

The problem facing the U.S. retailer, who realizes that KD products offer major growth potential, is to identify the product types which he can sell without coming into headlong confrontation with mass merchants, home center chains and other specialists entering the field. There is a national Market for furniture despite regional differences. This market is in the hands of the mass merchants, the department stores, the leading home centers, D-I-Y chains and a very few of the larger independent furniture retail chains. Canadian manufacturers must make a choice between national and regional markets: there is a place for them in both. Both of these markets present their own problems from a marketing point of view.

Three key regional markets which are leaders in the introduction and retail acceptance of new furniture styles and trends are:

- The Northeastern region centered on New York.
- The West Coast market centered on Los Angeles and San Francisco.
- Portions of the "sun belt" states.

There is an apparent contradiction in the Northeastern region; for although this region is the main market for traditional furniture, it is also the main entry gateway to the U.S. from Europe and it is exposed to new trends early. Consequently contemporary KD furniture has found a ready market there.

The subject of "regionalism" in the U.S. furniture market could in itself form a complete market study. To conclude this section it