Exterior Goods Market 2005

Description: TARGET FIELD (GOODS/SERVICES):

Exterior goods: gates/fences, carports, balconies/terraces, sun rooms, store rooms, mini-houses, etc.

RESEARCH TARGET:

Industrial association of exterior goods, exterior goods manufacturers, distribution-related-companies and housing/construction companies, consumers

RESEARCH CONTENTS:

Overview: Future prospects of exterior goods market

The environment of exterior goods market

- Macro economic trend
- Status of housing construction industry
- Other conditions and trends that may influence housing construction and exterior goods market

Status and trend of exterior goods market

- Overview of exterior goods market and recent remarkable trends
- Transition of market size (by item)
- Strategies of major manufacturers
- Strategies of major distributors
- Strategies of contractors/housing suppliers
- Consumers views on the exterior goods
- Perspectives of exterior goods market

Individual company profile, business operation, and strategies of major exterior goods manufacturers (19 firms)

Individual company profile, business operation, and strategies of major exterior goods distributors (11 firms)

Survey report on the operations of housing suppliers/contractors and their opinions about business perspectives, consumers' needs, etc.

- Outline of the survey and attributes of the respondents
- Coverage of the services the housing suppliers/contractors provide
- Sales distribution ratio by type of housing (independent housing, housing complex, or others) and by channel of order received/ Trends of the relation between housing suppliers/contractors and exterior goods manufacturers
- Consumers' needs from the view point of contractors/housing suppliers
- Challenges for exterior goods market
- Perspectives of exterior goods market
- Survey questionnaires

Consumer survey on residential housing and exterior (exterior products): (Respondants: consumers who wish to purchase independent housings.)

- Outline of the survey and attributes of the respondents
- Plans of purchasing an independent residential housing
- Importance of exterior goods as a part of residential housing and consumer needs for the exterior goods
- Consumers' images of garden utilization

Survey questionnaires
*** Please note this report is only available in Japanese ***

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