

MARKET TRENDS, OPPORTUNITIES AND CONSTRAINTS FOR KNOCK-DOWN
(READY-TO-ASSEMBLE) FURNITURE IN THE UNITED STATES

1.0 INTRODUCTION

This report has been prepared for the Department of External Affairs, Ottawa, Canada.

Canadian furniture exports to the United States have increased steadily since 1979. In wooden furniture alone Canadian exports maintained a 31.4% growth rate over the five year period. Total furniture exports were \$US 343.8 million in 1984, an increase of 38% over 1983. Canada's increases are part of a worldwide trend which has resulted in a substantial increase in US exports from most furniture producing nations. The purpose of this report and the study which preceded it is to determine how important a role knock-down (ready-to-assemble) furniture will play in the US home furnishings and related industries in the future and therefore how important this apparently rapidly emerging category will be to the Canadian furniture industry.

The Department is aware that much of the storage furniture and contemporary "young look" furniture produced in Canada is being produced by newer and smaller to medium sized Canadian manufacturers. The knock-down (ready-to-assemble) category is