

The European Market for Seating

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The first edition of the market research **The European Market for Seating** offers a comprehensive picture of the seating industry in 20 European countries. The demand for residential, commercial; and office seating is analysed and includes data for production, imports, export, and apparent consumption by these three main product groups.

For the top European manufacturers the report provides data on total sales, sales by product, and sales by distribution channel as well as short profiles with financial data, product specialisation, production and distribution policy.

The report also analyses the supply chain for the production of chairs from raw materials through to packing including phases of the production that have been outsourced, organisation strategies such as vertical integration or increases in the use of sub suppliers. A special focus on the Italian chair district: Manzano, Udine, is also included.

Furthermore, two appendices are included: detailed furniture trade statistics and a list of addresses of more than 250 seating furniture companies mentioned in the report.

Adresse:

<http://www.gupta-verlag.com/polyurethanes/news/literature/8173/the-european-market-for-seating>