CSIL, CENTRE FOR INDUSTRIAL STUDIES

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.
WORLD SCENARIO

WORLD TRADE OF LIGHTING FIXTURES (W15)
About 230 pages – Language: English
Edition XXIII, Year 2018, Price EUR 1600

LEDS AND THE WORLDWIDE MARKET FOR LIGHTING FIXTURES (S52)
Market size, competitive system, main applications, 2012-2017 trends and forecasts up to 2022. Top 100 players. Residential, Commercial, Industrial and Outdoor LED lighting. Lighting Fixtures and replacements. Main products and applications. Background technological information on LEDs. Section on the OLED market.
About 140 pages – Language: English
Edition IX, Year 2018, Price EUR 1600

E-COMMERCE FOR THE LIGHTING FIXTURES INDUSTRY (M3)
E-commerce trends in the lighting fixtures industry. Case histories of E-commerce in the lighting sector are provided, together with an analysis of the status and prospects of lighting fixtures retailing on the Internet. Short profiles of Leading E-commerce players, sales and market shares.
About 60 pages – Language: English
Edition III, Year 2017, Price EUR 1280

THE WORLD MARKET FOR OUTDOOR LIGHTING FIXTURES (W19)
Market size and activity trend for over 50 countries. Outdoor residential lighting, city beautification, street lighting, tunnel lighting, area lighting. Top players. Market shares. Countries covered: China, United States, Japan, Europe, Turkey, Russia, India, Latin America, Middle East and North Africa, South Africa. Specific focus on outdoor LED based lighting segment.
About 160 pages – Language: English
FINANCIAL ANALYSIS OF 50 MAJOR LIGHTING MANUFACTURERS WORLDWIDE (W29)
Short profiles, EBITDA and other financial ratios. Financials and market share performance.
About 80 pages – Language: English
Edition II, Year 2018, Price EUR 1600

LIGHTING CONTRACT: TOP 300 ARCHITECTURAL COMPANIES AND LIGHTING DESIGNERS (S84)
Short profiles, The who’s who in the Project segment of the lighting world.
About 80 pages – Language: English
Edition I, Year 2017, Price EUR 1280

ITALY

LA DISTRIBUZIONE DEGLI APPARECCHI PER ILLUMINAZIONE IN ITALIA (IT34)
300 interviews with lighting fixture retailers, manufacturers and distributors. Trade satisfaction analysis is for 20 leading brands. Data broken down by distribution channel, geographic area, turnover range, display surface, product price range.
About 125 pages – Language: Italian
Edition II, Year 2018, Price EUR 4000 (on demand, at least 3 requests)

IL MERCATO ITALIANO DELLA ILLUMINAZIONE OUTDOOR (IT40)
About 25 pages – Language: Italian
Edition I, Year 2015, Price EUR 1600

APPARECCHI PER ILLUMINAZIONE: PROCESSO DI ACQUISTO IN ITALIA (IT14)
Behavior of the Italian consumers of lighting fixtures: lighting product characteristics, purchasing process, consumer’s profile. Purchases of lighting products are broken down by product type, style, material, light source. Data on purchases of lighting products broken down by socio-demographic characteristics.
About 160 pages – Language: Italian
THE EUROPEAN MARKET FOR LIGHTING FIXTURES, PART I (EU6)
16 Western European countries considered: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK. 150 interviews with the leading producers of residential, commercial, industrial and outdoor lighting fixtures. International trade, supply and market size, product trends. Sales data and market shares for the main players, distribution channels. Data 2012-2017 and forecasts for 2018.
About 230 pages – Language: English
Edition XXVII, Year 2018, Price EUR 2900

THE EUROPEAN MARKET FOR LIGHTING FIXTURES, PART II (S39)
Lighting fixtures market in eight Central-Eastern European countries: Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Slovakia, Slovenia. Lighting fixtures industry statistics (production, consumption, imports and exports), information on distribution channels, lighting sources, productivity and financial ratios. Sales data, market shares and strategies of 50 among the top manufacturers in this area and of the major players in each country considered.
About 130 pages – Language: English
Edition VII, Year 2018, Price EUR 1600

THE EUROPEAN MARKET FOR LIGHTING CONTROLS AND IoT (EU26)
Indoor and outdoor lighting controls, lighting management, IoT products. Estimated market data and forecast. Market breakdown. Short profiles. Market shares of the top manufacturers. Market breakdown by kind of product, application, demand (public or private) and light source. Geographical coverage: Europe (27) plus snapshot on USA.
About 90 pages – Language: English
Edition II, Year 2017, Price EUR 1280

THE EUROPEAN MARKET FOR EMERGENCY LIGHTING (EU24)
About 90 pages – Language: English
Edition II, Year 2017, Price EUR 1600
THE EUROPEAN MARKET FOR HEALTHCARE LIGHTING (EU31)
Market size and activity trend for two healthcare macro segments and its main products such as hospitals and dental studies, market drivers (demographic changes, healthcare expenditure, hospitals, nursing residential care facilities, dental practices and community pharmacies). Major players and weight on the overall lighting turnover.
About 80 pages – Language: English
Edition I, Year 2015, Price EUR 1600

THE EUROPEAN MARKET FOR OUTDOOR LIGHTING (EU30)
Outdoor lighting fixtures industry statistics, sales data and market shares of the top manufacturers. Market breakdown by kind of product, application, demand (public/private), light source. Geographical coverage: European Union 15 + Norway and Switzerland.
About 90 pages – Language: English
Edition I, Year 2014, Price EUR 1600

THE EUROPEAN MARKET FOR EXPLOSION-PROOF LIGHTING (EU29)
27 European countries. Market size by country. Major players’ market share, financial data. Explosion-proof, weather proof, hazardous conditions.
About 40 pages – Language: English
Edition I, Year 2011, Price EUR 1600
THE LIGHTING FIXTURES MARKET IN RUSSIA (S28)
Lighting fixtures industry statistics (production and consumption, imports and exports), sales data and market shares of the main players, company profiles, data on the supply structure (light sources, productivity and employment), distribution channels, reference prices.
About 140 pages – Language: English
Edition IX, Year 2018, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN AZERBAIJAN (S78)
Historical data of production, consumption, international trade. Analysis of competitive system, market shares and short company profiles of the major lighting fixtures companies and distribution channels.
About 40 pages – Language: English
Edition I, Year 2014, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN TURKEY (S45)
Trends in lighting fixtures production and consumption, imports and exports, distribution and prices for residential, commercial, industrial and outdoor lighting. Data on lighting fixtures sales and market shares for the major lighting fixtures companies active on the Turkish market.
About 70 pages – Language: English
Edition III, Year 2016, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN MIDDLE EAST AND NORTH AFRICA (S38)
Countries covered: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE. For each country: economic indicators, market size and activity trend, international trade, main competitors, distribution channels.
About 160 pages – Language: English
Edition VI, Year 2018, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN AFRICA (S79)
Analysis of the market for lighting fixtures and lamps in 15 African countries. Market size and activity trend, trade flows, analysis of the competitive system: main local and foreign players present in the market and short profiles for around 40 companies; demand drivers and macroeconomic indicators.
About 80 pages – Language: English
Edition I, Year 2015, Price EUR 1600
AMERICAS

THE LIGHTING FIXTURES MARKET IN THE UNITED STATES (S15)
This report offers a comprehensive picture of the lighting fixtures industry in the US, providing trends in lighting fixtures production and consumption, imports and exports. Data on the supply structure, prices and distribution channels in the US lighting industry are also provided, as well as sales data, market shares and short company profiles of the major US lighting fixtures companies.
About 150 pages – Language: English
Edition XII, Year 2018, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN LATIN AMERICA (S58)
Analysis of the lighting fixtures market in six Latin American countries (Brazil, Argentina, Chile, Colombia, Mexico, Venezuela). Lighting fixtures industry statistics (production, consumption, imports, exports), sales data and market shares of the top manufacturers in each country considered.
About 120 pages – Language: English
Edition IV, Year 2018, Price EUR 1600

ASIA

THE LIGHTING FIXTURES MARKET IN CHINA (S27)
About 160 pages – Language: English
Edition XI, Year 2018, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN INDIA (S33)
About 100 pages – Language: English
Edition VII, Year 2018, Price EUR 1600
THE LIGHTING FIXTURES MARKET
IN JAPAN AND SOUTH KOREA (S72a)
Market size 2011-2016, international trade, sales and market shares of the major players, distribution channels, LEDs and conventional lighting sources.
About 150 pages – Language: English
Edition III, Year 2017, Price EUR 1600

THE LIGHTING FIXTURES MARKET
IN AUSTRALIA AND NEW ZEALAND (S72c)
Market size 2011-2016, international trade, sales and market shares of the major players, distribution channels, LEDs and conventional lighting sources.
About 80 pages – Language: English
Edition III, Year 2017, Price EUR 1600

THE LIGHTING FIXTURES MARKET
IN ASIA PACIFIC (S72b)
Considered countries: Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand, Vietnam. Market size for the period 2012-2017, international trade, sales and market shares of the top players, distribution channels, LEDs and conventional lighting sources.
About 150 pages – Language: English
Edition III, Year 2018, Price EUR 1600
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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 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**: lighting wholesalers in Europe; 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 advanced Healthcare lighting; 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**: Company profile of selected lighting fixtures manufacturers in Europe; 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:** 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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