

making an obvious impact on Canadian household consumer spending patterns. A further objective of this report is to determine whether the same trends are emerging in the US and how they can increase Canadian access to US home furnishings markets.

The US is Canada's largest trading partner in the furniture industry and could be the focal market for increased Canadian knock-down furniture sales. The Department wished to obtain an accurate picture of the market coupled with effective marketing strategies designed to enable Canadian companies to compete successfully with US and other producers.

The Department commissioned Louch & Associates, a Westport Connecticut and Los Angeles, California based consulting firm to conduct a study and produce this report. The report has been produced in two parts. The first which contains a full and workable background on the market and its potential together with an assessment of marketing strategies Canadian companies can consider when planning to enter the US market or extend existing marketing activities. The second part of the report provides a directory of retail and distribution contacts interviewed for the study. This is available on application from the Department of External Affairs, the Department of Regional Industrial Expansion, and Canadian Trade Commissioners.