

# **Outdoor Furniture Market By Product (Seating Sets, Loungers, Dining Sets, Chairs, Tables, Others), Material Type (Wooden, Plastic, Metal), By End Use (Commercial, Residential), By Distribution Channel (Direct Sales, Furniture Retail Outlets, Supermarket/Hypermarket, Online), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The Global Organic Food Market reached a valuation of USD 256.3 billion in 2022 and is expected to exhibit robust growth throughout the forecast period, boasting a Compound Annual Growth Rate (CAGR) of 13.8% until 2028. This extraordinary growth in the global organic food market can be attributed to evolving consumer preferences and heightened awareness of health and environmental concerns over the past decade. Organic food products, distinguished by their production without synthetic pesticides, genetically modified organisms (GMOs), or artificial additives, have gained considerable appeal among health-conscious consumers.

A primary catalyst for the expansion of the global organic food market is the escalating demand for healthier and more sustainable food choices. Consumers are increasingly cognizant of the potential health hazards linked to conventional farming practices, such as pesticide residues and the use of antibiotics in livestock farming. Consequently, there has been a surge in demand for organic food products, which are perceived as safer and more nutritionally sound.

Another pivotal factor contributing to the organic food market's growth is environmental consciousness. Organic farming methods prioritize soil health, curtail chemical usage, and champion biodiversity preservation, aligning with sustainability objectives and the

reduction of the carbon footprint. Consumers are progressively willing to pay a premium for products crafted through environmentally responsible means.

Traditionally, North America has been the largest market for organic food products. Nevertheless, the organic food trend is gaining momentum in emerging markets like Asia-Pacific and Latin America, fueled by rising incomes, urbanization, and an expanding middle class with greater disposable income.

The global organic food market encompasses a wide array of products, encompassing fruits and vegetables, dairy, meat and poultry, cereals, and processed foods. Furthermore, the organic beverage sector, including organic tea, coffee, and juices, has experienced substantial growth due to consumer choices influenced by health-consciousness.

Despite its growth, the organic food market faces challenges such as higher production costs and limited scalability. Organic farming typically demands more labor and resources, rendering it less cost-effective compared to conventional agriculture. Additionally, maintaining the integrity of organic certification can be demanding, as it necessitates preventing contamination from neighboring non-organic farms.

### Key Market Drivers

**Increasing Health Consciousness:** A primary driver of the global organic food market is the escalating health consciousness among consumers. In recent years, there has been a growing awareness of the health benefits associated with consuming organic foods. Organic products are perceived as being free from synthetic pesticides, GMOs, and artificial additives, making them a healthier choice. Consumers are becoming more informed about the potential health risks linked to conventional farming practices, such as the use of chemical pesticides and antibiotics in animal farming. Consequently, they are willing to pay a premium for organic foods produced using natural and sustainable methods. This trend is particularly pronounced in developed countries, where consumers have greater access to information and disposable income to support their preferences for organic products.

**Environmental Sustainability:** Another substantial driver of the global organic food market is the escalating concern for environmental sustainability. Conventional agricultural practices can have detrimental effects on the environment, including soil erosion, water pollution, and the loss of biodiversity. Organic farming, conversely, promotes sustainable and eco-friendly practices such as crop rotation, organic

fertilizers, and reduced chemical inputs. Consumers are increasingly opting for organic products to support more sustainable agricultural practices, reflecting their concerns about the long-term health of the planet. They recognize that organic farming can help mitigate some of the adverse impacts of conventional agriculture, while also aligning with broader climate change mitigation goals. Furthermore, organic farming often emphasizes soil health and carbon sequestration, further contributing to sustainability objectives.

**Regulatory Support and Certification:** The third significant driver of growth in the global organic food market is the regulatory support and certification processes established to ensure the authenticity and quality of organic products. Governments and international organizations have acknowledged the significance of standardizing organic farming practices and labeling to safeguard consumers and foster fair trade. Certification bodies, such as the United States Department of Agriculture (USDA) Organic and the European Union Organic Certification, have imposed stringent standards that organic producers must meet to attain organic certification. This certification instills confidence in consumers regarding the authenticity of organic products, assuring them that the food they purchase adheres to specific organic criteria. Governments in various countries have also instituted policies and incentives to promote organic farming practices, including subsidies, research funding, and educational programs to aid farmers in transitioning to organic methods. These initiatives not only advance organic farming but also contribute to the growth of the organic food market.

## Key Market Challenges

**Supply Chain Complexity and Certification:** One of the most pressing challenges in the organic food market is the intricate nature of the supply chain. Unlike conventional food production, organic farming adheres to rigorous standards and regulations. To maintain organic certification, farmers must comply with specific practices that prohibit the use of synthetic pesticides, GMOs, and certain chemical fertilizers. This complexity extends to every stage of the supply chain, from farming and processing to distribution.

Certification plays a pivotal role in upholding the integrity of the organic label, but it can be financially burdensome and time-consuming for both farmers and processors. Smaller producers often grapple with the costs associated with certification, limiting their entry into the organic market. Furthermore, the global supply chain for organic products is susceptible to fraud and mislabeling, undermining consumer trust. To address this challenge, industry stakeholders must collaborate to streamline the certification process, making it more accessible to smaller producers. Enhanced traceability and technology-driven solutions like blockchain can also bolster the assurance of organic product

authenticity throughout the supply chain.

**Price Premium and Accessibility:** Organic food products generally command a price premium compared to their conventional counterparts. This price differential poses a significant challenge for many consumers, particularly those with limited budgets. While some consumers are willing to pay extra for organic products due to their perceived health and environmental benefits, a substantial portion of the population may find organic options financially prohibitive. The price premium also presents a conundrum for organic producers, who must strike a delicate balance between covering their production costs (including certification expenses) and offering competitive prices to attract a broader consumer base. Additionally, fluctuations in the prices of organic raw materials, such as organic grains and produce, can impact the overall cost of organic products. To tackle this challenge, the organic food industry can explore strategies to reduce production costs without compromising quality. This may involve investments in more efficient farming practices, economies of scale, and government incentives for organic farming. Furthermore, educating consumers about the long-term benefits of organic food can help justify the price premium.

**Competition and Market Saturation:** As the demand for organic food continues to surge, so does competition within the market. While this heightened competition signifies growing interest in organic products, it can also pose difficulties for both established companies and new entrants striving to differentiate themselves and secure market share. Market saturation in specific product categories, such as organic dairy and produce, can trigger price wars and thinner profit margins. Additionally, the entry of larger corporations into the organic market can present challenges for smaller, independent producers who may struggle to compete on pricing and distribution. To overcome this challenge, organic food producers must concentrate on innovation and differentiation. Developing unique products, expanding into niche markets, and highlighting sustainable and ethical practices can help companies stand out in a crowded marketplace. Collaborative partnerships within the industry can also offer avenues for growth and market penetration.

## Key Market Trends

**Growing Consumer Demand for Organic Products:** One of the most substantial trends in the global organic food market is the escalating consumer demand for organic products. Consumers are becoming increasingly health-conscious, seeking foods that are devoid of harmful chemicals and pesticides. Moreover, there

is a heightened awareness of the environmental repercussions of conventional agricultural practices, prompting many individuals to opt for organic products in support of more sustainable farming methods. The COVID-19 pandemic further accelerated the demand for organic foods. The pandemic underscored the importance of a robust immune system and overall health, compelling consumers to prioritize nutrient-rich organic products. This shift in consumer behavior has led to a surge in organic food sales globally. Furthermore, the convenience of online shopping has facilitated easier access to a wide array of organic products. Online retailers and grocery delivery services have expanded their offerings of organic products, enabling consumers to make informed choices and conveniently incorporate organic foods into their diets.

**Organic Food Going Mainstream:** The second trend reshaping the global organic food market is the increasing mainstream acceptance of organic products. What was once regarded as a niche market has now entered the mainstream as major food retailers and restaurants integrate organic items into their offerings. This trend is driven by both consumer demand and corporate sustainability initiatives. Large supermarket chains are allocating more shelf space to organic foods and clearly labeling them to assist consumers in identifying organic products effortlessly. Fast-food chains and restaurants are also introducing organic menu items to cater to health-conscious customers. This mainstreaming of organic food not only expands consumer access but also fosters greater awareness regarding the benefits of organic farming and production methods. Furthermore, organic certification standards have become more stringent and transparent, heightening consumer confidence in the authenticity of organic products. Certification bodies ensure that organic food producers adhere to strict guidelines, and consumers can readily identify certified organic products by looking for recognizable organic logos and labels.

**Expansion of Organic Product Categories:** The third notable trend in the global organic food market is the diversification of organic product categories. Initially, organic food predominantly consisted of fresh produce, dairy products, and essential pantry staples. However, the organic market has evolved to encompass a broad range of products, from organic snacks and beverages to organic baby food and pet food. Consumers are increasingly seeking organic options across various product categories, driven by their desire for healthier alternatives in all aspects of their lives. Organic snacks, in particular, have experienced remarkable growth, with consumers seeking organic versions of chips, cookies, and other indulgent treats. In response to this trend, food manufacturers and producers have expanded their organic product lines to meet demand. This diversification allows consumers to make more conscious choices throughout their daily routines, from breakfast to snacks and beyond.



## Segmental Insights

**Category Insights:** Dairy products, which have long been dietary staples worldwide, have gained significant prominence in the global organic food market and hold a substantial share. This shift towards organic dairy products can be attributed to growing consumer awareness of the advantages of organic farming practices and the desire for healthier, more sustainable food options. One of the primary drivers behind the prominence of dairy products in the global organic food market is the increasing demand for organic foods. Consumers are becoming more mindful of the potential health risks associated with conventional dairy products, such as hormones and antibiotics used in livestock farming. Consequently, they are turning to organic dairy products, which are produced without the use of synthetic pesticides, antibiotics, or genetically modified organisms (GMOs). Furthermore, the environmental impact of conventional dairy farming practices has spurred interest in organic alternatives. Organic dairy farming emphasizes sustainability and animal welfare, employing practices that reduce greenhouse gas emissions, promote biodiversity, and prioritize the well-being of livestock. This aligns with the preferences of environmentally conscious consumers who are willing to pay a premium for products produced with the planet's health in mind. The global organic food market, which encompasses a wide range of products, including dairy items such as milk, cheese, yogurt, and butter, has witnessed remarkable growth in recent years. Organic dairy products, in particular, have carved out a significant share within this market due to their perceived health benefits and ethical considerations. Health-conscious consumers view organic dairy as a source of higher nutritional value, containing more beneficial omega-3 fatty acids and antioxidants compared to their conventional counterparts. Moreover, organic dairy products often carry certifications that provide consumers with confidence in the authenticity of their organic claims. This transparency and traceability appeal to consumers who want to make informed choices about the food they consume. Certification bodies, such as the USDA Organic seal in the United States or the EU Organic logo in Europe, help ensure that organic dairy products meet stringent standards.

**Sales Channel Insights:** The online sales channel has emerged as a dominant force in the global organic food market, capturing a significant share of consumer demand in recent years. This transformative shift in how organic products are bought and sold reflects the changing preferences and behaviors of modern shoppers. Online platforms have become the go-to destination for health-conscious consumers seeking high-quality organic food items. One of the primary drivers behind the online sales channel's success in the organic food market is the convenience it offers. Consumers can browse

through a vast array of organic products from the comfort of their homes, making purchases at any time of the day or night. This 24/7 accessibility has redefined the shopping experience, eliminating the constraints of physical store hours and geographical limitations. Moreover, online platforms provide consumers with an extensive range of organic food options from both local and international producers. This diverse selection allows shoppers to explore unique and specialized products that may not be readily available in traditional brick-and-mortar stores. Consumers can also access detailed product information, including certifications, ingredient lists, and customer reviews, empowering them to make informed choices that align with their dietary preferences and values. The global reach of online sales channels has opened up new markets for organic food producers. Small-scale organic farmers and artisanal producers can now connect with customers worldwide, leveling the playing field with larger, established brands. This democratization of access to consumers has fostered innovation and competition within the organic food industry, ultimately benefiting consumers through improved product quality and variety. Furthermore, the COVID-19 pandemic accelerated the adoption of online shopping across various sectors, including organic food. Concerns about safety and social distancing led more consumers to turn to e-commerce platforms as their primary means of acquiring groceries. This shift in behavior has not only fueled the growth of online sales channels but has also underscored their resilience in the face of unforeseen disruptions.

**Regional Insights:** North America has emerged as a powerhouse in the global organic food market, securing a substantial share and playing a pivotal role in shaping the industry's growth. This burgeoning sector reflects a growing awareness among consumers about the importance of sustainable and healthy eating habits, with North America at the forefront of this movement. One of the key factors contributing to North America's significant share in the global organic food market is the region's robust agricultural infrastructure. The United States and Canada, in particular, boast extensive farmlands and a well-established network of organic farmers. These farmers adhere to strict organic farming practices, which involve avoiding synthetic pesticides, genetically modified organisms (GMOs), and promoting sustainable farming techniques. This commitment to organic principles has led to a substantial supply of organic produce, grains, and livestock, catering to the ever-increasing demand for organic products. Consumer preferences have also played a pivotal role in driving the organic food market in North America. As health-consciousness grows, consumers are increasingly seeking out organic options, believing them to be healthier and more environmentally friendly. The demand for organic foods extends beyond fresh produce to encompass processed foods, dairy products, meat, and even organic beverages. This diverse array of organic offerings ensures that consumers have a wide range of choices when it comes to

making healthier and more sustainable food choices. Moreover, North America's regulatory framework has contributed to the market's growth. Stringent standards and certification processes ensure that products labeled as "

organic" meet specific criteria, instilling trust among consumers. This regulatory oversight, administered by agencies such as the United States Department of Agriculture (USDA) and Canada's Organic Products Regulations, guarantees that organic food products adhere to strict quality and authenticity standards. Another significant factor propelling North America's share in the global organic food market is the presence of a well-developed distribution network. Supermarkets, grocery stores, and specialty organic food retailers are readily accessible to consumers, making it easier for them to access organic products. Additionally, online shopping platforms have expanded the reach of organic food products, allowing consumers to conveniently order them from the comfort of their homes.

#### Key Market Players

Danone S.A

General Mills Inc.

The Hain Celestial Group Inc.

Organic Valley

Cargill, Inc.

United Natural Foods Inc.

Amy's Kitchen

Newman's Own, Inc.

The Kroger Co., Inc.

Dole Food Co., Inc.

Report Scope:



In this report, the global organic food market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Organic Food Market, By Category:

Fruits & Vegetables

Dairy Products

Meat

Fish & Poultry

Others

Global Organic Food Market, By Process:

Processed

Unprocessed

Global Organic Food Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Convenience Stores

Online

Others

Global Organic Food Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the global organic food market.

## Available Customizations:

Global Organic Food Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### 4. VOICE OF CUSTOMERS

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenges Faced

### 5. GLOBAL OUTDOOR FURNITURE MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Market Share Analysis (Seating Sets, Loungers, Dining Sets, Chairs,

*Outdoor Furniture Market By Product (Seating Sets, Loungers, Dining Sets, Chairs, Tables, Others), Material Ty...*

Tables, Others)

5.2.2. By Material Type Industry Market Share Analysis (Wooden, Plastic, Metal)

5.2.3. By End Use Industry Market Share Analysis (Commercial, Residential)

5.2.4. By Distribution Channel Industry Market Share Analysis (Direct Sales, Furniture Retail Outlets, Supermarket/ Hypermarket, Online)

5.2.5. By Regional Market Share Analysis

5.2.5.1. North America Market Share Analysis

5.2.5.2. South America Market Share Analysis

5.2.5.3. Middle East & Africa Market Share Analysis

5.2.5.4. Europe Market Share Analysis

5.2.5.5. Asia-Pacific Market Share Analysis

5.2.6. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Outdoor Furniture Market Mapping & Opportunity Assessment

5.3.1. By Product Market Mapping & Opportunity Assessment

5.3.2. By Material Type Industry Market Mapping & Opportunity Assessment

5.3.3. By End Use Industry Market Mapping & Opportunity Assessment

5.3.4. By Distribution Channel Industry Market Mapping & Opportunity Assessment

5.3.5. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA OUTDOOR FURNITURE MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Market Share Analysis

6.2.2. By Material Type Industry Market Share Analysis

6.2.3. By End Use Industry Market Share Analysis

6.2.4. By Distribution Channel Industry Market Share Analysis

6.2.5. By Country Market Share Analysis

6.2.5.1. United States Outdoor Furniture Market Outlook

6.2.5.1.1. Market Size & Forecast

6.2.5.1.1.1. By Value

6.2.5.1.2. Market Share & Forecast

6.2.5.1.2.1. By Product Market Share Analysis

6.2.5.1.2.2. By Material Type Industry Market Share Analysis

6.2.5.1.2.3. By End Use Industry Market Share Analysis

6.2.5.1.2.4. By Distribution Channel Industry Market Share Analysis

6.2.5.2. Canada Outdoor Furniture Market Outlook

6.2.5.2.1. Market Size & Forecast

- 6.2.5.2.1.1. By Value
- 6.2.5.2.2. Market Share & Forecast
  - 6.2.5.2.2.1. By Product Market Share Analysis
  - 6.2.5.2.2.2. By Material Type Industry Market Share Analysis
  - 6.2.5.2.2.3. By End Use Industry Market Share Analysis
  - 6.2.5.2.2.4. By Distribution Channel Industry Market Share Analysis
- 6.2.5.3. Mexico Outdoor Furniture Market Outlook
  - 6.2.5.3.1. Market Size & Forecast
    - 6.2.5.3.1.1. By Value
  - 6.2.5.3.2. Market Share & Forecast
    - 6.2.5.3.2.1. By Product Market Share Analysis
    - 6.2.5.3.2.2. By Material Type Industry Market Share Analysis
    - 6.2.5.3.2.3. By End Use Industry Market Share Analysis
    - 6.2.5.3.2.4. By Distribution Channel Industry Market Share Analysis

## **7. EUROPE OUTDOOR FURNITURE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Market Share Analysis
  - 7.2.2. By Material Type Industry Market Share Analysis
  - 7.2.3. By End Use Industry Market Share Analysis
  - 7.2.4. By Distribution Channel Industry Market Share Analysis
  - 7.2.5. By Country Market Share Analysis
    - 7.2.5.1. France Outdoor Furniture Market Outlook
      - 7.2.5.1.1. Market Size & Forecast
        - 7.2.5.1.1.1. By Value
      - 7.2.5.1.2. Market Share & Forecast
        - 7.2.5.1.2.1. By Product Market Share Analysis
        - 7.2.5.1.2.2. By Material Type Industry Market Share Analysis
        - 7.2.5.1.2.3. By End Use Industry Market Share Analysis
        - 7.2.5.1.2.4. By Distribution Channel Industry Market Share Analysis
    - 7.2.5.2. Germany Outdoor Furniture Market Outlook
      - 7.2.5.2.1. Market Size & Forecast
        - 7.2.5.2.1.1. By Value
      - 7.2.5.2.2. Market Share & Forecast
        - 7.2.5.2.2.1. By Product Market Share Analysis
        - 7.2.5.2.2.2. By Material Type Industry Market Share Analysis



- 7.2.5.2.2.3. By End Use Industry Market Share Analysis
- 7.2.5.2.2.4. By Distribution Channel Industry Market Share Analysis
- 7.2.5.3. Spain Outdoor Furniture Market Outlook
  - 7.2.5.3.1. Market Size & Forecast
    - 7.2.5.3.1.1. By Value
  - 7.2.5.3.2. Market Share & Forecast
    - 7.2.5.3.2.1. By Product Market Share Analysis
    - 7.2.5.3.2.2. By Material Type Industry Market Share Analysis
    - 7.2.5.3.2.3. By End Use Industry Market Share Analysis
    - 7.2.5.3.2.4. By Distribution Channel Industry Market Share Analysis
- 7.2.5.4. Italy Outdoor Furniture Market Outlook
  - 7.2.5.4.1. Market Size & Forecast
    - 7.2.5.4.1.1. By Value
  - 7.2.5.4.2. Market Share & Forecast
    - 7.2.5.4.2.1. By Product Market Share Analysis
    - 7.2.5.4.2.2. By Material Type Industry Market Share Analysis
    - 7.2.5.4.2.3. By End Use Industry Market Share Analysis
    - 7.2.5.4.2.4. By Distribution Channel Industry Market Share Analysis
- 7.2.5.5. United Kingdom Outdoor Furniture Market Outlook
  - 7.2.5.5.1. Market Size & Forecast
    - 7.2.5.5.1.1. By Value
  - 7.2.5.5.2. Market Share & Forecast
    - 7.2.5.5.2.1. By Product Market Share Analysis
    - 7.2.5.5.2.2. By Material Type Industry Market Share Analysis
    - 7.2.5.5.2.3. By End Use Industry Market Share Analysis
    - 7.2.5.5.2.4. By Distribution Channel Industry Market Share Analysis

## **8. ASIA-PACIFIC OUTDOOR FURNITURE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Market Share Analysis
  - 8.2.2. By Material Type Industry Market Share Analysis
  - 8.2.3. By End Use Industry Market Share Analysis
  - 8.2.4. By Distribution Channel Industry Market Share Analysis
  - 8.2.5. By Country Market Share Analysis
    - 8.2.5.1. China Outdoor Furniture Market Outlook
      - 8.2.5.1.1. Market Size & Forecast

- 8.2.5.1.1.1. By Value
- 8.2.5.1.2. Market Share & Forecast
  - 8.2.5.1.2.1. By Product Market Share Analysis
  - 8.2.5.1.2.2. By Material Type Industry Market Share Analysis
  - 8.2.5.1.2.3. By End Use Industry Market Share Analysis
  - 8.2.5.1.2.4. By Distribution Channel Industry Market Share Analysis
- 8.2.5.2. Japan Outdoor Furniture Market Outlook
  - 8.2.5.2.1. Market Size & Forecast
    - 8.2.5.2.1.1. By Value
  - 8.2.5.2.2. Market Share & Forecast
    - 8.2.5.2.2.1. By Product Market Share Analysis
    - 8.2.5.2.2.2. By Material Type Industry Market Share Analysis
    - 8.2.5.2.2.3. By End Use Industry Market Share Analysis
    - 8.2.5.2.2.4. By Distribution Channel Industry Market Share Analysis
- 8.2.5.3. India Outdoor Furniture Market Outlook
  - 8.2.5.3.1. Market Size & Forecast
    - 8.2.5.3.1.1. By Value
  - 8.2.5.3.2. Market Share & Forecast
    - 8.2.5.3.2.1. By Product Market Share Analysis
    - 8.2.5.3.2.2. By Material Type Industry Market Share Analysis
    - 8.2.5.3.2.3. By End Use Industry Market Share Analysis
    - 8.2.5.3.2.4. By Distribution Channel Industry Market Share Analysis
- 8.2.5.4. Vietnam Outdoor Furniture Market Outlook
  - 8.2.5.4.1. Market Size & Forecast
    - 8.2.5.4.1.1. By Value
  - 8.2.5.4.2. Market Share & Forecast
    - 8.2.5.4.2.1. By Product Market Share Analysis
    - 8.2.5.4.2.2. By Material Type Industry Market Share Analysis
    - 8.2.5.4.2.3. By End Use Industry Market Share Analysis
    - 8.2.5.4.2.4. By Distribution Channel Industry Market Share Analysis
- 8.2.5.5. South Korea Outdoor Furniture Market Outlook
  - 8.2.5.5.1. Market Size & Forecast
    - 8.2.5.5.1.1. By Value
  - 8.2.5.5.2. Market Share & Forecast
    - 8.2.5.5.2.1. By Product Market Share Analysis
    - 8.2.5.5.2.2. By Material Type Industry Market Share Analysis
    - 8.2.5.5.2.3. By End Use Industry Market Share Analysis
    - 8.2.5.5.2.4. By Distribution Channel Industry Market Share Analysis

## 9. MIDDLE EAST & AFRICA OUTDOOR FURNITURE MARKET OUTLOOK

### 9.1. Market Size & Forecast

#### 9.1.1. By Value

### 9.2. Market Share & Forecast

#### 9.2.1. By Product Market Share Analysis

#### 9.2.2. By Material Type Industry Market Share Analysis

#### 9.2.3. By End Use Industry Market Share Analysis

#### 9.2.4. By Distribution Channel Industry Market Share Analysis

#### 9.2.5. By Country Market Share Analysis

##### 9.2.5.1. South Africa Outdoor Furniture Market Outlook

###### 9.2.5.1.1. Market Size & Forecast

###### 9.2.5.1.1.1. By Value

###### 9.2.5.1.2. Market Share & Forecast

###### 9.2.5.1.2.1. By Product Market Share Analysis

###### 9.2.5.1.2.2. By Material Type Industry Market Share Analysis

###### 9.2.5.1.2.3. By End Use Industry Market Share Analysis

###### 9.2.5.1.2.4. By Distribution Channel Industry Market Share Analysis

##### 9.2.5.2. Saudi Arabia Outdoor Furniture Market Outlook

###### 9.2.5.2.1. Market Size & Forecast

###### 9.2.5.2.1.1. By Value

###### 9.2.5.2.2. Market Share & Forecast

###### 9.2.5.2.2.1. By Product Market Share Analysis

###### 9.2.5.2.2.2. By Material Type Industry Market Share Analysis

###### 9.2.5.2.2.3. By End Use Industry Market Share Analysis

###### 9.2.5.2.2.4. By Distribution Channel Industry Market Share Analysis

##### 9.2.5.3. UAE Outdoor Furniture Market Outlook

###### 9.2.5.3.1. Market Size & Forecast

###### 9.2.5.3.1.1. By Value

###### 9.2.5.3.2. Market Share & Forecast

###### 9.2.5.3.2.1. By Product Market Share Analysis

###### 9.2.5.3.2.2. By Material Type Industry Market Share Analysis

###### 9.2.5.3.2.3. By End Use Industry Market Share Analysis

###### 9.2.5.3.2.4. By Distribution Channel Industry Market Share Analysis

##### 9.2.5.4. Turkey Outdoor Furniture Market Outlook

###### 9.2.5.4.1. Market Size & Forecast

###### 9.2.5.4.1.1. By Value

###### 9.2.5.4.2. Market Share & Forecast

###### 9.2.5.4.2.1. By Product Market Share Analysis

- 9.2.5.4.2.2. By Material Type Industry Market Share Analysis
- 9.2.5.4.2.3. By End Use Industry Market Share Analysis
- 9.2.5.4.2.4. By Distribution Channel Industry Market Share Analysis

## **10. SOUTH AMERICA OUTDOOR FURNITURE MARKET OUTLOOK**

### **10.1. Market Size & Forecast**

#### **10.1.1. By Value**

### **10.2. Market Share & Forecast**

#### **10.2.1. By Product Market Share Analysis**

#### **10.2.2. By Material Type Industry Market Share Analysis**

#### **10.2.3. By End Use Industry Market Share Analysis**

#### **10.2.4. By Distribution Channel Industry Market Share Analysis**

#### **10.2.5. By Country Market Share Analysis**

##### **10.2.5.1. Argentina Outdoor Furniture Market Outlook**

###### **10.2.5.1.1. Market Size & Forecast**

###### **10.2.5.1.1.1. By Value**

###### **10.2.5.1.2. Market Share & Forecast**

###### **10.2.5.1.2.1. By Product Market Share Analysis**

###### **10.2.5.1.2.2. By Material Type Industry Market Share Analysis**

###### **10.2.5.1.2.3. By End Use Industry Market Share Analysis**

###### **10.2.5.1.2.4. By Distribution Channel Industry Market Share Analysis**

##### **10.2.5.2. Colombia Outdoor Furniture Market Outlook**

###### **10.2.5.2.1. Market Size & Forecast**

###### **10.2.5.2.1.1. By Value**

###### **10.2.5.2.2. Market Share & Forecast**

###### **10.2.5.2.2.1. By Product Market Share Analysis**

###### **10.2.5.2.2.2. By Material Type Industry Market Share Analysis**

###### **10.2.5.2.2.3. By End Use Industry Market Share Analysis**

###### **10.2.5.2.2.4. By Distribution Channel Industry Market Share Analysis**

##### **10.2.5.3. Brazil Outdoor Furniture Market Outlook**

###### **10.2.5.3.1. Market Size & Forecast**

###### **10.2.5.3.1.1. By Value**

###### **10.2.5.3.2. Market Share & Forecast**

###### **10.2.5.3.2.1. By Product Market Share Analysis**

###### **10.2.5.3.2.2. By Material Type Industry Market Share Analysis**

###### **10.2.5.3.2.3. By End Use Industry Market Share Analysis**

###### **10.2.5.3.2.4. By Distribution Channel Industry Market Share Analysis**

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

## **13. COMPETITIVE LANDSCAPE**

- 13.1. Business Overview
- 13.2. Application Offerings
- 13.3. Recent Developments
- 13.4. Key Personnel
- 13.5. SWOT Analysis
  - 13.5.1. Inter IKEA Systems B.V.
  - 13.5.2. Ashley Outdoor Furniture Industries, Inc.
  - 13.5.3. Brown Jordan Inc.
  - 13.5.4. Kenter
  - 13.5.5. Agio International Company, LTD
  - 13.5.6. Lloyd Flanders, Inc.
  - 13.5.7. Barbeques Galore
  - 13.5.8. Century Outdoor Furniture LLC.
  - 13.5.9. Aura Global Outdoor Furniture
  - 13.5.10. Kimball International Inc.

## **14. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 14.1. Key Focus Areas
- 14.2. Target Product
- 14.3. Target Material Type

## **15. ABOUT US & DISCLAIMER**

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