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Home Organization Products

US Industry Study with Forecasts for **2017 & 2022**

Study #3027 | May 2013 | \$5100 | 288 pages

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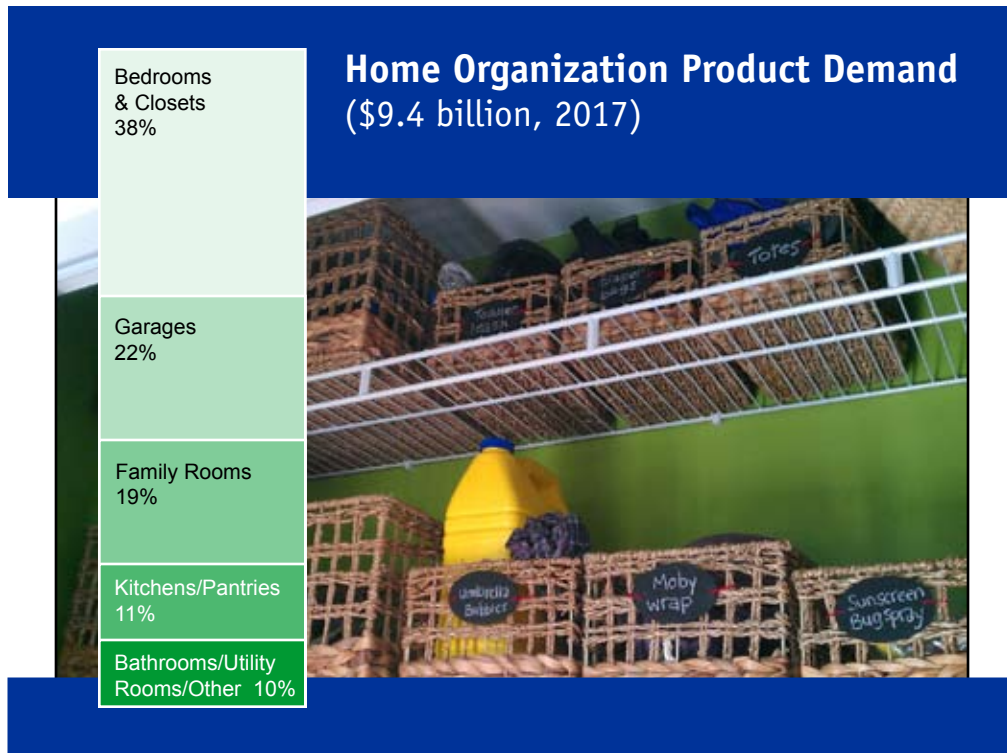
Demand for home organization products will benefit from the introduction of decorative and specialty products, as well as by growth in larger, more costly closet and garage systems.

US demand to grow 4% annually through 2017

US demand for home organization products will increase 4.0 percent per year to \$9.4 billion in 2017. The market weakened during the economic downturn that began in 2007, but an ongoing recovery -- particularly a rebound in residential construction and an acceleration in consumer spending -- will support demand going forward. Increases will also be driven by the introduction of decorative and specialty home organization products as well as by strong growth in larger, more expensive closet and garage systems. Preventing even more rapid growth will be a downward pressure on prices caused by the commoditization of many home organization products and competition from producers in low manufacturing cost countries. The well known production methods for many of these products restrain manufacturers' pricing power.

Bins, baskets & totes to remain dominant

Bins, baskets, and totes accounted for the largest share of home organization product sales in 2012, with 36 percent of the total market. These products, which can be decorative or purely functional, are widely used in most households to store and organize belongings of all sizes. Demand for modular units is expected to post the strongest annual gains among home organization products through 2017, allowing these



systems to overtake shelving as the second largest product segment. Advances will be supported by the flexibility provided by modular units and by the interest in organizing closets and garages, which account for the majority of modular unit sales.

Garages to post fastest growth among rooms

Sales of organization products used in the garage will see the fastest growth of any segment. To some degree, this reflects the relative immaturity of the garage storage market compared to other areas of the home. However, use of home organization products in garages has risen rapidly, and by 2012

garages had overtaken family rooms as the second leading application for these products. Continued increases in both the share of homes with garages and the average size of garages, coupled with consumer desires to make the space suitable for hobbies or other activities, will support the market for garage storage products. Demand for home organization products used in closets will also achieve above average growth, aided by the rising popularity of high end closet systems made from solid wood or laminated panels, and by rising consumer demand for closet systems beyond the master bedroom. The increasing availability of closet storage products in a variety of retail outlets and at a range of price points will also boost growth.

Sample Text, Table & Chart

PRODUCTS

Bins, Baskets, & Totes

Demand for bins, baskets, and totes will increase through 2017. While the rate of increase in home organization products, it represents a recovery from the economic downturn. In addition, demand is expected to be higher than 2012 levels, providing significant growth opportunities.

Factors affecting the broader home organization industry are also key factors impacting sales in this category. Demand will be driven by factors such as consumer interest in household chores and better organizing their belongings, the sheer quantity of things owned by the typical household, and the past two decades (although the economic downturn that began in late 2007 has disrupted the trend to some degree) and left many homeowners needing a way to organize and store items while keeping them accessible. Furthermore, as homeowners increasingly look to off-site and other longer term self-storage, they purchase sealable bins and totes as a way to protect their items.

Bins, baskets, and totes are among the most basic and affordable home organization goods, which means that these items are often the first home organization products purchased by a consumer. Thus, these products are widely used by younger consumers setting up their first homes as well as by college students moving to and from school and storing goods in small dorm rooms and apartments. In addition, the portability of most bins, baskets, and totes allows consumers to replace them often due to changing needs or styles. These trends all support demand for bins, baskets, and totes. To accommodate consumers, bin and tote manufacturers typically offer their products in a wide range of sizes and shapes -- in fact, there is often a wide range of sizes and shapes of baskets available in almost all materials.

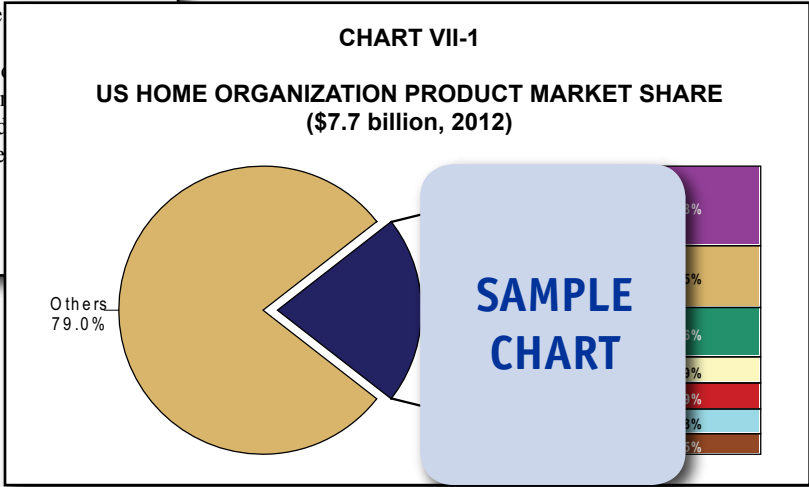
Copyright 2013 The Freedonia Group, Inc.

TABLE V-3
GARAGES: HOME ORGANIZATION PRODUCT DEMAND
(million dollars)

Item	2002	2007	2012	2017	2022
Housing Stock (millions)	100	100	100	100	100
\$ garage organization/house	10	10	10	10	10
Garages & Carports (millions)	50	50	50	50	50
\$ garage organization/garage	10	10	10	10	10
Garage Organization Products	5	5	5	5	5
Bins, Baskets, & Totes	2	2	2	2	2
Shelving	1	1	1	1	1
Modular Units	1	1	1	1	1
Hanging Storage	1	1	1	1	1
Accessories & Other	0	0	0	0	0
% garages	10	10	10	10	10
Home Organization Product Demand	50	50	50	50	50

**SAMPLE
TEXT**

**SAMPLE
TABLE**



**SAMPLE
CHART**

Sample Profile, Table & Forecast

TABLE III-5
WICKER, RATTAN, & OTHER MATERIALS
HOME ORGANIZATION PRODUCT DEMAND
 (million dollars)

Item	2002	2007	2012	2017	2022
Households (million)	117	121	125	129	133
\$ other/household	11	11	11	11	11
Wicker, Rattan, & Other Materials	129	133	137	141	145
By Type:					
Wicker, Rattan, & Other Weaves	5	5	5	5	5
Canvas & All Other Materials	5	5	5	5	5
By Product:					
Bins, Baskets, & Totes	5	5	5	5	5
Shelving	0	0	0	0	0
Modular Units	0	0	0	0	0
Hanging Storage	7	7	7	7	7
Accessories & Other	8	8	8	8	8
% other materials	8	8	8	8	8
Home Organization Product Demand	50	50	50	50	50

**SAMPLE
PROFILE**

**SAMPLE
TABLE**

COMPANY PROFILES

Closet Factory Franchise Corporation

12800 South Broadway
 Los Angeles, CA 90061
 310-715-1000
<http://www.cl>

Annual Sales:
 Employment:

Key Products:

Closet Factory is a network of independent franchises that provides design, custom manufacturing, and installation services for home organization products. The Company is active throughout the US.

The Company participates in the US home organization products industry through the production and installation of custom shelving systems for use in closets, pantries, laundry rooms, home offices, living and family rooms, and garages. These systems typically include fixed and adjustable shelves, as well as drawers and cabinets. Basic shelving and cabinet systems are sold through such product series as DESIGN, ESSENTIALS, ENGLISH COTTAGE, EUROPEAN CLASSIC, STYLISH SHAKER, and TIMELESS MODERN.

Closet Factory's ESSENTIALS products are made from melamine and offered in a variety of finishes, including solid color and wood grain, while DESIGN systems feature custom stained wood veneers, moldings, faces, and edges. ENGLISH COTTAGE cabinet systems have scalloped molding, arched bases, and decorative corbels, as well as white, butter, sandstone, or olive painted finishes. The Company's EUROPEAN CLASSIC shelving systems feature broad columns, decorative bases and pilasters, and solid stained wood facings in cognac,

“Demand for home organization products in the do-it-yourself market is expected to rise 3.7 percent annually to \$7.7 billion in 2017. The market will benefit from the greater retail space devoted to home organization products and increased in-store and online assistance for customers interested in installing their own systems. In addition, rising consumer attention to DIY projects and the overall growth in the home organization products market will support gains. Moreover, ...”
 --Section VI, pg. 147

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OTHER STUDIES

Outdoor Furniture & Grills

US demand for outdoor furniture and grills (including patio heaters and accessories such as umbrellas, covers, cushions and grilling utensils) will rise 4.0 percent annually to \$7.5 billion in 2017. Outdoor furniture and accessories will remain the top segment, while patio heating products will grow the fastest. The residential market will remain dominant. This study analyzes the \$6.2 billion US outdoor furniture and grill industry, with forecasts for 2017 and 2022 by product, market and region. The study also evaluates company market share and profiles industry players.
 #3102 November 2013 \$5100

Building Maintenance Services

Revenues for contract (non-proprietary) building maintenance services will rise 4.3 percent per year through 2017 to \$176.5 billion. Pest control and interior building cleaning will be the fastest growing services, while landscaping remains the largest type of service. The residential market will outpace nonresidential demand. This study analyzes the \$143 billion US building maintenance service industry, with forecasts for 2017 and 2022 by service, market and US geographic region. The study also evaluates company market share and profiles industry competitors.
 #3002 April 2013 \$4900

World Power Tools

World power tool demand is forecast to increase 4.5 percent annually through 2016 to \$28.1 billion. The Asia/Pacific region will be the fastest growing market, followed by North America. In the US, gains will be driven by a rebound in housing starts and manufacturing activity. Cordless electric tools will be the fastest growing segment. This study analyzes the \$22.5 billion world power tool industry, with forecasts for 2016 and 2021 by product, market, world region and for 25 countries. The study also evaluates company market share and profiles industry players.
 #2996 February 2013 \$6300

Power & Hand Tools

Demand for power and hand tools in the US will rise 4.8 percent per year to \$13.1 billion in 2016. Power tools will outpace hand tools, as power tools -- especially cordless electric tools -- benefit from greater capacity for innovation. Professional demand growth will outpace consumer gains due to a rebound in housing starts and increases in manufacturing output. This study analyzes the \$10.4 billion US power and hand tool industry, with forecasts for 2016 and 2021 by product and market. The study also evaluates company market share and profiles industry players.
 #2941 August 2012 \$5200

Lawn & Garden Consumables

US packaged lawn and garden consumables demand will rise 3.3 percent yearly to \$8.8 billion in 2016. Pesticides and fertilizers will remain the top segments, with fertilizers, seeds and growing media the fastest growing. Organic formulations will outpace conventional types, but from a much smaller base. This study analyzes the \$7.5 billion US lawn and garden consumables industry, with forecasts for 2016 and 2021 by product, formulation, market, application, end user and US region. The study also evaluates company market shares and profiles industry players.
 #2891 May 2012 \$5100

About The Freedonia Group

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