



Figure 1: Innovatie in Technologie - 3D-Geprint Meubelstuk



Figure 2: Innovatie in Technologie - Augmented Reality



Figure 3: Hedendaagse Trend - Milieuvriendelijke Zetel



Figure 4: Hedendaagse Trend - Ready-to-Assemble Meubels

Respondents per Generations

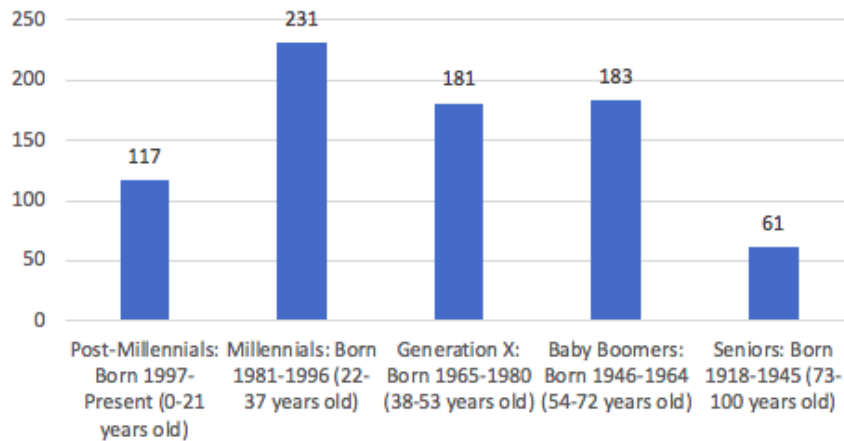


Figure 5: Enquête-Respondenten per Generatie

Nationality	(All)	
Price Category	(All)	
Standardized or Unique	(All)	
Classic or Modern	(All)	
Familiar or The Newest Trend	(All)	
Functional or Trendy	(All)	
Low-Priced or Expensive	(All)	
Basic or High-end	(All)	
Purchase Channel	(All)	
Generations		
Number of respondents in this generation		
Post-Millennials: Born 1997-Present (0-21 years old)		117
Millennials: Born 1981-1996 (22-37 years old)		231
Generation X: Born 1965-1980 (38-53 years old)		181
Baby Boomers: Born 1946-1964 (54-72 years old)		183
Seniors: Born 1918-1945 (73-100 years old)		61
Grand Total		773
All generations	100,0%	of all respondents with this nationality
Post-Millennials: Born 1997-Present (0-21 years old)	100,0%	of the respondents within this generation
Millennials: Born 1981-1996 (22-37 years old)	100,0%	of the respondents within this generation
Generation X: Born 1965-1980 (38-53 years old)	100,0%	of the respondents within this generation
Baby Boomers: Born 1946-1964 (54-72 years old)	100,0%	of the respondents within this generation
Seniors: Born 1918-1945 (73-100 years old)	100,0%	of the respondents within this generation

Figure 6: Draaitabel om Ideale Doelgroep te Berekenen

Nationality	Belgian	
Price Category	(Multiple Items)	
Standardized or Unique	Standardized	
Classic or Modern	Modern	
Familiar or The Newest Trend	(All)	
Functional or Trendy	(All)	
Low-Priced or Expensive	(All)	
Basic or High-end	High-end	
Purchase Channel	(All)	
Generations		
Number of respondents in this generation		
Post-Millennials: Born 1997-Present (0-21 years old)		3
Millennials: Born 1981-1996 (22-37 years old)		13
Generation X: Born 1965-1980 (38-53 years old)		13
Baby Boomers: Born 1946-1964 (54-72 years old)		4
Grand Total		33
All generations	8,5%	of all respondents with this nationality
Post-Millennials: Born 1997-Present (0-21 years old)	5,3%	of the respondents within this generation
Millennials: Born 1981-1996 (22-37 years old)	12,0%	of the respondents within this generation
Generation X: Born 1965-1980 (38-53 years old)	14,6%	of the respondents within this generation
Baby Boomers: Born 1946-1964 (54-72 years old)	4,0%	of the respondents within this generation
Seniors: Born 1918-1945 (73-100 years old)	#REF!	of the respondents within this generation

Figure 7: Doelgroep Berekening voor Moderne, High-end, Standaard Meubels tussen 2.000 tot 10.000 euro in België

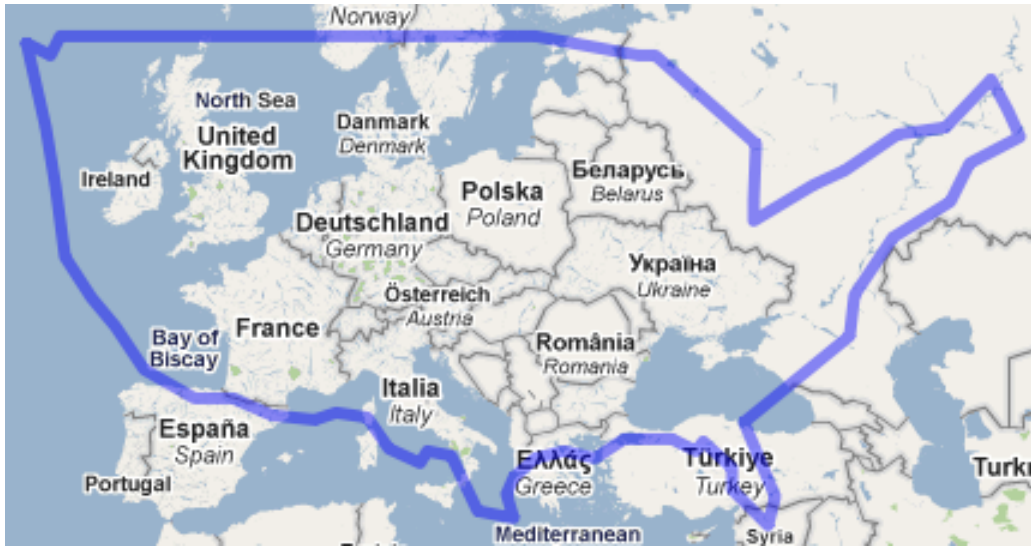


Figure 8: Omvang Amerikaanse Markt

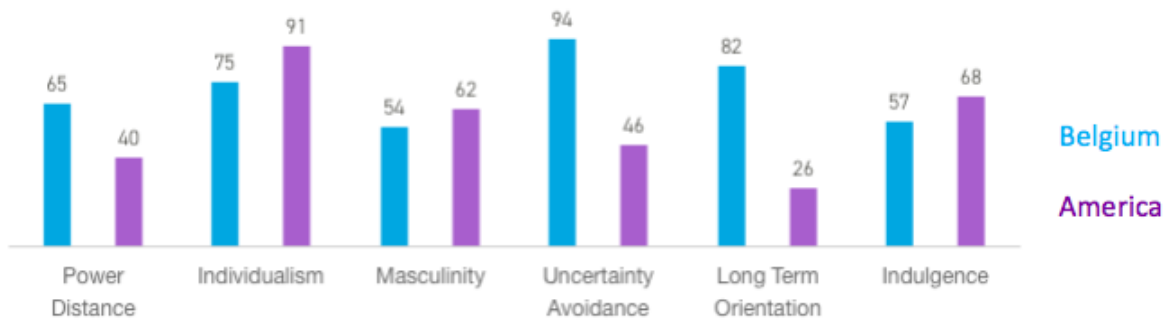


Figure 9: Vergelijking Cultuur BE vs VS - Hofstedes Dimensies



Figure 10: Handelssituatie tussen EU en VS