

- o The reaction of the U.S. retailer to new product types was slow at first. Increasingly more retailers are investigating satisfying profit returns from KD retailing. Retailers do however need more education in the best methods of effective KD merchandising.

- o New retailers coming into the furniture field and making an impact. Examples are:
 - Foreign KD specialist retailers opening their own operations in the U.S. Conrans (U.S. branch of Habitat Mothercare in the UK) - Ikea (the Swedish retailer) - MFI (starting operations shortly in the New York area - the British giant KD kitchen and flat-pack furniture retailer).
 - Mass merchants, discount department store chains, and home centers attracted to the furniture market initially at the lower end by potential big-ticket sales.
 - An increasing number of smaller specialist stores run by merchants who realized new market potential earlier than most other merchants.