

furniture sold and has therefore become an important category in its own right

2.6 ASSESSMENT OF MARKET SIZE FOR KD FURNITURE BY PRODUCT CATEGORIES

As we have mentioned previously there is no specific data available to pinpoint the market share which various KD product categories have so far achieved. It is only possible to make an assessment in the most general way. The Table on the following page shows the relative volume achieved by each of the furniture production categories recorded by the US Department of Commerce in its Survey of US Manufacturers. We estimate total sales of all KD furniture were half a billion dollars (4%) of total shipments in 1982 and have projected sales by recorded category on that basis. We estimate current US produced KD shipment totals to be about \$US 700 million. These together with imports of KD products estimated at \$US 300 million now result in retail sales of over \$US 2 billion. The intense competition in the KD industry to produce new, attractive and cost effective designs, coupled with retailer and consumer product acceptance seem to indicate that KD product sales could double over the next decade. Key categories are modular bedroom furniture, and living room, hall and library furniture which include flat-pack storage systems and entertainment furniture.