

Market Development

MARKET BRIEFING

BASKETWORK

OVERVIEW OF THE EUROPEAN UNION

1995

ITC



INTERNATIONAL TRADE CENTRE UNCTAD WTO

Basketwork - Overview of the European Union market

Product description

This market brief covers small articles of basketwork which are mainly imported from developing countries and which are classified under the following code:

CN 4602.10-91 Basketwork and other articles made directly from vegetable plaiting materials.

ITC has also prepared market briefs on related products:

Rattan Furniture: Overview of the European Union (1994),

Straw Hats: European Economic Community, Italy and the USA (1992).

European Union: imports of basketwork, 1989-1993 (V: ECU million; Q: thousands of metric tons)

	1989		1990		1991		1992		1993	
	V	Q	V	Q	V	Q	V	Q	V	Q
Total	136.8	45.7	137.7	49.7	165.7	56.1	169.6	57.3	157.9	51.6
Extra-	122.3	42.8	118.6	45.8	144.0	51.5	145.9	51.8	141.2	48.3
Intra-	14.5	2.9	19.2	3.9	21.7	4.6	23.7	5.5	16.6	3.4

Note: Totals may not tally due to rounding off of data.

Source: Eurostat

Trade

During the period 1989-1993, the overall imports of basketwork increased by 13% in terms of volume (25% during 1989-1992). In 1993, however, demand for basketwork declined due in part to the recession which influenced consumer spending patterns for accessory articles of basketwork.

Germany is the largest importer of basketwork in the European Union accounting for approximately one-third of total imports, followed by the United Kingdom, France and the Netherlands. Details are given in annex I.

Main origins of imports

The main supplier of basketwork, in terms of volume, is China which accounted for almost 57% of total EU imports in 1993. Other major suppliers of basketwork were the Philippines (8.0%), Poland (7.3%) and Romania (6.7%). The Netherlands was the fifth largest supplier in 1993 with 3.8%; however, as domestic production of basketwork is extremely limited, data mainly reflect re-exports.

Market characteristics

Basketwork is both utilitarian and an accessory. In both cases, the consumption of basketwork has increased significantly in recent years. This can be attributed to the renewal of product lines and the development of new distribution channels in this sector, in particular through mail-order sales and department stores offering very high quality basketwork articles.

Articles can be either hand-made or machine-made, the former relying mainly on cottage industries. The main raw materials required are rattan cane, bamboo and leaves. Product assortment is extensive, catering to a wide range of consumer preferences.

The environmental trend has influenced colour lines and products with natural colors are the most popular (completely unbleached or decorated with a few coloured fibres). There is also a pronounced preference for warm colours (such as brown, red) and pastels (such as mauve).

Basketwork products are in demand throughout the year with seasonal peaks during Christmas when emphasis is given to gifts and ornamental articles, and in the summer for beach articles. Both utilitarian and ornamental articles are in demand, such as:

- **accessories for the home:** light fittings, hanging plant pots, umbrella stands, magazine stands, pet baskets;
- **household articles:** laundry baskets, shopping bags and baskets;
- **decorative articles:** glass mounts, table mats, mirror frames;
- **various trays and containers:** articles for plants, flowers and confectionery, including bread baskets;
- **baby items:** cradles and baby baskets;
- **small furniture items:** chairs, light furniture for children, small tables, garden furniture;
- **luggage items:** trunks, bags, cases.

Market access

Under the GATT, the percentage duty rate applicable to imports of basketwork is 3.7% under the tariff heading HS 4602.

Prices

Given the wide range of products available on the market, a discussion on prices is beyond the scope of this market brief. However, it is important to note that the high transport costs represent between 30% and 50% of the initial value of product. China's major share of the market is due to its very competitive prices.

Packaging

Packaging is extremely important to the success of trade in handicrafts since it affects the importer's perception of the overall quality of the goods. Basketwork must be well protected from moisture and mould before shipping. Drying methods at that stage very important as well as treatment with fungicides. Items must not be damaged during transit and since most basketwork is sensitive and easily squashed, it is recommended to use cartons and to avoid loose packaging. Do note that importers usually prefer to pay after inspection of the goods. It is possible to minimize transport costs by shipping an assortment of articles in a container.

Trade promotion

Various trade events are organized in the handicrafts sector in the European Union; details of trade fairs are given under Useful addresses. These events allow traders to keep themselves informed of new styles and to make contacts. Potential exporters should prepare detailed and informative material about their company and its products, including price lists and delivery capacity. Exporters should also access trade journals and specialized magazines which, together with consumer magazines, are the major advertising media (see Useful addresses).

Distribution channels

The bulk of the trade is handled by specialized importers. Some retailers import on a small scale. Major multiples and central buying groups have their own suppliers. The main outlets are department stores, specialized stores (such as IKEA), supermarkets and chain stores. A list of importers is given in annex II.

Market opportunities

The EU market, despite some fluctuations and a slight decrease in 1993, is expanding, and importers are constantly seeking new sources of supply. There is therefore scope for sales of products originating in other developing countries. Exporters should note, however, that competition is already fierce. Assistance from EU importers to artisans in developing countries can help strengthen the handicraft industry and develop new products. The table below shows trend projections of imports over the period 1996-1998. Germany is expected to maintain its position as the main importer, followed by the Netherlands which registered the highest growth over the period 1989-1993.

Trend projections - EU imports of basketwork (M ECU '000)

	1996	1997	1998
Germany	56,490	58,673	60,856
Netherlands	37,930	41,605	45,279
United Kingdom	24,851	24,708	24,565
France	22,975	23,052	23,130
Spain	14,466	15,471	16,477
Belgium - Luxembourg	12,175	13,173	14,172
Italy	9,370	8,535	7,700
Portugal	4,480	4,905	5,331
Greece	3,922	3,720	3,518
Denmark	2,481	2,537	2,593
Ireland	1,430	1,596	1,762

Source: ITC.

In recent years, large distribution networks have established their own retail outlets throughout the European Union, creating a demand for larger shipments and wider product ranges. This trend will affect manufacturers and exporters in developing countries where basketwork production is mainly based on cottage industries. One approach for small- and medium-size enterprises would be to group export orders or establish export consortia in order to maintain or increase market share, as well as facilitate market entry.

Useful addresses

A. ASSOCIATIONS

Germany

BWG - Bundesverband der
der Werbemittelberater
Grosshändler e. V.
Flintsprachstrasse 3
83607 Holzkirchen
Tel: (49) 8024-8258
Fax: (49) 8024-6692

Bundesverband Kunstgewerbe
& Geschenkartikel
Wohndesign e. V.
Max-Joseph-Strasse 4
80333 Munich 2
Tel: (49) 89-557701
Fax: (49) 89-5930145

United Kingdom

The Giftware Association
Federation House
10 Wyse Street
Birmingham B18 6LT
Tel: (44) 21-2362657
Fax: (44) 21-2363921

Crafts Council
44a Pentonville Road
Islington
London N1 9 By
Tel: (44) 71-2787700
Fax: (44) 71-8376891

B. TRADE JOURNALS

Germany

Present
Meisenbach Verlag
P.O. Box 2069
96011 Bamberg
Tel: (49) 951-8610
Fax: (49) 951-861158

Die Schaulade
Meisenbach KG
P.O. Box 2069
96011 Bamberg 2
Tel: (49) 951-8610
Fax: (49) 951-861158

Dedica
Dr. Harmsch Verlagsmittel
Blumensstrasse 30
90402 Nürnberg
Tel: (49) 911-203658
Fax: (49) 911-204579

FZ
Verlag Hans Schöner
Friedrich-Ebert-Str. 7-9
75203 Könnigsbach-Stein
Tel: (49) 7232-40070
Fax: (49) 7232-40079

United Kingdom

Gifts International
Bouvier Publishing Co Ltd.
147-151 Temple Chambers
London EC4Y 0DT
Tel: (44) 71-583 3030
Fax: (44) 71-583 4068

Popular Crafts
Argus Specialist Public.
Argus House, Boundary Way
Hemel Hempstead
Herts, H P2 7ST
Tel: (44) 442-66551

ELLE Decoration
Hache & Magazines LTD
Rex House, 4-12 Lower Regent Street
London SW 1 Y4 PE
Tel: (44) 71-9 309 050

France

"Offrir" & "Guide des Cadeaux"
Pierre-Jeanne & Fils Editeurs SA
7, av. Franklin Roosevelt
75008 Paris

Cahier des Importateurs et Créateurs
42, rue Grégoire de Tours
75006 Paris

C. TRADE FAIRS

Germany

"Ambiente"
Messe Frankfurt GmbH
PO Box 15 02 10
60062 Frankfurt/Main
Tel: (49) 69-7570
Fax: (49) 69-75756433
(usually held during February)

"Herbst"
Messe Frankfurt GmbH
PO Box 15 02 10
60062 Frankfurt/Main
Tel: (49) 69-7570
Fax: (49) 69-75756433
(usually held during August)

Raumausstattung
Westfälische
Dortmund
Tel: (49) 231-1204521
(annual in September)

H + H
Fairground Theresienhöhe
Munich
Tel: (49) 89-519 8120
(annual in November)

Consumers Nürnberg
Nürnberg Messezentrum
Nürnberg
Tel: (49) 9 11-86070
(annual in October/November)

Internationale Frankfurt
Messe Premiere
PO Box 9 710206
6000 Frankfurt 1
Tel: (49) 69-75750
(annual, end of January)

France

Crafts and Gifts Fair
Parc des Expositions et Congrès de Dijon
Bvd. de Chamagne
B.P. 108
21003 Dijon
Tel: (33) 8071 4434
Fax: (33) 8074 8650
(annual)(annual)

Artisa (Naturissima)
(arts & crafts fair)
ALPEXPO
B.P. 788
38034 Grenoble
Tel: (33) 7639 6600
Fax: (33) 7609 3648

Arts and crafts exhibition
Parc des Expositions
SAAF
30000 Nîmes
Tel: (33) 6684 9 339
Tlx: 49 09 26
(annual)

FAAS International
Rue des Bouillargues
62, rue d'Hauteville
75010 Paris
Tel: (33) 1-4770 9 583
Fax: (33) 1-4770 1054
(annual)

Decorat ion and furnit ure ex h ibit ion
Foire int erna tionale de Borde aux
Parc de s Exposit ions
B.P. 55
33030 Borde aux Ce de x
Tè l: (33) 5639 5555
Fax: (33) 5643 1460
(annual)

Scène s Int è rie ur
Padco Ble nhe im S.A.
22_24, rue du Pr è s id e nt W ilson
9 2532 Le vallois _ Fr è re t
Tè l: (33) 1-4756 5000
Fax: (33) 1-4756 9 29 2
(annual)

Spain

EXPO -0 CIO (Fè ria de l t ie m po libre)
Jbaquin Ma. Lopez 23
Madrid
Tè l: (34) 1-549 49 1

Parallè le
62, rue d'Il aut e ville
75010 Paris
Tè l: (33) 1-4523 0210
Tlx: 660005
Fax: (33) 1-4800 0857
(tw ice a ye ar)

Re gional h andicrafts ex h ibit ion
Parc de s Exposit ions e t de s Congrès
B.P. 2019
25050 Be sançon Ce de x
Tè l: (33) 8152 7353
Fax: (33) 8152 1836
(tw ice a ye ar)

Annex I

European Union: imports of basket work (V: ECU '000; Q: metric tons)

CN 4602.10.91	Trade flow	1991		1992		1993	
		V	Q	V	Q	V	Q
European Union	intra_EU	21723	4588	23694	5515	16637	3360
	extra_EU	143966	51510	145891	51753	141231	48273
Germany	intra_EU	4637	971	4172	893	2142	349
	extra_EU	47355	17083	42039	15299	46395	15924
Netherlands	intra_EU	1496	372	2763	957	708	179
	extra_EU	22868	9050	23509	9008	21673	8068
United Kingdom	intra_EU	4195	853	4035	820	2220	567
	extra_EU	21253	7720	22576	8389	22711	7593
France	intra_EU	4870	1116	5348	1262	5250	1140
	extra_EU	18020	6709	17260	6434	17366	6008
Italy	intra_EU	630	102	646	97	607	101
	extra_EU	12371	4763	14359	5457	10169	3864
Spain	intra_EU	1021	194	929	268	652	57
	extra_EU	9041	2279	11675	3009	9072	2590
Belgium - Luxembourg	intra_EU	3113	662	4126	907	2501	504
	extra_EU	4334	1379	5880	1855	5134	1733
Greece	intra_EU	344	72	259	59	272	40
	extra_EU	5473	1522	4326	1122	4077	1095
Denmark	intra_EU	455	101	183	34	147	26
	extra_EU	1554	542	1783	626	2630	921
Portugal	intra_EU	696	88	946	137	1043	185
	extra_EU	1546	389	2355	507	1819	416
Ireland	intra_EU	266	56	316	86	1095	212
	extra_EU	151	74	129	47	185	61

Source: Eurostat

Principal suppliers of basket work to the European Union (V: ECU '000; Q: metric tons)

CN 4602.10.91	1991		1991	1992		1993		1993
	V	Q	Unit Value	V	Q	V	Q	Unit Value
Total	16569.6	5609.9	2.95	16958.5	5727.7	15786.8	5163.3	3.06
Extra_EU	1439.66	515.10	2.79	14589.1	5175.3	14123.1	4827.3	2.93
Intra_EU	2172.3	458.8	4.73	2369.4	551.5	1663.7	336.0	4.95
China	862.52	316.41	2.73	886.51	319.24	845.7	292.92	2.89
Philippines	163.77	42.54	3.85	185.57	50.51	168.09	41.16	4.08
Netherlands	111.53	25.33	4.40	128.87	28.93	91.51	19.60	4.67
Poland	63.18	29.83	2.12	75.65	35.11	85.35	37.89	2.25
Romania	93.24	43.89	2.12	96.81	41.78	72.77	34.76	2.09
Croatia	0	0	0	32.04	8.85	65.02	17.42	3.73
Indonesia	37.24	13.10	2.84	41.19	13.25	60.93	18.25	3.34
Hong Kong	6.07	1.67	3.63	6.08	1.61	28.40	9.29	3.06
Morocco	22.14	8.39	2.64	19.32	7.10	20.89	8.47	2.47
Vietnam	12.09	4.02	3.01	12.53	3.96	17.52	5.35	3.27
United Kingdom	9.49	1.17	8.11	9.03	1.44	15.63	2.19	7.14
Belg_Lux.	1.640	3.78	4.34	3.727	1.193	1.552	3.44	4.51
Germany	1.280	2.85	4.49	1.523	2.97	1.354	2.51	5.39
Portugal	3.219	6.53	4.93	2.228	4.83	1.213	3.14	3.86
Kenya	7.92	1.06	7.47	9.90	2.00	7.38	1.54	4.79
Czechoslovakia	6.99	1.000	0.69	5.02	6.41	6.33	5.73	1.10
Italy	6.26	1.01	6.20	5.71	2.27	6.10	7.8	7.82
France	8.72	1.60	5.45	7.38	1.10	5.91	6.4	9.23
Taiwan (China)	9.18	2.56	3.59	4.80	1.34	5.19	9.7	5.35
Bangladesh	6.02	1.21	4.98	6.00	1.36	4.29	8.8	4.88
Spain	1.807	3.43	5.27	8.93	1.36	4.20	8.5	4.94
Ghana	2.41	7.4	3.27	2.32	5.3	3.90	8.2	4.76
Thailand	8.99	1.68	5.35	5.35	1.34	3.42	7.3	4.68
Hungary	9.58	4.26	2.25	9.53	4.89	2.10	1.31	1.60
Albania	2.40	1.39	1.73	1.71	1.06	1.72	1.41	1.22
India	1.49	3.3	4.52	2.36	5.3	1.45	3.1	4.68
Denmark	1.78	1.6	11.13	2.06	2.0	1.45	2.3	6.30
Burkina Faso	4.8	7	6.86	1.50	1.3	1.01	1.7	5.94
ex_Yugoslavia	11.427	2.918	3.92	3.700	1.092	8.9	3.4	2.62

Source: Eurostat

Annex II

List of importers and Wholesalers (non-exhaustive)

Germany

IKEA
Am Wandersmann 2-4
6238 Hoffenheim-Wallau
Tel: (49) 6122-710

ILR-PLATZ GmbH & Co
Parkstrasse 32
4500 Onsbüchel
Tel: (49) 541-406222
Fax: (49) 541-406267

Bilko Bill & Kostler OHG
Raimundstrasse 7
60431 Frankfurt
Tel: (49) 69-523342
Fax: (49) 69-513002

Oriental Co.
Intze Strasse 32
60314 Frankfurt
Tel: (49) 69-435475
Fax: (49) 69-492220

Fraja ImportExport GmbH
P.O. Box 100 213
90564 Schwabmünchen
Tel: (49) 911-500063
Fax: (49) 911-508850

H. J. Geijersbach
Dalhäuser Strasse 26
37688 Beverungen
Tel: (49) 5273-6922
Fax: (49) 5273-4106

August Hoff Import
Giessner Strasse 28
90427 Nürnberg
Tel: (49) 911-930600
Fax: (49) 911-305946

Bernhard J. Namslik GmbH
Kurt Fischer-Strasse 15
22926 Ahrenburg
Tel: (49) 4102-43323
Fax: (49) 4102-43267

Robert Schrömer & Co
Traunsteinerstrasse 1
28219 Bremen
Tel: (49) 421-390080
Fax: (49) 421-3962632

Richard Kraus ImportExport GmbH & Co
P.O. Box 1101
90538 Echental
Tel: (49) 9126-1071
Fax: (49) 9126-4585

Schirm Import Geschenke
Kölnener Strasse 60
50589 Cologne-Lüdnich
Tel: (49) 2234-40600
Fax: (49) 2234-406040

Tilia-Import
Wachsmuthstrasse 19
31134 Hildesheim
Tel: (49) 5121-15951
Fax: (49) 5121-15956

United Kingdom

IKEA
255 North Circular Road
London NW 10 0 JD
Tel: (44)81-451 59 44

East to West Trading
Unit 4 Ashford Business
Complex
Ashford, Middlesex TW 15 1YD
Tel: (44)81-39 85160
Fax: (44)81-39 85160

Natural Selection
Selection House
Winchington
Somerset TA12 6LG
Tel: (44)81-36-33466
Fax: (44)81-63-33507

Rex International Ltd
3 Warple Way
Action Estate
London W 3 0 RH
Tel: (44)81-7461700
Fax: (44)81-7462234

France

Aubry-Gaspard
3, rue de la Baugerie
54120 Baccarat
Tel: (33)8375 1268
Tlx: 9 60724

Revimport SA
Polygone Nord
6, rue Beau-de-Rochas
66000 Perpignan
Tel: (33)6861 2168
Tlx: REVM 500 79 0 F

Artèmes
28 rue Cristino Garcia
9 3210 La Plaine St Denis
Tel: (33)4820 6004
Tlx: 250303 PUBLIC STO LA

A&S Designs
26 Acton Park Industrial Estate
Stanley Gardens, London W 3 7QE
Tel: (44)81-7436060
Fax: (44)81-7462057

Design East
10-14 Mercy Trading
166 Feltham Road
London SE 13 7UX
Tel: (44)81-3145132
Fax: (44)81-69 0839 7

Fabrications Nice Irmans Ltd
Unit 2, Finchley Industrial
Centre, 879 High Road
Finchley, London N12 8QA
Tel: (44)81-3438760
Fax: (44)81-3439 59 0

Transomnia Ltd.
Unit 3, Mahatma Gandhi
Milkwood Road
London SE24 0 JF
Tel: (44)71-7370260
Fax: (44)71-73309 84

Pier Import France
Zone Industrielle de Villemillan
14, Blvd. Arago
9 1320 Wissous
Tel: (33)69 20 639 3
Tlx: 69 2745 F

Ets A. de Schepper SA
Z.I. Fon Santa
06340 La Trinité (Nice)
Tel: (33)9 354 9 79 6
Tlx: 470250 TELCO F

Artexim SARL
76, Boulevard National MP
B.P. 90
13302 Marseille Cedex 3
Tel: (33)9 150 6780
Tlx: 401257 F

KO K P.S.A. e tCie
63, rue Maurice Simone
59 433 H alluin Ce de x
Tè l: (33) 2023 89 76
Tlx: 8109 82 KO KH ALL F

TIRO I S.A.
25/27, Avenue Marc Sangnier
B.P. 65
9 239 0 Ville neuve -la-Gare nne

Vince ntS.A. e tCie
Avenue de la Gare
60510 Neuville -e-n-hiez
Tè l: (33) 4478 9 805
Tlx: 8109 82

SECAF- Société com m e rciale
africaine de s fibre s
Z .I. De lta Industrie
La Vale ntine
13011 Marseille
Tè l: (33) 9 143 1140
Tlx: 401375

Vanne rie nouve lle
Ch . de s Marais
Z .I. Garosud
9 4000 Cré t il
Tè l: (33) 489 3 0505
Tlx: 262866

La Boutique du Monde
5, rue de s Droits de L'H omme
13200 Arles
Tè l: (33) 9 049 89 65

BH V
14, rue du Tè mple
B.P. 9 6
75189 Paris
Tè l: (33) 4274 9 000
Tlx: BH V680440

Exopotam ie (Artè x-D istribution)
B.O . Wilkes Im port
19 , rue Jan Giraudoux
75016 Paris
Tè l: (33) 4720 79 56

Un Jrdin en Plus SA
19 , rue de Chartes
9 2400 Courbe voie
Tè l: (33) 4789 0842
Fax: (33) 4788 4309

Rouille International
21, Rue Yves_Toudic
75010 Paris
Tè l: (33) 4240 2425
Tlx: 216655 ROUILLE F

Tre ffè e tVantillard S.A.
3, rue de s Bégonias
54120 Re h e rre y-Baccarat
Tè l: (33) 83 72 23 76
Tlx: 9 60335 F

Rie ubon Et s
5, rue Xavier Frogin
13004 Marseille
Tè l: (33) 9 149 5108
Tlx: 430122

Sogim port
4, rue de s Vè rrie rs
21000 Dijon
Tè l: (33) 8045 4233
Tlx: 9 60335

D aim aru
2, Place Fortè Maillot
75017 Paris
Tè l: (33) 4086 2105

Le Monde Sauvage
101, rue St Denis
75001 Paris
Tè l: (33) 4026 8506

Euroloisirs
19 , rue Gutè mberg
9 1070 Bondoufle
Tè l: (33) 64 9 7 88 9 0

IKEA France
76, rue du Marè ch al Lyautè y
78100 St Ge m ain-e-n-Laye
Tè l: (33) 39 73 9 229
Tlx: 69 8012

GAGMI
89 , rue d'Am s t e rdam
75008 Paris
Tè l: (33) 1-4280 6770
Tlx: 29 09 40

Italy

Alca SpA
Via Asolana, 42/44
25018 Montichiari (BS)
Tel: (39) 30-99 61546
Fax: (39) 30-99 61182

Transe xport Srl
Via Ciccone, 11
34133 Trieste
Tel: (39) 40-361601
Fax: (39) 40-364478

Standa SpA
Strada 4 Piacazzo Q 1
Mileanofiori
20089 Rozzano (MI)
Tel: (39) 2-89 2121
Fax: (39) 2-869 039 0

Ara D'ipaouli Flora
Via Fstorie se, 148
50/45 Firenze
Tel: (39) 55-315404

Flolya Srl
Via Montello, 59
50013 Campi Bisenzio (FI)
Tel: (39) 55-89 53026

La Rinascente SpA
Piazza Carlo Erba, 6
201239 Milano
Tel: (39) 2-88521
Fax: (39) 2-8245866

Spain

Artisanía San José
Pedro Teixeira 8
Madrid
Tel: (34) 1-55 09 77

Casa Barrera
Jesus Pobre-Barrio
Gata de Gorgos (Alicante)
Tel: (34) 6-645 4131

Dum Dum Sa
Condes Val 18
28036 Madrid
Tel: (34) 1-457 579 5

Programas Exteriores
Jorge Juan 12
28001 Madrid
Tel: (34) 1-578 1322

Miguel Catala
Ctra. de Moraira s/n
Benichatli (Alicante)
Tel: (34) 6-649 3304

José Oriol Sa
Hermosilla 101
Madrid
Tel: (34) 1-577 8613
Fax: (34) 1-577 8642

Flores Valles Sa
Isla de Jamaica 10
28036 Madrid
Tel: (34) 1-358 1818
Fax: (34) 1-358 0567

Wesseling Espana Sa
Embajadores 260
28045 Madrid
Fax: (34) 1-468 04 25