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Market Research
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Russian Furniture Market Research

Executive summary (pdf) -107 pages, database (chm) — 294 Russian producers

Price: 1490 Euro (English version)

The History of Updates

28.08.2008 — version 5 – the report has been actualized; both the report and the database have been supplemented

06.06.2007 - version 4 – updated report, actualized database

14.11.2006 - version 3 – contains supplemented and actualized database

20.06.2006 - version 2 — enhanced report and actualized database

04.04.2006 - version 1

Report Description

The given research report is the fifth version of the ready-made research of the Russian furniture market. Monitoring of furniture market has been carried out by Research.Techart since March 2004. The first version of the research report was released in April 2006.

Amidst the growing income of the population consumers show more and more interest in durable goods, including furniture. Demand for domestic furniture is growing thanks to high dynamics of residential property construction and actual deferred demand. The latter arises as the result of people's wish to replace old furniture produced during Soviet period by modern home-produced or imported production.

Building modern office facilities conforming European standards of quality in the regional centers is becoming the key factor of the office furniture sector development.

The research report consists of nine parts.

The first part is introductory. It includes various types of furniture classification.

The second part is dedicated to the global furniture market. It contains the basic quantitative characteristics of the market in 2007, information on the countries leading in furniture production, exporters and importers, as well as the analysis of the key market tendencies.

The third part contains general information on the Russian furniture market, its main characteristics (domestic production, external trade, consumption) and recent dynamics. Separate attention is given to the structure and tendencies of import and export deliveries to and from Russia.

The fourth part describes the current state of the Russian furniture industry, its main characteristics, the aerial structure and the types of furniture production in our country.

The fifth part is dedicated to the analysis of the leading Russian furniture producers. This section contains information on the Russian furniture market leaders, their specialization and the methods of carrying out

competitive activity, including price policy, the principles of distribution organization (retail, wholesale, regional distribution, franchising) and marketing activity.

The sixth part contains information on peculiarities of furniture consumption, factors influencing demand and the specific character of furniture market and furniture consumption in separate regions. This part also contains the rating of the most potentially receptive regions from the furniture market point of view.

The seventh part represent the description of separate segments of the furniture market: house furniture (cabinet furniture, upholstered furniture, kitchen furniture and bedroom furniture) and office furniture (wooden and metal) and the proportion of these segments on the market. It also includes quantitative evaluation and qualitative tendencies of each segment and contains the profiles of the leading Russian and foreign producers.

The eight part contains the analysis of external factors of the Russian furniture market including PEST factors (political, economical, social, technological) and the analysis of raw materials market (chipboards, polyurethane foam, furnishings). Additionally this part contains the analysis of the construction market. As it follows from the analysis, its current state can be considered the main furniture market indicator.

The concluding parts contain information about the main tendencies and perspectives of the Russian furniture market development and the conclusion itself.

The database of the Russian furniture producers is attached to the report.

The target audience of this research includes:

- furniture producers;
- trade organizations working on the furniture market;
- potential investors;
- furniture consumers;
- raw material and related markets' players.

Russian Furniture Market Research Report Contents

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The database containing detailed information on 294 furniture producers is attached to the report. Each company is described by the following set of contact details:

- company name;
- region;
- contact information (address, telephone number, e-mail, url);
- year of foundation;
- specialization;
- about company;
- number of employees;
- types of products (tables, chairs, arm-chairs, counters, cupboards, couches/sofas, davenports, beds, computer tables and chairs, other furniture);
- groups of products (office furniture, cabinet furniture, kitchen furniture, upholstered furniture, computer furniture, furniture for halls, children's rooms, bedrooms, etc.);
- more about production;
- economic performance of the companies;
- main suppliers;
- purchased raw materials / equipment;
- main company clients;



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- geography of sales;
- marketing aspects of the company activities;
- servicing, warranty;
- sales peculiarities;
- general managers.

The database allows using various selection modes and perform global search.