

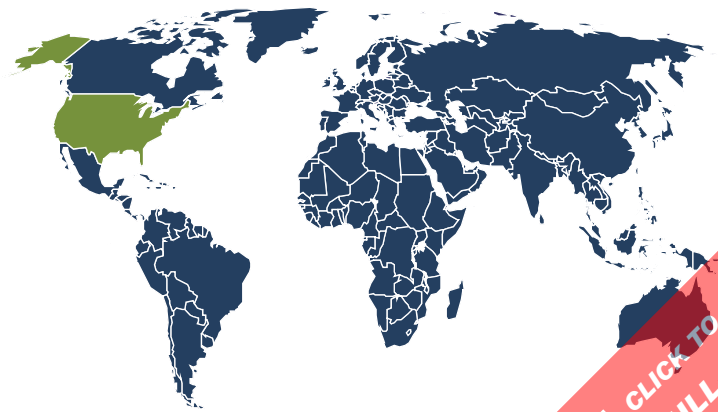
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## Christmas

# Lighting Sets: United States

April 2017



### Highlights

#### Market Environment

Historical Trends | Key Economic Indicators | Trade | Product Overview  
Demographic and Household Trends

#### Segmentation and Forecasts

Products

#### Industry Structure

Industry Characteristics | Market Leaders

#### Resources

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# ABOUT THIS REPORT

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## Scope & Method

This report forecasts US Christmas lighting set demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by product in terms of:

- miniature lights
- other holiday light strands, such as those featuring plastic lamp covers.

Re-exports of Christmas lighting sets are excluded from trade and demand figures. Standalone replacement bulb sets for Christmas light strings, light projectors, and illuminated decorations such as wire statues with intertwined holiday light strings are also excluded from analysis.

To illustrate historical trends, total demand, the various segments, and trade are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Christmas Lighting Sets: United States* (FF90048) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications

## ABOUT THIS REPORT

- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 5 | Industry Codes Related to Christmas Lighting Sets

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
335129	Other Lighting Equipment Manufacturing	3648	Lighting Equipment, NEC

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*3502 Home Organization Market in the US*, February 2017

*3393 Decorative Tile*, March 2016

*3366 World Major Household Appliances*, February 2016

*3300 Landscaping Products*, August 2015

#### Freedonia Focus Reports

*Household Furniture: United States*

*Housing: United States*

*Small Kitchen Appliances: United States*

*Tableware & Kitchenware: United States*

#### Freedonia Custom Research

### Trade Publications

*Electrical News*

*Enlightenment*

*LEDs Magazine*

*PlanetChristmas*

*Residential Lighting*

### Agencies & Associations

Alliance to Save Energy

American Lighting Association

Global Lighting Association

Illuminating Engineering Society

International Association of Lighting Designers

National Association of Innovative Lighting Distributors

United States Census Bureau

United States Environmental Protection Agency

United States International Trade Commission