WHO WE ARE

Founded in Milan (Italy) in 1980, CSIL - Centre for Industrial Studies is an independent Research and Consulting company specialized in applied economic research, evaluation of public investment projects, business intelligence, support to development programs and policies, market analysis and SMEs economics. Since its origin, CSIL has been established as a center of excellence concentrating on the diagnosis and design of company and sector strategies, and the analysis of factors of competitiveness at Local, and global level.

WHAT WE DO

CSIL professional background encompasses a wide range of experiences at different levels: 26 partners in activity, 8 associated experts, an overall network of 50 experts. The research activities at CSIL are structured around two distinct but interrelated business areas:

- Industry Studies and Market Research
- Development and Evaluation Studies

Consistency and complementarity within the research objectives and methodological tools are ensured by a common statistical office and a Scientific Committee.

OUR VISION

“Careful analysis, global perspective, feasible projects”. CSIL boasts an empirical and experimental perspective, based on the direct and detailed observation of evidence, attentive to differences and similarities, with a concrete and versatile approach. CSIL research and consulting activities are driven by the search of hard facts that tell stories that are relevant to our clients. CSIL experts pursue their work with intellectual integrity and a genuine passion for understanding growth and innovation processes.
WORLD TRADE OF LIGHTING (W15)
Imports and exports of lighting fixtures, lamps, and related products in 70 countries. The analysis includes: 2014-2019 data; estimated segmentation according to product groups; breakdown of international trade by geographical area, estimated demand by country and main solutions; 2020-2023 forecasts.
About 280 pages – Language: English
Edition XXV, Year 2020, Price EUR 1600

LEDS AND THE WORLDWIDE MARKET FOR CONNECTED LIGHTING (S52)
Market size, competitive system, main applications and products, 2005-2019 trends and forecasts up to 2023. Top 100 players and market shares. Background technological information on LEDs and connected smart lighting (SCL). Early stages and prospects for human centric lighting (HCL), nanotechnology, laser and OLED lighting. Segments considered: Consumer, Hospitality; Office, School, Healthcare; Retail, Art & Museums; Industrial, Emergency, Horticultural; Street, Architectural outdoor LED lighting.
About 230 pages – Language: English

LIGHTING CONTRACT: TOP 150 ARCHITECTURAL COMPANIES AND LIGHTING DESIGNERS (S84)
The who’s who in the project segment of the lighting world. Short profiles. Estimated market size of the contract business, with focus on the upper-end segment.
About 155 pages – Language: English
Edition III, Year 2020, Price EUR 1600

E-COMMERCE FOR THE LIGHTING INDUSTRY (M3)
Trends in the e-commerce for the lighting fixtures industry. Case studies and analysis of the status and prospects of lighting fixtures retailing on the Internet; short profiles of leading e-commerce players, sales and market shares. Top wholesale chains and their approach to B2B and B2C e-commerce.
About 100 pages – Language: English
Edition IV, Year 2019, Price EUR 1000
FINANCIAL ANALYSIS OF 100 MAJOR LIGHTING MANUFACTURERS WORLDWIDE (W29)
Key financial data and ratios 2013-2017; profitability and financial structure indicators.
About 50 pages – Language: English
Edition II, Year 2019, Price EUR 1000

EUROPE

THE EUROPEAN MARKET FOR LIGHTING FIXTURES (EU6)
About 360 pages – Language: English
Edition XXIX, Year 2020, Price EUR 4000

THE EUROPEAN MARKET FOR EMERGENCY LIGHTING (EU24)
About 60 pages – Language: English
Edition II, Year 2017, Price EUR 1280

THE EUROPEAN MARKET FOR LIGHTING CONTROLS AND IoT (EU26)
Indoor and outdoor lighting controls, lighting management, IoT products. Estimated market data and forecast. Market breakdown. Short profiles. Market shares of the top manufacturers. Market breakdown by kind of product, application, demand (public or private) and light source. Geographical coverage: Europe (27) plus a snapshot on USA.
About 90 pages – Language: English
Edition II, Year 2017, Price EUR 1280
THE EUROPEAN MARKET FOR HEALTHCARE LIGHTING (EU31)
Market size and activity trend for two healthcare macro segments. Main products and market drivers (demographic changes, healthcare expenditure, hospitals, nursing residential care facilities, dental practices and community pharmacies). Major players and weight of healthcare on the overall lighting turnover.
About 80 pages – Language: English
Edition I, Year 2015, Price EUR 1280

AMERICAS

THE LIGHTING FIXTURES MARKET IN THE UNITED STATES (S15)
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THE LIGHTING FIXTURES MARKET IN LATIN AMERICA (S58)
alysis of the lighting fixtures market in five Latin American countries (Argentina, Brazil, Chile, Colombia, Mexico). Lighting fixtures industry statistics (production, consumption, imports, exports), sales data and market shares of the top manufacturers in each country considered.
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Edition IV, Year 2018, Price EUR 1600
ASIA

THE LIGHTING FIXTURES MARKET IN CHINA (S27)
About 180 pages – Language: English
Edition XIII, Year 2020, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN INDIA (S33)
About 120 pages – Language: English
Edition VIII, Year 2020, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN JAPAN (S72A)
Activity trend 2013-2018; international trade; sales and market shares of the major players; distribution channels; LED and conventional light sources.
About 120 pages – Language: English
Edition IV, Year 2019, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN ASIA PACIFIC (S72B)
About 160 pages – Language: English
Edition IV, Year 2020, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN AUSTRALIA AND NEW ZEALAND (S72C)
Activity trend 2011-2016; international trade; sales and market shares of the major players; distribution channels; LED and conventional light sources.
About 100 pages – Language: English
Edition III, Year 2017, Price EUR 1280
RUSSIA, TURKEY, MIDDLE EAST, AFRICA

THE LIGHTING FIXTURES MARKET IN RUSSIA (S28)
About 140 pages – Language: English
Edition X, Year 2020, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN THE MIDDLE EAST AND NORTH AFRICA (S38)
Countries considered: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE. Economic indicators, lighting fixtures market size and activity trend (by applications and products), international trade, main competitors, distribution channels, LED penetration.
About 160 pages – Language: English
Edition VII, Year 2020, Price EUR 1600

THE LIGHTING FIXTURES MARKET IN TURKEY (S45)
Trends in lighting fixtures production and consumption, imports and exports, distribution and prices for residential, commercial, industrial and outdoor lighting. Data on lighting fixtures sales and market shares for the major lighting fixtures companies active on the Turkish market.
About 90 pages – Language: English
Edition III, Year 2016, Price EUR 1280

THE LIGHTING FIXTURES MARKET IN AFRICA (S79)
Analysis of the market for lighting fixtures and lamps in 15 African countries. Market size and activity trend, trade flows, analysis of the competitive system: main local and foreign players present in the market and short profiles for around 40 companies; demand drivers and macroeconomic indicators.
About 160 pages – Language: English
Edition I, Year 2015, Price EUR 1280

THE LIGHTING FIXTURES MARKET IN AZERBAIJAN (S78)
Historical data on production, consumption, international trade. Analysis of competitive system, market shares and short company profiles of the major lighting fixtures companies and distribution channels.
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Edition I, Year 2014, Price EUR 1280
OUTDOOR LIGHTING

THE WORLD MARKET FOR OUTDOOR LIGHTING (W19)
Countries covered: Europe (North, West, East, Central), China, United States, Japan, Turkey, Russia, India, Americas, Middle East, and South Africa. Market size and activity trend for 70 countries. Residential lighting outdoor, architectural outdoor, street lighting, tunnel lighting, area lighting. Top players and market shares. Specific focus on outdoor connected lighting.
About 160 pages – Language: English
Edition V, Year 2019, Price EUR 1600

THE EUROPEAN MARKET FOR OUTDOOR LIGHTING (EU30)
Outdoor lighting fixtures industry statistics, sales data and market shares of the top manufacturers. Market breakdown by kind of product, application, demand (public/private), light source. Geographical coverage: European Union 15 + Norway and Switzerland.
About 80 pages – Language: English
Edition I, Year 2014, Price EUR 1280

IL MERCATO ITALIANO: DELL’ILLUMINAZIONE OUTDOOR (IT40)
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Approximately 40% of CSIL’s market research is carried out “on demand”. Custom research meets the specific needs of the Client and the results are for its sole use. Customized research is based on a multidisciplinary approach, using both desk and field analyses. CSIL has partners and correspondents in around 20 countries including China, India, Russia, USA, Brazil and all over Europe. Costs for customized projects are usually between 3,000 Eur and 30,000 Eur. Detailed offers, including budget and methodology, are provided for each request. Delivery time are usually 2-8 weeks.

MARKET BRIEFS

**Issues we address:** Bird-eye on a potential market with a specific sector or thematic focus, recent trends and expected short and long-term developments.

**Tools:** Market information from CSIL database, desk research, secondary data analysis, selected interviews, econometric models, machine learning methodologies (geolocation, sentiment analysis).

**Expected results:** Key information for the decision about the ‘go or stop’ in a new business field or country, fact findings for production, investment and sales planning.

**Some recent experiences:** Biannual surveys for consumer luminaires; Serviceability lighting; World Retail Lighting; Stock of LED luminaires in selected countries and applications; The Italian market for professional fire alarms.

ENTRY STRATEGIES

**Issues we address:** Supporting your strategy design in approaching a new market (which channels, investments, job recruiting, flagship products, purchasing process).

**Tools:** In-depth industry interviews, desk research, statistical data analysis.

**Expected results:** Recommendations on market entry strategy with action plan.

**Some recent experiences:** Census of lighting controls and related activity players in Europe; Partner research for an OLED supplier in the high-end contract furniture market; Prospects for embedded lighting in furniture; The tunnel lighting market in three emerging countries.

COMPETITION AND POSITIONING ANALYSIS

**Issues we address:** We track activities and initiatives of existing and emerging competitors, evaluating their impact and allowing the client to respond quickly. Company data are analysed within the sector’s scenario in order to understand its positioning, possible future developments and trends in market shares.

**Tools:** This is usually performed in three steps: company check-up, market environment, competitor analysis. Key tools are in-depth interviews to industries representatives, desk research, secondary, data analysis and statistics.

**Expected results:** Database for the client’s competitive intelligence, industry benchmarking, brand portfolio and SWOT analysis.

**Some recent experiences:** Market share analysis in the lighting market worldwide; competitive positioning of three brands in the design-oriented market; long-term trends (30 years) in the European lighting market; top 5 five players in selected Asian markets.
CSIL CUSTOMIZED RESEARCH

ANALYSIS OF PRODUCT TRENDS, PRODUCT TESTS

Issues we address: Assessing the competitive advantage of products and selling strategy.

Tools: Interviews with trade representatives, key testimonials and trend setters, mystery shopping.

Expected results: Distribution channel assessment, testing new products in terms of prices and product features.

Some recent experiences: Linear lighting market analysis; potential market for new kind of flat glass; classical versus contemporary lighting; ecological and standard thermoplastics; LED candle market in Europe, USA, and China.

PRODUCT DESIGN STRATEGY

Issues we address: Identifying the company guidelines for the future communication/product/service scenario, analysing design opportunities in terms of new products. Innovation concept design.

Tools: Tailored made design laboratories, workshops and seminars involving R&D, Production, Marketing and Design managers.

Expected results: Design strategy, product/communication strategy design research, design workshop training.

Past experiences: Clients include companies in Italy, Bangladesh, Thailand. CSIL Experts have also given training, workshops and consulting in Germany, Italy, Mexico, and USA.

TRADE AND CUSTOMER SATISFACTION

Issues we address: Investigating the degree of satisfaction of customers or other relevant actors; identifying the key factors affecting their (implicit and explicit) satisfaction.

Tools: Survey data coupled with advanced methods and tools for processing survey data. CAWI (Computer Assisted Web Interviewing) and Bulletin Board, by CSIL and Eumetra Monterosa.


LOCAL DEVELOPMENT STRATEGIES AND CLUSTERING POLICIES

Issues we address: Development planning of local productive systems and group of companies for development agencies, consortia, and institutions.

Tools: Supply and demand analysis, potential and actual market, strategic analysis of competition, SWOT Analysis, technical assistance for clustering policies, stakeholders mapping.

Expected results: Analysing development policies (legal framework and projects) as well as production factors, comparative analysis of local productive systems.

Some recent experiences: Summer School on Cost-Benefit Analysis of Investment Projects; evaluation of EU Cohesion Policy.
THE RESEARCH TEAM

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</table>