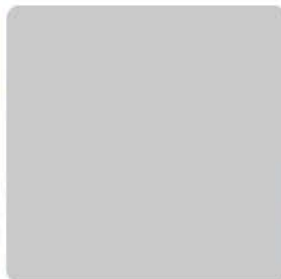
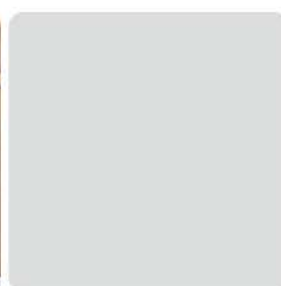




Sofa

Industry Buyer Behavior Analysis Report

2013.12



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd



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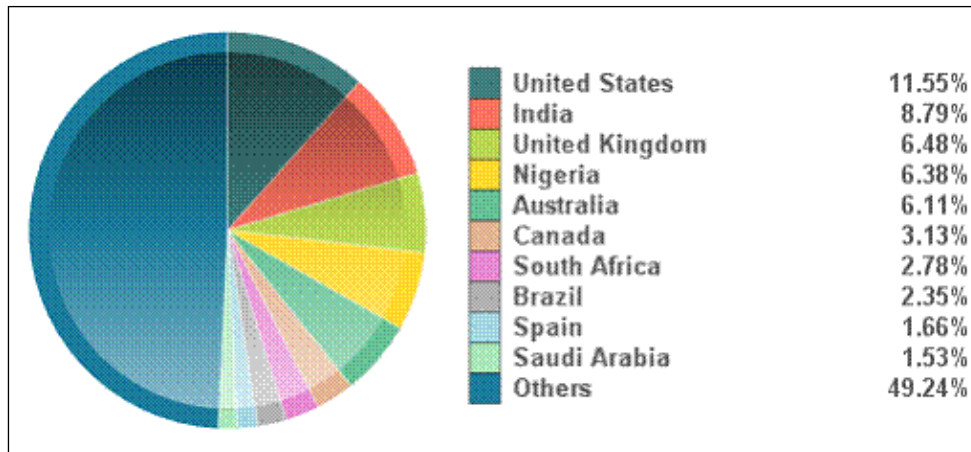
Abstract

- (1) In the furniture industry, buyers pay the highest attention to sofa industry.
- (2) Sofa industry buyer enquiries are mainly come from Africa, Europe, North America and South Asia on Made-in-China.com. By country, inquiries are mainly from the United States, India, Nigeria and the United Kingdom.
- (3) Sofa: Leather Sofa and Sofa Set are the most frequently used keywords when buyers search for sofa products on Made-in-China.com.
- (4) The most popular sofa has the following characteristics: wood frame, real leather material, European style, modern style, medium back and 1+2+3 combined sofa.
- (5) Japanese buyers are most concerned about metal frame, rattan, European style, modern style, medium back and 1+2+3 combined sofa.

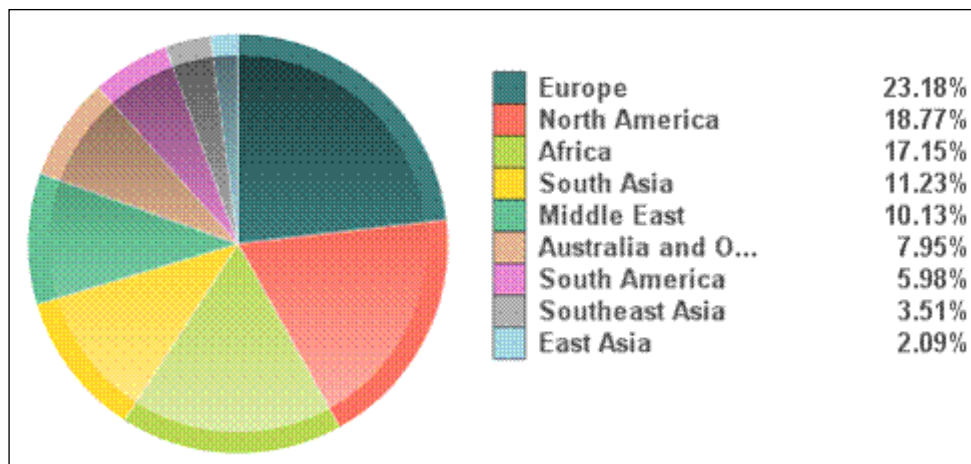
1. Analysis of Furniture Industry Buyers

1.1. Furniture Industry Buyers Distribution

Country:



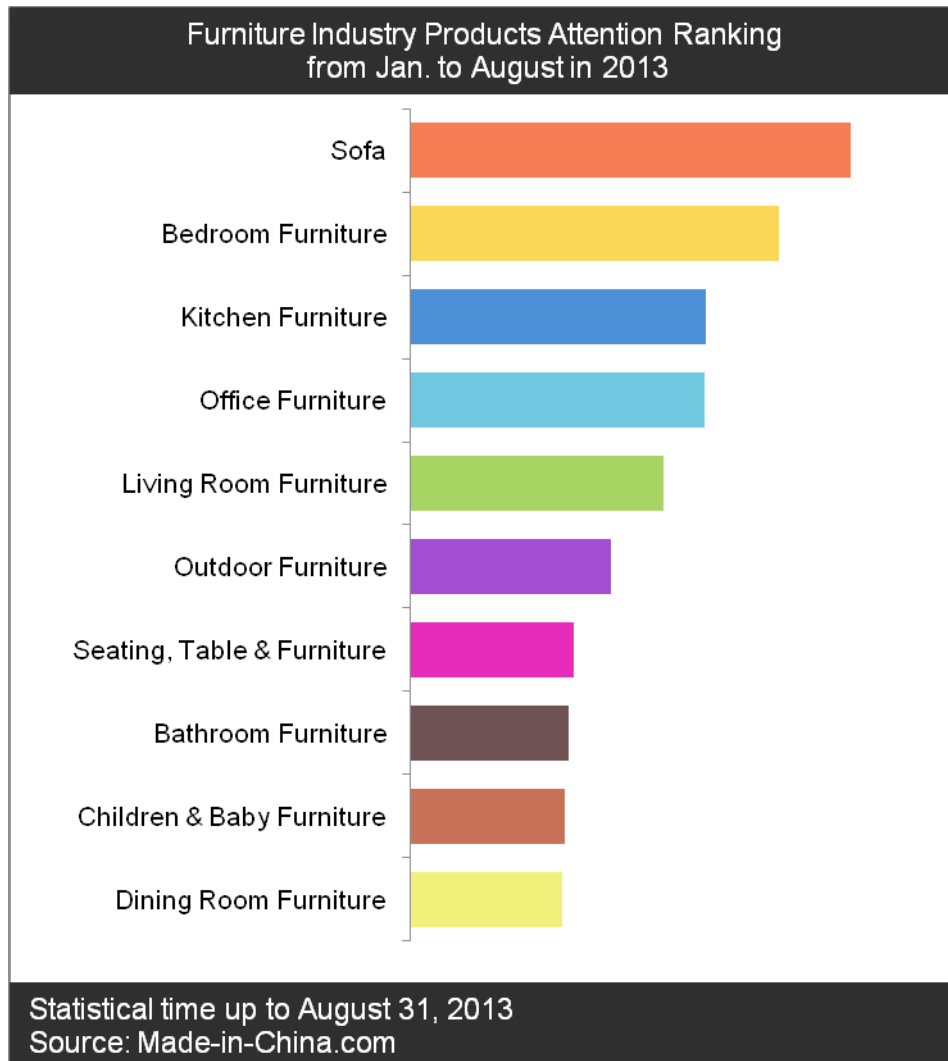
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From Jan. to August in 2013, furniture industry buyer inquiries were mainly from the United States, India and the United Kingdom on Made-in-China.com. The inquiries from the three countries accounted for 11.55%, 8.79% and 6.48% respectively of the total inquiries in this industry.

By continent, furniture industry buyer inquiries were mainly from Europe, North America, Africa, and South Asia from Jan. to August in 2013. Inquiries from Europe and North America accounted for 41.95% of the total inquiries in this industry.

1.2. Analysis of Furniture Industry Products Attention



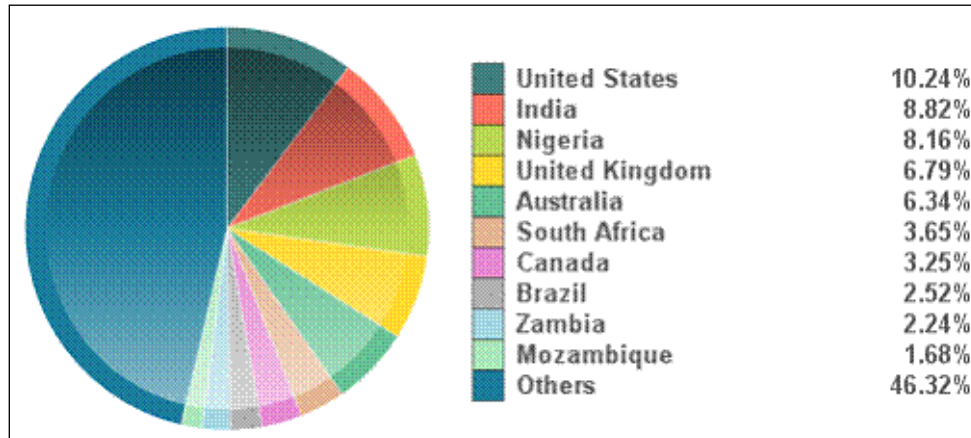
From Jan. to August in 2013, furniture industry buyers paid the most attention to products under Sofa category on Made-in-China.com, followed by Bedroom Furniture. Kitchen Furniture and Office Furniture ranked the third and the fourth respectively, with a small gap.

Statistical time up to August 31, 2013
Source: Made-in-China.com

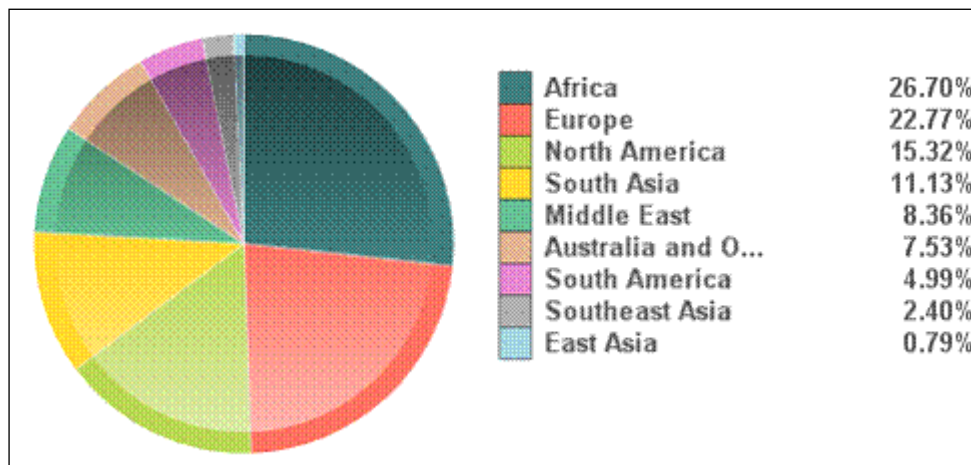
2. Analysis of Sofa Industry Buyers

2.1. Sofa Industry Buyers Distribution

Country:



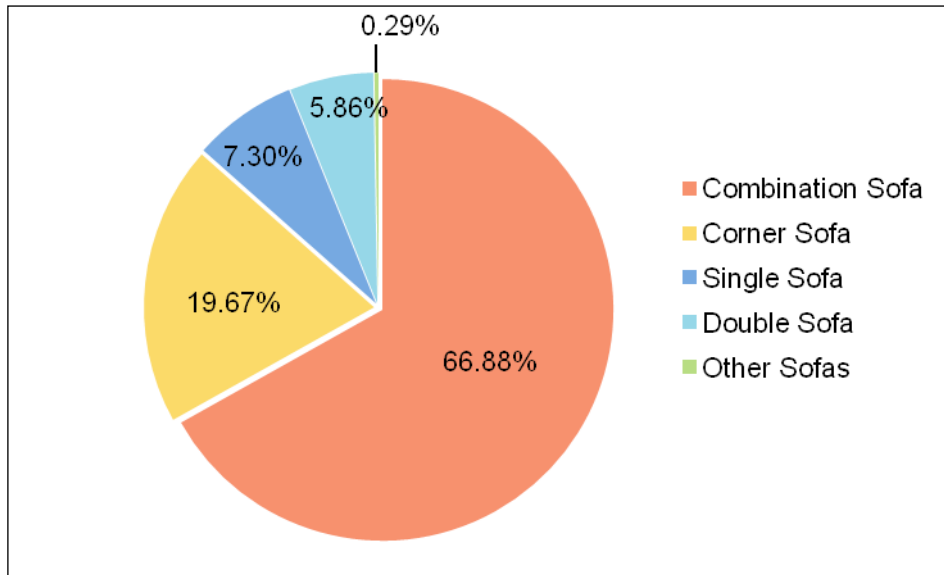
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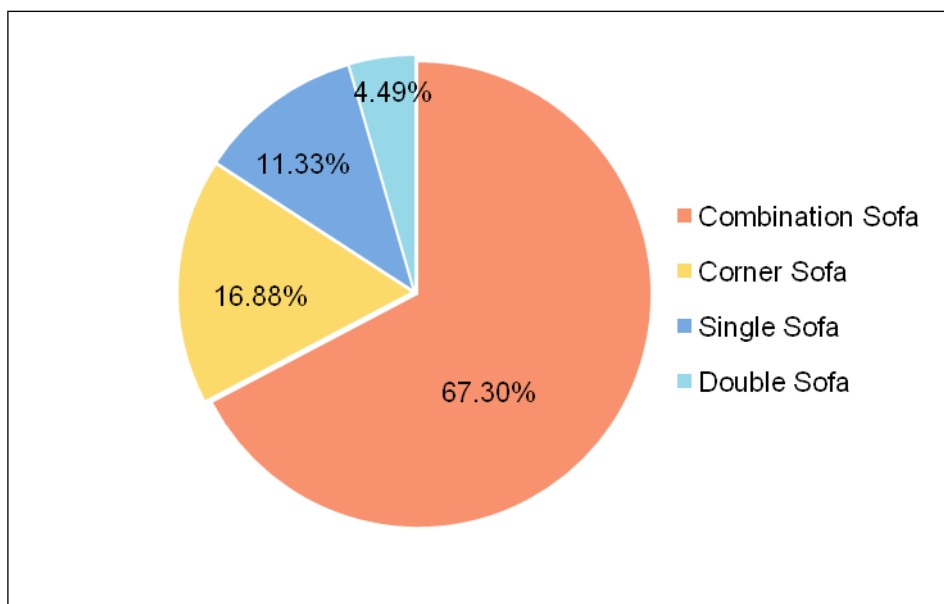
From Jan. to August in 2013, sofa industry buyer inquiries were mainly from the United States, India and Nigeria on Made-in-China.com. The inquiries from the three countries accounted for 10.24%, 8.82% and 8.16% respectively of the total inquiries in this industry. By continent, sofa industry buyer inquiries were mainly from Africa, Europe, North America and South Asia on Made-in-China.com.

2.2. Analysis of Sofa Industry Products Attention

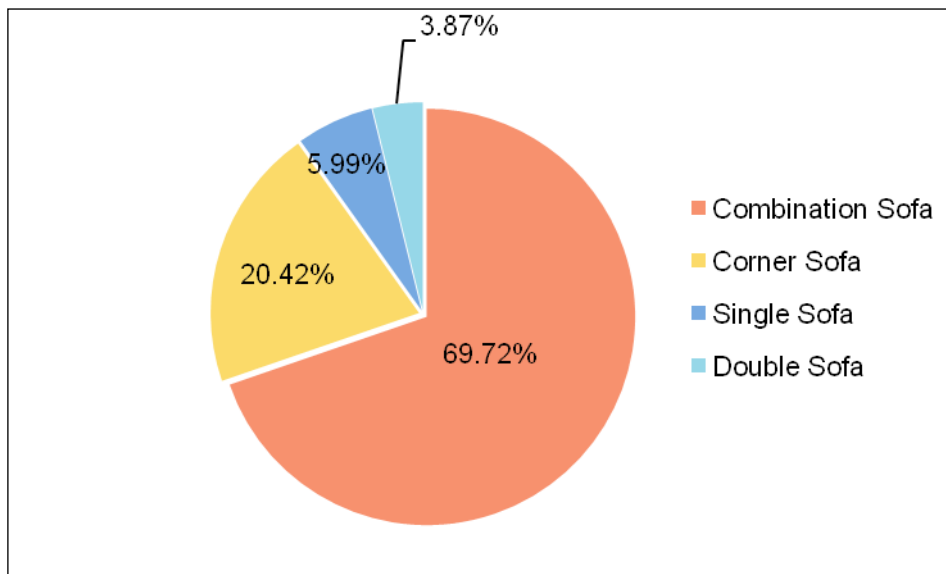
- Sofa Industry Products Attention Ranking from Jan. to August 2013



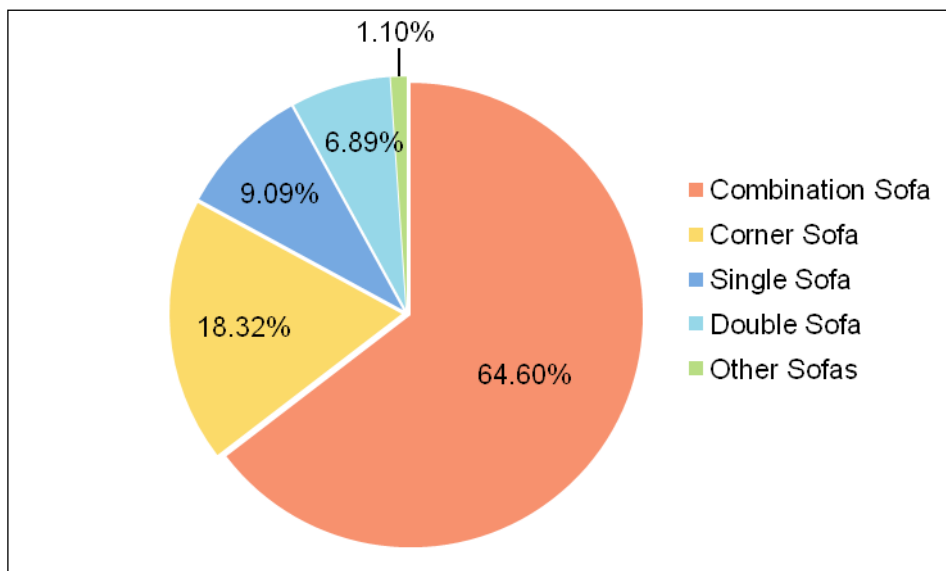
- The United States Sofa Industry Products Attention Ranking from Jan. to August 2013



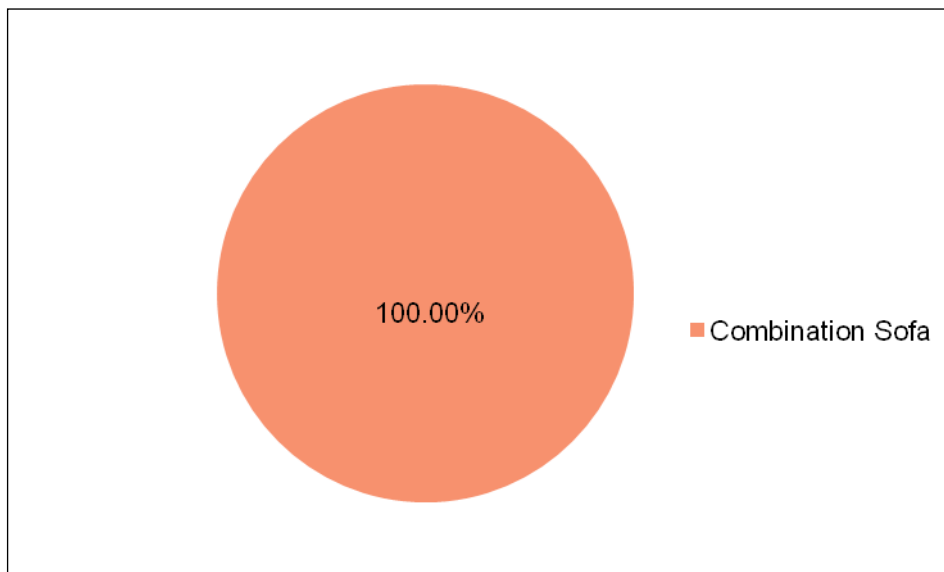
- The United Kingdom Sofa Industry Products Attention Ranking from Jan. to August 2013



- India Sofa Industry Products Attention Ranking from Jan. to August 2013



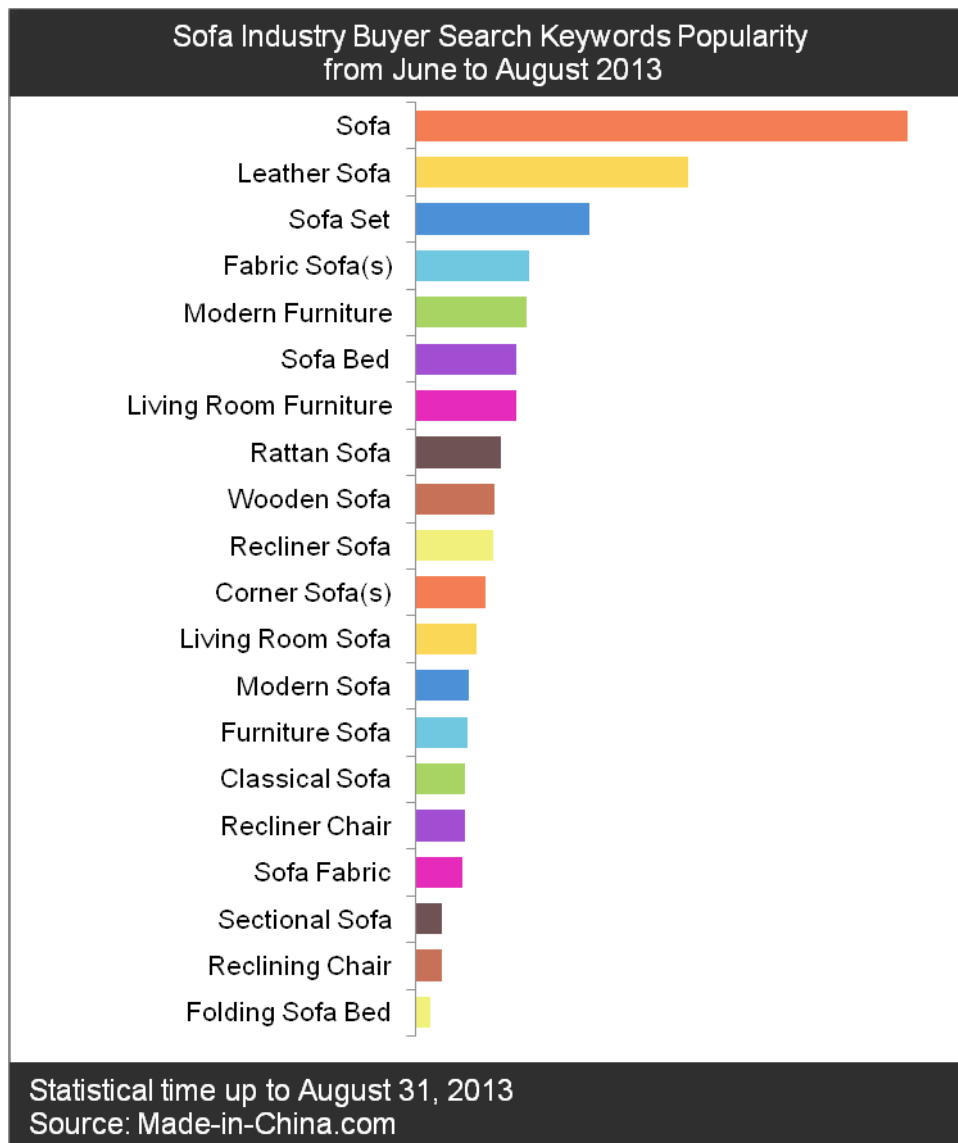
- Japan Sofa Industry Products Attention Ranking from Jan. to August 2013



From Jan. to August in 2013, inquiries of the products under Combination Sofa category in sofa industry were the highest. Inquiries from the United States, the United Kingdom and India of the products under Combination Sofa category accounted for 60%-70% of the total inquiries in this industry and Japanese buyers were in favor of the products under Combination Sofa category.

2.3. Sofa Industry Hot Search Keywords

- Sofa Industry Hot Search Keywords from June to August 2013



From June to August in 2013, the most frequently used keyword buyers searched in sofa industry was Sofa, followed by Leather Sofa and Sofa Set on Made-in-China.com.

- Various Countries Sofa Industry Hot Search Keywords from June to August 2013

No.	USA	UK	India	Japan
1	Sofa	Leather Sofa	Sofa	Modern Furniture
2	Leather Sofa	Sofa	Sofa Set	Sofa Bed
3	Modern Furniture	Corner Sofa	Leather Sofa	Sofa
4	Recliner	Sofa Bed	Wooden Sofa	Couch
5	Sofa Fabric	Living Room Furniture	Modern Furniture	Leather Sofa
6	Futon	Sofa Set	Recliner Chair	Living Room Furniture
7	Sectional Sofa	Furniture Sofa	Living Room Furniture	Sofabed
8	Couch	Sofa Fabric	Living Room Sofa	Wooden Sofa
9	Modern Sofa	Recliner Sofa	Recliner Sofa	Top
10	Corner Sofa	Sofas	Corner Sofa	Hand Sofa

From June to August in 2013, hot search keywords in sofa industry on Made-in-China.com were Sofa and Leather Sofa, which were also buyers' commonly-searched keywords from the United States, the United Kingdom and India. And the two keywords ranked the third among buyers' commonly-searched keywords from the United States, the United Kingdom and India. Buyers from the United States and India used Sofa to search the most times, and buyers from the United Kingdom the most frequently used Leather Sofa to search, while buyers from Japan were in favor of using Modern Furniture and Sofa Bed to search sofa products. Sofa ranked the third among Japanese buyers hot search keywords, and Leather Sofa ranked the fifth.

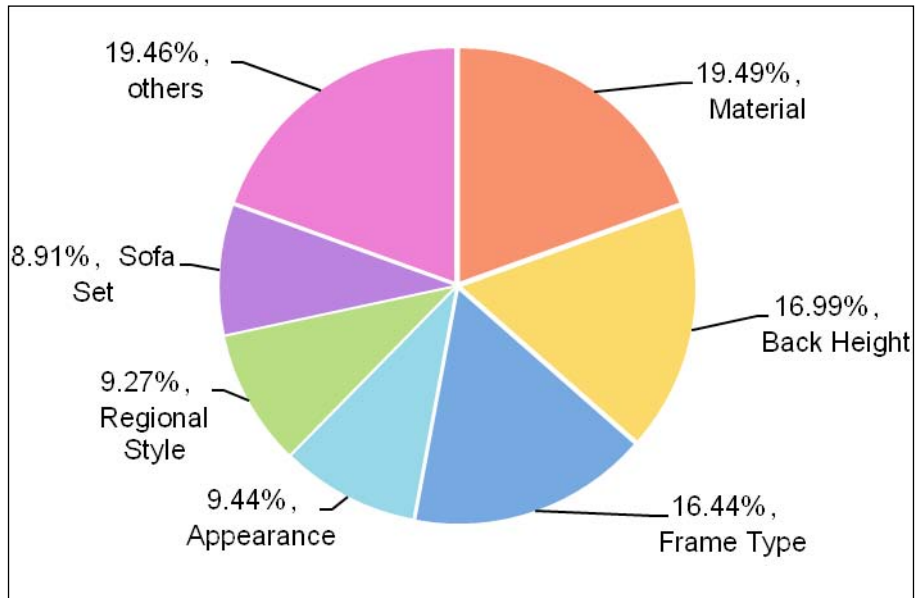
Statistical time up to August 31, 2013

Source: Made-in-China.com

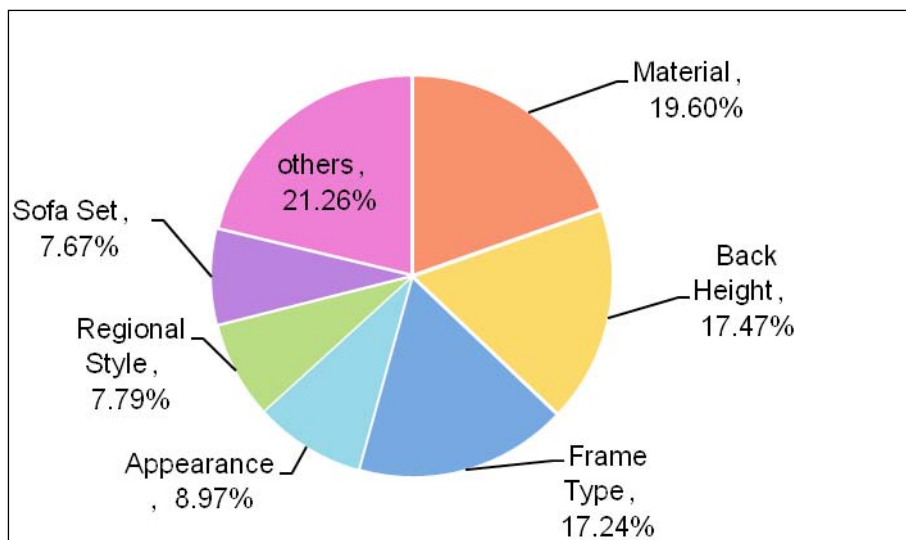
3. Analysis of Sofa Product Attributes

3.1. Analysis of Sofa Industry Hot Product Attributes

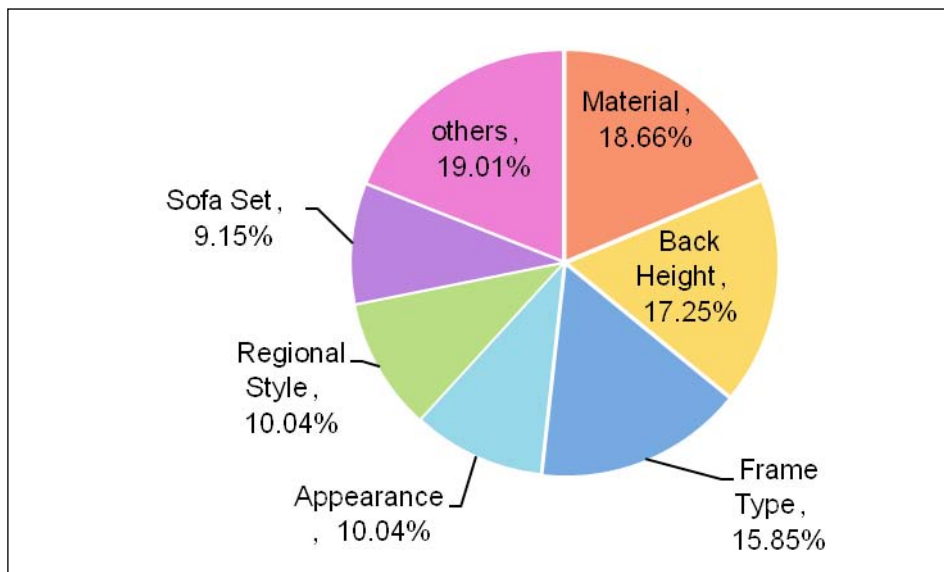
- Sofa Product Attributes Attention Ranking from Jan. to August 2013



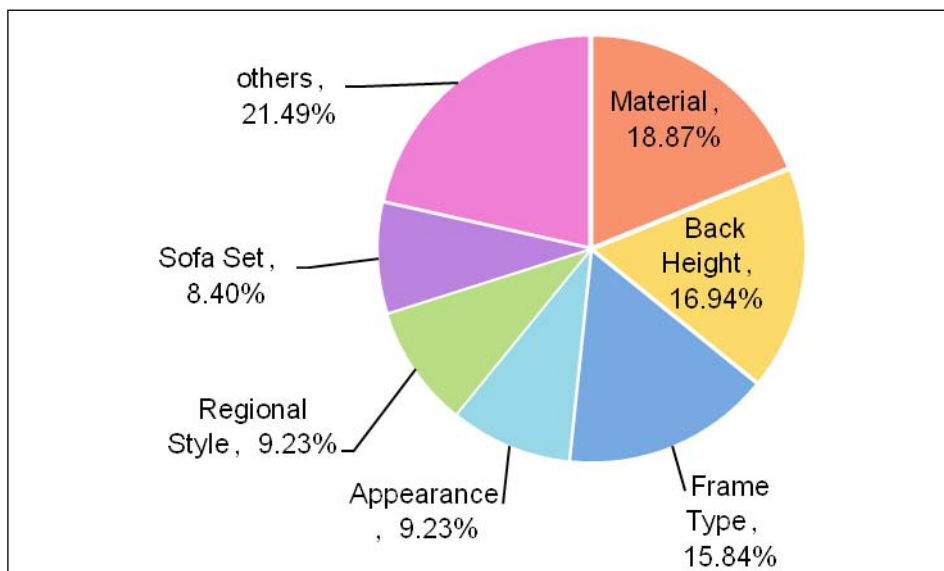
- The United States Sofa Product Attributes Attention Ranking from Jan. to August 2013



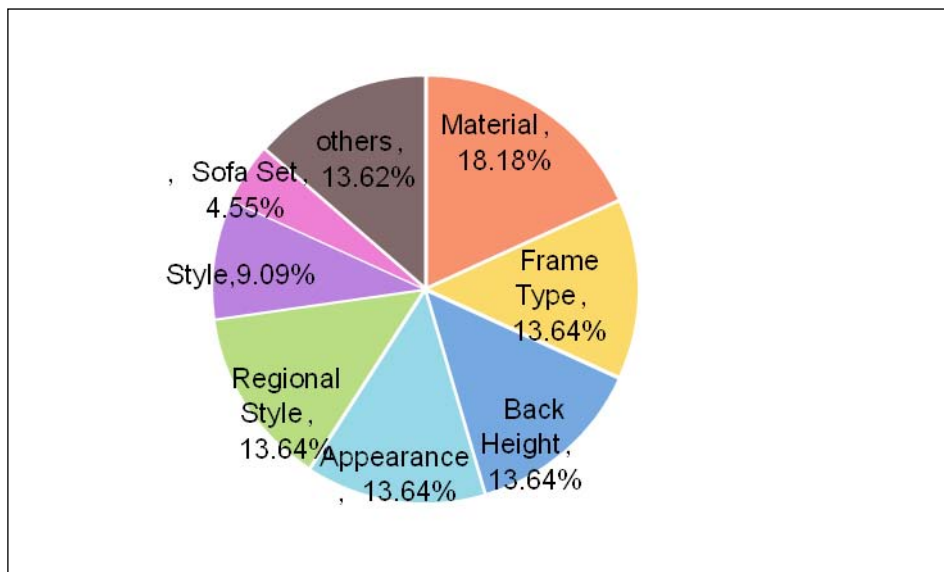
- The United Kingdom Sofa Product Attributes Attention Ranking from Jan. to August 2013



- India Sofa Product Attributes Attention Ranking from Jan. to August 2013



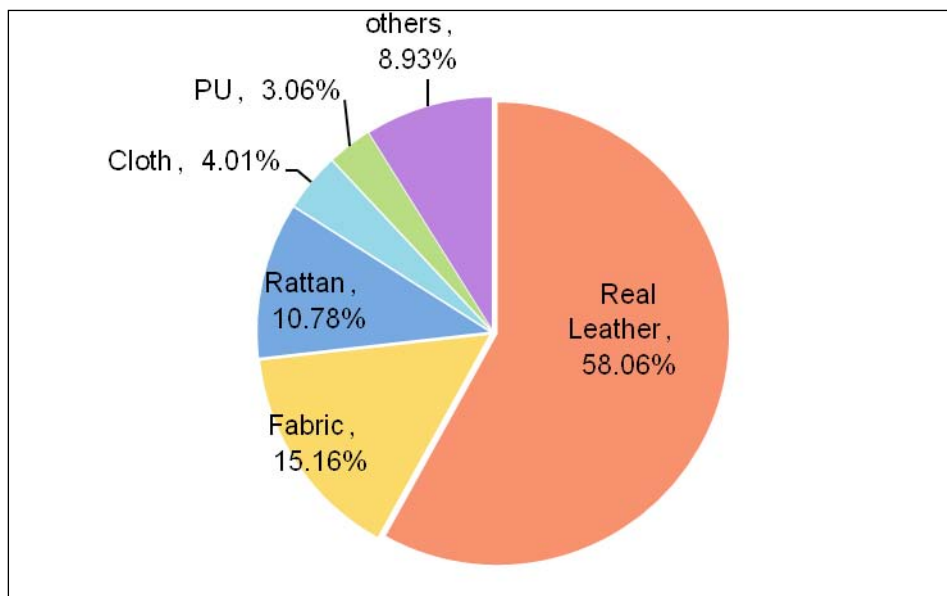
- Japan Sofa Product Attributes Attention Ranking from Jan. to August 2013



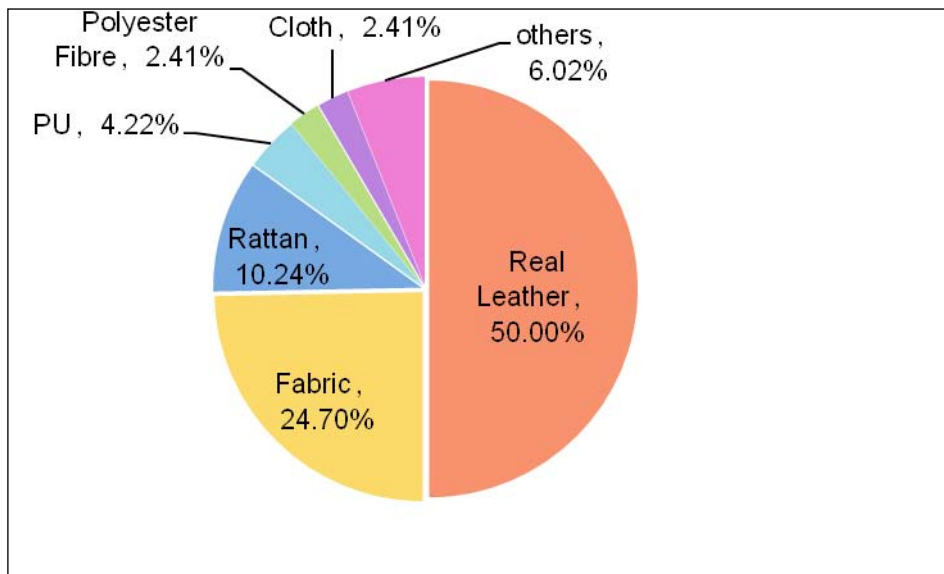
From Jan. to August in 2013, among the product attributes in sofa industry on Made-in-China.com, the most popular product attribute was sofa material, followed by back height, frame type, appearance, regional style and sofa set successively. There was little difference among American, British, Indian and Japanese buyers' attention to each attribute of sofa products.

3.2. Analysis of Sofa Material Attention

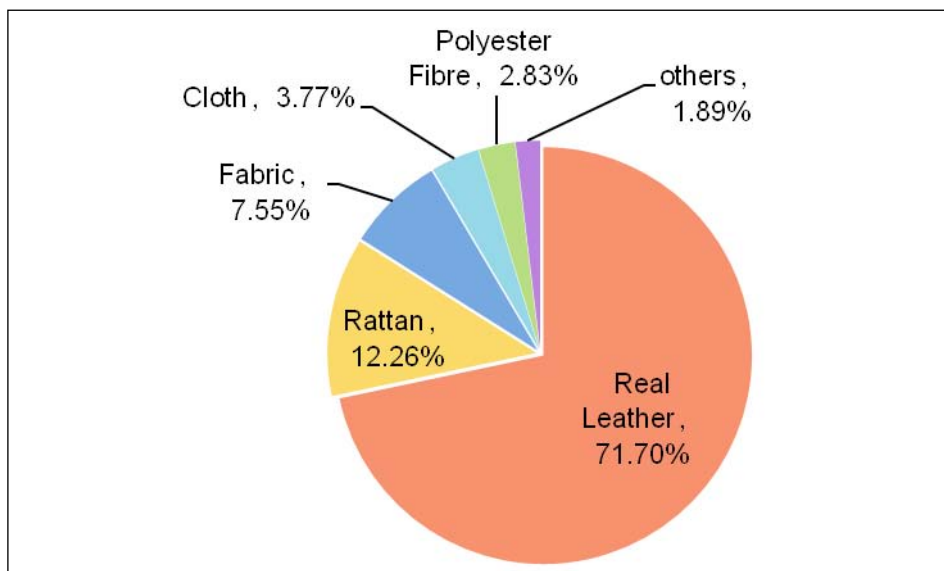
- Sofa Material Attention Ranking from Jan. to August 2013



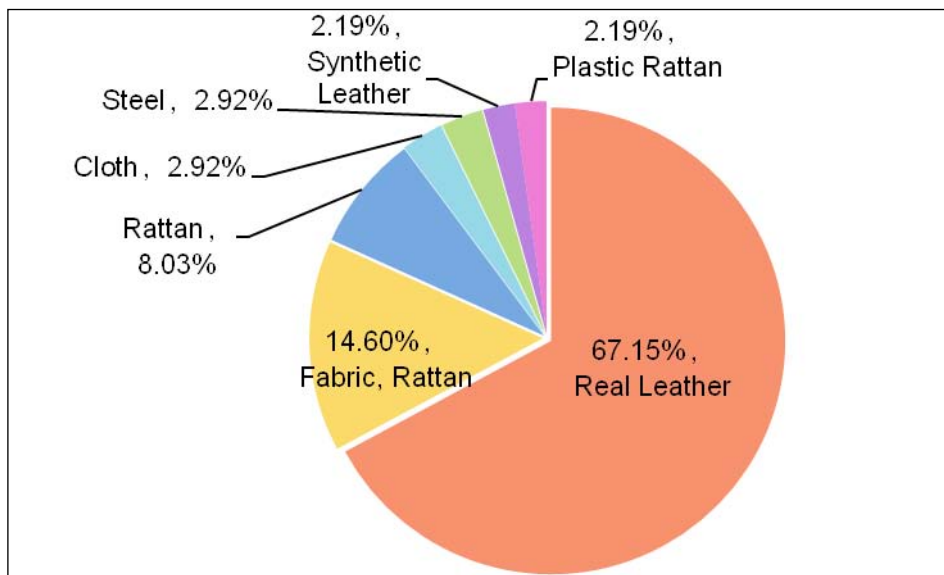
- The United States Sofa Material Attention Ranking from Jan. to August 2013



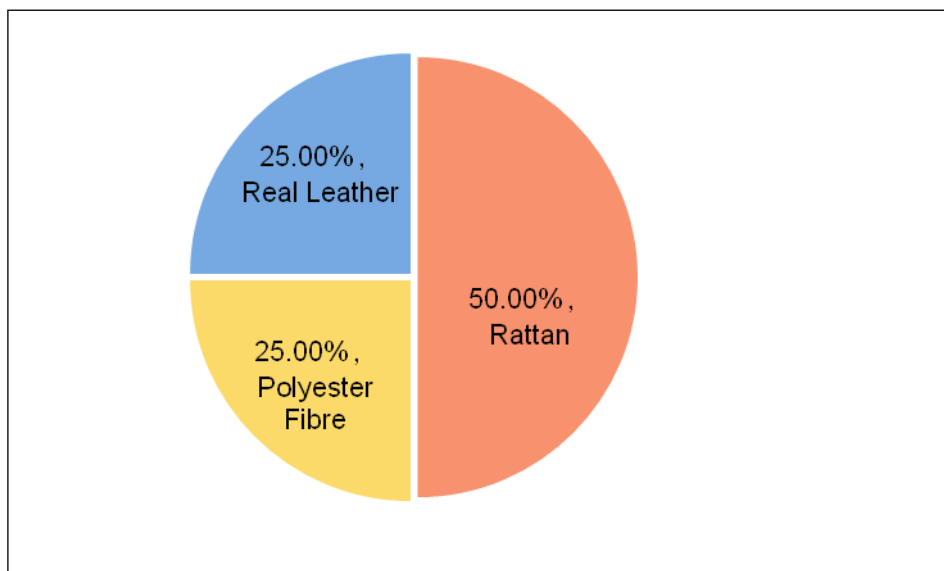
- The United Kingdom Sofa Material Attention Ranking from Jan. to August 2013



- India Sofa Material Attention Ranking from Jan. to August 2013



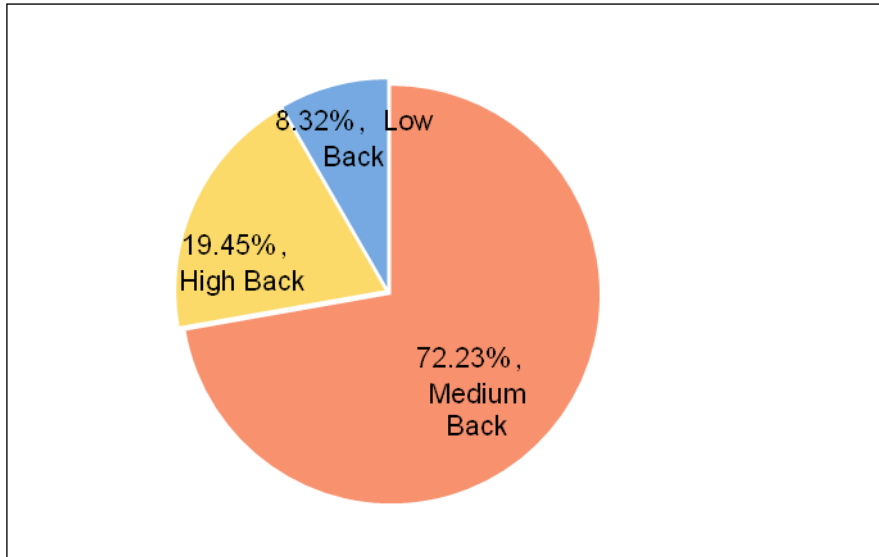
- Japan Sofa Material Attention Ranking from Jan. to August 2013



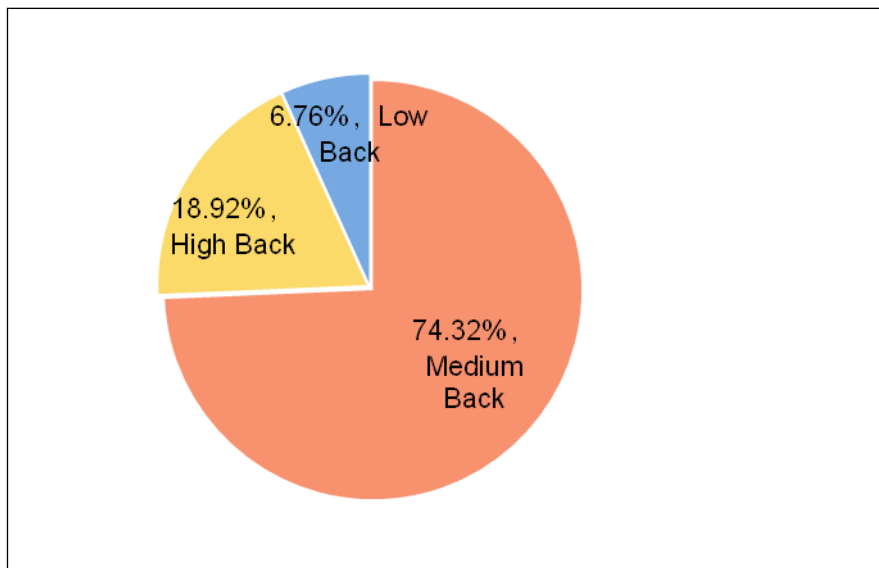
From Jan. to August in 2013, among sofa materials on Made-in-China.com, the most popular sofa was leather sofa. From Jan. to August in 2013, 50% of inquiries of sofa products from the United States on Made-in-China.com were about leather material, and 67.15% of inquiries of sofa products from India were sent to leather sofa. Inquires of leather sofa from the United Kingdom accounted for 71.7% of the total inquires of sofa products from this country. It is noteworthy that 50% of inquiries about sofa from Japan were aimed at rattan sofa. Inquiries of sofa made of polyester fibre and real leather accounted for 25% of Japanese total inquiries of sofa respectively.

3.3. Analysis of Sofa Back Height Attention

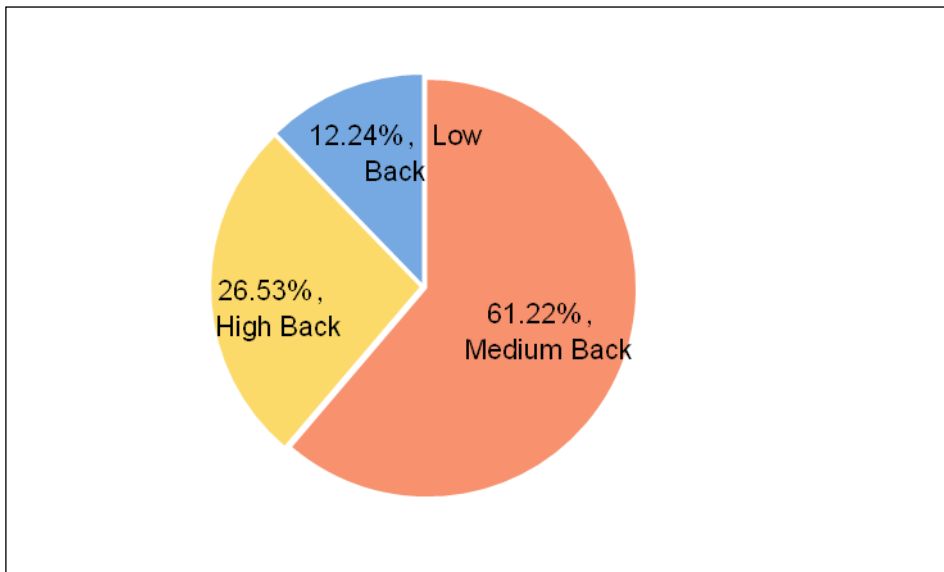
- Sofa Back Height Attention Ranking from Jan. to August 2013



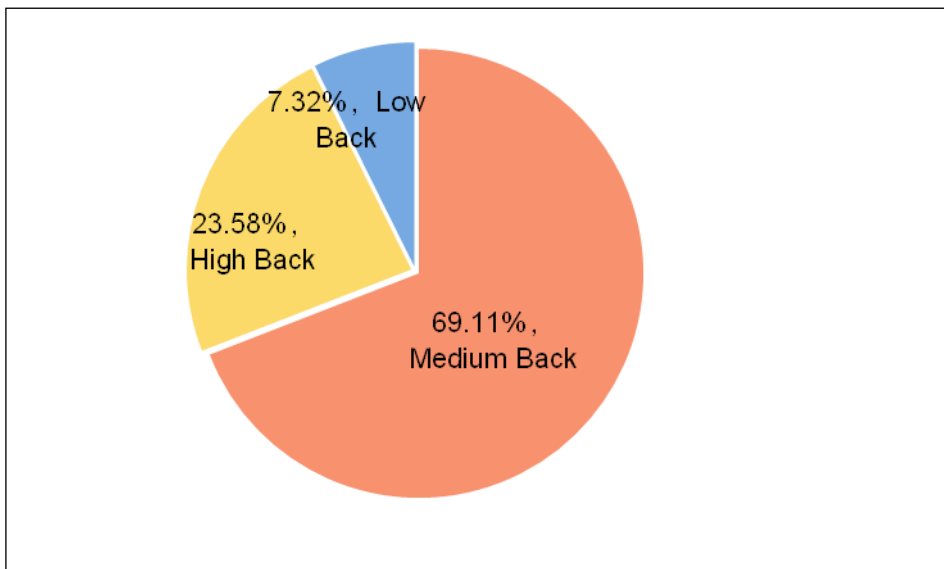
- The United States Sofa Back Height Attention Ranking from Jan. to August 2013



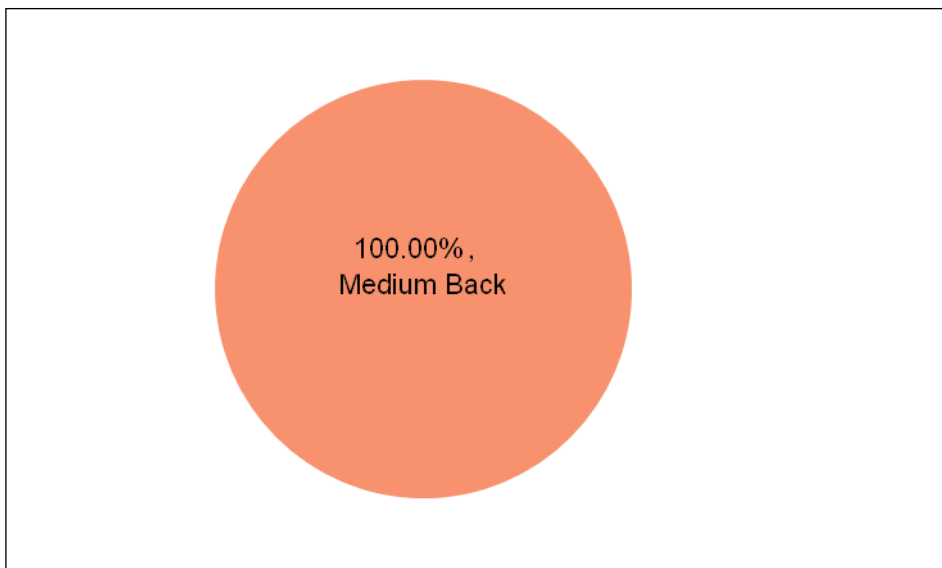
- The United Kingdom Sofa Back Height Attention Ranking from Jan. to August 2013



- India Sofa Back Height Attention Ranking from Jan. to August 2013



- Japan Sofa Back Height Attention Ranking from Jan. to August 2013

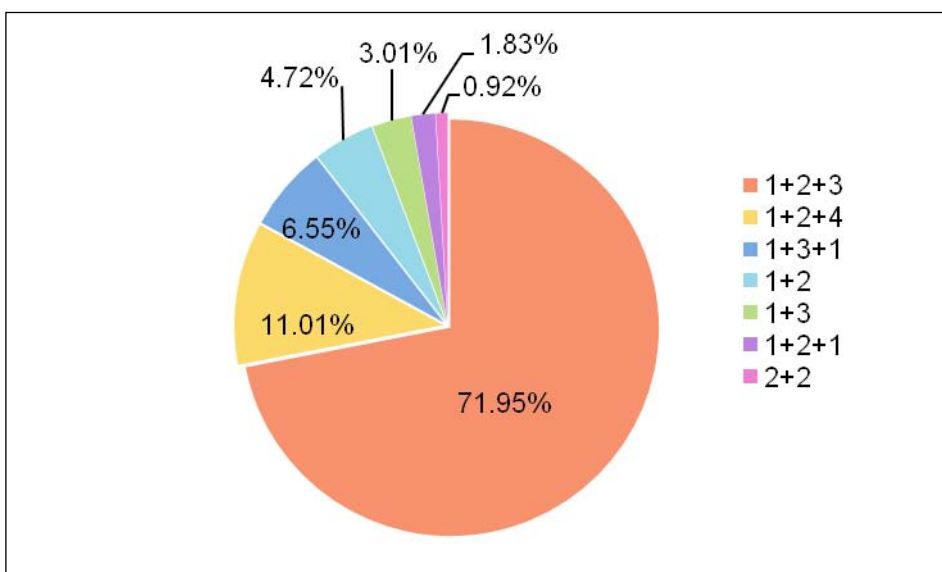


From Jan. to August in 2013, sofa with medium back is most favored by buyers on Made-in-China.com. Inquiries of sofa with medium back, high back and low back accounted for 72.23%, 19.45% and 8.32% respectively of the total inquiries in sofa industry.

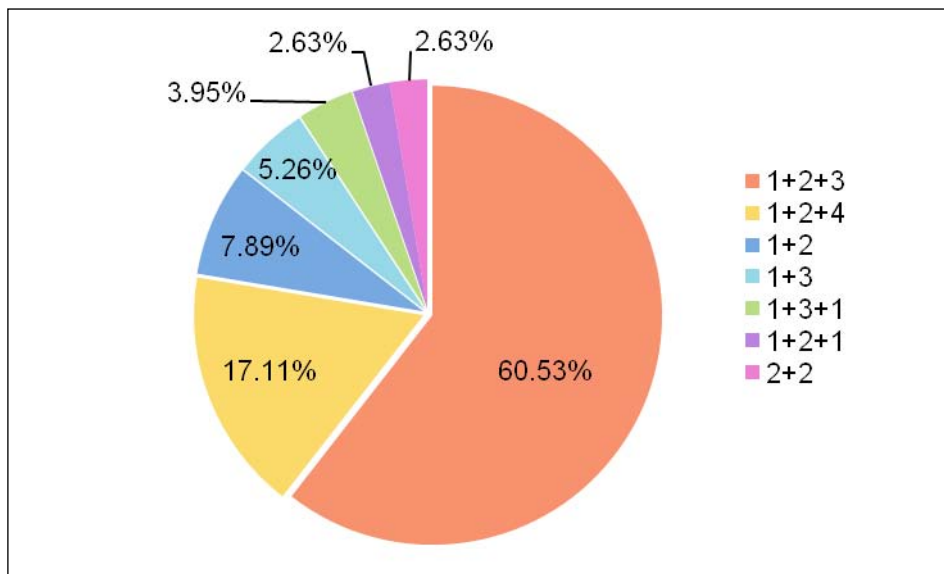
From Jan. to August in 2013, about 3/4 American inquiries of sofa were sent to inquiry about sofa with medium back, and all inquires of sofa from Japan were about sofa with medium back.

3.4. Analysis of Sofa Set Attention

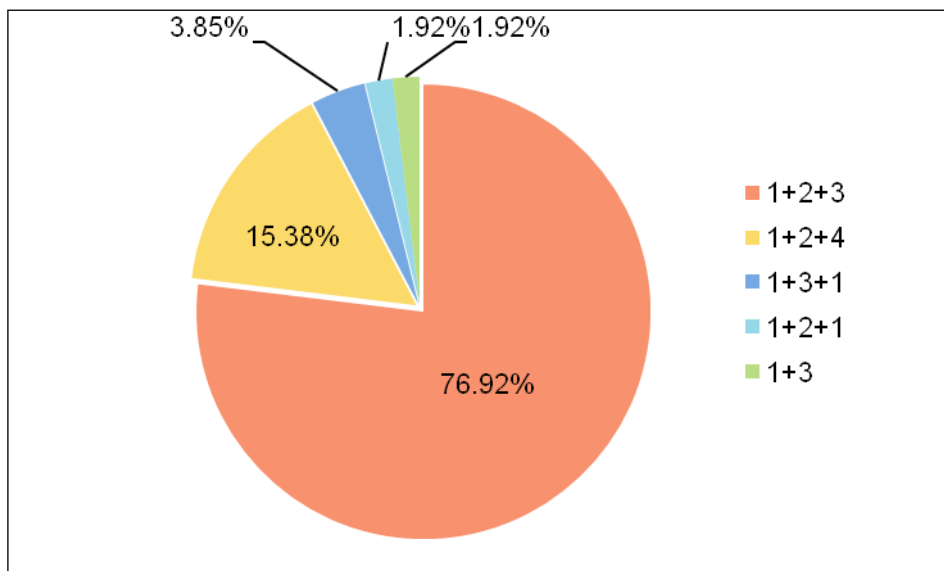
- Sofa Set Attention Ranking from Jan. to August 2013



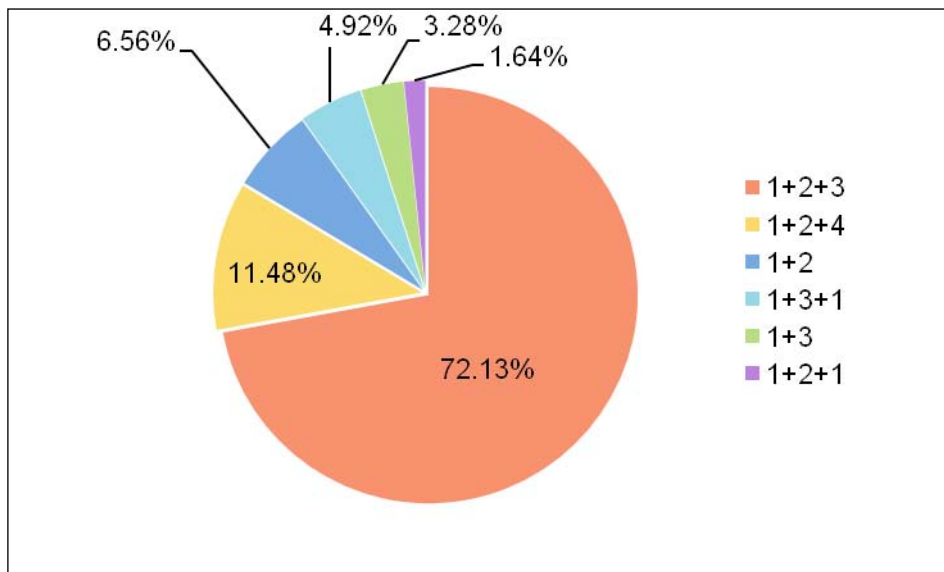
- The United States Sofa Set Attention Ranking from Jan. to August 2013



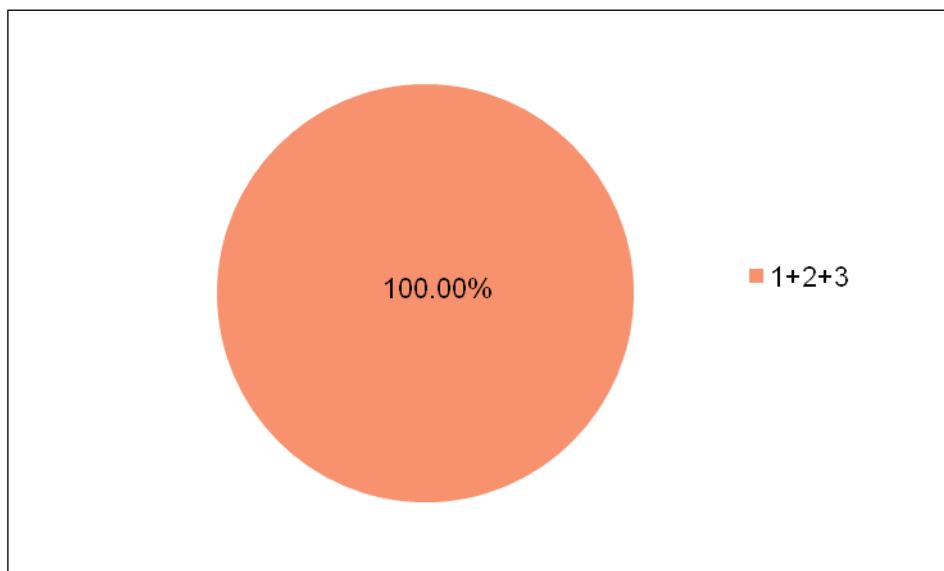
- The United Kingdom Sofa Set Attention Ranking from Jan. to August 2013



- India Sofa Set Attention Ranking from Jan. to August 2013



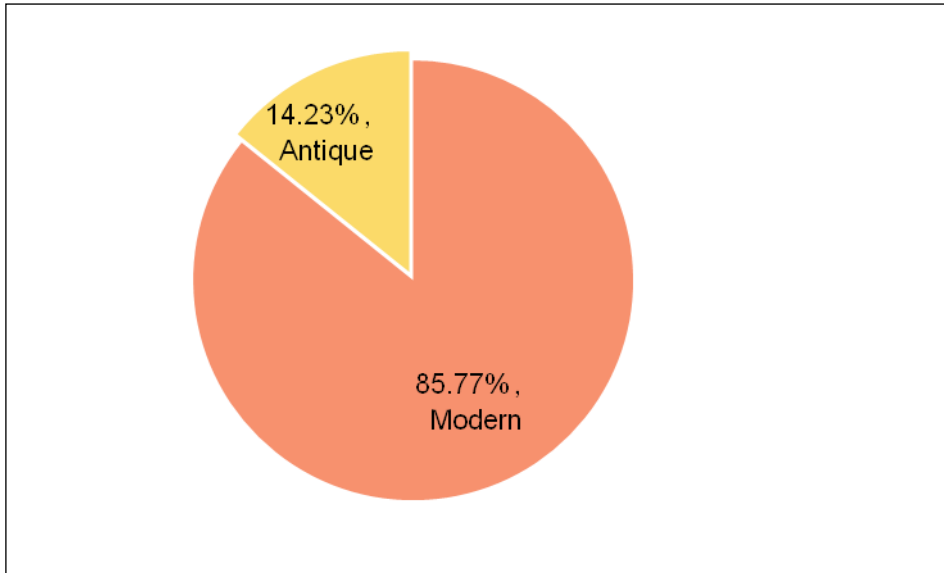
- Japan Sofa Set Attention Ranking from Jan. to August 2013



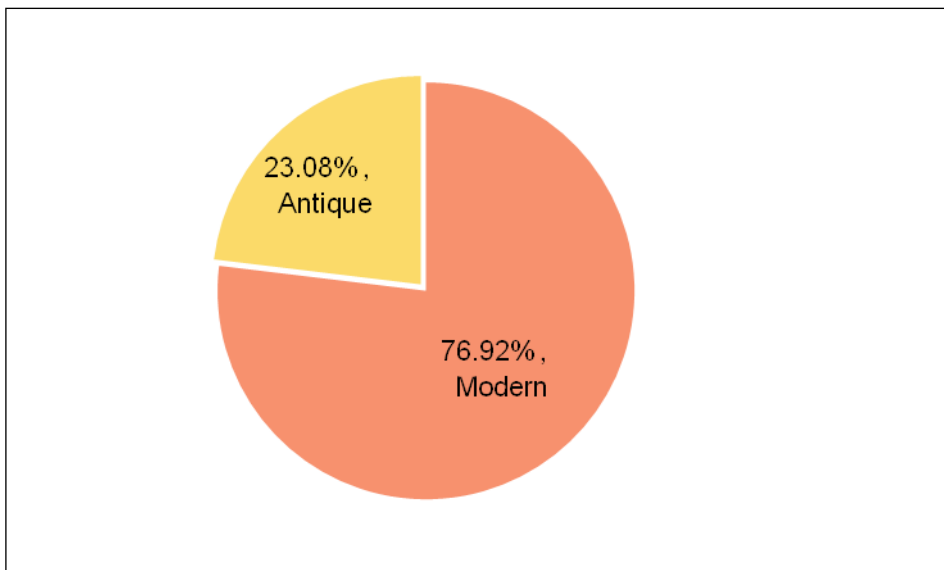
From Jan. to August in 2013, 1+2+3 combined sofa was the most popular in sofa industry on Made-in-China.com, and 71.95% inquiries were about this combination sofa. among the four countries-the United States, the United Kingdom, India, and Japan, the United States paid the lowest attention to 1+2+3 combined sofa, with only 60.53% inquiries were about this kind of sofa, while Japan paid the highest attention, and all Japanese inquiries of sofa products were about 1+2+3 combined sofa.

3.5. Analysis of Sofa Appearance Attention

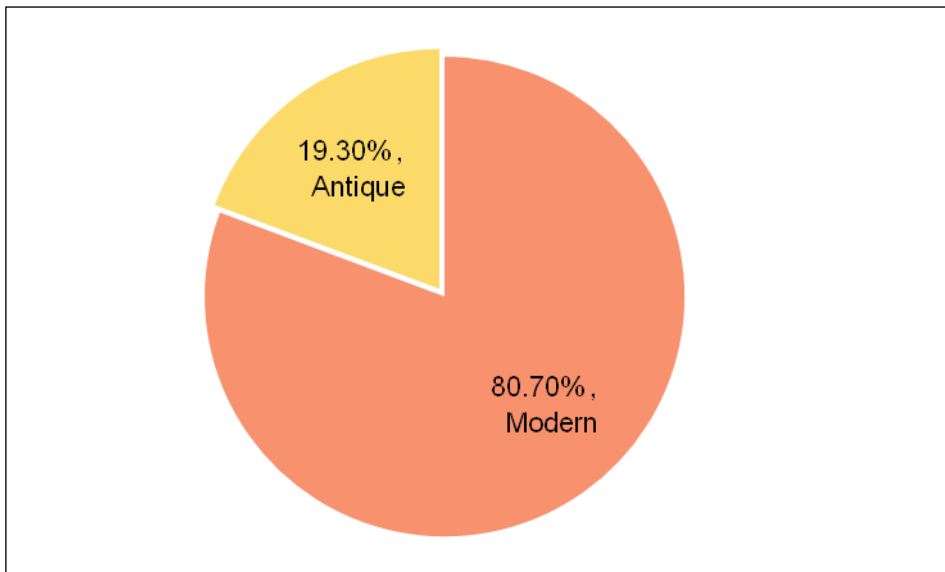
- Sofa Appearance Attention Ranking from Jan. to August 2013



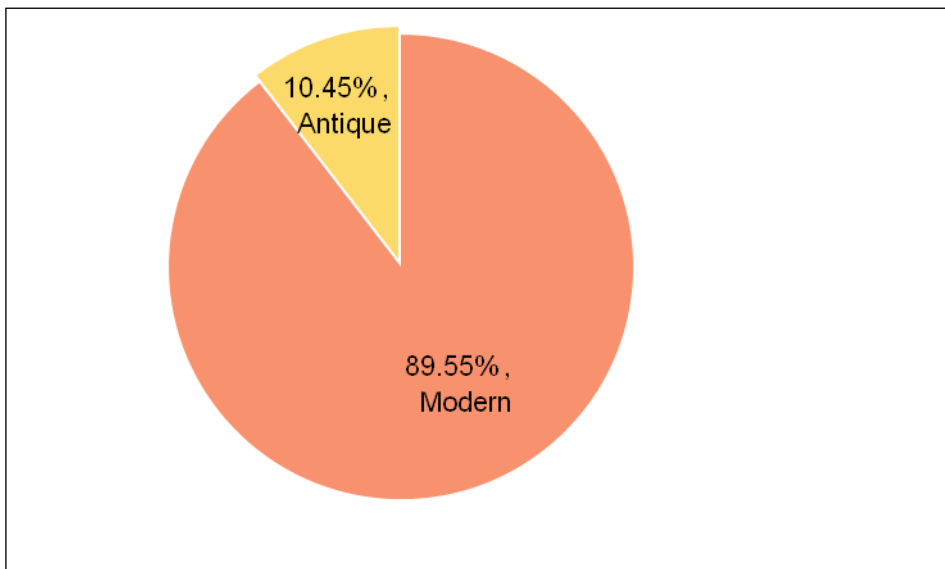
- The United States Sofa Appearance Attention Ranking from Jan. to August 2013



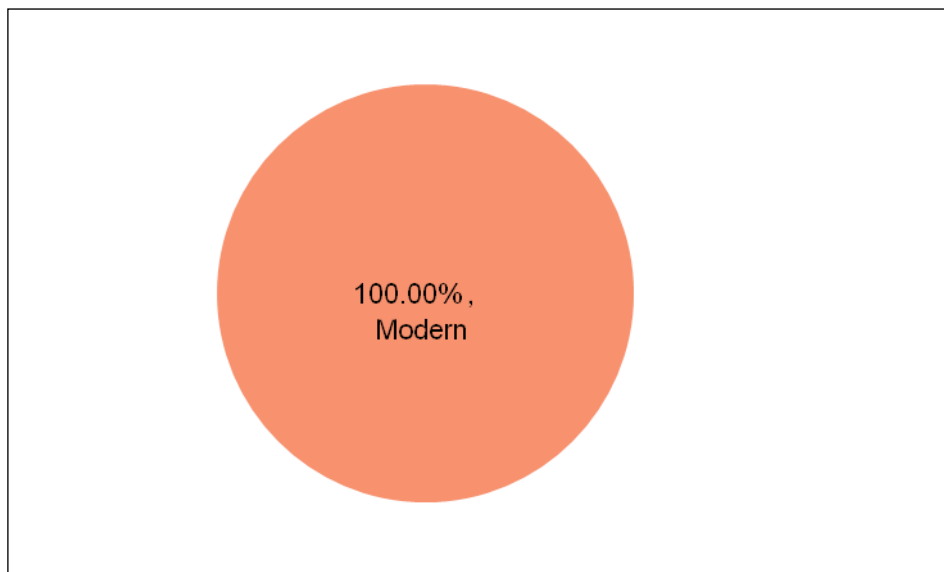
- The United Kingdom Sofa Appearance Attention Ranking from Jan. to August 2013



- India Sofa Appearance Attention Ranking from Jan. to August 2013



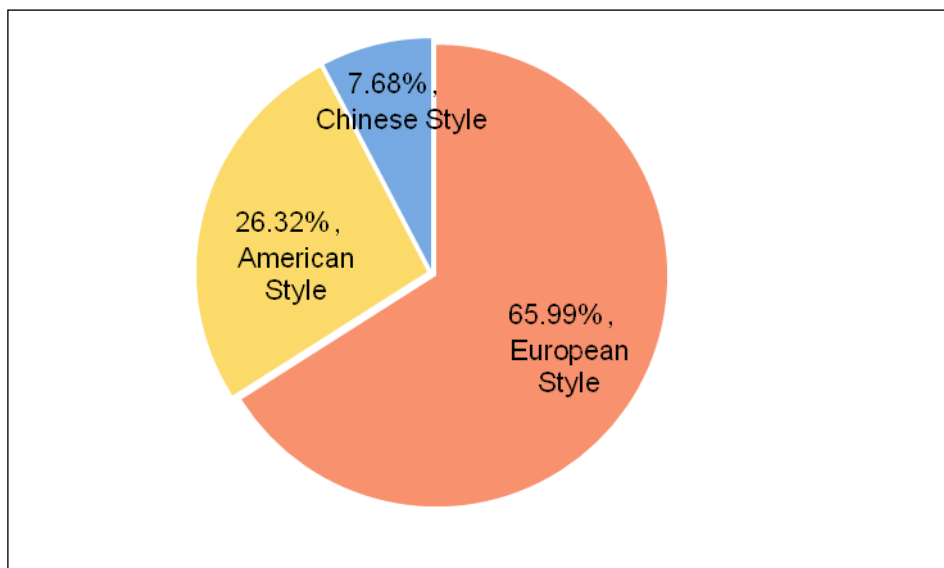
- Japan Sofa Appearance Attention Ranking from Jan. to August 2013



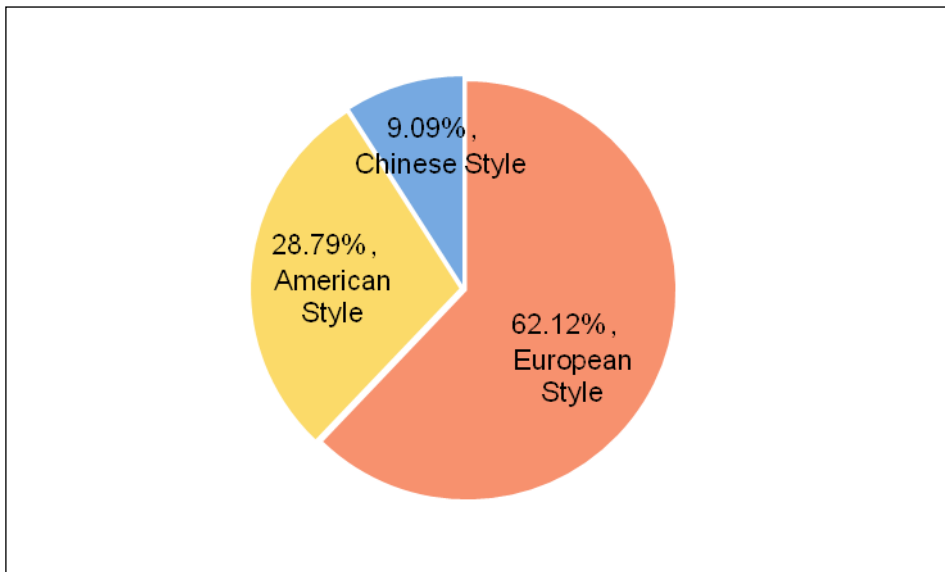
Modern style sofa is more popular than antique style sofa. From Jan. to August in 2013, 85.77% sofa appearance attribute of inquiries in sofa industry was modern style, and all inquiries from Japan were about modern sofa.

3.6. Analysis of Sofa Regional Style Attention

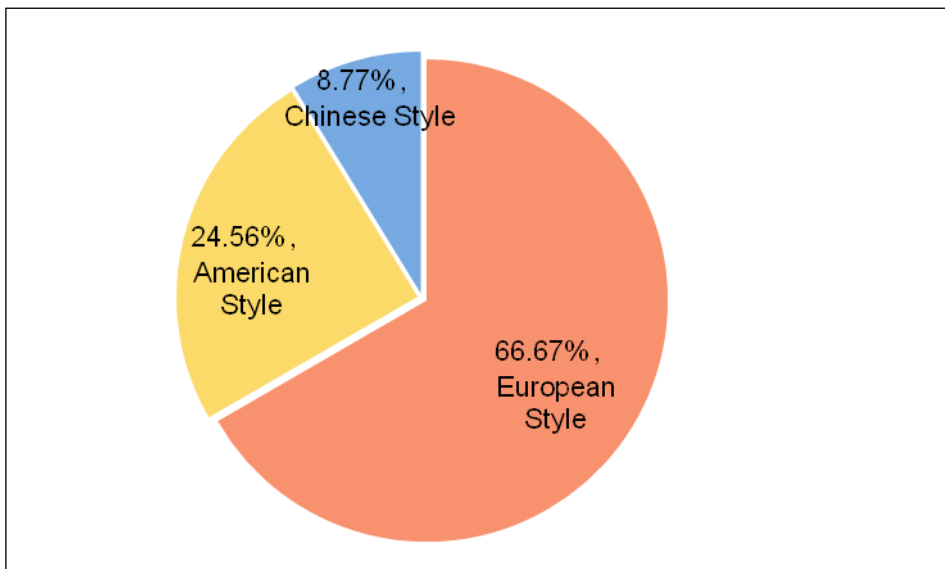
- Sofa Regional Style Attention Ranking from Jan. to August 2013



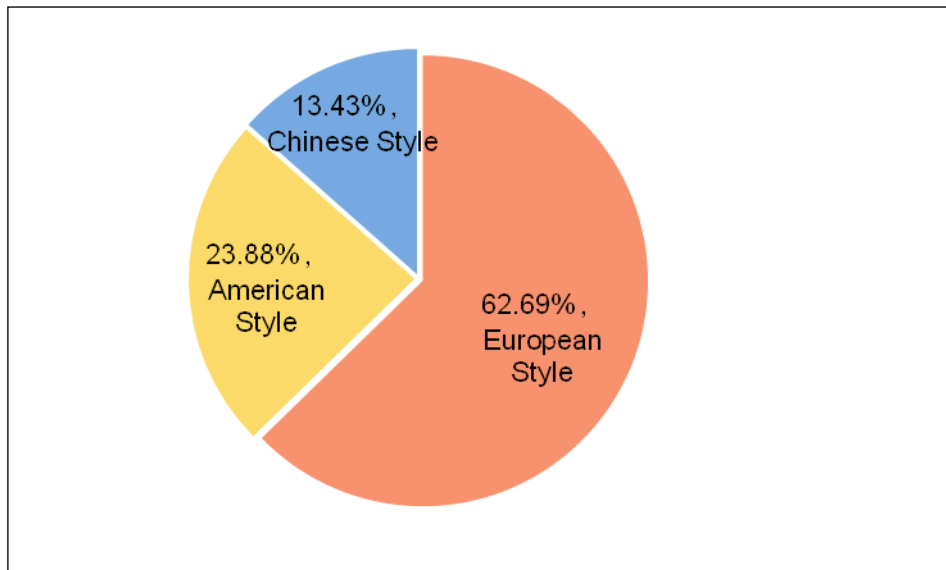
- The United States Sofa Regional Style Attention Ranking from Jan. to August 2013



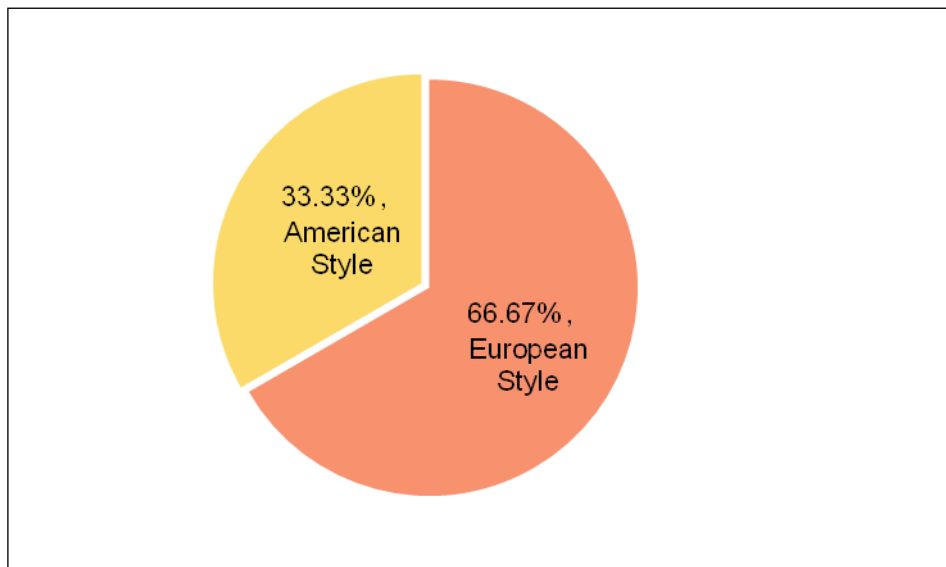
- The United Kingdom Sofa Regional Style Attention Ranking from Jan. to August 2013



- India Sofa Regional Style Attention Ranking from Jan. to August 2013



- Japan Sofa Regional Style Attention Ranking from Jan. to August 2013

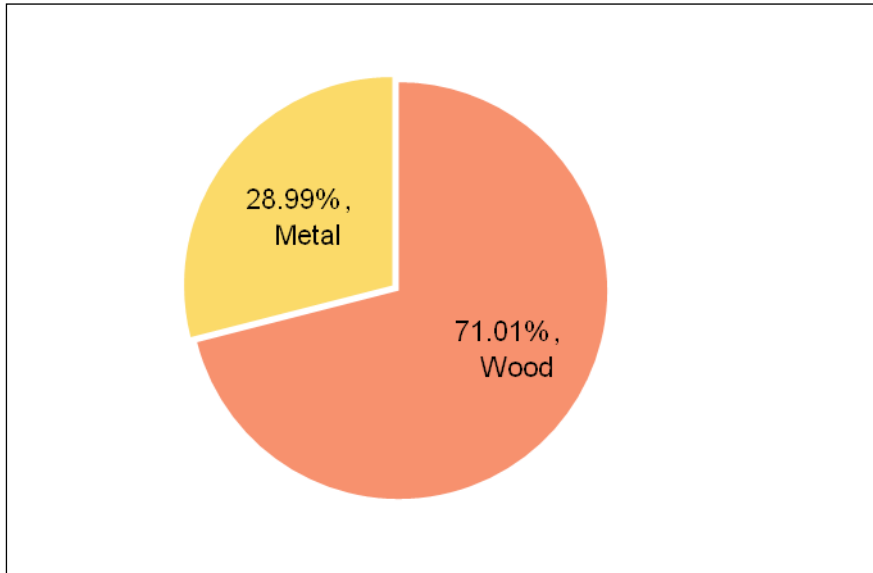


From Jan. to August in 2013, European style sofa was the most popular among sofa products on Made-in-China.com, followed by American style, and inquiries of Chinese style sofa were the least. It is noteworthy that Japanese buyers were only interested in European style and American style sofa.

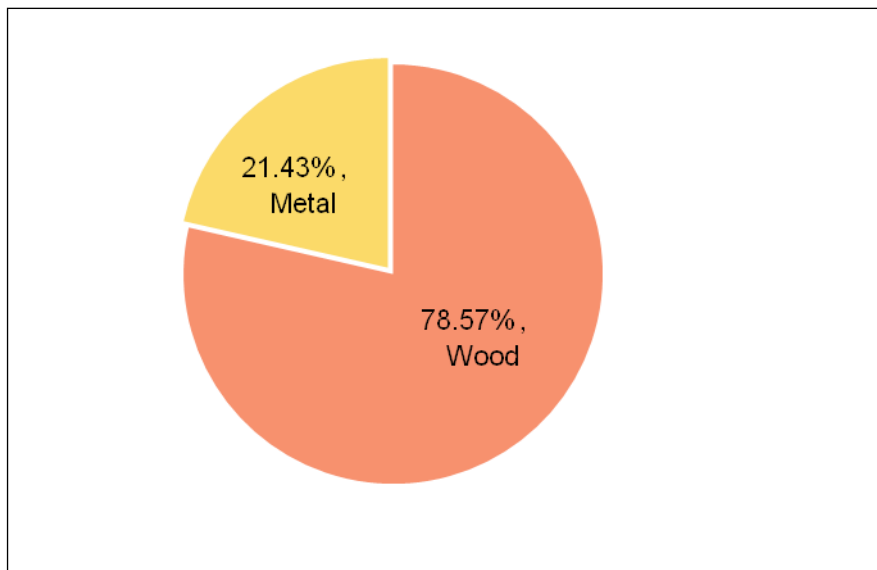
Statistical time up to August 31, 2013
Source: Made-in-China.com

3.7. Analysis of Sofa Frame Type Attention

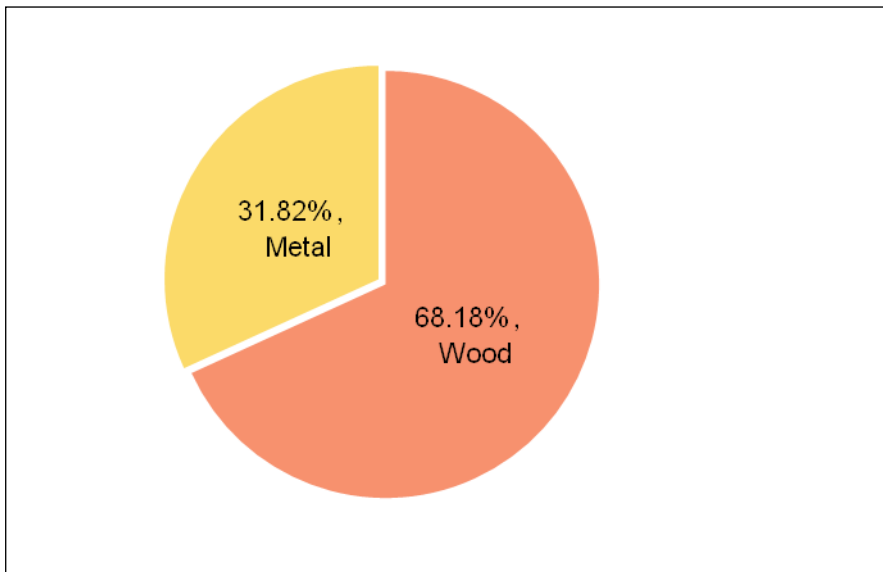
- Sofa Frame Type Attention Ranking from Jan. to August 2013



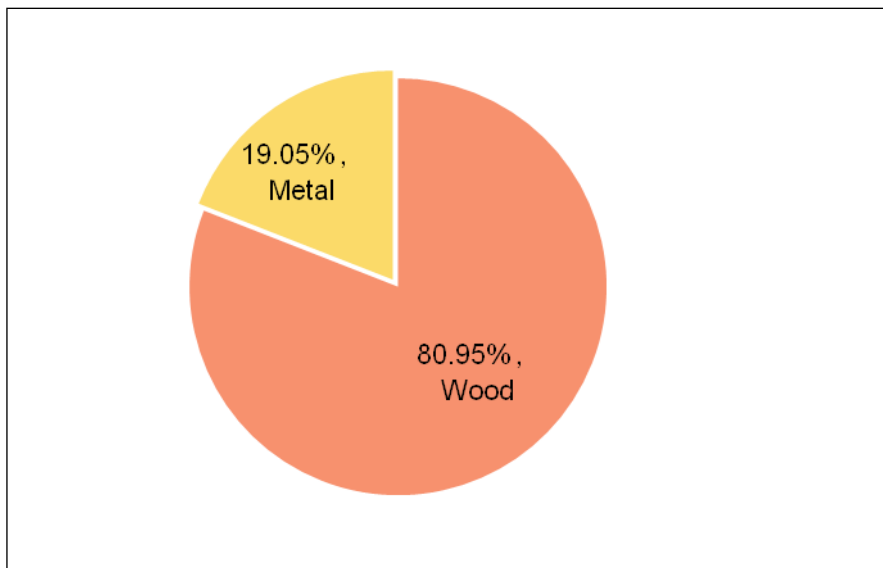
- The United States Sofa Frame Type Attention Ranking from Jan. to August 2013



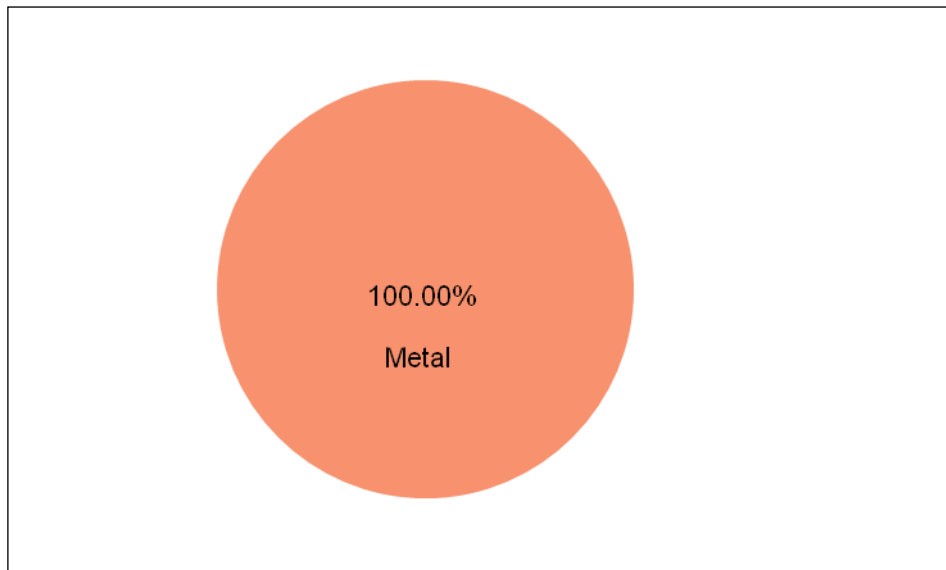
- The United Kingdom Sofa Frame Type Attention Ranking from Jan. to August 2013



- India Sofa Frame Type Attention Ranking from Jan. to August 2013



- Japan Sofa Frame Type Attention Ranking from Jan. to August 2013



From Jan. to August in 2013, sofa industry buyers generally paid close attention to wooden frame sofa, but Japanese buyers' inquiries were all about metal frame sofa on Made-in-China.com.

Statistical time up to August 31, 2013

Source: Made-in-China.com

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

Name: Ms. Zhang Li *E-mail:* iar@made-in-china.com

Web: <http://www.made-in-china.com/communication/market-analysis.html>



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