Home Organization Products

US Industry Study with Forecasts for ***2020 & 2025***

Study #3254
May 2015
$5300

Related Studies

Decorative Tile

US demand for decorative tile is forecast to increase 3.5 percent annually to 3.1 billion square feet in 2020, valued at $6.1 billion. Porcelain will be the fastest growing tile material, while ceramic tile remains dominant. Flooring applications will remain dominant and grow the fastest. The residential market will outpace the nonresidential segment. This study analyzes the 2.6 billion square foot US decorative tile market, with forecasts for 2020 and 2025 by product, application, and market. The study also evaluates company market share and profiles industry players.

#3393............... March 2016................. $5200

Decorative Laminates

Demand for decorative laminates in the US will rise 2.5 percent annually to 11.6 billion square feet in 2020, valued at $6.8 billion. Thermoplastic films and saturated papers will be the fastest growing products, while low-basis weight papers will remain the largest segment. The cabinets and flooring markets will outpace furniture uses. This study analyzes the 10.2 billion square foot US market for decorative laminates, with forecasts for 2020 and 2025 by raw material, product and market. The study also evaluates company market shares and profiles industry players.

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Cabinets

US demand for cabinets is projected to advance 6.4 percent annually to $17.3 billion in 2019, spurred by continuing consumer interest in kitchen and bathroom renovation projects. Style trends that call for homes to have larger kitchens and multiple bathrooms will also boost demand. The dominant residential market will be the fastest growing segment. This study analyzes the $12.7 billion US cabinet industry, with forecasts for 2019 and 2024 by material, product, market and region. The study also evaluates company market share and profiles industry players.

#3372.............. January 2016 .... $5300

Countertops

Demand for countertops in the US is forecast to increase 4.2 percent annually to 810 million square feet in 2019, valued at $29.3 billion. Engineered stone, natural stone and various niche surfaces will be the fastest growing countertop materials. The dominant residential market will offer the best growth opportunities. This study analyzes the 660 million square foot US countertop industry, with forecasts for 2019 and 2024 by surface material, product, application, and market. The study also evaluates company market share and profiles industry competitors.

#3301...............August 2015................ $5500

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Freedonia's methods

- Establishing consistent economic & market forecasts
- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

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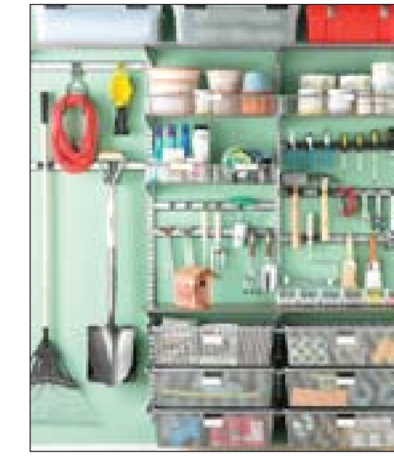
Home Organization Products



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Gains in home organization will stem from greater product availability and ongoing consumer interest in utilizing such products to organize and store belongings. Continued growth in consumer spending and an improving housing market, coupled with expansion in the number of households, will also propel sales. Demographic trends such as the large baby boomer cohort downsizing as they become empty nesters, and their children moving into college housing and first apartments will also allow opportunities since small spaces benefit from organization products.

Modular units to be fastest growing products

Bins, baskets, and totes will continue to account for the largest share of home organization product demand and will comprise 35 percent of total sales in 2019. However, growth in this mature segment will be among the slowest overall since many versions of these low-cost products are already in most households. Additionally, due to the commodity status of these products, a high level of pricing pressure limits value gains. Modular units, which benefit from their coordinated design and system flexibility, will generate the fastest growth. Consumers are increasingly installing these units in garages and closets, which still account for the bulk of sales, as well as in less established areas, such as pantries, craft rooms, mudrooms, and utility areas.

Closets, garages will offer best room opportunities

The largest share of home organization products were used in closets (e.g., bedroom and linen closets) in 2014, as the segment represented nearly a quarter of sales. Products used in closets will also generate the fastest growth rate through 2019 as many of the home organization products used in closets are increasingly made with higher value materials and features. In addition, a growing share of homebuyers consider closet systems to be a necessity, so organization systems are increasingly installed by the builder or before a home is sold. As storage space within the home is filled, consumers are looking to other areas where storage can be optimized, including the garage. As a result, home organization products for use in garages will post above-average growth rates, a continuation of a decade-long trend. In addition to using garages for general storage, an increasing number of homeowners are creating functional areas in the garage for hobbies (e.g., gardening, exercise, vehicle repair, or other activities), which encourages the purchase of home organization equipment.

Study coverage

This study analyzes the US home organization products market. It presents historical demand data (2005, 2010, 2015) plus forecasts (2020, 2025) by material (metal and wire, plastic, wood, wicker, rattan), product (bins, baskets and totes, shelving, modular units, hanging storage, accessories), room (closets and bedrooms, family rooms, garages, pantries and kitchens, bathrooms and kitchens), and market (do-it-yourself, professional installation). The study also considers key market environment factors, details the industry structure, evaluates company market share and profiles 33 US industry competitors such as California Closets, Emerson Electric, Newell Rubbermaid and Sterilite.

CONTENTS SUMMARY

TABLES & CHARTS

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MATERIALS

Plastic

Demand for plastic home organization products will increase ... billion. The generall... ucts will continue to ... or most consumers w... However, the low co... ue sales, as numerous ... products can be purch... s, shapes, and sizes, a... onal impetus to growt... me organization prod... y the key consideratio... consumers when selecting commodity type plastic home organiz... products, manufacturers must maintain low prices in order to rema... competitive.

SAMPLE TABLE

Plastic home organization products offer protection from moi... and other elements, are often easy to assemble, and require limited... tenance. Plastic is often viewed as an entry-level material and is t... subjected to numerous pricing pressures. Growth will be deeply a... by the high level of price competitiveness among suppliers of plas... organization products, since many of these products are basic and... well understood manufacturing processes that can be copied by ne... entrants. These limited barriers to entry allow low cost manufactu... including producers from low cost areas such as China, an opport... to enter the market, thereby maintaining pricing pressure on estab... firms. The market is also subject to a high level of pricing pressu... mass merchandise retailers such as Walmart that have significant ... power, which they exercise in part through their low cost private l... brands.

TTABLE V-2

CLOSETS & BEDROOMS: HOME ORGANIZATION PRODUCT DEMAND
(million dollars)

Item	2005	2010	2015	2020	2025
Housing Stock (millions)					
$ closet/bed organization/housing unit					
Bedrooms (millions)					
$ closet & bed organization/bedroom					
Closet & Bedroom Organization					
By Area:					
Closets					
Bedrooms					
By Product:					
Bins, Baskets, & Totes					
Shelving					
Modular Units					
Hanging Storage					
Accessories & Other					
% closets & bedrooms					
Home Organization Product Demand					

SAMPLE TABLE

Source: The Freedonia Group

TABLE IV-4

MODULAR UNIT DEMAND BY MATERIAL
(million dollars)

Item	2005	2010	2015	2020	2025
Households (million)					
$ modular units/household					
Modular Unit Demand					
Metal & Wire					
Plastic					
Wood					
Wicker, Rattan, & Other					
% modular units					
Home Organization Product Demand					

SAMPLE TABLE

Source: The Freedonia Group

This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions