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Power & Hand Tools

US Industry Study with Forecasts for **2012 & 2017**

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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

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An expected recovery in construction by 2012 will create professional tool demand, while consumer tool demand will benefit from continued interest in DIY and home remodeling activities.

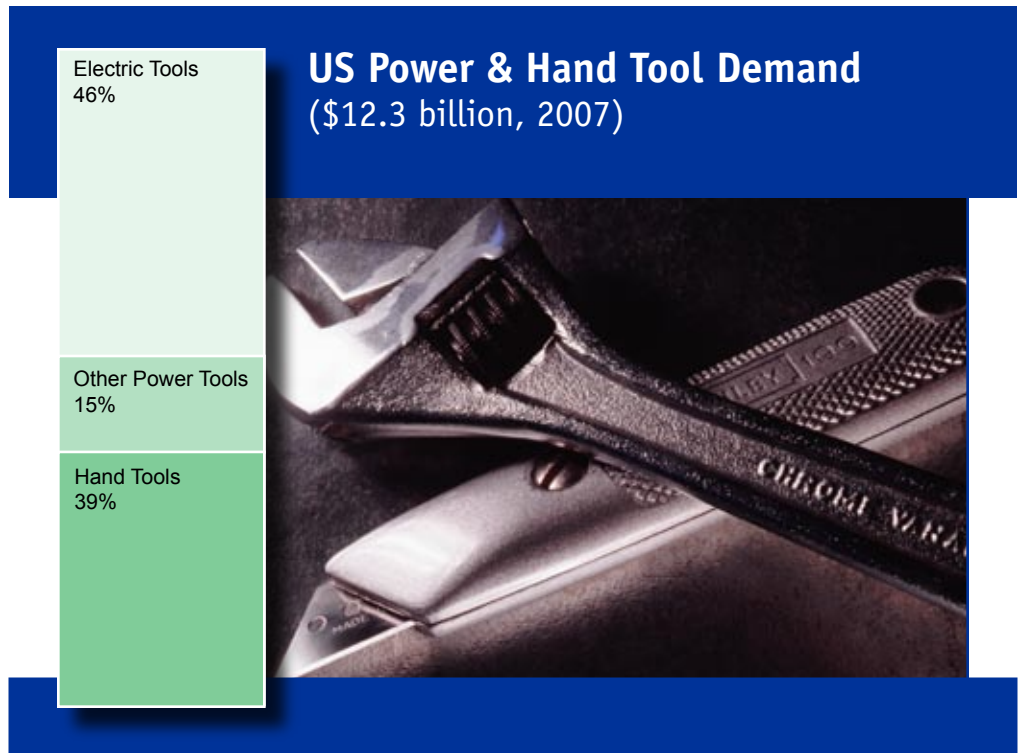
US demand to rise 3.3% annually through 2012

Power and hand tool demand in the US is forecast to increase 3.3 percent annually through 2012, reaching \$14.5 billion. Although difficult in the shorter term, the US construction outlook is expected to recover by 2012, creating demand in the professional sector. In the meantime, consumer demand will benefit from continued interest in DIY and home remodeling activities. Ongoing introduction of new products -- especially improved cordless tools -- will create gains in both markets.

Consumer tool demand to outpace professional

Growth in consumer tool demand will outpace that of the professional segment, benefitting from the ongoing popularity of do-it-yourself activities and the trade-up by consumers to feature-laden power tools. In addition, the US mortgage crisis will compel many homeowners to remain in their current homes rather than trading up to a larger or more modern house, thereby boosting home remodeling and repair activity. A growing number of women have become interested in DIY activities, as evidenced by websites and classes geared toward this group.

Although the professional market will grow more slowly than the consumer market, professional users will continue to account for the majority of overall tool



demand through 2012. Professionals use a greater variety of tools, most of which are also more expensive than those used by consumers. The construction sector will post the best gains through 2012, reflecting an expected recovery in housing starts. In addition, the aging US housing stock will boost demand for contractors in remodeling and repair jobs. The automotive after-market sector will benefit from the growing number and average age of vehicles in use. As some consumers forgo buying a new car, this will increase demand for automotive repairs. The industrial sector, however, will be dampened by declining employment as a greater portion of the population becomes employed in the services sector.

Power tools, especially cordless, will continue to outpace hand tools

Maintaining established trends, power tool demand is forecast to outpace hand tool demand due to the continuing popularity of cordless electric products such as saws, sanders and screwdrivers. Hand tool demand is limited by the inherent durability of these products, and innovation is less common than in power tools, limiting value gains. Cordless power tools will continue to post the best gains, benefitting not only from macro-economic factors but from their performance advantages vis-a-vis plug-in models.

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Sample Text, Table & Chart

POWER TOOLS

Saws

Demand for electric saws is forecast to increase annually to \$1.5 billion by 2017. This growth will result from residential construction activity in the residential sector. In addition, demand is expected to come from the agricultural sector, and the growing popularity of DIY woodwork. The convenience of electric saws will continue to create demand for the consumer market. Demand for plug-in cordless saws is expected to increase as battery technology improves. More powerful and longer running saws, making them preferred for professional use.

**SAMPLE
TEXT**

Electric saws are primarily used in construction, outdoor applications. The main types of electric power saws are circular, saber, reciprocating and chain saws. The largest producers of electric saws in the US are Black & Decker, Robert Bosch and Milwaukee Electric. These companies are full-line tool suppliers and manufacture circular, saber, reciprocating and specialty electric saws. Manufacturers of electric chain saws, on the other hand, are not generally involved in other segments of the electric tool segment, but are instead dedicated to production of a full range of chain saws. The largest producers of electric chain saws for the US include Homelite and STIHL. These producers position electric chain saws as consumer products designed for simple residential projects.

Much like the drill segment, product innovation will continue in the electric saw market. Areas of concern include improved product performance. In August 2008, Black & Decker introduced cordless TRACKSAWS that feature an anti-slip aluminum track, which allows the user to make straight and precise cuts. Ergonomics continues to be a concern, since consumers prefer products that are easier to handle. In January 2008, TTI introduced the ST 800XE corded jigsaw that has an ergonomically shaped casing.

TABLE V-3

WRENCH SUPPLY & DEMAND (million dollars)

Item	1997	2002	2007	2012	2017
Resident Population (million persons)	270.6	287.0	301.6	316.6	332.2
\$ wrench per capita	1.7	1.7	1.7	1.7	1.7
Wrench Demand	460	488	517	546	575
- net imports	0	0	0	0	0
Wrench Shipments	460	488	517	546	575
Socket	0	0	0	0	0
Open-Ended & Combination	5	5	5	5	5
Adjustable:	0	0	0	0	0
Pipe	5	5	5	5	5
Other Adjustable	5	5	5	5	5
Torque	5	5	5	5	5
Other	0	0	0	0	0
% wrench	6	6	6	6	6
Hand Service Tool Demand	2,200	2,300	2,400	2,500	2,600

**SAMPLE
TABLE**

CHART VII-3

HAND TOOL MARKET SHARE, 2007 (\$4.8 billion)



**SAMPLE
CHART**

Sample Profile, Table & Forecast

TABLE VI-2
PROFESSIONAL TOOL DEMAND BY TYPE
 (million dollars)

Item	1997	2002	2007	2012	2017
Professional Employment (millions)					7.2
\$ professional tools per employee					23
Professional Tool Demand					20
Power Tools					20
Hand Tools					00
% professional Power Tool Demand					1.50
% professional Hand Tool Demand	35.00	41.00	47.75	53.10	61.00

**SAMPLE
TABLE**

COMPANY PROFILES

DESA LLC
 2701 Industrial Drive
 Bowling Green, KY 42101
 270-781-9600
 http://www.desa.com

Annual Sales:
 Employment:

Key Products: powder-actuated tools, cable tackers, nail guns

**SAMPLE
PROFILE**

DESA LLC is a manufacturer of zone heating and hearth products, security lighting, portable generators, and specialty hand and power tool products. These products are primarily sold to the home improvement and construction markets in Canada, the US, Mexico, the United Kingdom, Germany, Italy, Poland and China.

The Company participates in the US power and hand tool industry through the manufacture of tools under the REMINGTON and POWERFAST brand names. DESA makes these products at a plant in Manchester, Tennessee. Tools in the REMINGTON line encompass pole saws, chain saws and powder-actuated tools. Pole saws are offered in 6- and 10-inch bar types for use in pruning trees. The Company's REMINGTON electric chain saws are suitable for construction, pruning and trimming applications, as well as cutting firewood and landscape timbers. These chain saws are available in 12-, 14-, 16- and 18-inch bar models.

DESA's REMINGTON powder-actuated tools are made via a joint venture with Continental/Midland LLC (Park Forest, Illinois). These

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“Hand tool demand among professional users is expected to grow 2.1 percent per year through 2012, reaching \$3.8 billion. Advances will lag power tool gains, due in part to relative lack of product innovation. In addition, advances will be adversely impacted by product durability and high saturation levels.”

--Section VI, pg. 142

OTHER STUDIES

Machine Tools in China

Machine tool demand in China will grow 13% yearly through 2012, based on rapid growth in durable goods production and infrastructure expansion and modernization. Metal cutting tools will outpace other products, spurred by strong growth in manufacturing investment. Industrial machinery will remain the largest market. This study analyzes the 328.5 billion yuan machine tools industry in China, with forecasts for 2012 and 2017 by product, market and region. It also evaluates market share and profiles industry players.

#2390 09/2008..... \$5100

Builders' Hardware

US builders' hardware demand will rise to \$11 billion in 2012, driven by a recovery in housing. Locks and other safety devices will remain the largest segment and grow the fastest, especially electromechanical types. Furniture will continue as the largest application while safety and protection products and cabinets lead gains. This study analyzes the US builders' hardware industry, with forecasts for 2012 and 2017 by material, product, application, market and region. It also evaluates market share and profiles industry players.

#2379 09/2008..... \$4600

World Power Tools

Global demand for power tools will grow 4.1% annually through 2011. The developing countries of Asia, especially China, will see the fastest growth based on rising incomes and advances in residential and nonresidential building construction activity. Cordless electric tools will continue to lead gains. This study analyzes the \$23.4 billion global power tool industry, with forecasts for 2011 and 2016 by product, market, world region and for 25 countries. It also evaluates company market share and profiles major producers.

#2212 08/2007..... \$5400

World Major Household Appliances

Global white goods demand will grow 3.1% yearly through 2011. India will lead gains based on low penetration rates and rising living standards. Replacement demand will spur growth in developed areas as users replace broken appliances and trade up for newer models like more efficient "green" types. This study analyzes the 413 million unit world white goods industry, with forecasts for 2011 and 2016 by product, world region and for 25 countries. It also evaluates market share and profiles major players.

#2279 01/2008..... \$5800

World Power Lawn & Garden Equipment

World power lawn and garden equipment demand will grow 3.2% yearly through 2011. North America and Western Europe will stay the top markets while developing Asian countries grow the fastest. Lawn-mowers will remain the largest segment while turf and grounds equipment lead gains. This study analyzes the \$16 billion world power lawn and garden equipment industry, with forecasts for 2011 and 2016 by product, world region and for 22 nations. It also evaluates market share and profiles major players.

#2246 10/2007..... \$5500

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