

Report Abstract

This report gives you original information, not found anywhere else other than MSI, about the French kitchen furniture market. The qualitative and quantitative information covered includes:

- The French market for kitchen furniture in volume and value, 2002-2011
- The French market for kitchen furniture by price range:
 - entry level
 - low to medium range
 - medium to high range
 - high end
 - very high end
- The French market for rigid kitchen furniture in volume and value, 2002-2011
- The French market for rigid kitchen furniture by style, in value, 2002-2011:
 - contemporary
 - rustic
- The French market for rigid kitchen furniture by type of facade, by volume, 2006
 - polymer panels
 - melamine panels
 - solid wood
 - wood veneer
 - laminated panels
 - lacquer
- The French market for rigid kitchen work surfaces, by type of material in volume, 2006:
 - laminated panels
 - composite materials
 - tiling
 - solid wood
 - stone
 - stainless steel
- The French market for rigid kitchen furniture by type of work, in value, 2002-2011:
 - replacement
 - first installation
- The French market for rigid kitchen furniture by destination, in value, 2006-2011:
 - private individuals
 - building professionals
- The French market for flat pack kitchen furniture in volume and value, 2002-2011
- The French market for flat pack kitchen furniture by style, in value, 2002-2011:
 - contemporary
 - rustic
- The French market for flat pack kitchen furniture by type of façade, in volume, 2006
 - melamine panels
 - polymer panels
 - wood veneer
 - laminated panels
 - others
- The French market for flat pack kitchen work surfaces, by type, in volume, 2006:

- laminated panels
- solid wood
- melamine panels
- The French market for flat pack kitchen furniture by type of work, in value, 2002-2011:
 - replacement
 - first installation
- The French market for flat pack kitchen furniture by destination, in value, 2002-2011:
 - private individuals
 - building professionals

This report also contains:

- PESTE Analysis
- Industry Structure
- Imports, by country of origin, 2002-2006
- Market Shares, 2006:
 - Salm
 - Lapeyre
 - Fournier
 - Nobilia
 - Snaidero
 - IKEA
- Pricing Strategies
- Marketing Mix
- Distribution
- Distribution Channels
- Profiles of 15 leading French manufacturers
- SWOT analysis