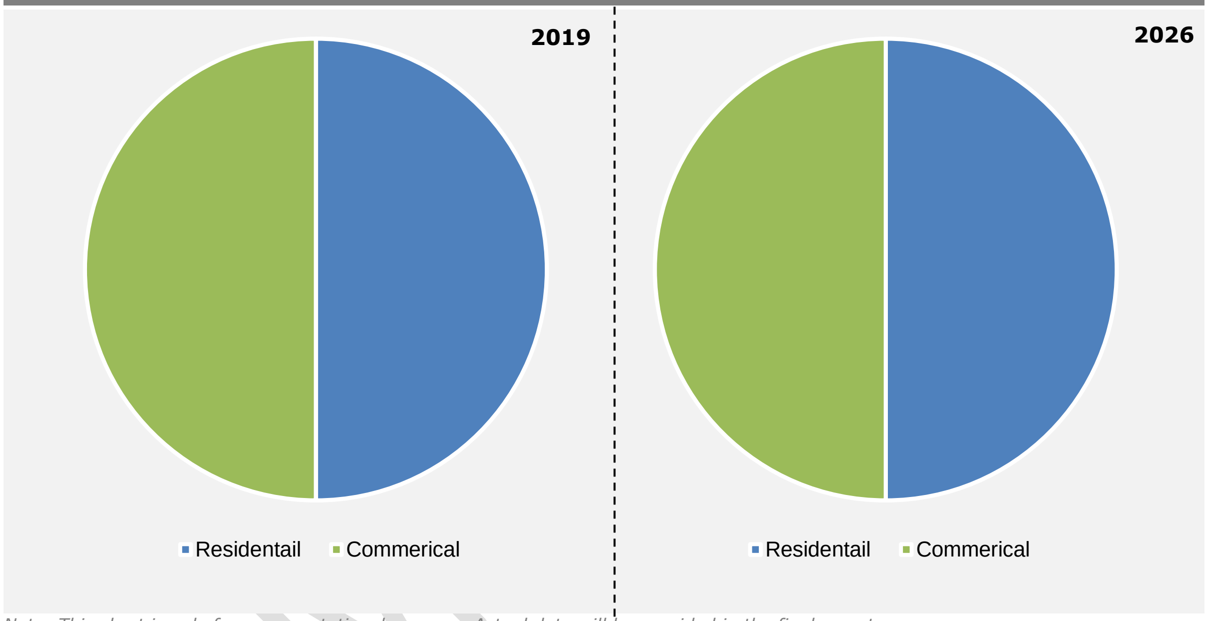
Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
North America	5.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Europe	11.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Asia Pacific	20.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Latin America	1.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Middle East & Africa	2.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**41.7**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Chapter 5 Furniture Market, By Application

5.1 Global furniture market share by application, 2019 & 2026

Residential furniture market accounted for xx% of the overall industry share in 2019 and is predicted to lose volume share and reach xx% by 2026. Commercial furniture market accounted for xx% of the overall industry share in 2019 and is predicted to gain volume share and reach xx% by 2026.

FIG. 11 Furniture market volume share by application, 2019 & 2026



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

5.2 Residential

5.2.1 Market estimates and forecast from residential, 2016 - 2026, (Thousand Tons) (USD Billion)

TABLE 15. Market estimates and forecast from residential, 2016 - 2026, (Thousand Tons) (USD Billion)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Volume (Thousand Tons)	27,956.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Revenue (USD Billion)	324.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%

The residential application dominated the global furniture market in 2019 and is estimated to hold above 60% share in 2026. Rapid sales in convertibles and single sofas will contribute to a steady market growth. Increasing exports and imports of luxurious and comfortable furniture driven by rising consumer disposable income and changing lifestyles are enhancing the upholstered furniture demand.

5.2.2 Market estimates and forecast from residential by region, 2016 - 2026, (Thousand Tons) (USD Billion)

TABLE 16. Market estimates and forecast from residential by region, 2016 - 2026, (Thousand Tons)

Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
North America	3,813.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Europe	7,200.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Asia Pacific	14,474.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Latin America	1,089.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Middle East & Africa	1,379.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**27,956.9**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 17. Market estimates and forecast from residential by region, 2016 - 2026, (USD Billion)

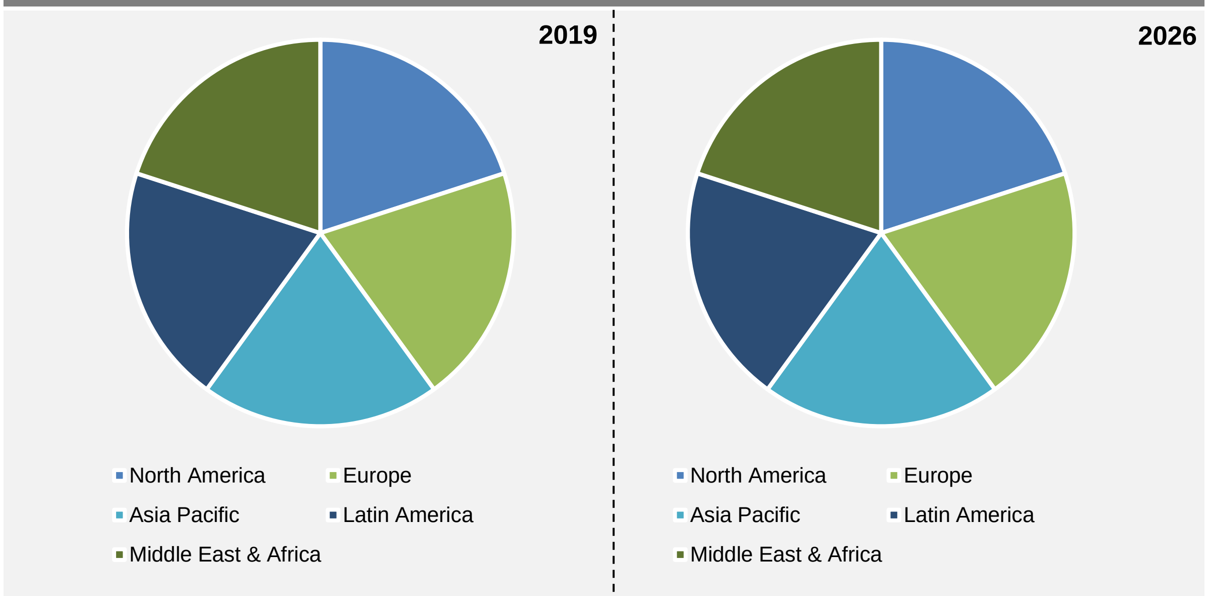
Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
North America	46.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Europe	91.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Asia Pacific	159.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Latin America	12.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Middle East & Africa	15.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**324.9**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Chapter 6 Furniture Market, By Region

6.1 Global furniture market share by region, 2019 & 2026

Europe furniture market accounted for xx% of the overall industry share in 2019 and is predicted to lose volume share and reach xx% by 2026. Asia Pacific furniture market accounted for xx% of the overall industry share in 2019 and is predicted to gain volume share and reach xx% by 2026.

FIG. 12 Furniture market share by region, 2019 & 2026



Note: This chart is only for representational purpose. Actual data will be provided in the final report.

6.2 North America

6.2.1 Market estimates and forecast, 2016 - 2026, (Thousand Tons) (USD Billion)

TABLE 18. North America furniture market estimates and forecast, 2016 - 2026, (Thousand Tons) (USD Billion)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Volume (Thousand Tons)	5,883.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Revenue (USD Billion)	72.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%

North America market is set to witness lucrative growth through 2026 propelled by improved construction spending from consumers. Infrastructure development is likely to surge the construction of residential and commercial buildings fostering furniture demand. Hotels, schools, colleges, hospitals, and commercial office spaces will offer excellent market growth opportunities.

6.2.2 North America furniture market estimates and forecast, by material, 2016 - 2026, (Thousand Tons) (USD Billion)

TABLE 19. North America furniture market volume estimates & forecast, by material, 2016 - 2026, (Thousand Tons)

Material	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Plastic	553.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Wood	3,765.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Metal	741.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Others	822.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**5,883.1**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 20. North America furniture market revenue estimates & forecast, by material, 2016 - 2026, (USD Billion)

Material	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Plastic	5.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Wood	49.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Metal	9.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Others	8.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx%
Total	**72.9**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

6.2.3 North America furniture market estimates and forecast, by application, 2016 - 2026, (Thousand Tons) (USD Billion)

TABLE 21. North America furniture market volume estimates and forecast by application, 2016 - 2026 (Thousand Tons)

Application	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Residential	**3,813.4**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Upholstered furniture	616.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Non-upholstered furniture	573.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Bedroom	677.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Kitchen cabinet	449.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Dining room	1,040.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Blinds & shades	240.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Mattresses	161.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Other furniture	54.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Commercial	**2,069.7**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Business/Office	891.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Educational	52.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Healthcare	165.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Hospitality	830.3	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Others	130.1	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**5,883.1**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

TABLE 22. North America furniture market volume estimates and forecast by application, 2016 - 2026 (USD Billion)

Application	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	CAGR (2020-2026)
Residential	**46.2**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Upholstered furniture	7.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Non-upholstered furniture	6.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Bedroom	8.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Kitchen cabinet	5.4	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Dining room	12.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Blinds & shades	2.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Mattresses	1.9	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Other furniture	0.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Commercial	**26.8**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**
Business/Office	11.5	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Educational	0.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Healthcare	2.2	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Hospitality	10.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Others	1.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	**xx%**
Total	**72.9**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx**	**xx%**

Chapter 7 Company Profiles

7.1 Kohler Co

7.1.1 Business Overview

Snapshot	
Headquarters	U.S.
Year of establishment	1873
Regional presence	Global
D-U-N-S Number	00-607-3225

Kohler is the U.S. based plumbing fixtures manufacturer and supplier. The company offers products through its different brands including Jacob Delafon, Karat, Mira, Kohler, Kallista and sterling. Kohler's bathroom product includes shower stalls & bases, shower doors, bathtubs, bath & shower combo, bathtub doors, whirlpool & shower combos, toilets, sinks and accessories. The company's kitchen range includes sinks, bar & prep sinks and utility sinks. Kohler's other major product line includes cabinetry, furniture, tile, engines and generators. The company has more than 50 manufacturing facility worldwide.

7.1.2 Financial data

Years	2017	2018	2019
Annual sales	USD xx billion – USD xx billion	USD xx billion – USD xx billion	USD xx billion – USD xx billion

Note: Kohler is a privately held company, hence data gathered from paid and primary resources

7.1.3 Product Landscape

Product	Feature
KOHLER Suite	• Bathroom furniture services • European design • Includes Terrace Bathroom Furniture Products, Reve Bathroom Furniture Products

7.1.4 SWOT Analysis

SWOT Analysis, Kohler

S
- Wide geographic presence
- Strong product portfolio

W
- Dependency on suppliers

O
- Growing residential sector in North America and Europe
- Strategic agreements with distributors for expansion in emerging economies

T
- Fluctuation in raw material prices
- Competition from domestic manufacturers in Asia Pacific

Note: The final report will contain profiles of the following companies based on the above-mentioned attributes (company overview, revenue, applications, applications, and strategic developments)

7.2 Ashley Furniture Industries

7.3 IKEA

7.4 Steelcase

7.5 Okamura

7.6 Herman Miller

7.7 La-Z-Boy Inc.

7.8 Global Group