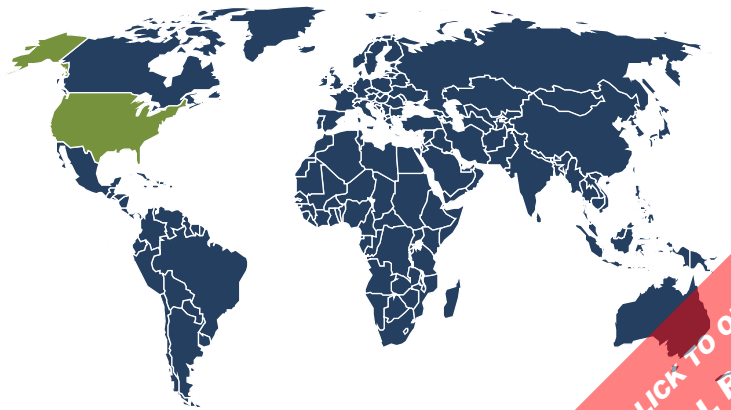


Freedonia Focus Reports
US Collection



Christmas Trees: United States

April 2017



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Trade
Environmental and Regulatory Factors | Demographic and Household Trends

Segmentation and Forecasts

Products

Industry Structure

Industry Characteristics and Composition

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About This Report

Scope & Method

This report forecasts US Christmas tree demand in units and US dollars at the retailers' level to 2021. Total demand is segmented by product in terms of:

- natural
- artificial.

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

This report features results and analysis of a national consumer survey conducted by Freedonia Focus Reports between the months of February and March 2017. The survey pertains to the Holiday/Winter 2016 season.

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 Trees: United States (FF90049) 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
- the business and trade press
- indicator forecasts by The Freedonia Group

About This Report

- 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 6 | Industry Codes Related to Christmas Trees

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
111421	Nursery and Tree Production	0811	Timber Tracts
339999	All Other Miscellaneous Manufacturing	3999	Manufacturing Industries, NEC
424990	Other Miscellaneous Nondurable Goods Merchant Wholesalers	5199	Nondurable Goods, NEC
444220	Nursery, Garden Center, and Farm Supply Stores	5261	Retail Nurseries, Lawn and Garden Supply Stores

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

3502 Home Organization Market in the US, February 2017

3300 Landscaping Products, August 2015

Freedonia Focus Reports

Christmas Lighting Sets: United States

Household Furniture: United States

Housing: United States

Tableware & Kitchenware: United States

Freedonia Custom Research

Trade Publications

Better Homes & Gardens

Christmas Magazine

PlanetChristmas

Agencies & Associations

American Christmas Tree Association

National Christmas Tree Association

United States Census Bureau

United States Department of Agriculture

United States Environmental Protection Agency

United States International Trade Commission