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: 20 partners in activity, 7 associated experts, an overall network of 50 experts. The research activities at CSIL are structured around three business areas:

- Industry Studies (mainly Furniture sector and related supply chain)
- Development and Evaluation Studies
- Laboratory Innovation Unit (Lighting, Kitchen, Appliances, and New Businesses).

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.
KITCHEN FURNITURE: WORLD MARKET OUTLOOK (W14)
About 180 pages - Language: English
Edition XIII, Year 2018, Price EUR 1600

IL MERCATO ITALIANO DEI MOBILI PER CUCINA (IT5)
About 70 pages - Language: Italian
Edition XXXVI, Year 2018, 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 10,000 kitchen and furniture specialists.
About 80 pages - Language: Italian
Edition VII, Year 2018, Price EUR 4000

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, PART I  (EU4)
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 XXVIII, Year 2018, Price EUR 2900

THE EUROPEAN MARKET FOR KITCHEN FURNITURE, PART II  (S25)
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 VIII ,Year 2018, Price EUR 1600

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)
About 70 pages - Language: English
Edition VIII, Year 2018, 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, 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  (S71)
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  (S34)
About 80 pages - Language: English
Edition V, Year 2017, Price EUR 1600

THE KITCHEN FURNITURE MARKET IN BRAZIL  (S63)
About 60 pages - Language: English
Edition I, Year 2018, Price EUR 1600
THE KITCHEN FURNITURE MARKET IN CHINA (S30)
About 110 pages - Language: English
Edition VII, Year 2018, 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 AND SOUTH KOREA (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 profiles of the leading players.
About 70 pages, Language: English
Edition III, Year 2017, Price EUR 1600
ITALY

IL MERCATO ITALIANO DEI MOBILI E 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 800

EUROPE

THE EUROPEAN MARKET FOR FURNITURE, FURNISHINGS, AND WELLNESS (S12)
Countries covered: 24 major Western and Eastern European countries. 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 140 pages - Language: English

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, 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 II, Year 2008, Price EUR 800
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 VI, Year 2017, Price EUR 1600

WORLD MARKET FOR PROFESSIONAL APPLIANCES (AP27)
About 100 pages - Language: English
Edition I, Year 2018, Price EUR 1600

ITALY

BUILT-IN APPLIANCES DISTRIBUTION AND BRAND IMAGE IN ITALY (IT15)
120 interviews with leading sector buyers (wholesalers, kitchen furniture manufacturers and GDO) enable us to make annual projections for kitchen furniture and built-in appliance consumption.
About 130 pages - Language: Italian
Edition XX, Year 2014, Price EUR 4000
ALSO AVAILABLE

World trade of major appliances (AP26)

The major household appliances market in China (AP7)

The major household appliances market in India (AP18)

Built-in appliances distribution and brand image in Russia (AP6)
About 110 pages, Edition II, Year 2008, Price EUR 4000

Built-in appliances distribution and brand image in Spain (AP2)
About 130 pages, Edition II, Year 2008, Price EUR 4000

Built-in appliances distribution and brand image in the United Kingdom (AP1)
About 100 pages, Edition III, Year 2008, Price EUR 4000

The major household appliances market in the USA (AP23)

The blogger and the major household appliances market in Italy (AP25)
About 100 pages, Edition I, Year 2007, Price EUR 500

Major appliances and kitchen furniture market in Japan (AP24)

Profiles of 50 major appliance retailers worldwide (AP19)
About 240 pages, Edition I, Year 2007, Price EUR 1600

Built-in appliances distribution and brand image in France (AP10)
About 100 pages, Edition I, Year 2007, Price EUR 3000
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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 are usually between 3,000 Eur and 30,000 Eur. Detailed offers, including budget and methodology, 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.
- **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**: European upper market for cooking appliances, biannual surveys for consumer luminaires, OLED lighting in Europe.

**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**: Market approach in Saudi Arabia, Thailand, Turkey. Potential market for a new brand in the kitchen, lighting and furniture markets. The Italian market for professional fire alarms.

**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. 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 and statistics.
- **Expected results**: database for the client’s competitive intelligence, industry benchmarking, brand portfolio and SWOT analysis.
- **Some recent experiences**: Positioning of a built-in cooking brand in the Italian market, competitive positioning for three brand in the design-oriented market, the napkins market.
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: Partner research in the Italian market for IoT applications; potential market for new kind of flat glass; flame retardant fibers; classical versus contemporary lighting; ecological and standard thermoplastics; the candle market.

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.
• Past experiences: Clients include companies in Italy, Bangladesh, Thailand. CSIL Experts have also given training, workshops and consulting in Germany, Italy, Mexico, and USA.

TRADE AND CUSTOMER SATISFACTION
• Issues we address: Investigating the degree of satisfaction of customers or other relevant actors; identifying the key factors affecting their (implicit and explicit) satisfaction
• Tools: Survey data coupled with advanced methods and tools for processing survey data. CAWI (Computer Assisted Web Interviewing) and Bulletin Board, by CSIL and Eumetra Monterosa.
• 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: Summer School on Cost-Benefit Analysis of Investment Projects. Evaluation of EU Cohesion Policy
THE RESEARCH TEAM

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Email: banfi@csilmilano.com
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