
Table 26
Market Share of Imported Windows by Brand (%)

Andersen	95
Marvin	2
Others	3

Source: K. F. International, Inc. estimates.

5 TRENDS IN DEMAND

The major factors determining demand for windows and doors are:

- . changing consumer tastes;
- . exchange rates; and
- . housing starts (including remodeling).

The largest potential market for wooden doors and windows has been single family houses. In recent years, however, the share of such houses in the total housing starts has been decreasing.

Despite this decline, the change in consumer tastes has increased the need for wooden products for houses. This is especially true for wooden windows and wooden interior doors.

Japanese consumers appreciate natural things like wood. A "typical" dream house for many Japanese is a traditional wooden house wholly made of Japanese cypress wood. Owing to its unavailability and price, however, they will settle for other types and qualities of wood.

Exchange rate changes have reduced the prices of imported goods to an affordable level for many middle class consumers.

Purchasing Criteria

Although price is important for consumers, it alone is not a determining factor. Once the price is at an affordable level, colour and design are the major purchasing criteria.

One highly important factor is "total design co-ordination" with interior decoration.