

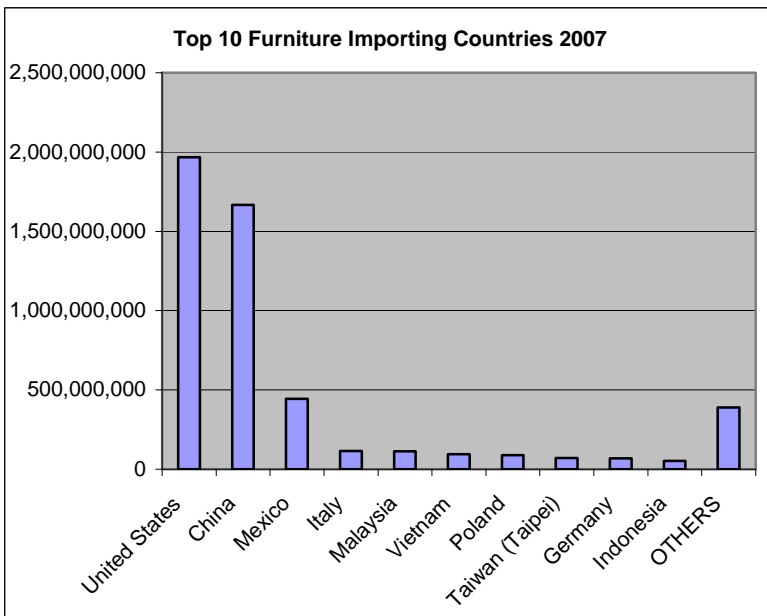


Furniture

MARKET OVERVIEW

- ▶ In 2007 Canada imported US\$1.97 billion worth of furniture from the United States. Canada has experienced an increase in imports from the U.S. despite the high Canadian dollar and Chinese imports of home furnishings.
- ▶ Canadians are more engaged in home renovation than ever before, this includes interior designing, home renovating and home decor. The surging Canadian dollar increases disposable income for Canadians.
- ▶ Canada proves that it is a potentially profitable market for U.S. manufacturers of furniture, furnishing products and related accessories.
- ▶ Canadian Furniture Industry is the fifth largest exporter of furniture in the world.
- ▶ The Big Four- Alberta, British Columbia, Ontario, and Quebec are the main "hubs" for the furniture industry in Canada. All four provinces specialize in forming materials and assembling process. Based on an Industry Canada report in 2007 there were approximately 104 companies operating in this industry in Canada.

MARKET DEMAND



Sources:

Industry Canada: <http://www.ic.gc.ca/epic/site/lic1.nsf/en/home>
 Canadian Home Furnishing Market: www.tchfm.com
 Canadian Furniture Industry: www.canadianfurniture.com
 Canadian Economic Press: <http://www.economicnews.ca/>

- ▶ The Canadian Furniture Industry comprises household furniture, including mattresses (38.5 %), office and institutional furniture (40.8 %), wood kitchen cabinets and counter tops, (17.9 %) and blinds and shades (2.8 %).
- ▶ Canadians are more involved with choosing the furniture and furnishing product materials when it comes to recent trends, style, design, and elegance. Canadians follow the recent trend of intelligent furniture that provides entertainment units that are smart, user- friendly and aesthetically pleasing.
- ▶ According to Industry Canada, the top five Canadian imports are shelving and locker manufacturing, wood household furniture, upholstered household furniture, household furniture, and institutional furniture.
- ▶ Canadian Economic Press reported that retail sales rebounded in January and the furniture and home furnishing sales increased by 2.5% in January 2008.
- ▶ U.S. companies dominate Canada's furniture market. They are well positioned to increase their market presence from the growing demand for innovative products such as ergonomic furniture, eco friendly products, institutional furniture, furniture for elderly, home theater, and outdoor furniture.
- ▶ The U.S. Commercial Service encourages U.S. companies to contact us for seeking information to increase their export potential in this sector of the Canadian furniture and home furnishing markets.

We hope that you find this information useful. If you would like further information contact CS Canada National Sector Specialist for Furniture and Home Furnishings: Elizene Osores at Eli.Osores@mail.doc.gov or phone (416) 595-5412, Ext. 221. Visit our website www.BuyUSA.gov/Canada to discover other commercial opportunities in Canada.

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