



# World Commercial Refrigeration Equipment

---

Industry Study with Forecasts to **2010 & 2015**

---

Study #2141 | January 2007 | \$5400 | 352 pages

---

[www.freedoniagroup.com](http://www.freedoniagroup.com)



**The Freedonia Group**

767 Beta Drive

Cleveland, OH • 44143-2326 • USA

Toll Free US Tel: 800.927.5900 or +1 440.684.9600

Fax: +1 440.646.0484

E-mail: [info@freedoniagroup.com](mailto:info@freedoniagroup.com)

## Table of Contents

### EXECUTIVE SUMMARY

### MARKET ENVIRONMENT

General .....	4
World Population Outlook .....	5
World Urbanization Patterns .....	7
World Economic Outlook .....	8
Recent Macroeconomic Performance .....	9
Macroeconomic Outlook .....	12
Fixed Investment Trends .....	15
Personal Income & Expenditure Trends ....	20
World Food & Beverage	
Manufacturing Outlook .....	22
Nonresidential Building Expenditures .....	25
Pricing Patterns .....	27
Legal & Regulatory Issues .....	28
Montreal Protocol .....	29
Kyoto Protocol .....	31
Technology & Product Innovation .....	32

### OVERVIEW

General .....	34
Regional Markets .....	35
Products .....	37
Reach-/Walk-In Coolers & Freezers.....	40
Display Cases .....	41
Ice Machines .....	43
Vending Machines .....	44
Parts & Other .....	46
Production .....	47
International Trade Flows .....	49

### NORTH AMERICA

North America: Supply & Demand .....	52
North America: Outlook & Suppliers .....	54
United States .....	56
Canada .....	60
Mexico .....	64

### WESTERN EUROPE

Western Europe: Supply & Demand .....	69
Western Europe: Outlook & Suppliers.....	72
Austria .....	74
Belgium .....	77
France .....	81
Germany .....	85
Italy .....	89
Netherlands .....	93

Spain .....	97
Sweden .....	101
Switzerland .....	105
United Kingdom .....	108
Other Western Europe .....	112

### ASIA/PACIFIC

Asia/Pacific: Supply & Demand .....	117
Asia/Pacific: Outlook & Suppliers.....	120
China .....	122
Japan.....	126
Other Asia/Pacific .....	131
Australia.....	133
India .....	137
Indonesia .....	142
South Korea .....	146
Taiwan .....	150
Thailand .....	153
All Other Asia/Pacific.....	158

### OTHER REGIONS

Other Regions: Supply & Demand.....	164
Other Regions: Outlook .....	167
Latin America.....	168
Argentina .....	173
Brazil.....	177
Other Latin America .....	181
Eastern Europe .....	185
Poland .....	190
Russia .....	194
Other Eastern Europe.....	198
Africa/Mideast.....	202
South Africa.....	207
Turkey .....	211
Other Africa/Mideast .....	215

### INDUSTRY STRUCTURE

General .....	220
Industry Composition .....	222
Market Share .....	224
Mergers, Acquisitions & Industry Restructuring .....	227
Product Development & Manufacturing .....	230
Marketing & Distribution .....	232
Cooperative Agreements .....	234
Financial Requirements .....	239

### COMPANY PROFILES

AHT Cooling Systems .....	242
Air Products and Chemicals.....	244
American Standard .....	245
Berjaya Group Berhad .....	249
Crane Company .....	252
Daiwa Industries .....	254
Dalian Bingshan .....	255
Danfoss A/S .....	257
Dover Corporation .....	260
Electrolux AB .....	263
Emerson Electric .....	264
Empresa Brasileira de Compressores .....	269
Enodis plc.....	271
FMC Technologies .....	276
Fomento Economico Mexicano .....	278
Frigoglass SAIC.....	279
Fukushima Industries .....	280
GEA Group AG.....	282
Hoshizaki Electric .....	285
Illinois Tool Works.....	288
IMI plc.....	291
Ingersoll-Rand Company.....	293
Jiangsu Shuangliang.....	296
Johnson Controls .....	297
Lennox International .....	300
Linde Group .....	303
Manitowoc Company.....	305
Metalfrio Solutions .....	309
Mueller (Paul) Company .....	310
Nakano Refrigerators .....	312
OYL Industries Berhad .....	313
Parker-Hannifin Corporation.....	316
Perlick Corporation .....	318
Sanden Corporation .....	319
SANYO Electric.....	322
SPX Corporation .....	325
Standex International .....	327
Tecumseh Products .....	331
Thermo Fisher Scientific .....	333
TI Automotive .....	337
United Technologies .....	339
Vector Industries .....	345
Volta Limited .....	347
Whirlpool Corporation.....	349
Yantai Moon Group .....	350
Zhejiang Lianfeng Group .....	352

## List of Tables & Charts

### EXECUTIVE SUMMARY

1 Summary Table .....3

### MARKET ENVIRONMENT

1 World Population by Region.....6  
2 World Urban Population by Region.....8  
3 World Gross Domestic Product  
by Region ..... 15  
4 World Fixed Investment by Region .... 17  
Cht Relationship between per Capita Fixed  
Investment & per Capita Commercial  
Refrigeration Equipment  
Demand, 2005 ..... 19  
5 World per Capita GDP by Region ..... 22  
6 World Food, Beverage & Tobacco  
Manufacturing Value Added  
by Region ..... 25  
7 World Nonresidential Construction  
Expenditures by Region ..... 26  
8 Commercial Refrigeration  
Equipment Pricing ..... 28

### OVERVIEW

1 World Commercial Refrigeration  
Equipment Demand by Region..... 36  
Cht 2005 World Commercial Refrigeration  
Equipment Demand by Region..... 37  
2 World Commercial Refrigeration  
Equipment Demand by Product..... 39  
Cht 2005 World Commercial Refrigeration  
Equipment Demand by Product..... 39  
3 World Reach-in & Walk-in Cooler &  
Freezer Demand by Region..... 41  
4 World Refrigerated Display Case  
Demand by Region ..... 42  
5 World Ice Machine Demand by Region 44  
6 World Refrigerated Vending Machine  
Demand by Region ..... 46  
7 World Parts & Other Commercial  
Refrigeration Equipment  
Demand by Region ..... 47  
8 World Commercial Refrigeration  
Equipment Production by Region ... 49  
9 World Commercial Refrigeration  
Equipment Net Exports by Region .. 51

### NORTH AMERICA

1 North America Commercial Refrigeration  
Equipment Supply & Demand ..... 54  
2 North America Commercial Refrigeration  
Equipment Demand by Type ..... 56  
3 United States -- Supply & Demand .... 58

4 United States -- Demand by Type..... 60  
5 Canada -- Supply & Demand..... 62  
6 Canada -- Demand by Type ..... 64  
7 Mexico -- Supply & Demand ..... 66  
8 Mexico -- Demand by Type..... 68

### WESTERN EUROPE

1 Western Europe Commercial  
Refrigeration Equipment  
Supply & Demand..... 72  
2 Western Europe Commercial  
Refrigeration Equipment  
Demand By Type ..... 73  
3 Austria -- Supply & Demand..... 75  
4 Austria -- Demand by Type ..... 77  
5 Belgium -- Supply & Demand ..... 79  
6 Belgium -- Demand by Type ..... 80  
7 France -- Supply & Demand..... 83  
8 France -- Demand by Type ..... 85  
9 Germany -- Supply & Demand..... 87  
10 Germany -- Demand by Type ..... 89  
11 Italy -- Supply & Demand ..... 91  
12 Italy -- Demand by Type..... 93  
13 Netherlands -- Supply & Demand .... 95  
14 Netherlands -- Demand by Type ..... 97  
15 Spain -- Supply & Demand..... 99  
16 Spain -- Demand by Type ..... 101  
17 Sweden -- Supply & Demand ..... 103  
18 Sweden -- Demand by Type ..... 104  
19 Switzerland -- Supply & Demand..... 106  
20 Switzerland -- Demand by Type ..... 108  
21 United Kingdom--Supply & Demand 110  
22 United Kingdom -- Demand by Type 112  
23 Other Western Europe --  
Supply & Demand..... 114  
24 Other Western Europe -- Demand  
by Type & Country ..... 116

### ASIA/PACIFIC

1 Asia/Pacific Commercial Refrigeration  
Equipment Supply & Demand ..... 120  
2 Asia/Pacific Commercial Refrigeration  
Equipment Demand by Type ..... 121  
3 China --Supply & Demand..... 124  
4 China --Demand by Type ..... 126  
5 Japan --Supply & Demand ..... 129  
6 Japan --Demand by Type ..... 131  
7 Other Asia/Pacific--Demand by Type 133  
8 Australia -- Supply & Demand ..... 135  
9 Australia -- Demand by Type ..... 137  
10 India --Supply & Demand ..... 140  
11 India --Demand by Type ..... 142  
12 Indonesia -- Supply & Demand ..... 144  
13 Indonesia -- Demand by Type..... 146  
14 South Korea -- Supply & Demand.... 148

15 South Korea -- Demand by Type..... 149  
16 Taiwan -- Supply & Demand ..... 152  
17 Taiwan -- Demand by Type..... 153  
18 Thailand -- Supply & Demand..... 156  
19 Thailand -- Demand by Type ..... 158  
20 All Other Asia/Pacific --  
Supply & Demand ..... 161  
21 All Other Asia/Pacific --  
Demand by Type ..... 163

### OTHER REGIONS

1 Other Regions Commercial Refrigeration  
Equipment Supply & Demand ..... 166  
2 Other Regions Commercial Refrigeration  
Equipment Demand by Type ..... 168  
3 Latin America -- Supply & Demand.. 171  
4 Latin America -- Demand by Type ... 172  
5 Argentina -- Supply & Demand ..... 175  
6 Argentina -- Demand by Type..... 176  
7 Brazil --Supply & Demand..... 179  
8 Brazil --Demand by Type ..... 181  
9 Other Latin America --  
Supply & Demand..... 183  
10 Other Latin America --  
Demand by Type ..... 185  
11 Eastern Europe -- Supply & Demand 188  
12 Eastern Europe -- Demand by Type . 189  
13 Poland -- Supply & Demand ..... 192  
14 Poland -- Demand by Type ..... 193  
15 Russia -- Supply & Demand..... 196  
16 Russia -- Demand by Type ..... 198  
17 Other Eastern Europe --  
Supply & Demand..... 200  
18 Other Eastern Europe --  
Demand by Type ..... 202  
19 Africa/Mideast -- Supply & Demand 205  
20 Africa/Mideast -- Demand by Type . 207  
21 South Africa -- Supply & Demand .. 209  
22 South Africa -- Demand by Type .... 211  
23 Turkey -- Supply & Demand..... 213  
24 Turkey -- Demand by Type ..... 215  
25 Other Africa/Mideast --  
Supply & Demand..... 217  
26 Other Africa/Mideast --  
Demand by Type ..... 219

### INDUSTRY STRUCTURE

1 Revenue Data: Selected Commercial  
Refrigeration Equipment  
Suppliers, 2005 ..... 223  
Cht World Commercial Refrigeration  
Equipment Market Share  
by Company, 2005..... 224  
2 Selected Acquisitions & Divestitures 229  
3 Selected Cooperative Agreements ... 236

*China will be the fastest growing national market for refrigeration equipment, benefitting from above-average urban population growth and healthy gains in fixed investment, as well as rising income levels.*

## World demand to rise 4.8% annually through 2010

World demand for commercial refrigeration equipment is projected to rise 4.8 percent per year through 2010, approaching \$27 billion. The largest industries are those of the US, Western Europe and Japan. China has grown into a major supplier of refrigeration equipment, taking advantage not only of its inexpensive labor pool, but also of favorable exchange rates, which have made pricing of Chinese goods especially competitive.

## Demand gains in Asia to outpace global average

Demand in developing Asia will outpace the global average, rising 8.5 percent annually through 2010. China will be the fastest growing national market, benefitting from above-average urban population growth and healthy gains in fixed investment, as well as rising income levels. Strong growth will also occur in India due to solid gains in the number of households with refrigerators, which will boost demand for refrigerated foods.

Prospects for growth are also favorable in Eastern Europe, as economic transition programs in place in these countries continue to filter down to the consumer sector in the form of rising living standards. The number of hypermarkets is expected to rise as Western retailers move into the region. Above-average growth is also expected in Latin America,

Asia/Pacific  
36%

North  
America  
26%

Western Europe  
24%

Other Regions  
14%

## World Commercial Refrigeration Equipment Demand, 2010 (\$26.9 billion)



where healthy gains in the hotel industry will create opportunities.

The US commercial refrigeration equipment market will lag global gains, due to the relatively high rate of penetration of food retailers and restaurants. Although lagging the global average, advances in the developed regions will benefit from favorable economic conditions and higher investment levels. For example, growth in Japan will result from the nation's economic recovery. Gains in developed nations will also result from replacement of existing refrigeration stock, particularly in the retail sector. Retailers are increasing their number of in-store refrigerated display cases as a means to increase impulse sales.

## Reach-in, walk-in types to be fastest growing

Reach-in and walk-in coolers and freezers will be the fastest growing product groups, due to their widespread use in all of the major markets. These appliances are used by food processors, restaurants and food retailers, and are expected to post solid gains in developing regions. Display cases will benefit from the rising number of supermarkets that offer a wide variety of refrigerated and frozen foods. Vending machines will exhibit solid growth as well, benefitting not only from rising use in the developed world, but also from technological advancements.

## Sample Text, Table & Chart

### ASIA/PACIFIC

#### China: Outlook & Suppliers

Commercial refrigeration equipment demand in China to increase over eleven percent annually through 2010 to \$1.5 billion. Although sales gains will moderate from the 1995-2005 period, product demand will continue to outpace growth in most of the world. Commercial refrigeration equipment demand will be driven by increases in nonresidential building construction activity, modernization efforts continue and income levels climb. Preparation for the 2010 World Expo in Shanghai will also contribute to demand during the short to intermediate term. To provide one example, a vast underground network of malls and restaurants is being built in Shanghai to make up for lost space, with construction work scheduled for completion by 2006.

China's commercial refrigeration equipment shipments are forecast to grow over 10 percent annually to \$1.5 billion in 2010, slightly lagging behind increases in demand. This growth will be fueled by continued expansion of the nation's trade surplus. Industry output gains will be fueled by continued strength in local markets and rising demand for Chinese refrigeration products in a number of export markets. Additional investment by foreign multinationals in Chinese refrigeration plants will also help boost domestic manufacturing capacity and output.

Among the major domestic manufacturers are Dalian Bingshan, Jiansu Shuangliang, Yantai Moon and Zhejiang Lianfeng. Companies that maintain manufacturing activities in China include Danfoss, Dunham-Bush, Emerson Electric, Enodis, Fukusima, GEA, IMI Cornelius, Ingersoll-Rand (via Hussmann), Manitowoc, SANYO and York.

125

Copyright 2007 The Freedonia Group, Inc.

**TABLE VI-4**  
**CHINA -- COMMERCIAL REFRIGERATION EQUIPMENT DEMAND BY TYPE (million dollars)**

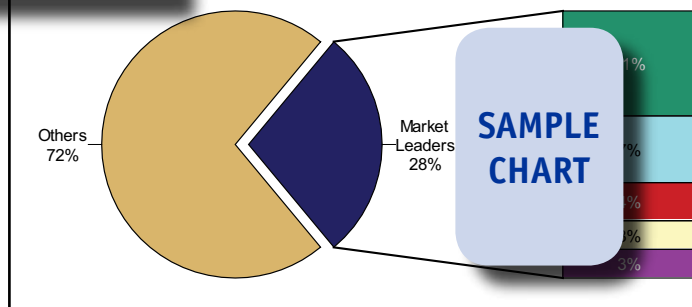
Item	1995	2000	2005	2010	2015
Gross Fixed Investment (bil 2000\$)	1,450	1,800	2,100	2,400	2,700
\$ comm refrig/000\$ GFI	0.0001	0.0001	0.0001	0.0001	0.0001
Commercial Refrig Equip Demand	145	180	210	240	270
Reach-Ins & Walk-Ins	100	120	140	160	180
Display Cases	50	60	70	80	90
Vending Machines	30	35	40	45	50
Ice Machines	20	25	30	35	40
Parts	10	12	14	16	18
Others	245	325	365	430	510

**SAMPLE TABLE**

**SAMPLE TEXT**

**CHART VIII-1**

**COMMERCIAL REFRIGERATION EQUIPMENT MARKET SHARE BY COMPANY, 2005 (\$21.3 billion)**



**SAMPLE CHART**

## Sample Profile, Table & Forecast

### COMPANY PROFILES

#### Johnson Controls Incorporated

5757 North Green Bay Avenue  
 Milwaukee, WI 53201  
 414-524-1200  
<http://www.johnsoncontrols.com>

Sales: \$1.5 billion (2006)  
 Geograph: 10% (China), 40% (US), 11% (Other), 39% (Germany)  
 11%, Other 11% and Other Countries 21%  
 Employe: 10,000

Key Products: chillers, compressors, hygienic air handling units, condensers, evaporators, packaged chiller units, refrigeration pressure vessels and snowmaking equipment

Johnson Controls is a leading manufacturer of automotive systems, and facility management and controls. The Company operates through three segments: Building Efficiency, Automotive Experience and Power Solutions.

The Company is active in the world commercial refrigeration equipment industry through the Building Efficiency segment. The segment produces refrigeration equipment; and heating, ventilation and air conditioning (HVAC) products for residential and nonresidential markets. The Building Efficiency segment had FY 2006 sales of \$10.2 billion. In December 2005, Johnson Controls entered the world commercial refrigeration market through the acquisition of York International Corporation (York, Pennsylvania), a global designer and manufacturer of refrigeration and HVAC products. The transaction was valued at \$3.1 billion.

**SAMPLE  
PROFILE**

**TABLE VI-3**  
**CHINA**  
**COMMERCIAL REFRIGERATION EQUIPMENT**  
**SUPPLY & DEMAND**  
**(million dollars)**

Item	1995	2000	2005	2010	2015
Population (million persons)	1213				1292
per capita GDP	2940				380
Gross Domestic Product (bil 2000\$)	3571				90
% GFI	42.9				3
Gross Fixed Investment (bil 2000\$)	1531				45
\$ comm refrig equip/capita	0.3				3
\$ comm refrig equip/000\$ GDP	0.11				26
\$ comm refrig equip/000\$ GFI	0.25				52
Comm Refrigeration Equip Demand	385				50
net exports	-50				15
Comm Refrigeration Equip Shipments	335	1080	2610	4263	5975

**SAMPLE  
TABLE**

“China will continue to enjoy one of the most rapid rates of economic growth of any country in the world, with real GDP projected to rise at an average annual rate of 8.0 percent through 2010. This is so even though authorities had been trying to engineer a “soft landing” from recent torrid rates of growth to prevent overheating of the economy, although ...”

--Section VI, pg. 123

**ONLINE:** [www.freedoniagroup.com](http://www.freedoniagroup.com)

**MAIL:** Print out and complete the order form and send to The Freedonia Group (see address at the bottom of this form)

**PHONE:** Call toll free, 800.927.5900 (US) or + 1 440.684.9600

**FAX:** + 1 440.646.0484 (US)

**EMAIL:** [info@freedoniagroup.com](mailto:info@freedoniagroup.com)

### Free Handling & Shipping

There is NO charge for handling or UPS shipping in the US. Expect delivery in 3 to 5 business days. Outside the US, Freedonia provides free airmail service. Express delivery is available at cost.

### Credit Card Orders

For convenience, Freedonia accepts American Express, MasterCard or Visa. Credit card purchases must include account number, expiration date and authorized signature.

### Orders Outside of the US

Checks must be made payable in US funds, drawn against a US bank and mailed directly to The Freedonia Group. For wire transfers please contact our customer service department at [info@freedoniagroup.com](mailto:info@freedoniagroup.com). Credit cards accepted.

### Save 15%

If you order three (3) different titles at the same time, you can receive a 15% discount. If your order is accompanied by a check or wire transfer, you may take a 5% cash discount (discounts do not apply to Corporate Use Licenses).

### Corporate Use License

Now every decision maker in your organization can act on the key intelligence found in all Freedonia studies. For an additional \$2300, companies receive unlimited use of an electronic version (PDF) of the study. Place it on your intranet, e-mail it to coworkers around the world, or print it as many times as you like,

[Click here to learn more about the Corporate Use License](#)

## ORDER FORM

F-WEB.2141

### World Commercial Refrigeration Equipment.. \$5400

Corporate Use License (add to study price) \* + \$2300

\_\_\_ Additional Print Copies @ \$500 each \*

Total (including selected option) \$\_\_\_\_\_

Enclosed is my check (5% discount) drawn on a US bank and payable to The Freedonia Group, Inc., in US funds (Ohio residents add 7.75% sales tax)

Bill my company     American Express     MasterCard     Visa

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Credit Card #

MM											YY									

Expiration

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Division \_\_\_\_\_

Street \_\_\_\_\_  
(No PO Box please)

City/State/Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

\* Please check appropriate option and sign below to order an electronic version of the study.

### Corporate Use License Agreement

The above captioned study may be stored on the company's intranet or shared directory, available to company employees. Copies of the study may be made, but the undersigned represents that distribution of the study will be limited to employees of the company.

Signature \_\_\_\_\_

### Individual Use License Agreement

The undersigned hereby represents that the above captioned study will be used by only \_\_\_ individual(s) who are employees of the company and that the study will not be loaded on a network for multiple users. In the event that usage of the study changes, the Company will promptly notify Freedonia of such change and will pay to Freedonia the appropriate fee based on Freedonia's standard fee schedule then in effect. Note: Entire company corporate use license, add \$2300; one additional user, add \$500; two additional users, add \$1000; three additional users, add \$1500.

Signature \_\_\_\_\_

**OTHER STUDIES**

**World Water Treatment Products**

World demand for water treatment products will be influenced by stricter water quality laws, greater emphasis on water treatment in developing nations, improvements on water treatment methods and continued expansion in industrial activity and population. This study examines the global market for chemical and nonchemical water treatment products, with forecasts for 2011 and 2016 by product, market, world region and major country. The study also evaluates market share and profiles industry competitors.  
 #2276 ..... 12/2007..... \$5800

**HVAC Equipment**

US HVAC equipment demand will rise 3.2% annually through 2011, driven mainly by robust growth in nonresidential construction and ongoing strength in residential replacement. Heat pumps are now the largest heating type and will continue to leads gains. Unitary air conditioners will remain the leading type of cooling equipment. This study analyzes the \$14.3 billion US HVAC equipment industry, with forecasts for 2011 and 2016 by fuel, type and market. It also details market share and profiles major players.  
 #2259 ..... 11/2007..... \$4500

**Packaging Machinery in China**

China is one of the fastest growing packaging machinery markets in the world. This study presents historical demand data (1996, 2001, 2006) and forecasts to 2011 and 2016 by product (e.g., filling and form/fill/seal machinery, bundling and palletizing machinery); by market (e.g., food, beverages, medical, pharmaceutical, personal care products); and by region (e.g., Central-North, Central-East). The study also considers market environment factors, evaluates company market share and profile leading suppliers.  
 #2257 ..... 11/2007..... \$4900

**World Lighting Fixtures**

Global lighting fixture demand will grow 5.1% yearly through 2010 based in part on a shift toward higher-end types (e.g., electronic ballasts, HID lighting, LEDs, fiber optics). Fastest gains will occur in developing areas, particularly China and India. Remodeling and retrofit activities will drive growth in developed markets. This study analyzes the \$71.5 billion world lighting fixture industry to 2010 and 2015 by product, market, world region and 22 countries. It also details market share and profiles major players.  
 #2145 ..... 12/2006..... \$5400

**World Material Handling Products**

Global material handling product demand will grow 4.5% yearly through 2010, led by developing countries such as China, India, Turkey, Mexico and Russia. Western Europe and Japan will show renewed strength and the US market will accelerate. Automated products such as robots and AGVs will lead gains. This study analyzes the \$93.8 billion world material handling industry to 2010 and 2015 by product, market, world region and for 37 countries. It also details market share and profiles major players.  
 #2113 ..... 11/2006..... \$5300

**About The Freedonia Group**

The Freedonia Group, Inc., is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States, the emerging China market, and other world markets. Industries analyzed by Freedonia include:

- Chemicals • Plastics • Life Sciences • Packaging • Building Materials • Security & Electronics • Industrial Components & Equipment • Automotive & Transportation Equipment • Household Goods • Energy/Power Equipment

[Click here to learn more about Freedonia](#)

**Freedonia Custom Research**

Freedonia Custom Research delivers the same high quality, thorough and unbiased assessment of an industry or market as an industry study. Since the research initiative is based upon a company's specific needs, companies harness Freedonia's research capabilities and resources to answer unique questions. When you leverage the results of a Freedonia Custom Research engagement, you are able to obtain important answers to specific questions and issues associated with: mergers and acquisitions, new product launches/development, geographic expansion, entry into new markets, strategic business planning, and investment and funding decisions.

Freedonia Custom Research is ideal for companies seeking to make a strategic difference in the status quo and focus on future business growth. Working side by side with clients, Freedonia's team is able to define a research project that is custom-tailored to answer specific questions and provide the basis from which a company can make informed business decisions.

[Click here to learn more about Custom Research](#)



[Click here for complete title list](#)

[Click here to visit freedoniagroup.com](http://www.freedoniagroup.com)