



CHHMA

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Hardware & Housewares Report 2019

MARKET DATA REPORT

In today's hyper competitive retail market, product assortment is key to achieve differentiation and relevance to customers.

CHHMA has compiled a report which details the comparative value of product groups and product in the Canadian Home & Home Improvement market. This covers all channels including stores, e-commerce, commercial and cross-border.

Key Product Categories:

- Hardware & Houseware
- Hardware
- Large Appliances
- Building Materials
- Lawn & Garden
- Health & Safety
- Tools
- Lighting
- HVAC
- Small Appliances
- Cleaning Products
- Batteries

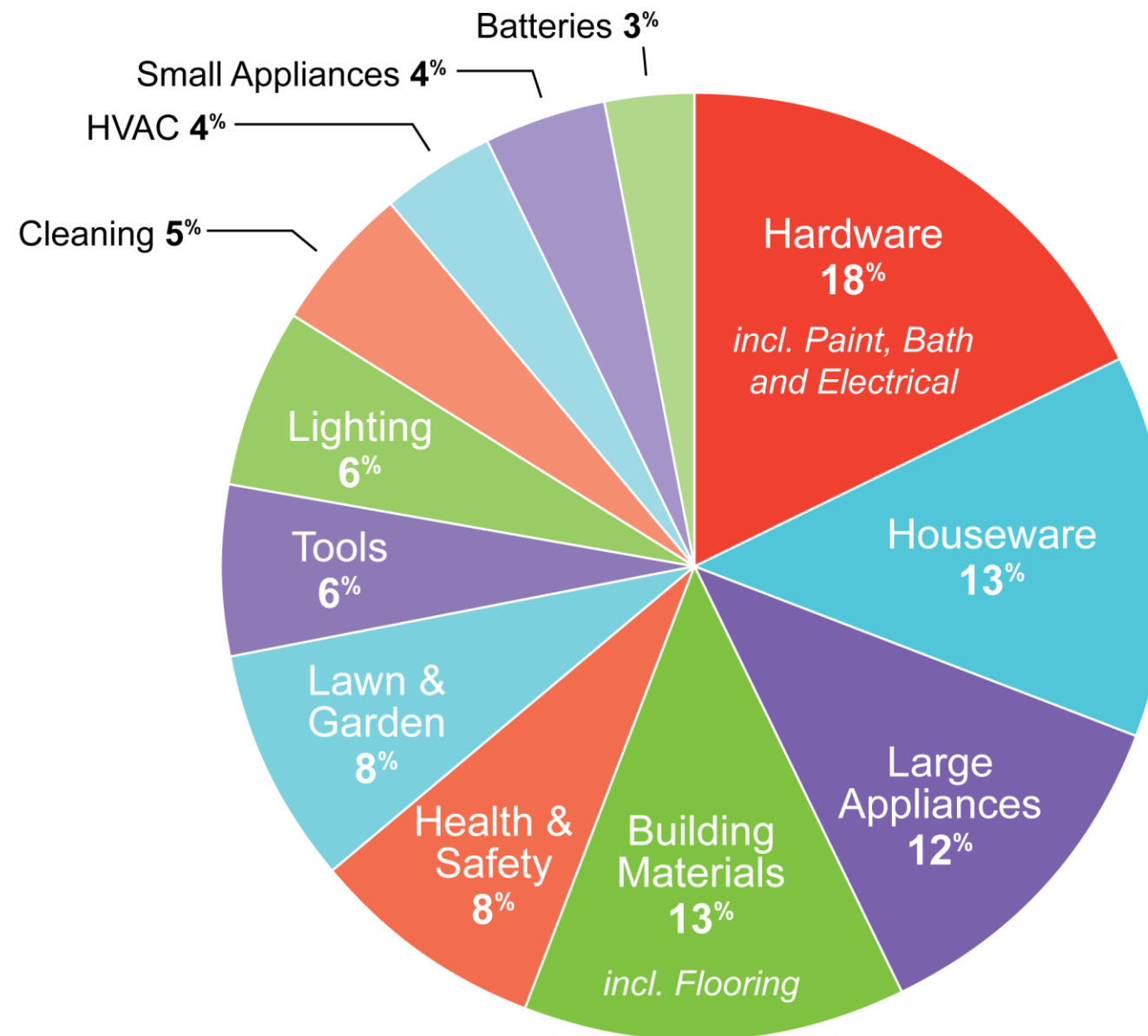
Values and percentages in the report are based on import values. Retail values are estimated to be 2-3X values shown.

How can this information help your business?

- It provides a full picture of the market
- Allows you to assess future market prospects
- Identifies key success factors on the market
- Enables you to adjust your marketing strategy based on solid data

HARDWARE & HOUSEWARE

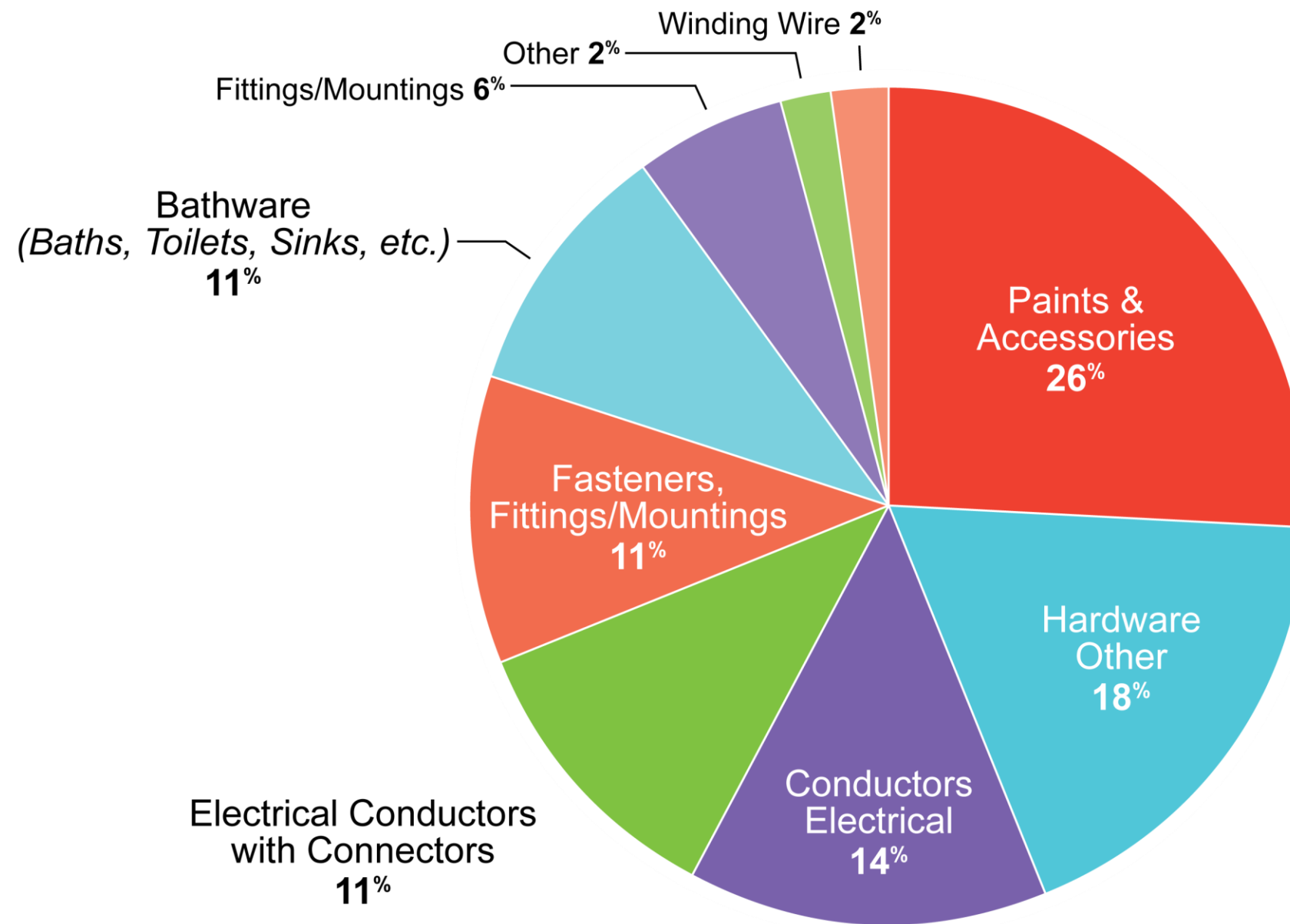
C \$41 billion (FOB)



Percentages are based on 2018 value of imports (FOB costs) into Canada.

HARDWARE

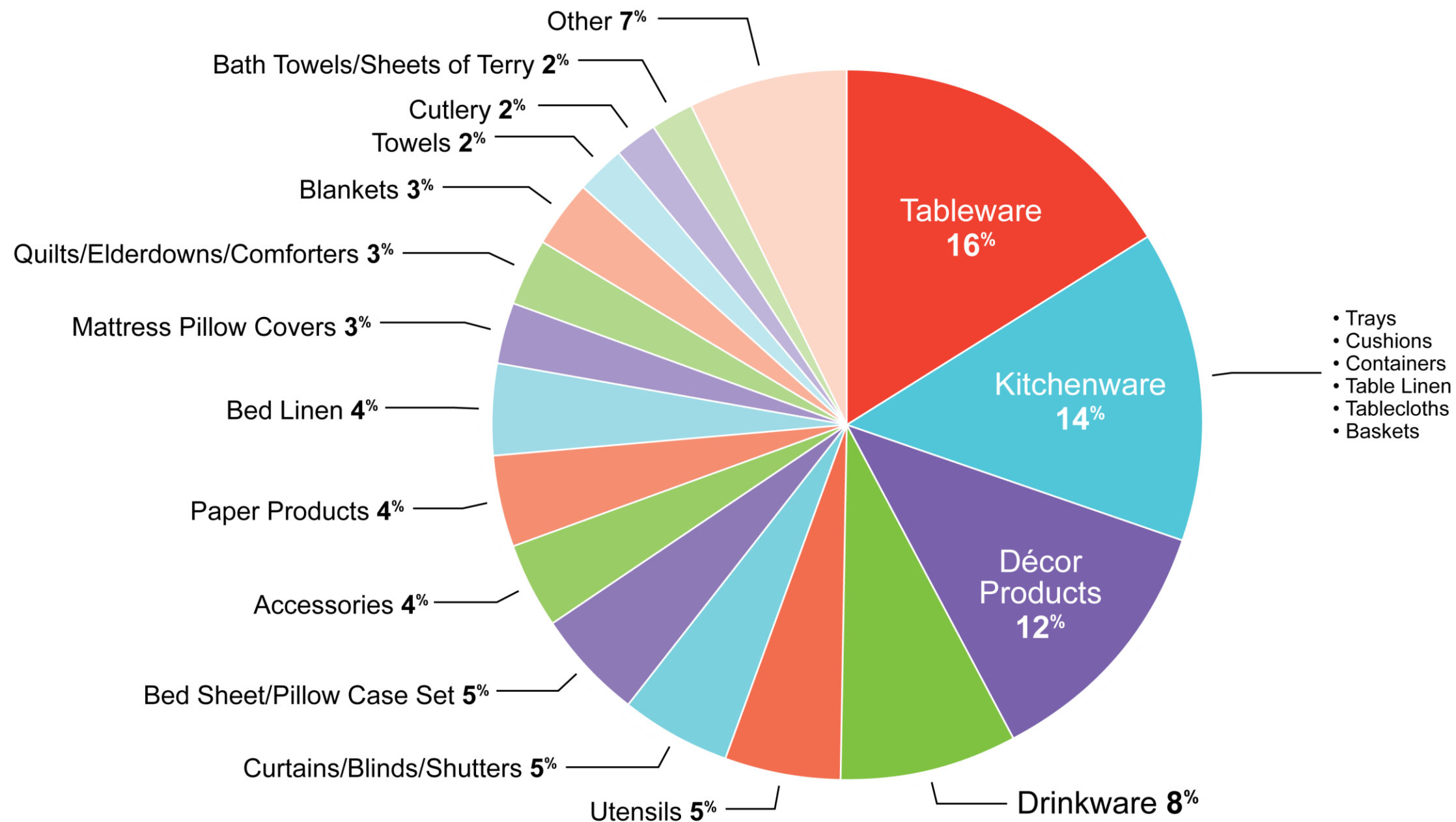
\$7.6 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

HOUSEWARE

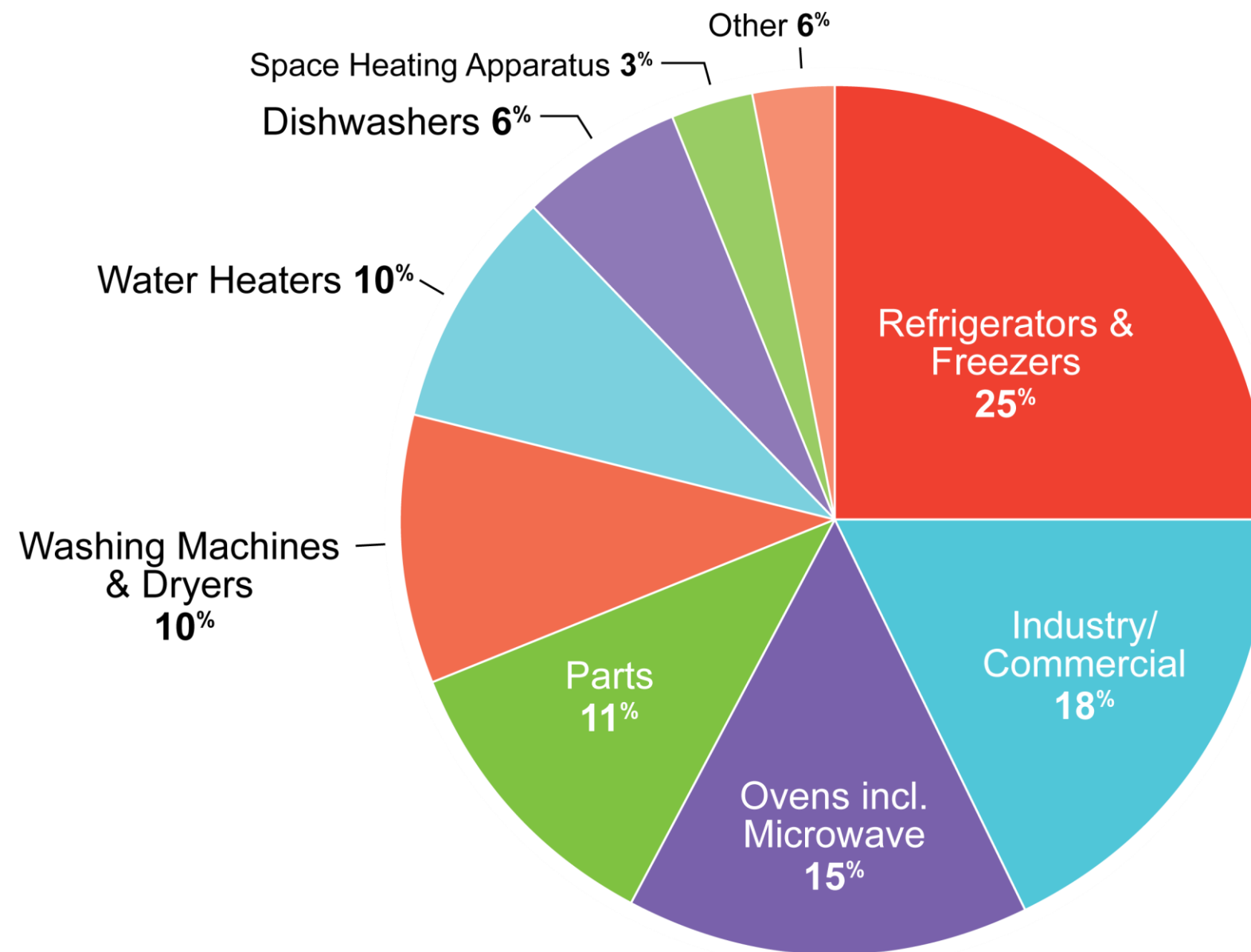
\$5.4 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

LARGE APPLIANCES

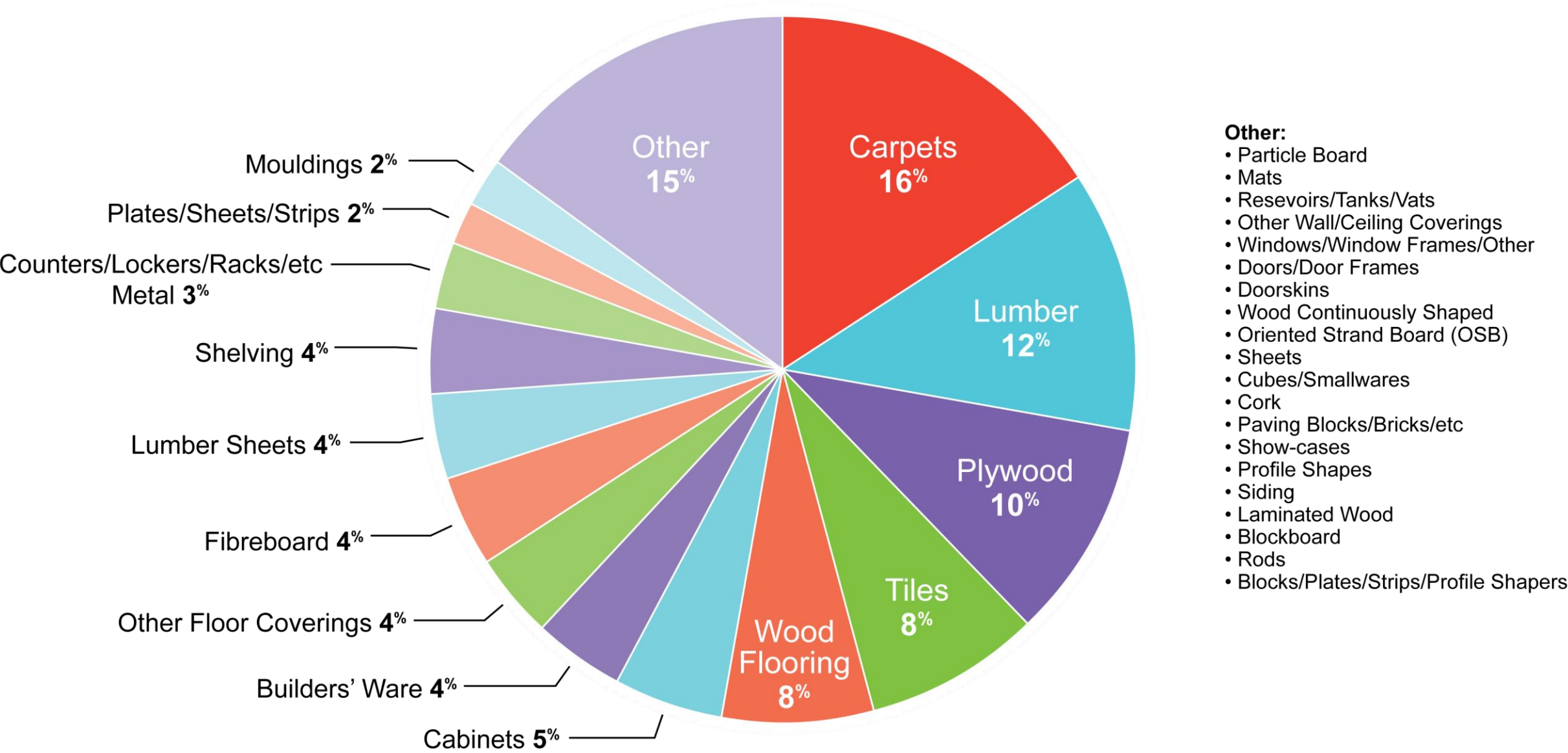
\$5.2 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

BUILDING MATERIALS

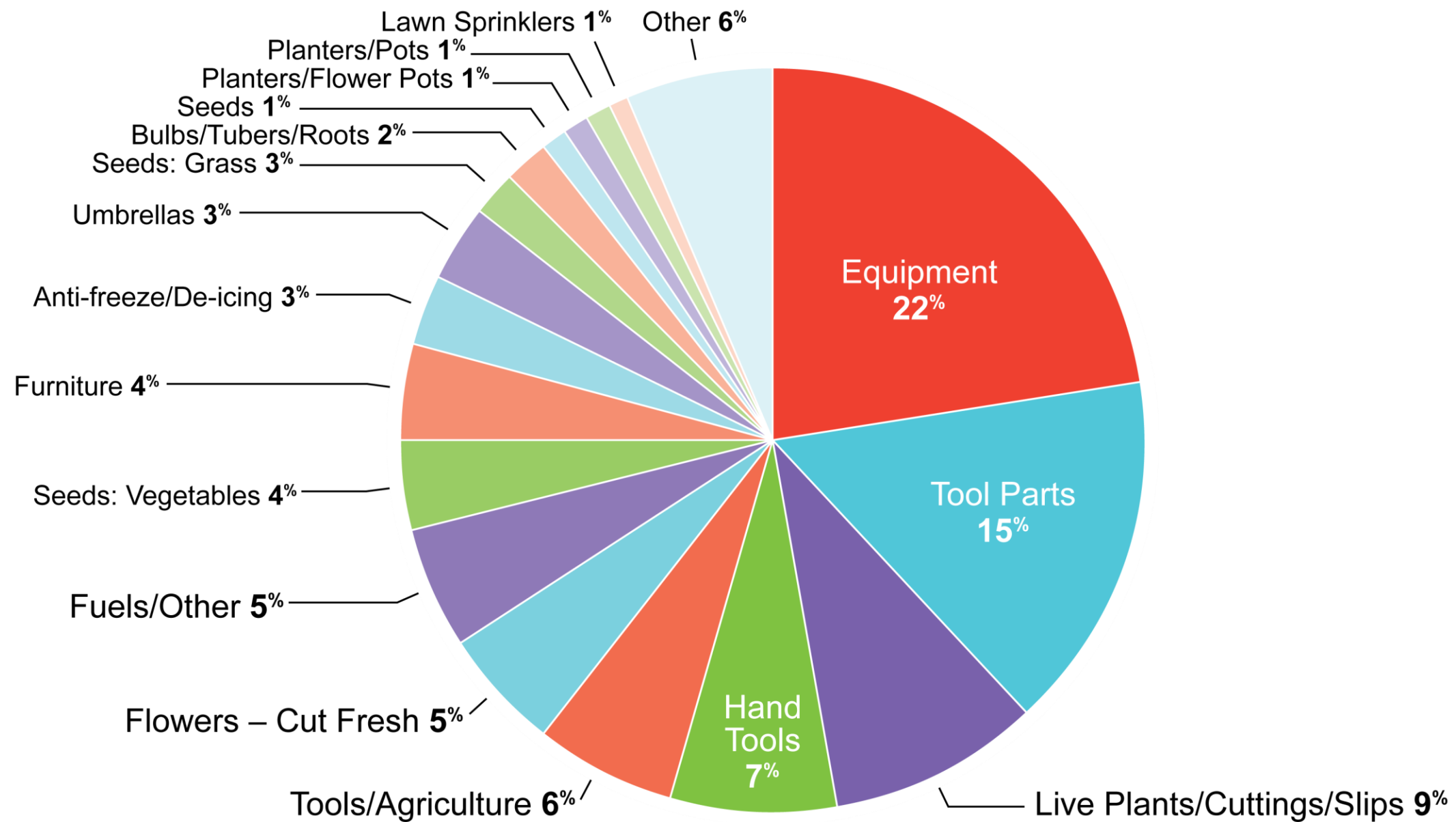
\$5.2 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

LAWN & GARDEN

\$3.3 billion*

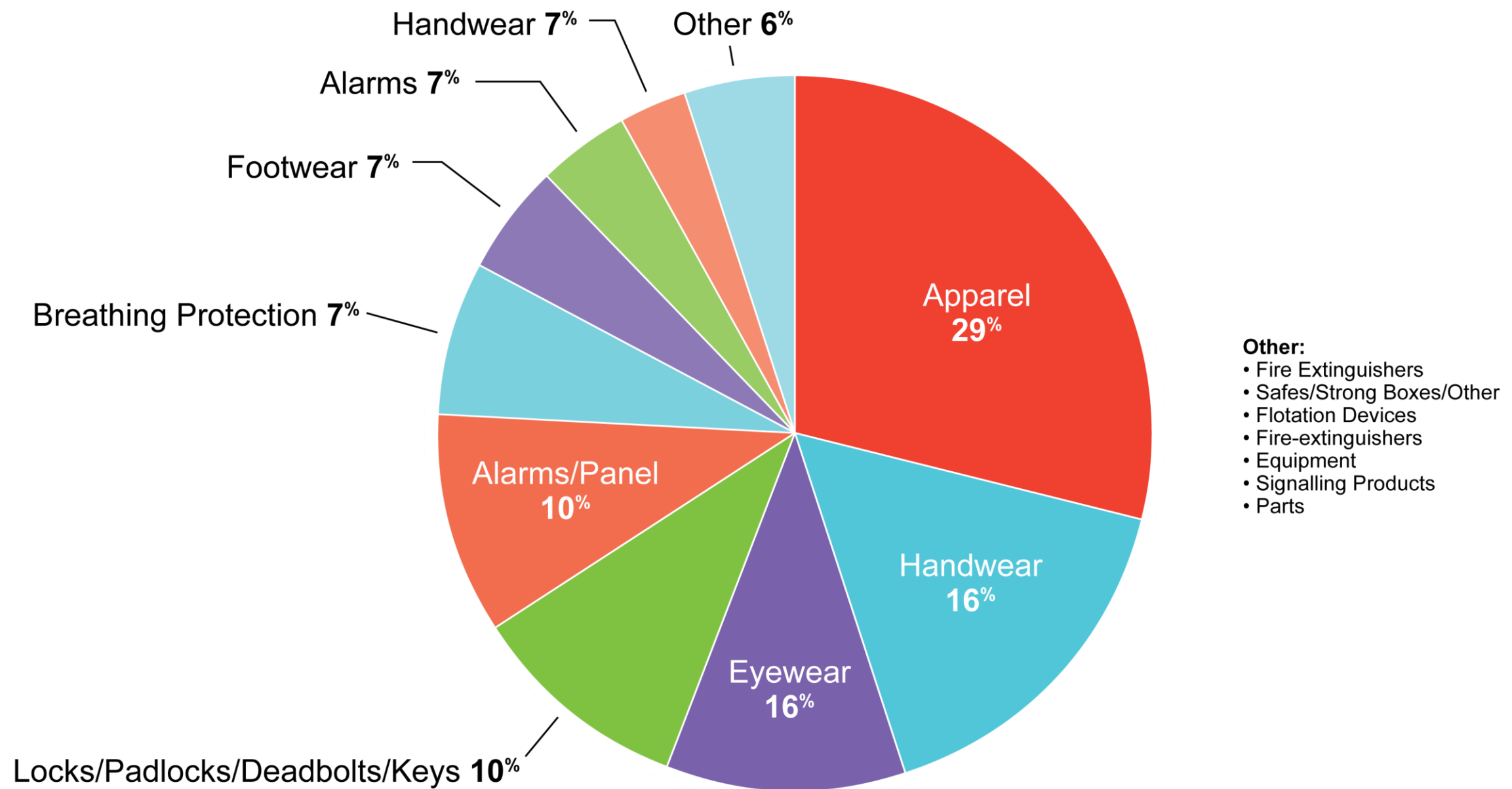


Percentages are based on 2018 value of imports (FOB costs) into Canada.

*Chemicals \$1.9 billion excluded. Chemicals are defined by chemical composition not packaging.

HEALTH & SAFETY

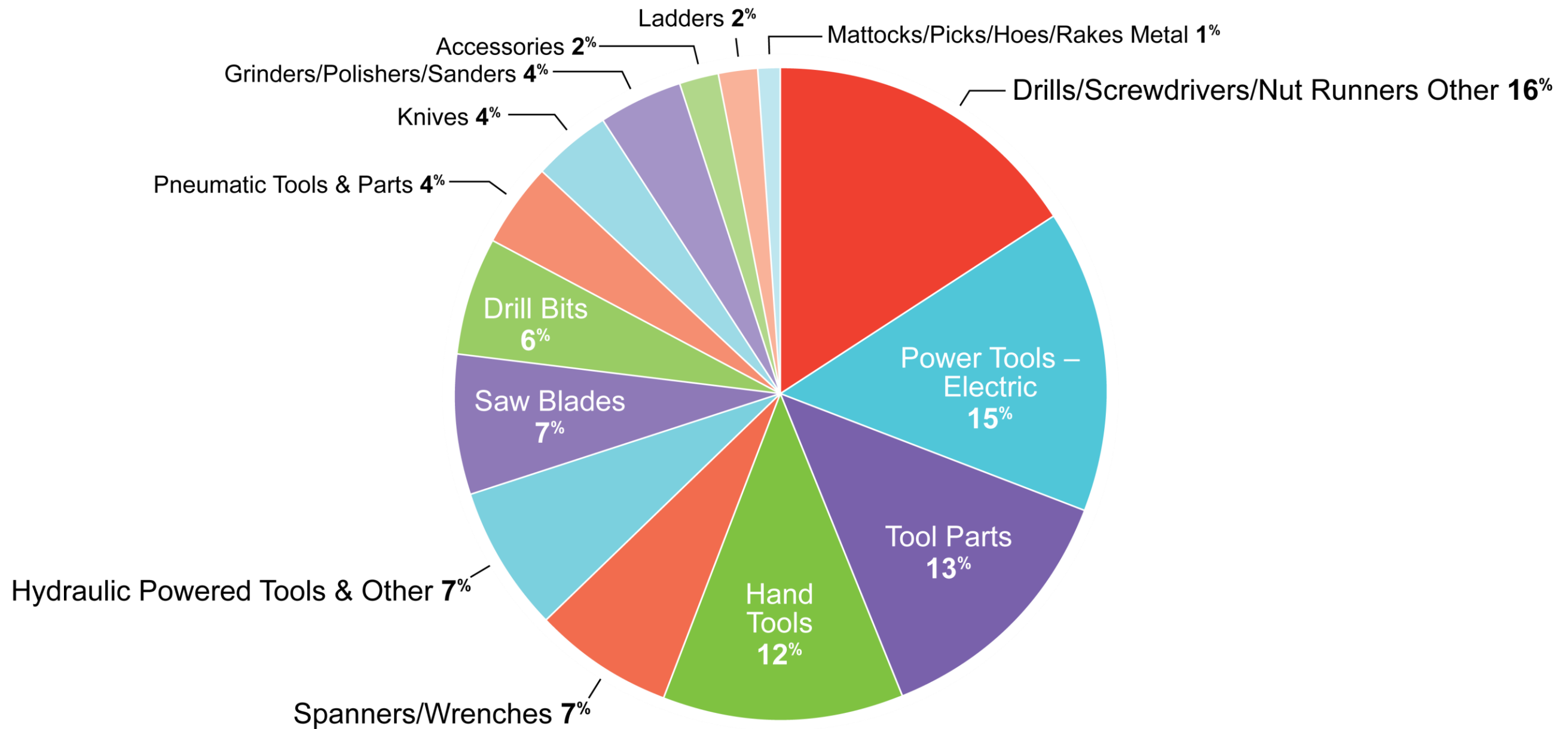
\$3.4 billion*



Percentages are based on 2018 value of imports (FOB costs) into Canada.

TOOLS

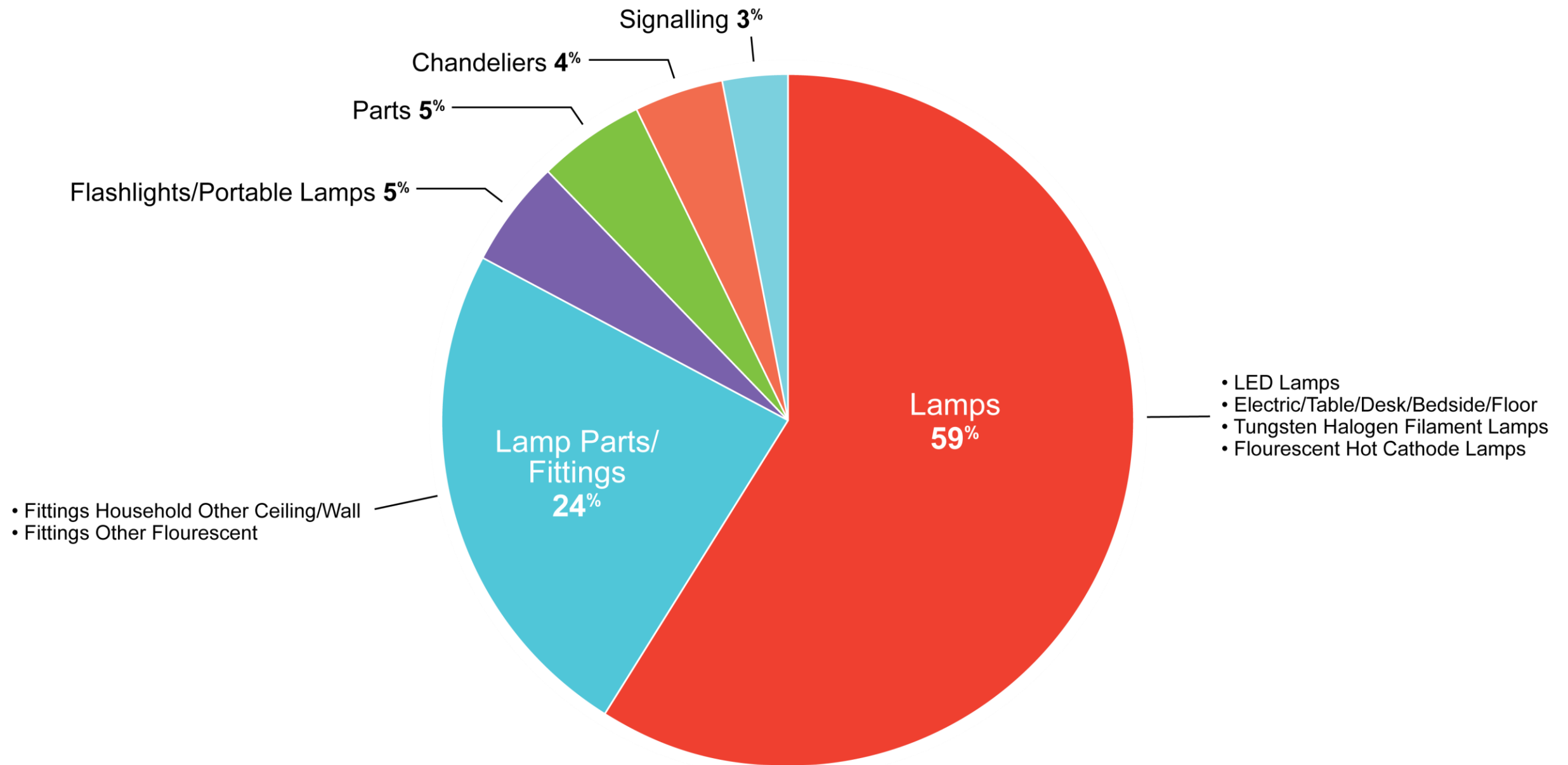
\$2.4 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

LIGHTING

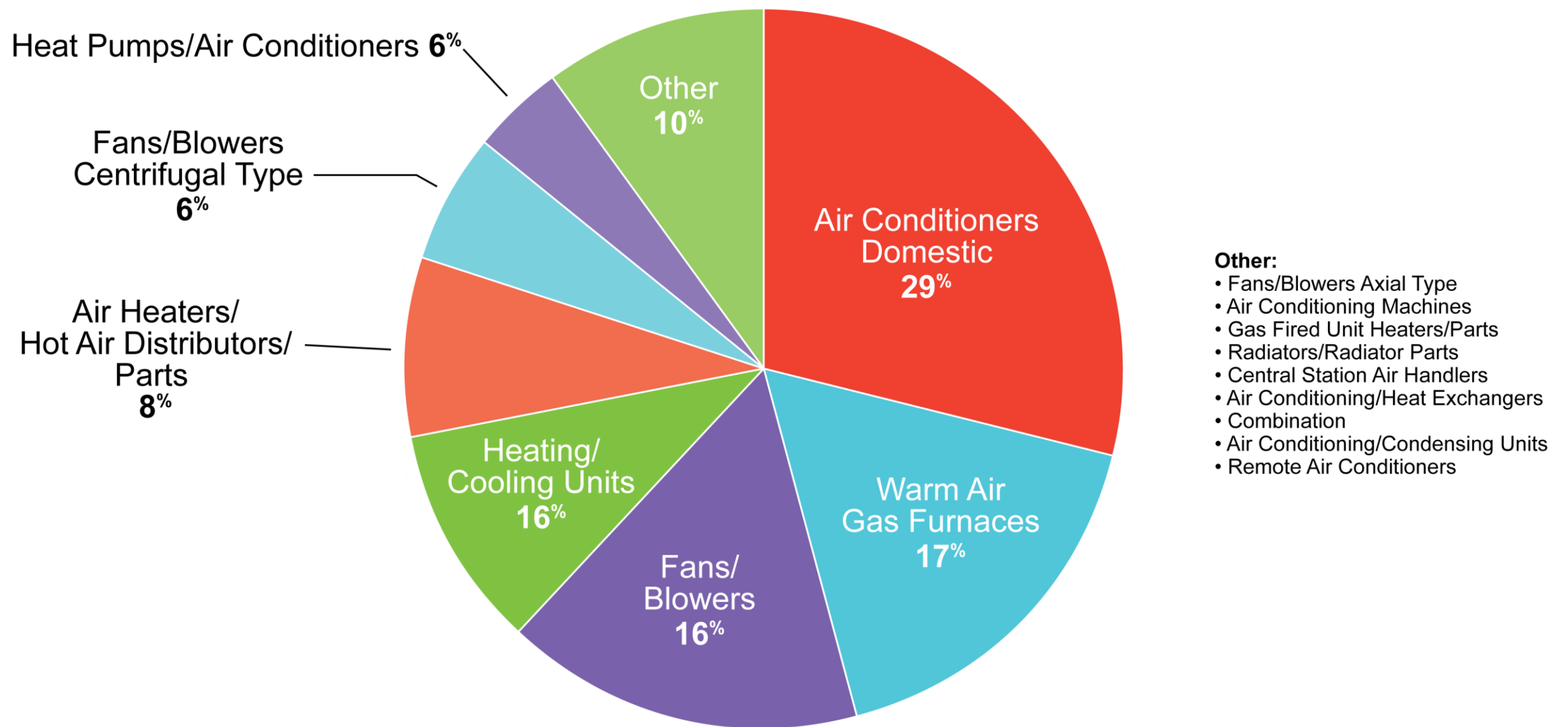
\$2.4 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

HVAC

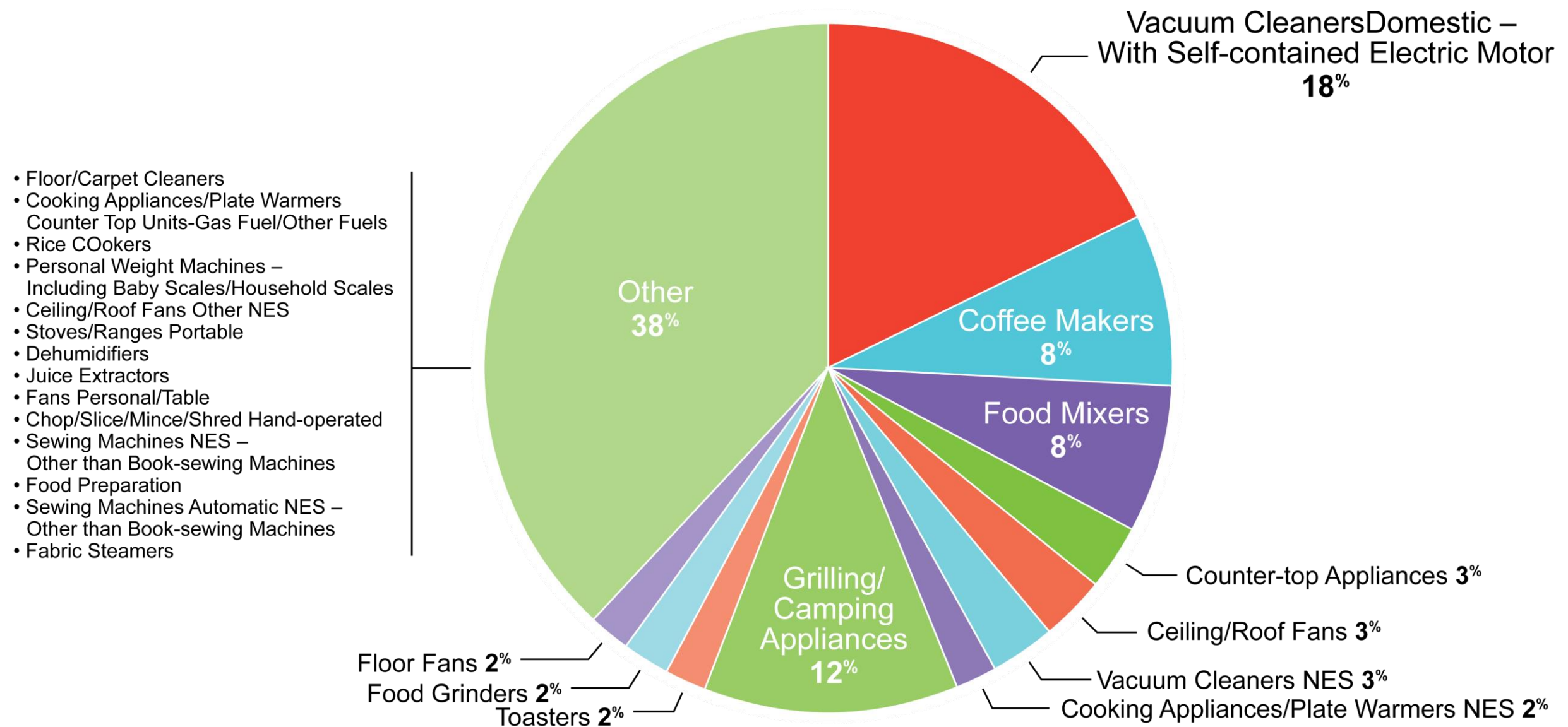
\$1.7 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

SMALL APPLIANCES

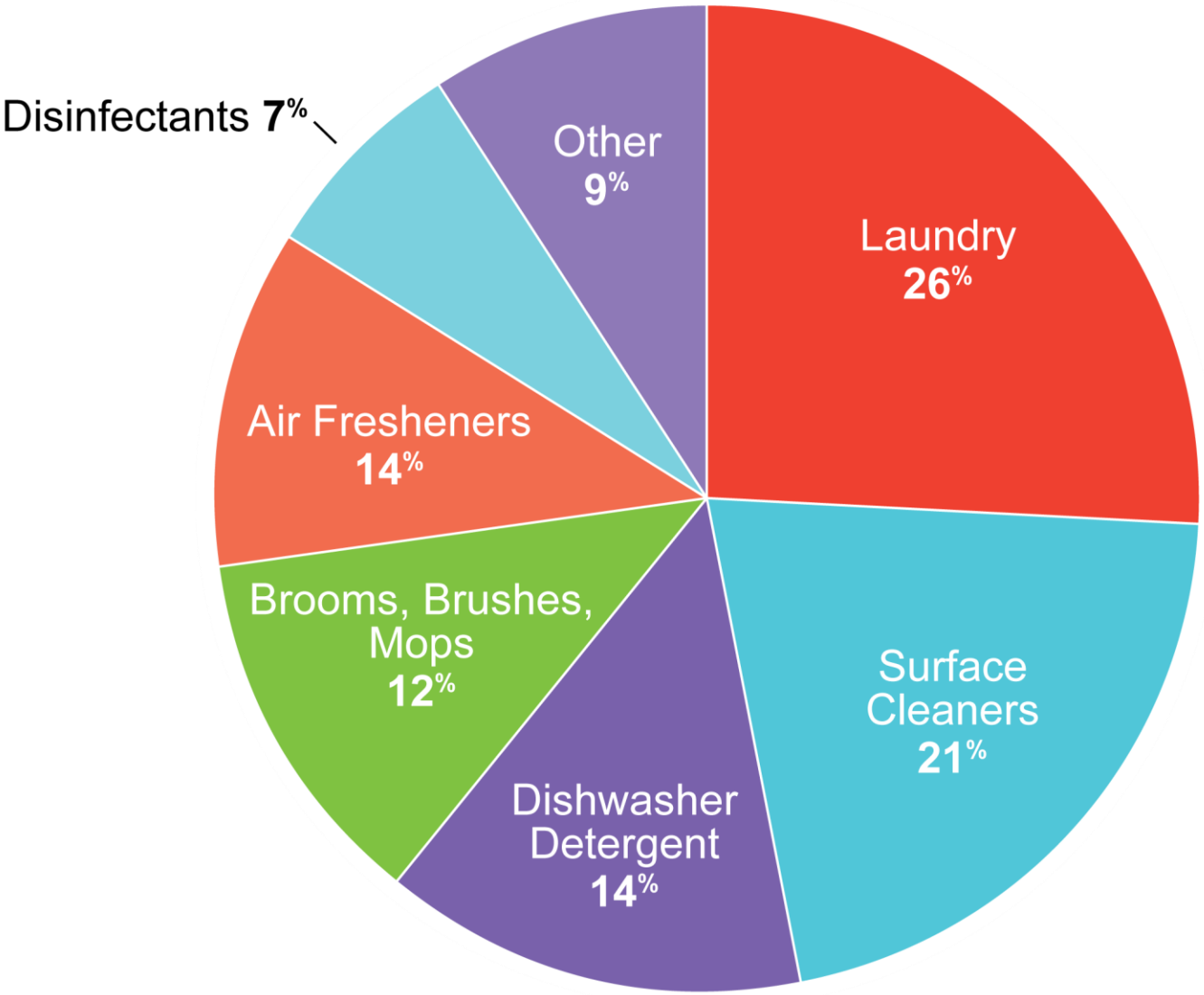
\$2.3 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

CLEANING PRODUCTS

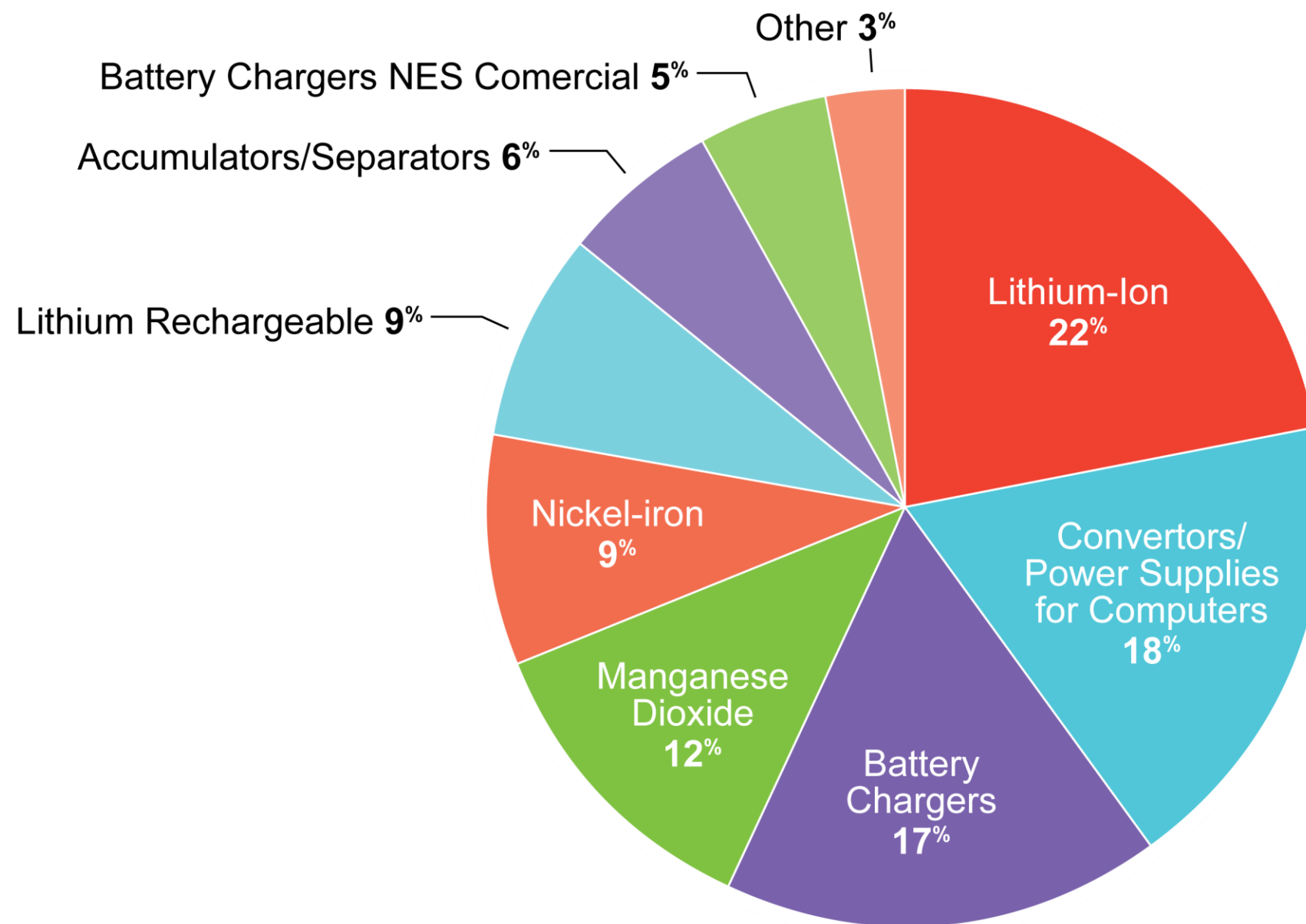
\$1.9 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

BATTERIES

\$1.1 billion



Percentages are based on 2018 value of imports (FOB costs) into Canada.

NOTES

The objective in producing these charts is to show the comparative spend by different product categories.

The categories selected focus on the home; renovations, equipment and appliances.

Charts are a consolidation of the FOB value of thousands of products imported into Canada in 2018. Import values cover all channels; stores, ecommerce, retail and commercial and cross-boarder sales.

Percentages should not change dramatically, with the possible exception of lumber when sales by Canadian manufacturing are included.

Retail values are estimated to be 2-3 times the FOB values.

Detailed spreadsheets covering thousands of individual products are available. Details include multi-year values, quantities and unit costs.

CHHMA

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