World Power Tools

Industry Study with Forecasts for **2018 & 2023**

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World Power Tools

Industry Study with Forecasts for *2018 & 2023*

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Advances will be driven in developing areas by growing construction spending and lower market saturation, and by an improved economy and increasing construction activity in developed regions.

World demand to rise 4.8% annually through 2018

Global demand for power tools is forecast to increase 4.8 percent per year through 2018 to $32.9 billion, an improvement from the gains recorded between 2008 and 2013. Advances will be fastest in the world's developing areas, where significant and increasing levels of construction spending are expected. In general, power tool use in the world's developing areas is less saturated, and most sales there are to first time purchasers. China and India, which are in the process of modernizing their housing stock, will see particularly rapid growth in power tool demand. Among developed nations, power tool sales will be boosted by improved economic conditions and increasing construction activity in the US and Western Europe.

World Power Tool Demand, 2018
($32.9 billion)

Asia/Pacific region to be fastest growing market

In 2013, the US was the world's largest consumer and second largest producer of power tools, accounting for 24 percent of sales and 12 percent of output. Between 2013 and 2018, the US market will account for approximately one-sixth of additional global sales. The country is a significant market for power tools because it is home to substantial tool using industries such as construction, general manufacturing, and motor vehicle production and repair. In addition, there is widespread interest in do-it-yourself (DIY) activities, resulting in a sizable consumer market.

China was the second largest national market for power tools in 2013, with ten percent of global demand, and was the largest producer, with one-third of global output. In addition, power tool growth in China through 2018 will be nearly double the global average. However, India will post even more rapid gains among major countries, albeit from a very small base. Both countries have extremely low power tool market penetration rates, with widespread adoption limited by the high initial purchase price of power tools compared to non-powered hand tools. Poverty and unreliable electric grids also play a role, particularly in rural areas. In much of the developing world, the availability of low cost laborers utilizing hand tools has limited power tool demand.

Cordless electric tools to post fastest growth

Electric tools account for the vast majority of total power tool sales, a reflection of their ease of use compared to other power tool types. Cordless electric models will post the most robust growth as steady improvements in battery technology -- such as the adoption of lithium-ion batteries -- increase power and run time, areas where corded products still hold a significant advantage. Cordless tool manufacturers have also begun to design product lines around one battery structure, increasing convenience by reducing the number of spare batteries needed at the job site or around the home.

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Sample Text, Table & Chart

ASIA/PACIFIC

Japan: Demand by Type & Market

Demand for power tools in Japan is forecast to expand per year through 2018 to $ ... n mode recorded between 2008 a ... truction will generate the bulk of ... untry, the leading outlet for pow ... roved manufacturing activity w ... ever, be below the regional ave ... rge ins power tools in the country. ... wth wil replacement purchases.

SAMPLE TEXT

Electric tools, which comprise the largest share of pow demand in Japan, will post the fastest growth through 2018. models in particular will achieve the most pronounced grow mand, as these models are favored by both professionals and Pneumatic tools, while recording the slowest growth through period, will rebound from the declines recorded between 20 with sales being supported in large part by the improved out manufacturing activity.

Unlike much of the Asia/Pacific region, the consumer power tool market in Japan is relatively large, accounting for 35 percent of total tool sales compared to a regional average of 20 percent. Cultural preferences throughout much of the region trend toward do-it-for-me rather than do-it-yourself. With the widespread availability of low-cost labor in many regional nations, it is often a symbol of socioeconomic status to hire professionals to perform household renovations or other DIY hobbies. However, cultural preferences in Japan tend to be closer alig Western nations than other Asian countries and, as such, the amount of interest in DIY activities in the country.

Within the professional market, demand tends to focus replacing or upgrading their current power tools with newer,

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TABLE VI-12

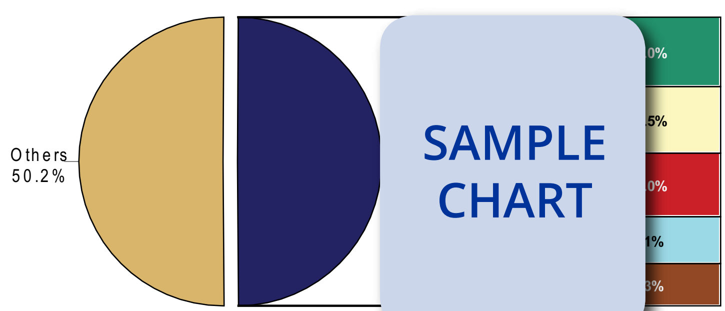
JAPAN: POWER TOOL DEMAND BY TYPE & MARKET
(million dollars)

Item	2003	2008	2013	2018	2023
Population (million persons)					
$ power tools/capita					
Power Tool Demand					
By Type:					
Electric Tools & Parts					
Tools					
By Product					
Drills					
Saws					
Sanders/Polishers/Grinders					
Other					
By Power Source					
Plug-In					
Cordless					
Parts & Accessories					
Pneumatic Tools					
Other					
By Market:					
Professional					
Consumer					

SAMPLE TABLE

CHART VIII-1

WORLD POWER TOOL MARKET SHARE BY COMPANY
($26.0 billion, 2013)



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Sample Profile, Table & Forecast

TABLE VI-11

**JAPAN:
POWER TOOL SUPPLY & DEMAND**

Item	2003	2008	2013	2018	2023
Population (million)					
GDP per capita					
Gross Domestic Product (bil 2012$)					
Gross Fixed Investment (bil 2012$)					
Urban Population (million)					
Construction Expenditures (bil 2012$)					
$ power tools/capita					
$ power tools/mil $ GDP					
$ power tools/000$ GFI					
$ power tools/000$ construction					
Power Tool Demand (mil $)					
net exports					
Power Tool Shipments (mil $)					

SAMPLE TABLE

COMPANY PROFILES

Apex Tool Group LLC
14600 York Road, Suite A
Sparks, MD 21152
410-773-7800
http://www.ap

Revenues: $
Employment:

Key Products ... space assembly
and operation ... , electronics,
do-it-yourself

SAMPLE PROFILE

Apex Tool is a privately held manufacturer of hand tools, power tools, and tool storage products for the aerospace, agriculture, manufacturing and assembly, construction, electronics, and do-it-yourself (DIY) industries, among others. In February 2013, Bain Capital LLC (Boston, Massachusetts), a private investment firm, acquired the Company from Danaher Corporation (Washington, DC) and the Cooper Industries plc subsidiary (Ireland) of Eaton Corporation, which each held a 50-percent stake in Apex Tool.

The Company competes in the world power tool industry via the production of numerous power tools and accessories for use in the aerospace assembly and operation, agriculture, general assembly, contractor, electronics, DIY, metalworking, and energy industries. These tools are marketed under a variety of brand names.

Products -- Power tools from Apex Tool are marketed under a wide range of brand names, among them APEX, WELLER, DOTCO, CLECO, RECOULES, QUACKENBUSH, UTICA, EREM, XCELITE, AIRETOOL and MASTER POWER. These products are intended for

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STUDY COVERAGE

This Freedonia study, ***World Power Tools***, presents historical demand data (2003, 2008, 2013) plus forecasts (2018, 2023) for supply and demand, as well as demand by type and market, for 6 regions and 25 countries. The study also assesses key market environment factors, evaluates company market share and profiles 34 global industry players.

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Other Studies

Home Organization Products

This study analyzes the US home organization product industry. It presents historical demand data (2004, 2009 and 2014) and forecasts (2019 and 2024) by material (e.g., metal and wire, plastic, wood, wicker), product (e.g., bins, baskets and totes; shelving; modular units; hanging storage), room (e.g., closets and bedrooms, garages, family rooms, pantries and kitchens, bathrooms and utility rooms), and market (DIY, professional). The study also considers market environment factors, evaluates company market share, and profiles industry competitors.

#3254 ....April 2015 .... $5300

Power & Hand Tools

US demand for power and hand tools is forecast to increase 2.9 percent annually through 2018 to $12.7 billion. Cordless electric power tools will remain the fastest growing segment, and will surpass plug-in electrics as the largest power tool category in 2023. The professional market will remain dominant over the consumer segment, and will grow the fastest. This study analyzes the $10.9 billion US power and hand tool industry, with forecasts for 2018 and 2023 by product and market. The study also evaluates company market share and profiles industry players.

#3177 ....June 2014 .... $5300

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

Janitorial Equipment & Supplies

US demand for janitorial equipment and supplies (excluding chemical and most household-grade products) will advance 1.7 percent per year through 2017 to $7.2 billion. Manual cleaning products and bags and containers will be the fastest growing types. The institutional buildings and residential markets will offer the best growth opportunities. This study analyzes the $6.6 billion US janitorial equipment and supply industry, with forecasts for 2017 and 2022 by type, market, and purchaser. The study also evaluates company market share and profiles industry competitors.

#3086 .... September 2013................ $5100

World Power Lawn & Garden Equipment

Global demand for power lawn and garden equipment is forecast to rise 4.2 percent per year through 2017 to $21.7 billion. Growth will be supported by a recovery in the massive US market, and by an expansion of the middle class in several developing countries of the Asia/Pacific region. This study analyzes the $17.7 billion world power lawn and garden equipment industry, with forecasts for 2017 and 2022 by product, market, power source, world region, and for 21 countries. The study also evaluates company market share and profiles industry players.

#3067 .... September 2013................ $6300

About The Freedonia Group

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