Furniture and Floor Coverings Retailing in France- Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Sales in the French furniture and floor coverings retail market accounted for 3.2% of the total sales in 2014. The French furniture and floor coverings retail market is dominated by domestic retailers, where the majority of the market is being controlled by home furniture and homewares retailers. The sector is victim of economic uncertainties, however, expectations of an increase in government support for the residential sector and continuing consumer interest in cheaper furniture will provide some growth opportunities to the furniture and floor coverings market.

Key Findings
- Home furniture and homewares retailers account for 70.6% of the total sales of furniture and floor coverings in 2014
- Expectations of an increase in government support for the residential sector and continuing consumer interest in cheaper furniture will provide some growth opportunities in this sector
- Sales through online channel is gaining momentum and is expected to grow at a CAGR of 7.30% during 2014-2019.

Synopsis
“Furniture and Floor Coverings Retailing in France- Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting furniture and floor coverings retail dynamics for floor coverings and furniture from 2009 to 2019
- Sales of furniture and floor coverings products through the following channels from 2009 to 2019: Home furniture and homewares retailers; hypermarkets, supermarkets and hard-discounters; online; department stores; value, variety stores and general merchandise retailers; home improvement and gardening supplies retailers; other general and non-specialist direct retailers; cash and carries and warehouse clubs; other specialist retailers
- An overview of key furniture and floor coverings retailers operating across France and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on furniture and floor coverings sector in the French retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behavior trends in furniture and floor coverings category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including floor coverings and furniture, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet
demand by analyzing the vital economic and population trends, key consumer and technology trends
influencing the furniture and floor coverings market

- Analysis of key international and domestic players operating in the furniture and floor coverings market -
including store counts and revenues that give you a competitive edge - identify opportunities to improve
your market share

Contents:
1 Introduction
  1.1 What is this Report About?

2 Executive Summary and Outlook

3 Market Context
  3.1 A slowing economy with new challenges for retailers
  3.1.1 Weakening French economy will slow down retailers’ growth
  3.1.2 Household saving rates remains high
  3.1.3 Services sector remains the dominant sector for employment
  3.1.4 Threat of deflation is a concern for the French economy
  3.1.5 Sluggish growth in household consumption expenditure
  3.2 Aging population creating new opportunities for retailers

4 French Shoppers
  4.1 The aging population and growing single households have different needs
  4.2 Demand for organic and locally sourced food products on the rise
  4.3 Private labels face tough challenges from national brands even as consumers purchasing power declines
  4.4 Click and drive-through outlets - now a mature retail format in France
  4.5 Tourism to largely boost the luxury market in France

5 Doing Business in France
  5.1 Summary
    5.1.1 Bureaucracy
    5.1.2 Business culture
    5.1.3 Geography
    5.1.4 Infrastructure and logistics
    5.2 Factors influencing investments in France
    5.3 Laws to reduce the associated risks at the POS stations
    5.4 France passes “anti-Amazon law” in favor of small bookstores
    5.5 Sales being state-regulated and restricted to only twice a year
    5.6 Taxation in France
      5.6.1 Corporate income tax
      5.6.2 Withholding tax
      5.6.3 Personal income tax
      5.6.4 Value added tax (VAT)

6 Retail - Product Sectors
  6.1 Product Sector Analysis
    6.1.1 Furniture and Floor Coverings
    6.2.1 Furniture and Floor Coverings by Channel
    6.2.2 Furniture and Floor Coverings by Category
    6.3.1 Floor Coverings
    6.4 Major Retailers
    6.4.1 Furniture and Floor Coverings

7 Appendix
  7.1 Definitions
  7.2 Summary Methodology
    7.2.1 Overview
    7.2.2 The triangulated market sizing method
    7.2.3 Industry surveys in the creation of retail market data
    7.2.4 Quality control and standardized processes
  7.3 About
  7.4 Disclaimer
List of Figures

Figure 1: GDP Value (US$ billion), 2008-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2008-2014
Figure 3: GDP Value and Growth (EUR billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (EUR billion, %), 2014-2019
Figure 5: Gross Domestic Savings Rate (% of GDP), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate(%), 2004-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of France (EUR billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014, and 2019
Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (EUR), 2006 and 2014
Figure 17: Per Capita Spend (EUR) and Total Retail Spend by Age Group (%), 2006 and 2014
Figure 18: Aging consumers and single households are set to grow further
Figure 19: Demand for organic and locally sourced food products on a rise
Figure 20: Click and drive through outlets are on an increase
Figure 21: Tourist arrivals to France, (in thousands), 2009 and 2014
Figure 22: Major Cities with High Spend on Retail
Figure 23: Key Components of Doing Business in France
Figure 24: Share of Furniture and Floor Coverings in Total Retail Sales, 2014 and 2019
Figure 25: Retail Sales Value and Growth (EUR billion, %) of Furniture and Floor Coverings, 2014-2019
Figure 26: Spend per Head on Furniture and Floor Coverings, 2014 and 2019
Figure 27: Online Spend and Growth (EUR billion, %) in Furniture and Floor Coverings, 2014-2019
Figure 28: Online Share of total Furniture and Floor Coverings Spend, 2014 and 2019
Figure 29: Spending per Channel in Furniture and Floor Coverings (%), 2014 and 2019
Figure 30: France Furniture and Floor Coverings Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 31: France Furniture and Floor Coverings Retail Market Dynamics, by Channel Group, 2009-2019
Figure 32: France Furniture and Floor Coverings Retail Sales and Forecast (EUR mn), by Category Group, 2009-2019
Figure 33: France Furniture and Floor Coverings Retail Market Dynamics, by Category Group 2009-2019
Figure 34: France Floor Coverings Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 35: France Furniture Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 36: The Triangulated Market Sizing Methodology

List of Tables

Table 1: France Furniture and Floor Coverings Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 2: France Furniture and Floor Coverings Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 3: France Furniture and Floor Coverings Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 4: France Furniture and Floor Coverings Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 5: France Furniture and Floor Coverings Segmentation (% value), by Channel Group, 2009-2014
Table 6: France Furniture and Floor Coverings Retail Sales (EUR mn), by Category Group, 2009-2019
Table 7: France Furniture and Floor Coverings Retail Sales Forecast (EUR mn), by Category Group, 2014-2019
Table 8: France Furniture and Floor Coverings Retail Sales (US$ mn), by Category Group, 2009-2014
Table 9: France Furniture and Floor Coverings Retail Sales Forecast (US$ mn), by Category Group, 2014-2019
Table 10: France Furniture and Floor Coverings Retail Segmentation (% value), by Category Group, 2009-2019
Table 11: France Floor Coverings Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 12: France Floor Coverings Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 13: France Floor Coverings Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 14: France Floor Coverings Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 15: France Floor Coverings Retail Segmentation, by Channel Group, 2009-2019
Table 16: France Furniture Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 17: France Furniture Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 18: France Furniture Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 19: France Furniture Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 20: France Furniture Retail Segmentation, by Channel Group, 2009-2019
Table 21: Key Furniture and Floor Coverings Retailers in Brazil
Table 22: France Exchange Rate EUR-USD (Annual Average), 2009-2014
Table 23: France Exchange Rate EUR-USD (Annual Average), 2015-2019 Forecasts
Table 24: Retail Channel Definitions
Table 25: Retail Category Definitions

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