



FURNITURE AFFAIRS INTL.

THERE ARE BORDERS, BUT WE ARE ONE



CTMX	0.45	▲ +0.45%
FTR	-0.23	▼ -2.34%
CSCO	-1.01	▼ -1.89%
CHK	0.02	▲
AAPL	+2	
PRTO		
AMZN		
TSLA		
AVGO		
SIRI	0.65	



Market Research via FURNITURE AFFAIRS Intl.

Multi-client reports & customized market studies is our core expertise, with a service that is highly demanded by our domestic and foreign clients working or interested in the **emerging markets of Central Asia, Transcaucasia, and the CIS countries.**

We are specialized in the furniture & furnishing industry, so each of our market reports is always **tailored to the needs** of a client ordering the study: whether it is a **furniture manufacturer**, a **trading company**, a **supplier** of materials or components, or a related **service provider** operating or just entering the focused market.

Furniture & Furnishing market research



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WHY RESEARCHING?

- To **understand consumers & demand** in the target market before entering it yourself
- To identify and analyze the **needs of your target market**, which allows to develop a successful offer
- To **build the right marketing strategy** and **maintain competitiveness** of your brand within the target market
- To **know the leaders**, or to find a proper local **business partner** in your target market

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We have asked market participants about the **obstacles they face** when it comes to measuring this macro-region's markets



WHAT'S WRONG?

When sharing their experience of the market research in the countries of the CIS, Central Asia, and Transcaucasia, both domestic and foreign enterprises indicate **wide variability within the official statistical data**, unavoidable comparison of **conflicting sources & estimated data**, **lack of clarity**, and **rare analysis** of the best practices known in the market.

When talking about research products that are available, they also mention **overpriced content**, **rare updates**, and **lack of English translated content**.

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HERE'S YOUR SOLUTION

To **improve your experience** of the market research in the macro-region of our core expertise, we have developed a **seamless, hassle-free solution** that saves you headaches, and money, too.

With our **Report Builder tool**, you only order what you really need, and you always get what you expect.

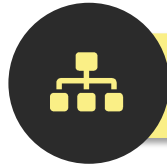
Deep, up to date, in English!

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No need
to overpay:
just choose
which topic & chapters
you are interested in,
and receive your
tailored report
for a clear and
reasonable price



RESEARCH BUILDER TOOL

Furniture Market Research Builder

RESEARCH TOPIC / MARKET SECTOR *

RUSSIAN FURNITURE MARKET / actualized Jun 2021

MACROECONOMIC BACKGROUND

Key economic indicators for Russia, 2017-2020

Featuring GDP, industrial production index, inflation rate, consumer income, consumer and entrepreneurial confidence, housing construction volume, non-food retail trade turnover, etc.

PRODUCTION

Production volume & dynamics, 2012-2020

Production volume in the current period, Jan 2021 and after

Production breakdown by Russian federal districts, 2020

Statistics on the volume of furniture produced in Russia in the reported period

IMPORTS

Imports volume & dynamics, 2012-2020

Imports volume in the current period, Jan 2021 and after

Top 30 of importing companies, 2020

[Available online](#)

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WHO WE ARE

FURNITURE AFFAIRS Intl. is a research & digital marketing service specialized in the furniture & furnishing industry in the countries of Central Asia, Transcaucasia, and the CIS: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Uzbekistan.

Our clients are international **event organizers** and other companies targeting events & products to the **professional audience of these markets.**

We help them **to attract buyers**, retailers, wholesale distributors, interior designers, manufacturers, materials & components suppliers, by **efficient direct mailing** and **online advertising.**

Furniture & Furnishing market digital marketing



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MARKET MEANS NOTHING UNTIL YOU CAN MEASURE IT

Cheering for Your Success!