



Market
Research



Country
Intelligence



Company
Leads



Tender
Opportunities



Useful
Contacts

INTRODUCTION

It is important to keep up to date with what is happening in any industry in order to plan your company strategy effectively. The Business Information Centre can provide a wealth of information on all aspects of the Furniture industry from the global industry as a whole to the more specific sub-sectors.

In addition, Enterprise Europe NI is hosted by Invest Northern Ireland. The network can provide direct contact with market research centres throughout Europe and is a first point of contact for researching European furniture markets.

*This guide has been designed to assist with desk research and shows **examples** of reports and websites that might be useful. It is only possible to give an idea of the content of databases and websites. Invest NI does not endorse any of the websites or information providers mentioned.*

MARKET REPORTS

AMA RESEARCH REPORTS (www.amaresearch.co.uk)

AMA publishes over 100 detailed market research reports and 40 databases covering building & construction, environmental and business to business sectors.

The following is a sample of the reports available through the AMA Research database for the furniture industry:

- Dining & Occasional Furniture Market – UK 2008 - 2012
- Domestic Bedroom Furniture Market – UK 2010 – 2014
- Domestic Kitchen & Bathroom Worktop Market – UK 2009 – 2013
- Domestic Kitchen Furniture Market – UK 2010 - 2014
- Floor Covering Market – UK 2009 – 2013
- Home Office Furniture Market – UK 2008 – 2012
- Office Furniture Market, UK 2009 - 2013
- Kitchen & Bedroom Distributors - UK 2009
- Upholstered Furniture and Beds Market – UK 2008 - 2012
- Upholstered Furniture and Beds Market Update – UK 2009 - 2013

BUSINESS INSIGHTS (www.globalbusinessinsights.com)

Business Insights publish a range of strategic management, market analysis reports focusing on consumer goods, energy, finance, healthcare and technology. The following is a sample of the reports available through the Business Insights database for the furniture industry:

- Home Improvements, DIY & Furnishings in China 2009: A Market Analysis
- UK Furniture & Floorcoverings Retailers 2010
- UK Retail Futures 2013: Furniture & Floorcoverings 2009

DATAMONITOR (www.datamonitor.com)

Datamonitor reports provide comprehensive market intelligence, analysis and forecasting based on primary quantitative and qualitative research, providing the full picture on a particular industry, issue or trend. The following is a sample of the reports available through the Datamonitor database for the furniture industry:

Market Reports, Interactive Models & Databooks

- Retail Futures Q2 2010: Homewares
- Retail Futures Q2 2010: Furniture & Floorcoverings
- UK Furniture & Floorcovering Retailers 2010
- UK Retail Futures 2013: Furniture & Floorcoverings

Industry Profiles:

- Furniture & Floor Coverings, 2010 in France, UK, Canada, Netherlands, North America, Europe, South America, Spain, US, Italy Western Europe, Germany, China, Global, Eastern Europe, Asia Pacific, Belgium & Japan.

GLENIGAN (www.glenigan.co.uk)

Glenigan is a comprehensive database tracking over 100,000 projects in the UK across 11 sectors. The database has details of construction projects both at the planning stage and currently in progress. It is possible to obtain key contacts for each project along with information on materials, start date and latest news as well as a description of the project itself.

KEYNOTE (www.keynote.co.uk)

Keynote is an online database providing information on 27 industry sectors in the UK. Reports cover industrial and consumer sectors and information includes market size and trends, key players and company profiles. The following is a sample of the reports available through Keynote for the furniture industry:

- Household Furniture 2008
- Office Furniture 2008
- Top Markets: Clothing, Personal Goods & Home Goods – UK 2009

MINTEL (www.mintel.com)

Mintel market reports analyse market sizes and trends, market segmentation and consumer attitudes and purchasing habits, as well as assessing the future market. The following is a sample of the reports available through Mintel for the furniture industry:

- Buying for the Home Online, UK, 2009
- Furniture Retailing, Ireland, 2008
- Furniture Retailing, UK, 2008

PLIMSOLL (www.plimsoll.co.uk)

Plimsoll specialises in providing up to date, authoritative financial analysis. They publish in-depth industry reports and market analysis on over 1500 UK industries. The following is a sample of the reports available through Plimsoll for the furniture industry:

- Bedroom Furniture
- Buy-To-Let Furniture Packages
- Contract Furniture
- Disabled Furniture Manufacturers
- Furniture Fittings
- Furniture Manufacturers
- Furniture Removers
- Furniture Reproductions
- Furniture Retailers
- Furniture Retailers – Northern Ireland
- Furniture Retailers – Scotland
- Furniture Wholesalers
- Garden Furniture
- Hospital Furniture
- Hotel Furniture Suppliers
- Household Furniture Manufacturers

- Office Furniture
- Office Furniture Installers
- Office Furniture Manufacturers
- Office Furniture Retailers & Distributors
- Pine Furniture
- Street Furniture

SNAPDATA (www.snapdata.com)

Snapdata provide market research overviews for a wide range of markets, indicating statistics for market size, shares, distribution and forecasts. The following reports are available for the furniture industry:

- Furniture 2009 in Brazil, Canada, France, India, Poland, Portugal, Russia, Turkey, UK & US
- UK Kitchen Furniture 2009

OTHER MARKET REPORTS

Hardcopy resources in the Information Centre:

- Report on the Furnishings and Contract Furniture Market 2008, The British Contract Furniture and Design Association

Some Management Consultants specialise in different sectors and make detailed research available on their websites. Those with research available on the furniture sector include:

- DELOITTE GLOBAL -
http://www.deloitte.com/view/en_GX/global/industries/consumer-business-transportation/retail/index.htm
- ERNST & YOUNG –
<http://www.ey.com/GL/en/Industries/Consumer-Products>
- ACCENTURE –
http://www.accenture.com/Global/Services/By_Industry/Retail/default.htm
- PWC GLOBAL –
<http://www.pwc.com/gx/en/retail-consumer/index.jhtml>

COMPANY INFORMATION

Identifying companies and finding the right information about their activities and performance is essential to making good business decisions. The Information Centre has a wide range of company databases that can provide financials, product information, company details or trade names. Company information on agents or distributors, competitors or even potential customers, can be searched for on an international, regional, national or local level through a variety of databases including Kompass and FAME.

Some of these databases have free, limited searching available on the internet. This can help to identify potential companies which can be researched further. The following links are useful:

- Bureau Van Dijk – Free Directory - www.bvdep.com
- Kelly's Directory – www.kellysearch.com
- Kompass – www.kompass.com

Datamonitor supplies company profiles on the larger global corporates inc, Home Depot, Ikea Group and Dunelm Group plc. These profiles provide an invaluable analysis into the competitive and strategic performance of the company.

OTHER HARD COPY DIRECTORIES

- Interiors Birmingham 2008, CMP United Business Media.

STATISTICS

The National Statistics website, www.statistics.gov.uk, holds information on import and export trade statistics for many products:
<http://www.statistics.gov.uk/OnlineProducts/>

Datamonitor also provides details on statistics and forecasts.

ASSOCIATIONS

Associations are an extremely useful way to find information on either markets or companies within the furniture sector. Many associations hold detailed membership directories and many also include detailed market reports, statistics, events & industry news. They also provide useful links to further information. The furniture sector associations include:

IRELAND:

- Association for Irish Contract Furniture Makers - www.castlebrook.ie/newsitem3.html
- Construction Industry Federation - www.cif.ie/asp/section.asp?s=22
- National Furniture Manufacturer's Association (Ireland) - [www.acronymfinder.com/National-Furniture-Manufacturers-Association-\(Ireland\)-\(NFMA\).html](http://www.acronymfinder.com/National-Furniture-Manufacturers-Association-(Ireland)-(NFMA).html)
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UK

- Association of Suppliers to the Furniture Industry - www.asfi.org/
- British Antique Furniture Restoration Association. www.bafra.org.uk
- British Contract Furniture Association www.bcfa.org.uk
- British Design Initiative www.britishdesign.co.uk
- British Educational Suppliers Association (including furniture supplies) www.besa.org.uk/besa/home/index.jsp
- British Furniture Manufacturers www.bfm.org.uk
- British Interior Textiles Association www.interiortextiles.co.uk
- Furniture Industry Research Association www.fira.co.uk/
- Leisure & Outdoor Furniture Association www.lofa.com/
- The Association of Master Upholsterers & Soft Furnishers in the UK - www.upholsterers.co.uk/
- The Furniture History Society www.buildingconservation.com/directory/ad234.htm

EUROPE

- Association of Czech Furniture Manufacturers www.czechfurniture.com/startEng.htm
- Association of Lithuanian Furniture Manufacturers www.lietuvosmediena.lt/en
- Association of Polish Furniture Manufacturers www.oigpm.org.pl/index.php
- Danish Furniture & Danish Furniture Manufacturers' Association www.danishfurniture.dk/default.aspx?id=58
- Federation of European Furniture Manufacturers UEA www.ueanet.com/default.htm

- The Swedish Association of Master Upholsterers & Soft Furnishings
www.upholsterers.co.uk/about/index.html

USA

- American Society of Furniture Designers - www.asfd.com/
- American Society of Interior Designers – www.asid.org/
- American Textile Manufacturers' Institute -
www.textileweb.com/storefronts/amertextile.html
- American Furniture Manufacturers Association (AFMA) –
www.arcata.com/arcatcos/cos36/arc36757.html
- Architectural Woodwork Institute - www.awinet.org/
- Association of Woodworking and Furnishings Suppliers –
www.awfs.org/
- California Furniture Association - www.cfma.com/
- Kitchen Cabinet Manufacturers' Association - www.kcma.org/
- National Association of Store Fixture Manufacturers - www.nasfm.org/
- National Home Furnishings Association - www.nhfa.org/
- National Kitchen & Bath Association - www.nkba.org/
- Wood Products Manufacturers' Association - www.wpma.org/

INTERNATIONAL

- Association of Registered Interior Designers of Ontario –
www.arido.ca/
- Business and Institutional Furniture Manufacturers' Association
www.bifma.com/
- Foundation for Design Integrity
www.fdi.org/index.htm
- Furniture Industry Research Association
www.fira.co.uk/
- Home Furnishing Int. Association
www.hfia.com/
- International Wholesale Furniture Association
www.iwfa.net
- International Sleep Products Association - www.sleepproducts.org/
- International Furnishings and Design Association
www.ifda.com
- International Furniture Rental Association - <http://www.ifra.org/>
- National Home Furnishing Association
www.nhfa.org/
- Ontario Furniture Manufacturers' Association
www.ofma.ca/e-roy2004.html
- The Furniture Society
www.furnituresociety.org/

- The Furnishing Industry Association of Australia
www.fiaa.com.au/?id=2
- World Furniture Confederation -
www.worldfurnitureconfederation.org/what2.htm

Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.

NEWS

Business Information Centre subscribes to a number of news databases which provide access to articles news and trade sources.

A vast amount of current and retrospective News articles on the industry can also be obtained from Datamonitor and Mintel.

The Lexis Nexis database has access to trade and news sources from around the world.

JOURNALS AVAILABLE IN THE INFORMATION CENTRE:

- Cabinet Maker

INTERNET

The internet holds an extensive range of information on furniture and related industries. Useful sites include:

IRELAND

- www.enterprise-ireland.com/Sourcelreland/Ireland/Furniture.htm
Enterprise Ireland – Furniture Section, you can also search for a list of suppliers in Ireland.
- www.cso.ie/releasespublications/pr_ind.htm
Central Statistics Office – gives statistics on product sales including furniture.

- www.furniture.ie/
Ireland's furniture marketplace. Has directory of furniture shops, furniture bands, furniture hire, furniture makers etc. in Ireland.
- www.finditireland.com/links/furnitureandcarpets.html
List of furniture and carpet retail stores throughout Ireland.
- www.totalireland.com/index/shopping_and_services/furniture/
Links to furniture stores throughout Ireland.
- www.cso.ie
Gives statistics on trade of furniture in Ireland, exports and imports.

UK

- www.britishcompanies.co.uk/furniture.htm
Listings of over 600 furniture manufacturers and retailers.
- www.frn.org.uk/default.asp
The FRN promotes the reuse of unwanted furniture and household effects for the alleviation of need, hardship, distress and poverty in the UK.
- www.furnituremkrs.co.uk/
The Furniture Makers Company's aim is to foster both the craft and the industry of furniture making, marketing and retailing in the UK and provide a Guild Mark Scheme.
- www.shopsafe.co.uk/homefurnishing.htm
Lists top furniture shops in the UK
- www.thefurnitureshow.co.uk/intfurn08/index.shtml
Furniture 2008 is the UK's largest gathering of suppliers and manufacturers; meet with over 600 exhibitors all under one roof at the NEC Birmingham.

EUROPE

- www.design-center.de/index_en.htm
Design Centre Stuttgart – Online events guide
- http://ec.europa.eu/enterprise/furniture/index_en.htm
Gives overview of the furniture industry in Europe
- www.eventseye.com/fairs/event_tg84_1_1.html
Decoration, Home & Office Design, Furniture, Lighting
Trade Shows in Europe

- www.ezilon.com/business/furniture/antique/index.shtml
Antique Dealers in Europe Directory
- www.resources.com/recycle/
Recycled office furniture dealers UK and Europe

INTERNATIONAL

- www.fira.co.uk/
FIRA's international website is designed to meet the needs of the complete industry supply chain and has a supplier's directory
- www.furnituremedic.com/
Furniture Medic – The world's largest repair and restoration company
- www.furnituretoday.com/
The weekly business newspaper for the furniture industry
- www.furninfo.com/
Furniture World Online Magazine. Up to date information on the furniture industry worldwide along with information on events, exhibitions etc
- <http://htdconnect.com/~plucas/>
Provides links to information on the furniture industry, furniture history and furniture design worldwide
- www.topix.net/business/furniture
Furniture news continually updated from thousand of sources around the net
- www.worldfurnitureonline.com/
World Furniture Online gives market reports and directories

Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.

SELLING TO THE PUBLIC SECTOR

Enterprise Europe (NI)'s Public Procurement Service (TED), offers the following services to subscribing businesses:

- Daily alerting service matching tender opportunities to tailored company profiles
- Advice and assistance on tendering procedures
- Information on UK and EU Public Procurement Regulations
- Assistance and advice on supplying to Local Government, Education Boards, the Health Sector and Utility companies
- Information on where to access tender opportunities for below EC thresholds
- Advice on how to find public tenders on the internet.

In addition to the TED service, a number of resources for the Public Procurement market are available through Enterprise Europe (NI).

For more information, please find attached a link into the 'Tender Information' section on the Enterprise Europe NI website:

http://www.enterpriseenopeni.com/inx/services/tender_information.asp

EXHIBITIONS/TRADESHOWS

Exhibitions/Tradeshows are a good way to market your product, finding out who your competitors are, networking and finding new customers. To find out about exhibitions and tradeshows in the furniture sector, worldwide or locally, just click on the links below:

<http://www.exhibitions.co.uk/>

<http://www.expodatabase.com/messedb/>

RELATED LINKS

Other sector guides related to the furniture sector are:

- Construction
- Packaging
- Textiles and Clothing

These sector guides along with others can be found on the Invest NI website:

<http://www.investni.com/index/publicationsa-z.htm?filter=S>

These are only examples of information available for the industry. If you require anything specific or have any questions, please do not hesitate to contact Kathy McConville, 028 9069 8127 or any member of the Business Information Centre by e-mail: bic@investni.com.

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