

NEW US Industry Study to 2009 & 2014

Home Organization Products

Study # 1967

September 2005

\$4100

US home organization product sales to rise 5.1% annually through 2009

Sales of home organization products in the US are forecast to increase 5.1 percent per year to \$7.6 billion in 2009. Advances will be driven by consumer interest in organizing their homes to minimize the amount of time necessary for housekeeping chores, particularly as middle and upper class consumers place an increasing value on their free time. Demographic trends are another factor as baby boomers become empty-nesters and downsize to fit their accumulated possessions into smaller homes, and younger consumers in the baby boom echo organize their first dorm rooms and apartments.

Growth will also be boosted by the growing number of homes that do not have attics or unfinished basement spaces dedicated to storing old or out-of-season belongings. Additionally, value gains will be driven by product innovations, including latches, locks, casters, and specialty shapes and sizes, as well as consumer preferences for more decorative products that are not stored behind closed doors.

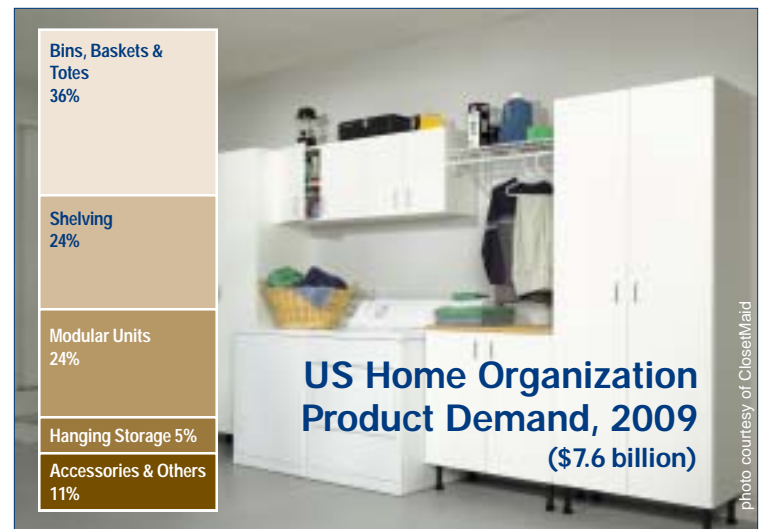
Closet, garage organizers to offer best opportunities

Sales of home organization products for use in closets are expected to post the strongest gains through 2009. Advances will be driven by a growing amount of space dedicated to closets, particularly in the master suites of new and newly remodeled homes. Gains will also be fueled by the increasing availability of closet organization products in a variety of retail outlets, with such systems prominently marketed in big box home improvement retailers and mass merchandisers.

Sales of home organization products for use in the garage are also projected to achieve strong growth, as more homes feature three-car or larger garages, and as consumers seek to better organize this large storage space, in some cases making the space suitable for hobby, recreation and other uses. This trend is pronounced in areas with a high water table where homes cannot have basements.

Metal, wire materials to remain dominant

Home organization products made from metal and wire accounted for the largest share of sales by material type in 2004, with 31 percent. Sales



of organization products made from these materials, benefiting from growth in modular units such as closet systems and cubes, are also expected to outpace all other types through 2009. Growth will be driven in part by interest in higher end, decorative chrome and wire mesh products. Other materials used to make home organization products include plastic; wood; wicker, rattan and other weaves; and canvas and other soft-sided materials.

Modular types to grow the fastest

Among the various types of products, bins, baskets and totes accounted for the largest share of sales with 40 percent in 2004. These products, which can be decorative or purely functional, are widely

used in most households to store and organize belongings of all sizes. However, sales of modular units are forecast to post the strongest growth through 2009, benefitting from the adaptability of these systems to a homeowner's changing needs, with particular consumer interest in modular closet and garage systems.

Study coverage

This new 189-page Freedonia study, *Home Organization Products*, is available for \$4100. The study presents historical US demand data (1994, 1999, 2004) as well as forecasts to 2009 and 2014 by material, product, room and market. The study also considers market environment indicators, evaluates company market share and profiles 35 industry competitors.

Home Organization Products

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Tables provide data through 2004 plus forecasts to 2009 and 2014

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DO-IT-YOURSELF MARKET FOR HOME ORGANIZATION PRODUCTS
(million dollars)

Item	1994	1999	2004	2009	2014
Pvt Res Improv & Repairs (bil \$) \$ DIY/000\$ I&R expend					
DIY Mkt for Home Organization Products					
Bedrooms & Closets					
Family Rooms					
Garages					
Pantries & Kitchens					
Bathrooms & Utility Rooms					
% do-it-yourself					
Home Organization Product Demand					

Source: The Freedonia Group, Inc.

SAMPLE TABLE
Demand forecasts for each product type provided in volume (metric tons)

MATERIALS

Wood

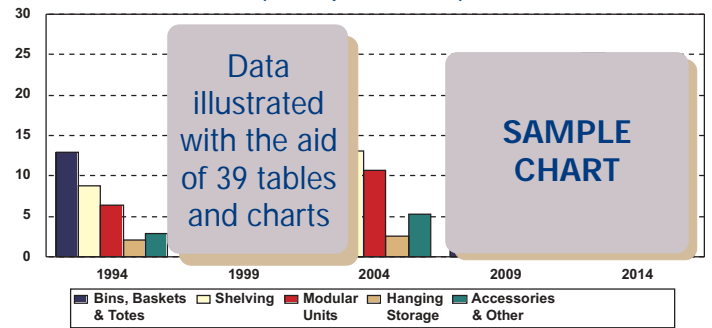
Sales of wood home organization products are projected to advance through 2009. This category includes solid wood products. Advances will be driven by increasing interest in custom-built, high-end products as a way to keep insects from infesting products to be driven by the increasing demand for massive and better quality wood-look products in various colors. Wood and laminate home organization products have main advantages over wire and plastic versions, including a consumer preference for the aesthetic of wood, which more closely resembles conventional furniture than products made from other materials, and consumer impressions of wood's high quality and stability. Aesthetics is particularly important as many types of home organization products are increasingly incorporated into the decor of a room and not just hidden behind closed doors.

Further gains will be slowed by competition from less expensive alternatives such as wire, metal and plastic. Additionally, value gains will be slowed because of increasing price competition in the ready-to-assemble segment. This trend has been amplified by the growing strength of big-box home improvement and general mass merchandise stores that account for an increasing share of sales of ready-to-assemble laminated organization products such as shelving and modular closet systems.

Wood and related materials are primarily used to produce shelving and modular closet systems. However, wood-based materials are also used, albeit to a lesser degree, to manufacture garage organization systems, boxes and bins, some under-mount hanging shelves, and accessories such as lazy susans, pull-out shelves, plate racks, and drawer and cabinet dividers. Solid wood products are generally custom-built, high-end units, while versions made from engineered wood and laminated materials are more likely to be ready-to-assemble, mass-produced, mid-level products.

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CHART IV-2
AVERAGE SPENDING ON HOME ORGANIZATION PRODUCTS BY TYPE, 1994-2014
(dollars per household)



Data illustrated with the aid of 39 tables and charts

SAMPLE CHART

COMPANY PROFILES
Presented for 35 players in the US home organization products industry

TABLE V-2
BEDROOMS & CLOSETS: HOME ORGANIZATION PRODUCT DEMAND
(million dollars)

Item	1994	1999	2004	2009	2014
Housing Stock (millions) bedrooms/housing unit	107.3	115.2	121.5	130.0	138.0
Bedrooms (millions) \$ home org product/bedroom	2.6	2.7	2.7	2.8	2.8
Home Org in Bedrooms & Closets					
By Area:					
Closets					
Bedrooms					
By Product:					
Bins, Baskets & Totes					
Shelving					
Modular Units					
Hanging Storage					
Accessories & Other					
% bedrooms & closets Home Organization Product Demand	5	5	5	5	5

Source: The Freedonia Group, Inc.

SAMPLE TABLE
Historical data for 1994, 1999 and 2004, as well as Freedonia forecasts through the years 2009 and 2014

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Residential Kitchen & Bath Countertops

US demand for kitchen and bath countertops will reach 509 million square feet in 2009. Gains will be driven by modest growth in remodeling expenditures and by an ongoing trend toward larger kitchens and more bathrooms per home. Value gains will be promoted by a shift toward high value materials. This study analyzes the \$1.2 billion US residential kitchen and bath countertop industry to 2009 and 2014 by material, product, market and region. The study also includes company profiles and market share data.

#1993 11/2005 \$4200

Decorative Laminates

US sales of decorative laminates will grow 3.9% annually through 2009, driven in part by a recovery of laminate wall panels for manufactured housing and by rising penetration of laminate flooring. Technological innovations that improve laminate performance and enhance printing techniques will also support gains. This study analyzes the \$5.2 billion US decorative laminates industry to 2009 and 2014 by raw material, product and market. It also evaluates company market share and profiles major firms.

#1948 07/2005 \$4200

Commercial & Residential Cleaning Services

US cleaning service demand will grow 5.5% annually through 2009 based on the ongoing trend toward business outsourcing and by more consumers who don't do their own cleaning. Janitorial services will remain dominant and lead gains along with other services such as swimming pool and HVAC cleaning. This study analyzes the \$46 billion US commercial and residential cleaning service industry to 2009 and 2014 by type, market and region. It also evaluates market share and profiles leading competitors.

#1940 05/2005 \$4100

Wood Panels

US wood panel demand will reach 61.3 billion square feet in 2008. Nonstructural panels will lead gains based on growth in manufactured goods. Structural panels will be led by OSB as it continues to supplant softwood plywood in construction. Cabinets, paneling, stairways and molding will offer the best construction market opportunities. This study analyzes the \$14.8 billion US wood panel industry to 2008 and 2013 by product, market and US region. It also evaluates market share and profiles major industry players.

#1892 02/2005 \$4100

Outdoor Furniture & Grills

US demand for outdoor furniture and grills will grow 5.4% annually through 2008. Gains will be driven by the increasing popularity of patios, porches and decks, and by lifestyle trends such as "cocooning" and "outdoor rooms" that spur trade ups to better products. The grill segment will grow the fastest while outdoor furniture remains dominant. This study analyzes the \$5 billion US outdoor furniture and grill industry to 2008 and 2013 by product, market and US region. It also evaluates market share and profiles major firms.

#1822 09/2004 \$4100

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