EU MARKET SURVEY 2005

# Tableware, kitchenware and other household articles

Centre for the Promotion of
Imports from developing countries

## EU MARKET SURVEY 2005

# TABLEWARE, KITCHENWARE & OTHER HOUSEHOLD ARTICLES


Compiled for CBI by:

Discovery Interior Trading


**April 2005**




Photo courtesy: Wedgwood, UK

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Update of EU Market Survey Tableware, Kitchenware & Other Household articles (December 2003).

# REPORT SUMMARY

This survey profiles the EU-25 market for tableware, kitchenware & other household articles, further called table- & kitchenware. The emphasis of this survey lies on those products which are of importance to suppliers based in developing countries. The products discussed in this survey include: metalware, plasticware, glassware, ceramicware, china & porcelain, cutlery and woodware. The major national markets of Germany, United Kingdom, France, Italy, Spain, the Netherlands and Belgium are highlighted. Part A of this survey includes statistical market information on consumption, production, trade, trade structure and requirements for access. As an exporter, you will need this information in order to formulate your own market and product strategies. Part B of this survey contains export-marketing Guidelines, a practical handbook for exporters engaged, or wishing to engage, in exporting table- & kitchenware to the European Union.

**Consumption**
The EU-25 table- & kitchenware market is a mature and stable market, with a high share of replacement purchases. In 2003, the total value of the EU-market for table- & kitchenware was estimated to be about € 20.1 billion, indicating a growth of 3.3 percent compared to the previous year. It should be noted that metalware and woodware are not included in this figure, because statistics concerning these markets are not compiled by the research agency Euromonitor. France is by far the biggest table- & kitchenware market, accounting for 25.2 percent of the total EU-consumption, followed by the United Kingdom (16.6%), Italy (15.2%), Germany (14.1%), Spain (6.5%), the Netherlands (3.4%) and Belgium (2.0%). Of the ten new EU-countries only the consumption of Poland, Hungary, Slovakia and the Czech Republic is reflected. These countries account for 5.1 percent of the total EU-25 market.

Changes in lifestyle have brought about major changes in cooking and eating habits. This development has had a notable influence on the table- & kitchenware market, with the market steadily shifting from a formal style, towards a more informal and fashionable style.

**Production**
In 2002, the total EU-25 production accounted for a value of € 11.0 billion, a decline of 5.6 percent in comparison with 2001. Metalware and glassware are the two leading product groups, accounting for 58.8 percent of the production. Italy was the leading manufacturer of table- & kitchenware, accounting for a 26.5 percent share of the total EU-25 production, followed by Germany (21.6%), France (12.0%) and the United Kingdom (11.3%).

Over the last decade, the table- & kitchenware market has become increasingly competitive, mainly due to the pressure of low-cost imports, principally from Asia and Eastern Europe. A more expensive labour force and strict regulations in the EU countries have made it difficult for EU manufacturers to compete, especially for those in the North-Western part of the EU. To cope with the increasing competition, EU manufacturers have established manufacturing bases or outsourced production mainly to Asia and Eastern Europe. This was especially profound in ceramicware, china & porcelain market and cutlery. In the United Kingdom, two Wedgwood factories closed, leading to the loss of 1,000 jobs as producing shifted to China. In metalware and plasticware production this development was less profound as EU manufacturers in the plasticware industry have retained “economies of scale”. In the manufacturing of metalware, especially cookware, highly skilled and complicated production processes are required, which favours the European manufacturers.

**Imports**

Ever since the stagnation of the economy in 2001, the EU-25 import of table- & kitchenware has been quite sluggish. Between 2001 and 2003, the import of table- & kitchenware only increased by 2.4 percent, totalling € 9.4 billion and 3.1 million tons. Germany is the leading importer, accounting for 19.3 percent of the total imported value by the EU-25, followed by the United Kingdom (14.9%), France (12.6%), Italy (7.3%), Spain (7.0%), The Netherlands (6.8%), and Belgium (6.3%). The ten new EU-countries only account for 7.3 percent of the total EU-25. Metalware is the leading product group imported by the EU-25, accounting for 25.2 percent of the EU-25 imports, followed by plasticware (24.0%), glassware (22.7%), cutlery (9.8%), porcelain & china (9.5%), ceramicware (6.7%) and woodware (2.1%). Of the total EU-25 import, 29.3 percent derives from developing countries, where China takes the largest share. In the woodware and cutlery imports, developing countries hold the strongest positions. In the glassware and plasticware imports, the position of developing countries is relatively weak. This is mainly caused by fact that the Western glassware and plasticware industry is very dominant.

**Export**

The EU is home to the largest table- & kitchenware exporters in the world, like France, Italy and Germany. In 2003 the EU-countries together exported € 9.5 billion of table- & kitchenware. The largest exporter of table- & kitchenware in the EU was France. France accounted for 20.1 percent of the total exported value in 2003. Other key exporting countries were Italy (19.2%), Germany (17.7%), and the United Kingdom (9.1%). The export of the ten new EU-counties accounted for 13.9 percent of the EU-25 exports. Poland and the Czech Republic were the leading exporters, accounting for 5.3 and 4.9 percent of total EU exports. The main products exported by EU-countries are glassware (32.6% of total EU export), followed by metalware (22.1%), plasticware (20.7%), porcelain & china (11.0%), cutlery (6.8%), ceramicware (6.7%), and woodware (1.0%).

**Distribution**

Table- & kitchenware is sold through a wide variety of formats, from the independent specialist to department stores and furniture specialists. Over the reviewed period, the independent specialist came under increasing pressure especially from grocery multiples (hyper- and supermarkets). Also the furniture specialists like Ikea and Habitat are increasingly tapping into the table- & kitchenware market.

**Opportunities**

It is increasingly difficult for small-scale manufacturers, both in developing countries and in the EU-25, to retain a profitable share of the EU markets. Although the developing countries share of EU imports is growing, it should be noted that this growth is partly due to outsourcing by Western manufacturers on the one hand and a number of large manufacturers mainly based in China and Thailand, on the other.

The shift towards more informal and casual table- & kitchenwares has made table- & kitchenwares a more fashionable market, with new trends, designs and colours emerging every twelve to eighteen months. The trend towards a more fashionable market, however, has some implications like, for example, shorter product life-cycles, making fast and accurate distribution indispensable. This offers chances for small-scale manufacturers to tap into specific market developments. Table- & kitchenwares that are new, innovative and have a reasonable amount of quality, practicality and functionality, will be viable.

Up-to-date information on trends and developments is therefore more important than ever. Overseas manufacturer that want to tap into the EU-25 market have to be aware of the market developments. International and domestic trade fairs, exhibits and visits to shops in the export country offer valuable information and provide opportunities to build good relationships with importers and retailers.

This survey offers you a framework for deciding whether or not to export to the European Union and, if you decide to do so, this survey provides you with leads and guidelines to assist your decision-making about which products and markets to focus on. For information on current CBI Programmes, training & seminars, and on how to download market information and CBI News Bulletins, please refer to CBI's internet site http://www.cbi.nl/.

# INTRODUCTION

This CBI survey consists of two parts: EU Market Information and EU Market Access Requirements (Part A), and Export Marketing Guidelines (Part B).

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Chapters 1 to 8 of Part A profile the EU market for table- and kitchenware. The emphasis of the survey lies on those products which are of importance to developing country suppliers. The major national markets within the EU for those products are highlighted. Furthermore, statistical market information on consumption, production and trade, and information on trade structure and opportunities for exporters are provided.

Chapter 9 subsequently describes the requirements which have to be fulfilled in order to gain market access for the product sector concerned. It is, furthermore, of vital importance that exporters comply with the requirements of the EU market in terms of product quality, packaging, labelling and social, health & safety and environmental standards.

After having read Part A, it is important for an exporter to analyse target markets, sales channels and potential customers in order to formulate export marketing and product strategies. Part B therefore aims to assist (potential) exporters from developing countries in their export-decision making process.

After having assessed the external (Chapter 10) and internal environment (Chapter 11), the (potential) exporter should be able to determine whether there are interesting export markets for his company. In fact, by matching external opportunities and internal capabilities, the exporter should be able to identify suitable target countries, market segments and target product(s) within these countries, and possible trade channels to export the selected products (Chapter 12).

Chapter 13 subsequently describes marketing tools which can be of assistance in successfully achieving the identified export objectives.

The survey is interesting both for starting exporters and for exporters already engaged in exporting (to the EU market). Part B is especially interesting for more experienced exporters starting to export to the EU and exporters looking for new EU markets, sales channels or customers. Starting exporters are advised to read this publication together with the CBI's Export planner, a guide that shows systematically how to set up export activities and the interactive tool on the CBI website "Export marketing plan".

# PART A

## EU MARKET INFORMATION AND

## EU MARKET ACCESS REQUIREMENTS

# 1 PRODUCT CHARACTERISTICS

This survey analyses the market for table- & kitchenware and other household articles in the European Union. Naturally, the category is broad, and includes a wide range of applications from storage containers to laundry- and waste-baskets. For the purposes of this report, the EU-market for table- & kitchenware is segmentated into seven categories, depending on the material they are made from. The following segments are distinguished: glassware, ceramicware, china & porcelain, cutlery, plasticware, metalware and woodware. Because of this division, there is some overlap between ceramicware and china & porcelain and between cutlery and metalware. The product sectors covered in this report are discussed in Paragraph 1.1.

This survey does not include small domestic electrical household appliances such as, for example, coffee makers. A related CBI survey is the report concerning "*Gifts and decorative articles*". This report covers candles, artificial flowers and fruits, decorative glassware, basketwork and suchlike.

## 1.1 PRODUCT GROUPS

In this paragraph we will give a short definition of the seven product groups included in this survey. Most product groups include a number of different products. However, for the ease of use and the extent of information available, the survey does not specify the different products included in each product group. The following product groups are distinguished in this survey:

**Plasticware**
Plasticware consists of storage products like cups, containers, etc. It also includes plastic tableware like plates, mugs, jars etc. Cleaning equipment such as bowls, buckets and drainers are also included in this group.

**Glassware**
The glassware segment can be divided in to three types of products, each having it own specific purpose. "Drinking glasses" is the first and one of the largest groups. It includes tumblers, crystalware and stemware. The second group is glass cookware, including glass pots, pans and heat-resistent casseroles. The third group is glass tableware, which includes glass plates, serving dishes etc.

**Ceramicware**
Ceramicware includes cookware, such as casseroles and oven-to-tableware. It furthermore consists of non-china ceramics, like earthenware and stoneware. Other products, such as mugs, storage jars, jugs and pitchers are also included in this segment.

**China & Porcelain**
The china & porcelain segment is closely linked with ceramicware. This could mean that there is some overlap between these segments. China and porcelain is defined as fine semi-transparent or white earthenware. It includes dinner services and individual items of china tableware.

### Cutlery

Included in the cutlery category are kitchen utensils such as knives, ladles and scissors. It also includes table cutlery like knives, forks and spoons for eating and serving. All types of materials are included, such as metal, silver, silver plate and stainless steel.

### Metalware

The metalware segment includes all types of metals such as silver, silver-plate, stainless steel, hard-anodised steel, aluminium, etc. Metalware can be divided into four main categories:

- Cookware, including pots, pans and pressure cookers;
- Bakeware, including baking trays and sheets;
- Tableware, including plates as well as holloware;
- Accessories, such as bread bins, cocktail shakers and trivets.

### Woodware

The smallest segment consists of wooden table- & kitchenware, including products such as chopping boards, bowls, bread bins and spice racks, all made of wood. Because information on this segment is very limited, it is not possible to give accurate figures concerning the consumption of these products.

## 1.2 Statistical products classification

The classification system used for both customs and statistical purposes in EU-countries is the Harmonised Commodity Description and Coding System (HS), which is used worldwide. This classification gives information regarding different trade flows between countries. This classification system does not specify table- & kitchenware as such. However, a number of different chapters include products that can be categorised as table- & kitchenware. Appendix I of this survey gives the full specification of the HS codes described in this survey.

Besides the HS classification, the PRODCOM classification is used. This classification is used by EU-countries to record the annual production values. Table 1.1 provides the PRODCOM codes and the corresponding HS codes used in this survey.

**Table 1.1 Description table- and kitchenware product groups with corresponding HS codes and PRODCOM**

| Product group | Heading HS codes | Prodcom codes |
|---|---|---|
| Plasticware | 3924 | 2524 |
| Woodware | 4419 | 2051 |
| Porcelain & China | 6911 | 2621 |
| Ceramicware | 6912 | 2621 |
| Glassware | 7013 | 2613 |
| Metalware | 7323 / 7417 / 7418 /7615 | 2875 |
| Cutlery | 8211 / 8215 | 2861 |

Source: Eurostat 2003/ 2004

# 2 INTRODUCTION TO THE EU MARKET

The European Union (EU) is the current name for the former European Community (EC). Since 1 January 1995 the EU has consisted of 15 member states. Ten new countries joined the EU in May 2004. They are the Czech Republic, Estonia, Slovak Republic, Cyprus, Latvia, Lithuania, Malta, Slovenia, Poland and Hungary. Negotiations are in progress with a number of other candidate member states. In this survey, the EU will be referred to as the former EU-15, unless otherwise stated.

**Table 2.1 Population and GDP of selected and new EU countries, 2003**

| **Countries** | **Population** *million* | **Age 15-64** *%* | **GDP (€)** *estimation 2003* |
|---|---|---|---|
| ***Selected EU countries*** | | | |
| Germany | 82.4 | 67.0 | 24,407 |
| France | 60.4 | 65.1 | 24,318 |
| UK | 60.3 | 66.3 | 24,495 |
| Italy | 58.1 | 66.9 | 23,699 |
| Spain | 40.3 | 68.0 | 19,455 |
| The Netherlands | 16.3 | 67.8 | 25,291 |
| ***New EU countries*** | | | |
| Poland | 38.6 | 70.0 | 9,727 |
| Estonia | 13.4 | 67.5 | 10,877 |
| Czech Republic | 10.2 | 70.9 | 13,884 |
| Hungary | 10.0 | 69.0 | 12,292 |
| Slovakia | 5.4 | 70.8 | 11,761 |
| Lithuania | 3.6 | 68.4 | 9,904 |
| Latvia | 2.3 | 69.2 | 8,931 |
| Slovenia | 2.0 | 70.6 | 16,183 |
| Cyprus | 0.8 | 67.4 | 14,149 |
| Malta | 0.4 | 68.5 | 6,263 |
| Currencies | | | €, UK £, DKr, SKr |
| Exchange (2003) | | | € 1 = US$ 1.13 |

Source: The World Factbook 2003

Within Western Europe – covering the 15 EU member countries, Iceland, Liechtenstein, Norway and Switzerland – more than 20 million enterprises are active, the great majority of which are small and medium-sized enterprises (SMEs). In 2000, the average turnover per enterprise of SMEs and large enterprises amounted to € 600,000 and € 255 million respectively.

**EU Harmonisation**

The most important aspect of the process of unification (of the former EC countries), which affects trade, is the harmonisation of rules in the EU countries. As the unification allows free movement of capital, goods, services and people, the internal borders have been removed. Goods produced or imported into one member state can be moved around between the other member states without restrictions. A precondition for this free movement is uniformity in the rules and regulations concerning locally produced or imported products. Although the European Union is already a fact, not all the regulations have yet been harmonised. Work is in progress in the fields of environmental pollution, health, safety, quality and education. For more information about harmonisation of the regulations visit AccessGuide, CBI's database on European non-tariff trade barriers at www.cbi.nl/accessguide

**Monetary unit: Euro**
On 1 January 1999, the Euro became the legal currency within twelve EU member states: Austria, Belgium, Finland, France, Germany, Italy, Ireland, Luxembourg, The Netherlands, Spain, and Portugal. Greece became the 12th member state to adopt the Euro on January 1, 2001. In 2002, Euro coins and banknotes replaced national currency in these countries. Denmark, United Kingdom and Sweden have decided not to participate in the Euro, at least for the time being.

The most recent Eurostat trade statistics quoted in this survey are from the year 2003. In this market survey, the € is the basic currency unit used to indicate value.

Trade figures quoted in this survey must be interpreted and used with extreme caution. The collection of data regarding trade flows has become more difficult since the establishment of the EU single market on 1 January 1993. Until that date, trade was registered by means of compulsory customs procedures at border crossings, but, since the removal of the intra-EU borders, this is no longer the case. Statistical bodies like Eurostat cannot now depend on the automatic generation of trade figures. In the case of intra-EU trade, statistical reporting is only compulsory for exporting and importing firms whose trade exceeds a certain annual value. The threshold varies considerably from country to country, but it is typically about € 100,000. As a consequence, although figures for trade between the EU and the rest of the world are accurately represented, trade within the EU is generally underestimated.

Furthermore, the information used in this market survey was obtained from a variety of different sources. Therefore, extreme care must be taken in the qualitative use and interpretation of quantitative data, both in the summary and throughout the text, and also in comparisons of different EU countries with regard to market approach, distribution structure, etc. For more information on the EU market, please refer to the CBI's Manual "Exporting to the European Union".

**Table 2.2 Exchange rates of EU currencies in US$, 1999-2004**

| Country | Currency | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
|---|---|---|---|---|---|---|---|
| EU | € | 1.063 | 0.920 | 0.900 | 0.946 | 1.125 | 1.244 |
| Cyprus | CYP | 1.846 | 1.613 | 1.563 | 1.655 | 1.943 | 2.156 |
| Czech Republic | CZK | 0.028 | 0.025 | 0.026 | 0.030 | 0.035 | 0.039 |
| Denmark | DKK | 0.143 | 0.124 | 0.120 | 0.127 | 0.152 | 0.167 |
| Estonia | EEK | 0.068 | 0.058 | 0.057 | 0.060 | 0.072 | 0.075 |
| Hungary | HUF | 0.004 | 0.003 | 0.003 | 0003 | 0.004 | 0.005 |
| Latvia | LVL | 1.704 | 1.651 | 1.600 | 1.627 | 1.766 | 1.870 |
| Lithuania | LTL | 0.250 | 0.250 | 0.250 | 0.273 | 0.327 | 0.360 |
| Malta | MTL | 2.510 | 2.291 | 2.228 | 2.353 | 2.549 | 2.862 |
| Poland | PLN | 0.252 | 0.230 | 0.244 | 0.246 | 0.257 | 0.276 |
| Slovakia | SKK | 0.024 | 0.022 | 0.021 | 0.022 | 0.027 | 0.031 |
| Slovenia | SIT | 0.005 | 0.004 | 0.004 | 0.004 | 0.004 | 0.005 |
| Sweden | SEK | 0.121 | 0.109 | 0.097 | 0.103 | 0.124 | 0.121 |
| United Kingdom | GBP | 1.617 | 1.517 | 1.441 | 1.503 | 1.635 | 1.618 |

Source: CBS Statline and http://www.oanda.com/

**Selected countries**

This survey profiles the EU-25 market for table- & kitchenware, in which six selected markets within the EU are highlighted. The selection is based on a quantitative and qualitative comparison of consumption, production and imports/exports of the EU member countries, as will be further explained in the following chapters of this survey. The countries selected for this survey are France, United Kingdom, Italy, Germany, Spain, The Netherlands and Belgium, which are the largest importing countries for table- & kitchenware in the EU-25.

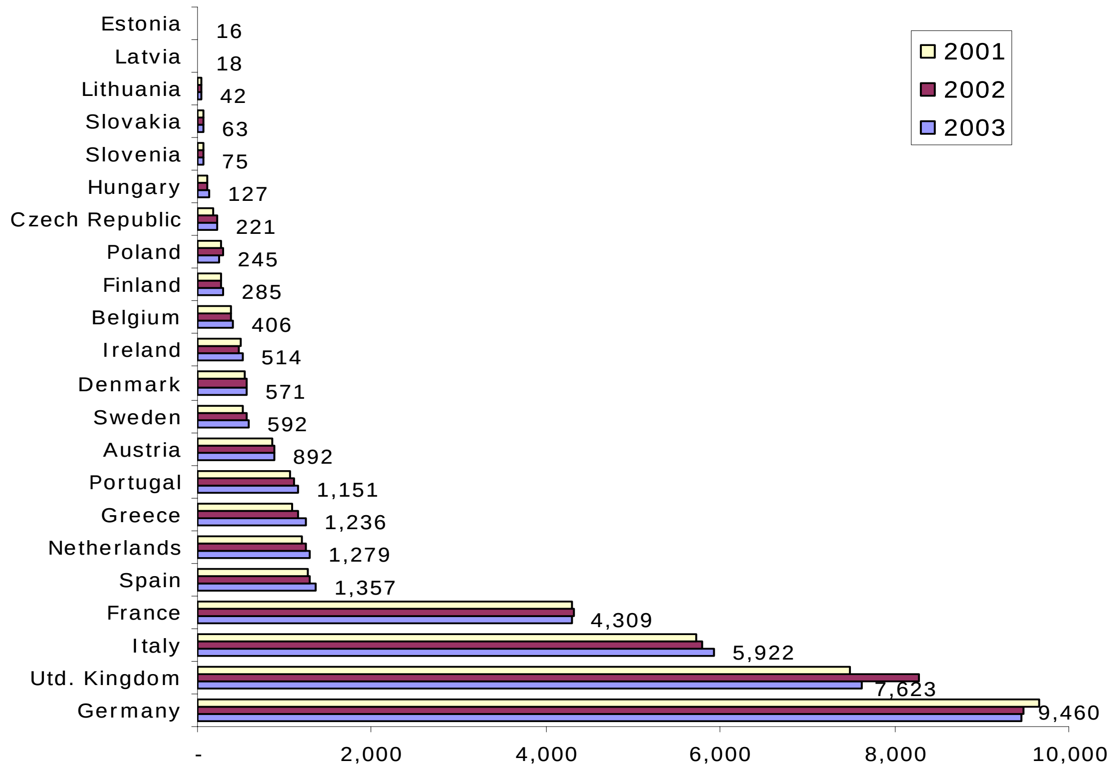
# 3 CONSUMPTION

This chapter presents a general overview of the market for table- & kitchenware in the EU-25 (both former EU-15 as well as new-EU countries), highlighting the countries and products specified in Chapters 1 and 2. The information used is largely based on secondary reports derived from Euromonitor, KeyNote and different national statistical offices. First, the total market size will be discussed; this information is based on the consumer expenditure on tableware and household utensils (which includes table- & kitchenware) from Euromonitor. This gives an overview of the total market in the individual countries. Second, the specific table- & kitchenware product groups as covered in Chapter 1 of this report will be discussed. This includes a review of the individual product groups distinguished. Unfortunately, regarding two product groups (metalware and woodware) no up-to-date quantitative information is available. Third, the most important seven national markets will be discussed in more detail. This includes information on specific market characteristics.

## 3.1 Market size

Consumer expenditure on glassware, tableware and household utensils (which includes table- & kitchenware), amounted to € 36.4 billion in 2003 (excluding Luxembourg, Malta and Cyprus). In 2003, the expenditure on glassware, tableware and household utensils fell by 0.8 percent.

**Figure 3.1 EU-25: Consumer expenditure on glassware, tableware and household utensils, by country, 2001-2003, in € million**



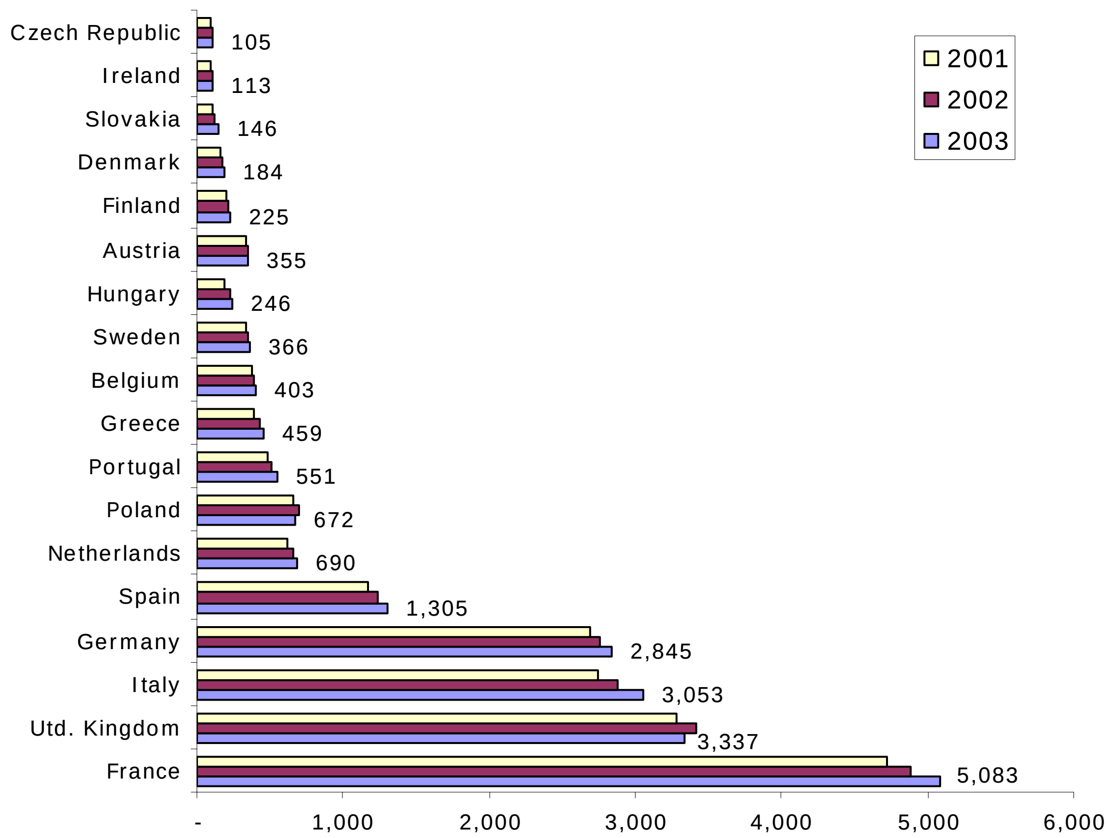

Source: National statistical offices/OECD/Eurostat/Euromonitor, 2004

The EU-25 market for glassware, tableware and household utensils is mature and rather stable, especially in the EU-15 countries. Over the reviewed period, between 1999 and 2003, the consumption of the EU-15 countries grew by 13.2 percent, whereas the new EU countries were far more dynamic, growing by 31.5 percent in the same period. These new EU countries however, only account for 2.2 percent of the total EU-25 glassware, tableware and household utensils expenditure.

### 3.1.1 EU-25 Market

The consumption of table- & kitchenware, as covered by this report (product groups discussed in Chapter 1), were valued at € 20.1 billion, indicating a small increase of 3.3 percent compared to the previous year. It should be noted that metalware and woodware are not included in this figure. Furthermore, as said earlier, regarding the ten new-EU countries only information for the Czech Republic, Hungary, Poland and Slovakia are included in this figure. The EU-15 countries totalled a value of almost € 19.0 billion.

**Figure 3.2 EU-25: Consumer expenditure on table- & kitchenware (excluding metalware and woodware), by country, 2001-2003, in € million**




Source: Euromonitor, 2004

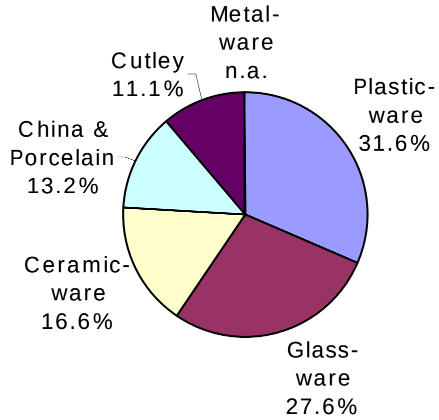
The size of the population is an important determinant of the expenditure on table- & kitchenware. According to Euromonitor, next to the size of the population, the balance between high quality formal table- & kitchenware and lower-priced functional table- & kitchenware is another important determinant of the expenditure on table- & kitchenware. Countries with a more traditional approach to cooking and dining, attaching greater importance to long social meals, are considered to be more formal.

This explains the relatively large expenditure in countries like France and Italy, in comparison with, for example, Germany. Despite the importance of tradition and long social meals in countries like Italy, Spain and France, the EU market has steadily shifted from formal table- & kitchenware to a more informal and casual style. This trend is reflected in the popularity of plasticware, which was one of the star performers in the period 1999 to 2003. With a share of 31.6 percent of the EU-15 table- & kitchenware consumption, the plasticware market is the biggest table- & kitchenware market. In 2003, the plasticware market represented a value of almost € 6.0 billion. The distribution structure also affects the size of the table- & kitchenware market. In countries where the distribution of table- & kitchenware is dominated by independent specialists, prices are generally higher than in countries where grocery multiples dominate the retail landscape.

Plasticware is the biggest table- & kitchenware product group in the EU, amounting to a value of almost € 6.0 billion in 2003. In the review period, it also showed the fastest growth. Between 1999 and 2003, the EU-15 plasticware market grew by almost 20 percent. This success is due to the advantages of plasticwares, which are cheap, lightweight, practical and fashionable. The adaptability, modern design and colours of plasticwares also attract consumers.

In 2003, glassware, the second product group in size, grew by 4.5 percent to a total value € 5.2 billion. Glassware consists of everyday glassware, includes drinking glasses, crockery, glass cookware and tableware. Glassware used for drinking purposes accounts for the lion's share of the market. Glassware used for drinking purposes can be divided into two different markets: that of everyday glasses for which the main purchasing criterion is price, and that of traditional glassware, which is considered as an investment. The latter is of high quality, usually purchased as a gift (especially for weddings) and is a declining market. The ceramicware market remained rather flat, only growing by 2.0 percent to a total of € 3.1 billion. The china & porcelain market grew by 4.5 percent in 2003. The cutlery market grew by 3.5 percent to a total of € 2.1 billion.

**Figure 3.3 Table- & kitchenware products shares in EU-15, 2003, % of total value**



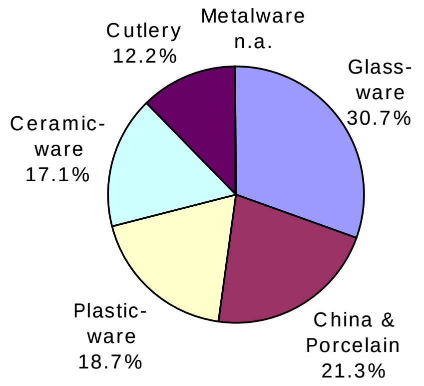

Source: Euromonitor, 2004

## 3.1.2 Germany

The German table- & kitchenware market is a major market, mainly due to the size of the German population. In 2003, the market grew by more than 3.1 percent, to more than € 2.8 billion. Over a longer period of time, the German market presents the lowest growth of the entire EU, as can be seen in Figure 3.1. Over the review period, between 1999 and 2003, the market grew by less than 6.9 percent. Like the British, the Germans consider functionality and price to be more important than decorative aspects of products, according to Euromonitor. This, together with the informality of the market partly explains the relatively low expenditure of the Germans on table- & kitchenware.

Glassware, the biggest table- & kitchenware segment in Germany, continued its recovery and in 2003 the glassware market grew by 3.4 percent to a value of € 872.7 million. China & porcelain is very popular in Germany. The German china & porcelain segment is the largest in the EU. In 2003, this market grew by 3.3 percent to a value of € 606.6 million, putting Germany just ahead of France. As in Italy, plasticwares are less popular in Germany. Plasticwares only account for 18 percent of the total table- & kitchenware sales whereas, in the entire EU, plasticware accounts for a share of 31.6 percent. Despite its relatively small size, the German plasticware market showed a healthy growth throughout the reviewed period.

**Figure 3.4 Table- & kitchenware products shares in Germany, 2003, % of total value**



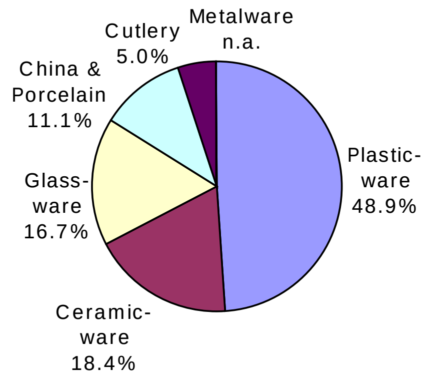

Source: Euromonitor, 2004

Cutlery is the smallest table- & kitchenware segment in Germany, representing a value of € 348.0 million in 2003, making Germany the second cutlery market in the EU.

### 3.1.3 United Kingdom

In 2003, the British table- & kitchenware market dropped by 2.5 percent, to a value of € 3.3 billion. All product groups except China & porcelain showed a decline in 2003. The British table- & kitchenware market is characterised by a less formal style than the French or Italian markets. The British seem to prefer practicality, durability and design rather than formal table- & kitchenware. This is reflected in the popularity of plasticware and ceramicware. In 2003, plasticware and ceramicware accounted for respectively 48.8 percent and 18.4 percent of the table- & kitchenware consumption in the United Kingdom. Another indicator of the informal character of the British table- & kitchenware market is the relatively small expenditure on china & porcelain compared to the expenditure on ceramicware.

**Figure 3.5 Table- & kitchenware products shares in the United Kingdom, 2003, % of total value**



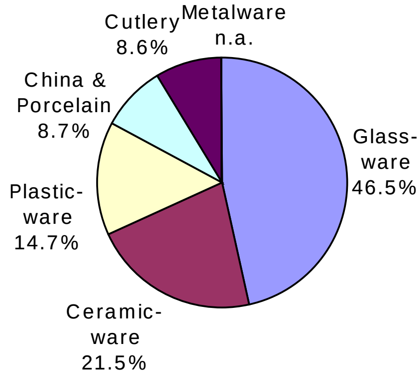

Source: Euromonitor, 2004

In comparison with the EU average, the British glassware market is relative small. In 2003, the market represented a value of around € 556.8 million. British spending on cutlery is also relatively small in comparison with other EU countries. In 2003, cutlery made up only 5 percent of the British table- & kitchenware sales.

### 3.1.4 Italy

Italy is the third largest table- & kitchenware market in the EU, representing a value of almost € 3.1 billion. In 2003, the market grew by 6.2 percent. The Italian table- & kitchenware market was one of the most dynamic markets, growing by 30.7 percent over the reviewed period between 1999 and 2003. Italy's high ranking is due to the distinct maturity of Italian table- & kitchenware market. The Italian market, like the French market, is characterised by higher-priced formal items. Formal items such as glassware and china & porcelain are very popular amongst the Italians. A long tradition of producing designed pieces of table- & kitchenware makes Italy an important table- & kitchenware market.

**Figure 3.6 Table- & kitchenware products shares in Italy, 2003, % of total value**




Source: Euromonitor, 2004

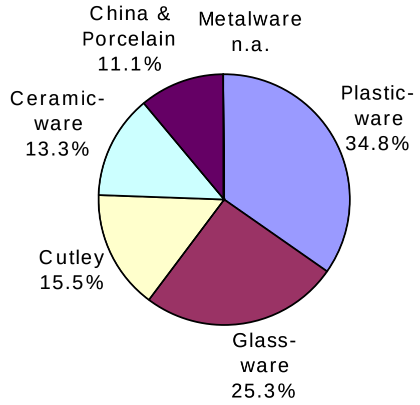
Glassware is by far the most popular product group of the Italian table- & kitchenware market, accounting for 46.5 percent of the market. Because of this popularity, the Italian glassware market is the EU's largest national glassware market, representing a value of € 1.4 billion in 2003. The second segment, ceramicware, grew by 4.4 percent, to a value of € 655.5 million. In comparison with the EU average, the Italian plasticware market is relatively small, giving an indication of the formality of the Italian market. Italy is the EU's third largest cutlery market after France and Germany. In 2003, the Italian cutlery market grew by 4.7 percent, rising to a value of € 263.2 million.

### 3.1.5 France

The French table- & kitchenware market is by far the biggest in the EU-25, with a value of almost € 5.1 billion in 2003. That year the French market grew by 4.1 percent. The distinct maturity of the French market is due to a number of factors. First, the French attach great value to long social meals, combined with a significant national cuisine, meaning that the French table- & kitchenware market is more formal than in other countries. The traditional eating patterns are however, increasingly adapted to the changing lifestyles, with 'grazing' and snacking becoming more popular. Another factor influencing the table- & kitchenware expenditure is the French production of table- & kitchenware, with Arc International, Le Creuset and Groupe SEB being important worldwide producers of table- & kitchenware.

Plasticware, the biggest segment in France amounted to almost € 1.8 billion in 2003, representing a 34.8 percent share of the total French table- & kitchenware market. France's second table- & kitchenware segment in size, glassware, also continued to grow, after being down in 1999 and 2000. Ceramicware and china & porcelain together accounted for 24.3 percent of the table- & kitchenware consumption in 2003. Cutlery continued to be the star performer in France's table- & kitchenware market. Since 1999, the market has grown by more than 15.5 percent and amounted to a value of € 790.1 million.

**Figure 3.7 Table- & kitchenware products shares in France, 2003, % of total value**



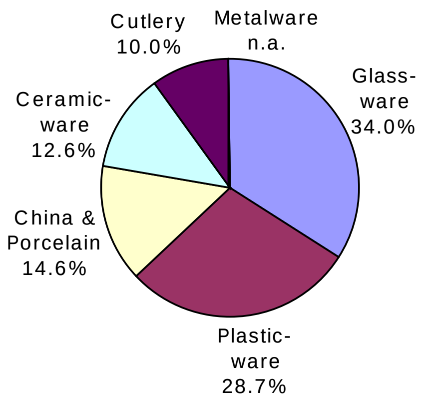

Source: Euromonitor, 2004

### 3.1.6 Spain

In 2003, the Spanish table- & kitchenware grew by 6.0 percent, to a value of € 1.3 billion. As in France and Italy, dining plays an important role in Spanish social life. With a significant national cuisine, the Spanish table- & kitchenware market is more formal than in many other countries in Western Europe. However, unlike France and Italy, Spain has a no tradition in manufacturing table- & kitchenware and, perhaps as a result, premium items are less important. According to Euromonitor, Spanish people favour functionality and durability.

Glassware is the largest table- & kitchenware segment in Spain, representing 34.0 percent of the total market. Spain's second largest segment is plasticware. This segment showed a healthy development in 2003, growing by 6.3 percent in comparison with the preceding year, to almost € 374.8 million. In the reviewed period, the Spanish ceramicware market showed a healthy growth. Nevertheless, it remains a relatively small segment in comparison with the EU average. Spain's smallest table- & kitchenware segment, cutlery, made up about 10.0 percent of the Spanish market. In 2003, the cutlery market grew by 5.4 percent, to a value of € 131.1 million.

**Figure 3.8 Table- & kitchenware products shares in Spain, 2003, % of total value**

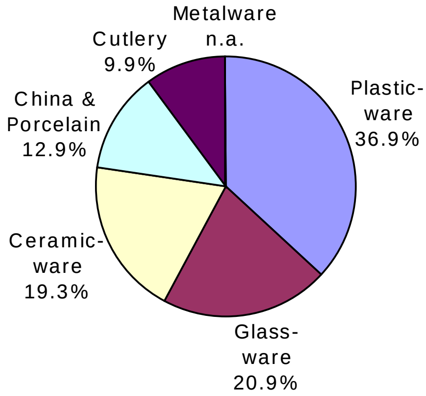



Source: Euromonitor, 2004

## 3.1.7 The Netherlands

According to Euromonitor, the total Dutch table- & kitchenware market was worth € 690.5 million in 2003. Like the UK market, the Dutch market is characterised by the emphasis on practicality and durability, rather than formality. This is reflected in the importance of plasticwares. The plasticware market grew by 5.1 percent to € 255.0 million. Glassware, the second segment in size, grew for the third year in row, after being broadly stable between 1998 and 2000. In 2003, the Dutch glassware market grew by 5.2 percent, to a value of € 144.4 million. China & porcelain represent 12.9 percent of the table- & kitchenware market and, like the glassware market, showed a healthy growth. The same applies to the ceramicware, which grew by 5.6 percent, to a value of € 133.0 million. The smallest segment, cutlery, grew by 5.2 percent in 2003, to a value of € 68.7 million.

**Figure 3.9 Table- & kitchenware products shares in the Netherlands, 2003, % of total value**

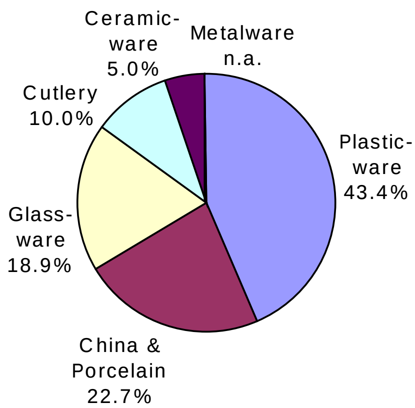



Source: Euromonitor, 2004

## 3.1.8 Belgium

Belgium is the smallest country discussed in this report. In 2003, the Belgians consumed € 402.7 million worth of table- & kitchenware, indicating a growth of 3.9 percent. The Belgian table- & kitchenware was, like the French market, rather formal, however due to the shift towards casual dining, the market is increasingly getting more informal. Plasticware is the leading product group, accounting for 43.4 percent of the table- & kitchenware sales. In 2003, the plasticware market grew by 3.7 percent. China & porcelain and glassware are the second and third product groups in size. Both product groups showed an increase in 2003, growing by 4.0 and 4.2 percent.

**Figure 3.10 Table- & kitchenware products shares in Belgium, 2003, % of total value**




Source: Euromonitor, 2004

## 3.2 Market segmentation by user

In this paragraph we will make a distinction between the different segments in the table- & kitchenware market. Generally one can make a distinction between the professional (business) users and the private (consumer) users. Table- & kitchenware sold to professional (business) users is often referred to as restaurant- or hotelware. According the Committee of the European Glass Industry, 28 percent of all glassware is sold to the catering industry (restaurants, hotels, bars, airlines, etc.), indicating the importance of this segment. This market segment is rather stable and generally not heavily influenced by business cycles.

Because the table- & kitchenware is used intensively, the catering industry sets high demands on the quality of the products. Products need to be durable, heat-resistant, chip-resistant, microwave and dishwasher proof and have high hygiene standards. The more traditional table- & kitchenware is generally plain, durable and reasonably priced. Important table- & kitchenware manufacturers in this particular segment include Steelite, Churchill, Royal Doulton, Wedgwood, Rosenthal and ARC International.

The private users segment is far more liable to changes than the relatively stable professional segment. Changes in lifestyle and trends have been occurring faster, making consumer behaviour more unpredictable, especially in north-western EU countries. Segmentation of consumers is therefore becoming increasingly important, as table- & kitchenware manufacturers nowadays offer a wide range of different styles targeted at different market segments. Generally, a market segment can be defined as a group of customers with shared characteristics that responds to marketing activities in a similar way. Segmentation is generally based on one or more criteria, which differentiate one segment from another. Traditionally manufacturers and retailers operating in the table- & kitchenware segment their market by using the traditional criteria, such as demographics, disposable income, etc. However, as customers are becoming more whimsical and diverse, segmentations based on these (old) criteria are becoming less conclusive. As a result, other segmentation criteria are needed/used. An example of such an alternative segmentation is proposed by the German GPK Federal Association of Cutlery, Decoration and Houseware Retailers, (which will be discussed in paragraph 3.2.2.) which bases its segmentation on social status and orientation. First, however, the segmentation based on demographics will be discussed.

### 3.2.1 Segmentation on the demographic criteria

The size and age structure of the population and, more significantly, the number and age profiles of households are basic determinants of the levels of expenditure on table- & kitchenware. The following consumer age groups with their own specific tastes and requirements can be distinguished:

**Singles (young)**
This segment consists of students and single-person households. The people in this group usually live alone; they spend more time out of their homes. They mostly perceive cooking as a chore. They mainly purchase low-priced table- & kitchenware which is functional and easy to use. As can be seen in table 3.1, regarding British household expenditure on glassware, tableware and household utensils, this segment spends relatively little on table- & kitchenware.

**Couples (childless)**
This segment consist of couples, where both partners are employed, resulting in higher spending power. They are increasingly sensitive to fashion and are more responsive to new and modern design trends. People in this segment are important customers for premium designer table- & kitchenware.

**Couples (parents)**
This segment consists of people with young children. They are sensitive to fashion, but not as much as childless couples. The parents prefer convenience and dishwasher-safe, durable products to high-priced elegant items, which may get broken.

**Older couples (middle-aged)**
This group consist of somewhat older people (baby boomers). In most cases, the children have left the house. These middle-aged people spend most of their leisure time at home, socialising with friends and family. They are gradually replacing and upgrading their current table- & kitchenware. The people in this group have high disposable incomes. Value-for-money and functionality are important purchase criteria in this group. They are less sensitive to fashion and mainly purchase the more traditional table- & kitchenware products.

**Seniors (65+)**
This is the fastest growing market segment in the EU-countries. It consists of retired people. In most cases these seniors move to smaller houses. Value-for-money and functionality are important purchase criteria. These people mostly fancy traditional table- & kitchenware, which they have collected throughout their lives. As can be seen in table 3.1, the consumer expenditure on glassware, tableware and household utensils peaks at the age group of between 30 and 50 years old and drops as people get older.

**Table 3.1 British household expenditure on glassware, tableware and household utensils, by age of head of household, in € (1 British Pound = 1.63372 Euro), 2001/2002**

| Household | expenditure |
|---|---|
| All households | € 135.93 |
| Under 30 years old | € 118.93 |
| Between 30 and 50 years old | € 178.40 |
| Between 50 and 65 years old | € 144.42 |
| Between 65 and 75 years old | € 101.94 |
| Over 75 years old | € 42.48 |

Source: KeyNote, 2004

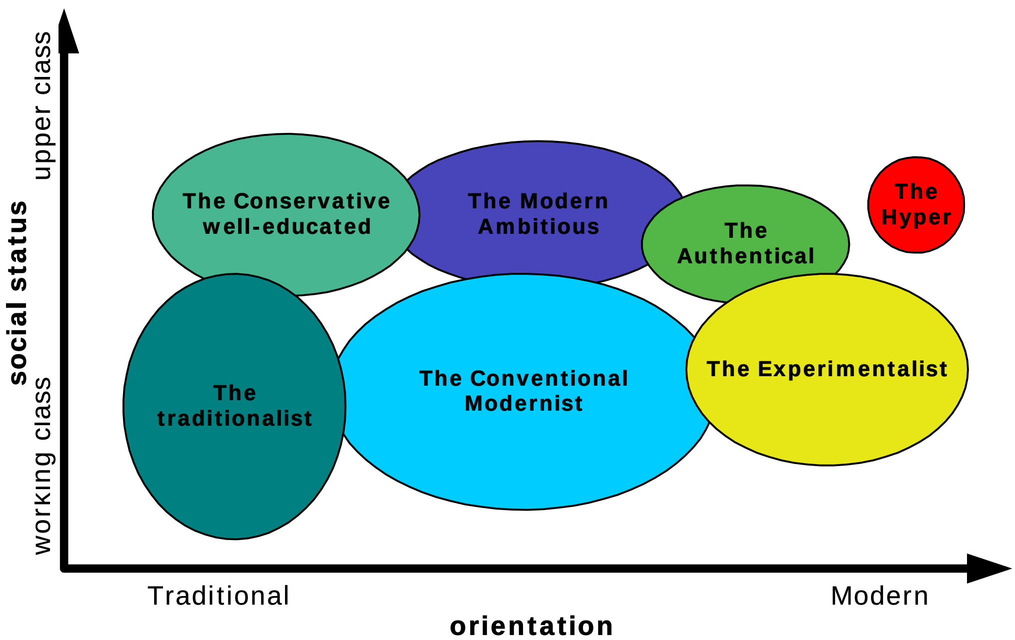
### 3.2.2 Segmentation on customer preferences

The segmentation proposed by the German GPK (Federal Association of Cutlery, Decoration and Houseware Retailers), is called “Tischwelten 2”. This segmentation is based on a qualitative study of the German market and makes a distinction between seven different segments with regard to lifestyle and characteristic preferences regarding eating and table settings. In figure 3.11 an overview is presented of the seven different segments. Because of its qualitative nature no indication of the sizes of the different segments can be given. The segmentation proposed by the German GPK consists of the following segments:

**The traditionalist**
The traditionalists include proportionally more women than men, with a centre point of people in their sixties with a low(er) education level and a low to average disposable income. This segment includes for example, the traditional housewife and retired people generally living in a single or two-person household. Their children have left the parental home (empty nesters). This group generally also holds on to the traditional eating habits, e.a. three proper meals a day on fixed time schedules. There is little or no experimentation with regard to the preparation of food.

The traditionalists are generally satisfied with the table- & kitchenware they have and their general opinion is, as long as the products serve their purpose, there is no need to replace it. Table- & kitchenware purchased is generally bought to last a number of years or even decades and in some cases even a lifetime. This segment was traditionally one of the backbones of the table- & kitchenware industry. They are considered to be loyal and satisfied customers. The main problem, however, is that this segment generally consists of older people, with the lion's share over sixty years old, and therefore they generally do not make large table- & kitchenware purchases anymore.

**Figure 3.11 Table- & kitchenware market segments "Tischwelten 2"**




Source: German GPK

**The conservative well-educated**
The conservative well-educated segment mainly consists of women with an age of sixty and over, who generally enjoyed higher levels of education and whose husband generally had a professional career and are now enjoying their retirements (also often reflected as golden greys). The conservative well-educated generally live in two-person households (empty nesters) and tend to have an average to very high disposable income. The households of conservative well-educated are generally well equipped with table- & kitchenwares. Tradition is also considered to be of importance in this market segment. When it comes to purchasing table- & kitchenware the conservative well-educated has a liking for unity in design and high-quality materials and workmanship. This segment can be regarded as an important market segment due to their high(er) disposable incomes.

### The modern ambitious

The modern ambitious are more likely to be women than men, the share of the latter is however increasing. The average age of this segment is between thirty and sixty years old. They are generally engaged in middle and higher occupations, with a high(er) disposable income. The segment includes both families with children and Dinks (double income no kids). The kitchen and dinner table in the day-to-day situation is convenience-oriented. At special occasions however, the modern ambitious shows great ambition, with refined cooking and a creative and exclusive table culture. The modern ambitious generally wants to be up-to date and strives for luxuriant table- & kitchenwares, emphasizing special utensils, tablecloth, cotton napkins, etc. The modern ambitious are generally well equipped with table- & kitchenware. They are also important consumers of table- & kitchenware due to their need to be up-to-date. They generally make a lot of impulse purchases and have a thorough knowledge of the different brands. They generally orientate themselves on prestigious brands.

### The conventional modernist

Looking at the social demographic characteristics, the conventional modernist includes both women as well as men, the majority aged between thirty and fifty years old. The conventional modernist generally occupies a middle position in business life and has an average disposable income. The conventional modernist generally has a family with children, living in newly constructed parts of the city (often suburbs). The conventional modernist is striving for a pleasant life and a living standard, which gives room to fulfil their consumer wishes. In short, the conventional modernist can be regarded as a “mainstream” consumer group. The conventional modernist enjoys cooking and experimenting with new recipes. Besides that, they have the pretension to cook frequently and healthily, in order to give their children good nutrition. On the other hand, they feel the need to simplify and shorten the cooking process in order to create spare time for themselves.

The conventional modernist has many wishes when it comes to domestic ambience. These wishes are limited by their spending power. Regarding table- & kitchenware, the conventional modernist is sensitive to quality, pretty designs and adequate pricing. They are therefore often considered as “smart shoppers”

### The authentical

This segment includes young and average aged men and women, generally they have attended a higher form of education. The segment includes singles, dinks as well as families with children. They are engaged in middle to higher occupations (self-employed, freelancer, etc.) and tend to have an average to high disposable income. Authenticals can be regarded as critical consumers, who enjoy the fine things of life. The kitchen and cooking in general are regarded as the communicative centre point for family and friends. Their cooking style can be described as carefree and informal, with a broad spectrum of international and exotic dishes. A healthy and diversified nutrition is also important to them.

When it comes to purchasing table- & kitchenware, the authentical is selective and thoughtful, buying only useable, functional products. The authentical has a necessity for high-quality products. They reject trend products with low lifespans, extravagant prestigious brands and superficial luxurious products. The authentical however, has a preference for individual and authentic brands

### The experimentalist

Looking at the social demographic characteristics, experimentalists include both men and women aged between twenty and thirty-five. The segment includes singles, dinks as well as young families. The experimentalists are just starting their professional career, and therefore generally occupy starting functions. Their disposable income is low to average.

The importance of dining and cooking varies. Their eating and cooking pattern is irregular and fast. They have a preference for fast-food, ready-made meals and home service. The experimentalist has a lot of wishes when it comes to table- & kitchenware. These wishes are however, often deferred in favour of other purchases, like vacations, car and furniture. They have a preference for trendy brands; however they are sensitive for vantage plagiarism. The consumer style is impulsive and rather price-conscious.

**The hyper**
This segment includes more men than women. The age centre point lies between twenty and forty years old. The hyper generally lives in a single or two-person household and tends to have an average to higher disposable income. Hypers are generally engaged in the following occupations: self-employed, employee in the fashion and gastronomy industry, trade and other creative occupations. In day-to-day life hypers can be regarded as trendsetters, they generally have an extrovert lifestyle and tend to be very outdoor-oriented. The table-setting is seen as an extension of their lifestyle. The consumer preferences of the hyper are subjected to rapid changes. They have predilection for individual products with classical designs. Their style can be described as retro and eclectic

Hypers generally have a low interest in prestige brands. The style, material and design are of far greater importance. When it comes to purchasing table- & kitchenware, the hyper is rather impulsive and spontaneous. The hyper is important to keep an eye on, since they often set the trends of tomorrow.

More information about the “Tischwelten 2”, including examples can be found on the site of the German GPK: http://www.gpk-online.de/.

## 3.3 Consumption patterns and trends

The demand for table- & kitchenware in the EU-25 is influenced by a number of trends. In the macro-environmental analyses presented in this paragraph, we will discuss these trends. One should, however, take into account that different developments discussed in this paragraph can relate to each other. For example, the social trend, “individualization” is closely related to the demographic trend towards smaller households. This paragraph reviews the following trends:

- Demographic trends
- Social & cultural trends
- Technical trends
- Economic trends

### 3.3.1 Demographic trends

The age structure of the population and, more significantly, the number of households, the life-stage of these households and marriage rates are basic demographic determinants of the levels of expenditure on table- & kitchenware. The main demographic trends which influence the consumption of table- & kitchenware will be discussed.

**Ageing population**

The composition of the population is changing. Europe is entering a period of accelerated population ageing. This phenomenon extends to the majority of the EU-countries. According to Eurostat, there are three driving forces behind the ageing of the EU society: fertility below replacement level, greater longevity and the approach of the "babyboomers" to their retirement age. In 2003 around 16.8 percent of the EU-25 population were less than 15 years old. Persons of working age (15-64) accounted for 67.2 percent of the EU-25 population. The remaining 16.0 percent were aged 65 and over, according to Eurostat. The retired generation (65+) will increase significantly in the near future, as the post-war baby-boom generation ages. Between 1960 and the present day, the proportion of older people (65 years and over) in the population has risen from 11% to 16%. Of the 69 million older people about 40 million are women. It is forecast that this ageing effect will continue in the near future.

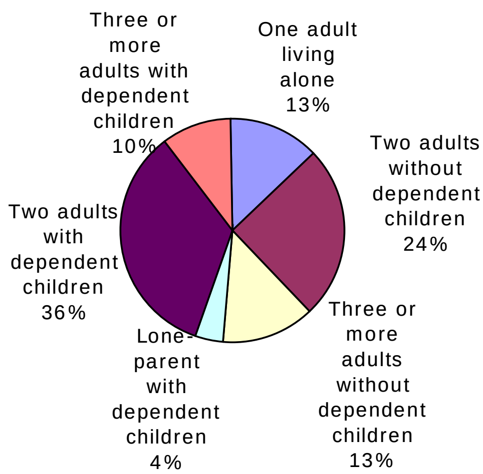
These developments have both a negative and a positive effect on the table- & kitchenware sales. On the one hand it will have a positive effect on sales of some products, like products with ergonomic designs, as for example easy grip handles. Ekco, for example, specially emphasizes the good grips of their kitchen items. On the downside, the generally thrifty elderly will have a preference for timeless, classical designs over fashionable, replaceable products. They generally spend less on table- & kitchenware as can be seen in paragraph 3.2.1

**Household size and formation**

New household formation, which is an important engine for growth in the table- & kitchenware market, is not expected to rise substantially in the near future. In 2002, there were approximately 156 million households in the EU-15. In the five-year period between 1998 and 2002, the number of households in the EU-15 countries only increased by 0.8 percent annually. While the absolute number of households has increased, the average household size decreases. This caused though to developments like "dilution", family households are getting smaller because of the simple fact of people are having fewer children. Also, the growing divorce rates and the dropping marriage rates have a positive effect on the number of households in the EU.

According to Eurostat, an average household in the EU-15 in 1982, consisted of 2.8 persons. In 2002, this rate had dropped to 2.4 persons per household. This trend is forecast to continue in the future. The decreasing household size will also impact the table- & kitchenware market. According to KeyNote, the falling household size draws consumers away from a central purchasing. Furthermore, smaller households generally have a less formalised cooking and dining structure, making snacking and "grazing" more significant. They are more likely to purchase convenient, ready-made meals, which take less time to prepare, instead of cooking themselves.

**Figure 3.12 Population living in private household type, EU-15, 2002**




Source: Eurostat, 2003

The trends towards a growing number of smaller households will impact the sales of table- & kitchenware, with both a negative and a positive effect of the table- & kitchenware market. On the negative side, the smaller households generally do not have the need for large table- & kitchenware sets. The demand for formal table- & kitchenware is also forecast to decline as small households generally rely on quick convenient, ready-made meals, often consumed in front of the television. This development will also affect the sales of cookware and other products used while preparing dinner. On the other hand, the sales of products which are not influenced by the number of members within the household will increase as the total number of household will increase. Examples of such products are kitchen knife sets, bins, buckets, and kitchen utensils, carving knives, salt and pepper shakers, etc. According to Keynote, the demand for products that are microwave- and dishwasher-safe is also likely grow. Labour-saving products will also benefit from this development. The trend towards smaller households will also encourage the sales of small(er) pack sizes of table- & kitchenware and individual items. According to Euromonitor, this will offer manufacturers the opportunity to increase the unit prices.

**Marriage rates & timing**
According to Euromonitor, the number of marriages is an important sales driver in the table- & kitchenware market, especially in the premium-end of the market, due to the importance of these products as wedding gifts. Wedding gift sales traditionally make up a substantial share of the formal table- & kitchenwares sales. However, as marriage rates are declining, the traditional backbone of the industry is disappearing. The marriage rate in the EU-25 is steadily dropping. Pre-marriage households are very common. According to Eurostat, the EU marriage rate dropped from an average of 5.6 marriages per 1000 inhabitants in 1992, to 4.9 marriages in 2002. The fact that many people in the EU choose to delay their marriage until they are somewhat older has also affected the sales in the premium table- & kitchenware. According to Euromonitor, the average age of 'first marriage' couples increased by 7.8 percent between 1991 and 2002 to an average marriage age of approximately 28.9 years.

According to Euromonitor, many marriages today take place between couples who tend to have well-equipped homes, making the traditional wedding gifts of table- & kitchenware, such as crockery sets and crystalware, redundant. On the other hand, there are, however, opportunities for more unusual table- & kitchenware items, like for example chrome orange squeezers.

### 3.3.2 Social & cultural trends

There are significant changes in consumption habits in the varying EU-countries, due to the improvement of living standards, and differences in culture, traditions and tastes. In this section, the main social trends which influence the consumption of table- & kitchenware will be discussed.

**Social diversity**
The modern consumer can no longer be clearly defined. Consumers are becoming more diverse, both in social and in cultural terms. This is due to a number of developments. First, ageing and increasing life spans lead to a greater diversity of ages. Secondly, growing immigration, combined with growing tourism and the better availability of foreign spices and herbs, bring a greater variety in cooking and eating habits. According to Eurostat, migration made up three quarters of the total EU population increase in 2003. These developments are, for example, reflected in the popularity of the oriental cuisine. According to Key Note, the popularity of ethnic dishes has led to increased demand for cooking and eating utensils such as woks.

Women's increased participation on the labour market has greatly influenced their financial independence and their disposable income According to Eurostat, women accounted for 43% of the total European workforce in 2002. Female participation in the labour market is more common in Northern Europe. The proportion of females in the workforce ranged from about 38% in Greece, Italy, and Spain to about 48% in Denmark, Finland and Sweden. The female workforce is, however, increasing. The male labour force increased by only 6% between 1995 and 2002, while the female labour force expanded by 14%. This development is due to a number a factors, such as the increased educational level of women, the gradual improvement of child care facilities and, primarily, the swiftly changing attitudes regarding women's roles, according to the Dutch Sociaal Cultureel Planbureau (SCP).

This development has led to the growing importance of women as consumers. This increase, however, also meant that the time to cook is often in short supply. Leisure time is too highly valued to spend on cooking, especially when the additional income can be spent on ready-made meals or on eating out. This development has also had some implications on table- & kitchenware sales, particularly on the demand for easy-to-handle utility products, which are microwave- and dishwasher-proof, which has grown.

The growing social diversity is also triggered by the increasing individualization, which is one of the most important social trends within Europe. More and more opportunities arise for individual persons to organize their lives as they see fit. The European consumer of today wants to distinguish him- or herself from the mass, consumption is a means of doing so, making it increasingly hard for manufacturers to distinguishes different market segments.

**Changing eating and cooking habits**
As mentioned earlier, the EU consumption of table- & kitchenware is steadily shifting away from formal products towards more practical and informal products. According to Euromonitor, the busier lifestyles, the increasing number of single-person households and a growing number of working women, lead to changing lifestyles. Family meals are being replaced by "grazing", as consumers eat more easy-to-prepare snacks during the day rather than a formal meal. This trend is more pronounced in the North-Western countries of Europe. However, even in countries with a significant, traditional dining culture, like Italy and France, this trend is also evident. The tradition of long, extensive meals is being replaced by convenient, ready-made meals, which take less time to prepare.

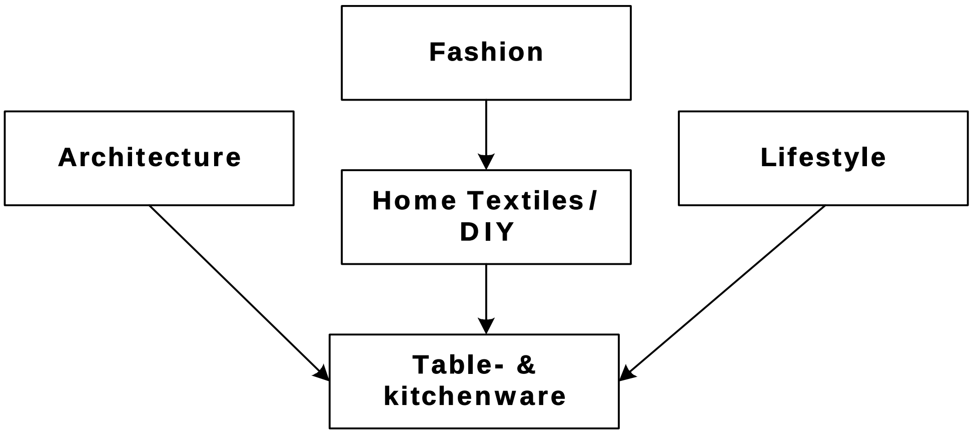
**Health Awareness**
There is also a growing trend towards health and wellbeing. Today's stressful society has had a positive effect on the sales of health-related products. Fat-free or low-fat products are very popular throughout many food product ranges. In the table- & kitchenware market, this trend has a significant impact on food preparation methods. Low fat or even fat free cooking methods, like for example steaming, increasingly substitute less healthy cooking methods like frying and roasting. Low-fat cookware like grills, steamers and woks has become more popular in the reviewed period.

Hygiene is also considered to be very important, leading to increased demand for antibacterial plastics used in table- & kitchenware, like as storage boxes and chopping boards, etc.

**Fashion**

One of the most noticeable trends in the table- & kitchenware market is the move away from formal to casual dining. Consumers are increasingly abandoning the traditional matching sets in favour of fashion-led pieces. Because of the shift towards more casual products, table- & kitchenwares are increasingly influenced by fashion developments. Manufacturers follow this trend by encouraging consumers to make frequent replacement purchases According to sources at the Birmingham Autumn Fair, trends in the table- & kitchenware market are likely to change significantlly every twelve to eighteen months.

**Figure 3.13 Influencing factors in design trends**




Source: Euromonitor from NHMA

According to Euromonitor, fashion has a major influence on table- & kitchenwares. The increasing importance of design has been stimulated by the growing popularity of DIY and home makeover programmes, which have increased the popularity of interior design.

In general, fashion in the table- & kitchenware market is influenced by several trends. In terms of colour, trends generally begin in women's fashion and extend themselves via men's fashion into home textiles, and into DIY products. From here, the influence impacts table- & kitchenware. Shape is influenced by architecture, especially at the premium-end of the market. On the practical and functional side of the market, shape is influenced by lifestyle trends. The ageing society has also triggered the demand for light-weight, ergonomically designed utensils, gadgets and pan handles.

According to the Ambiente, the largest consumer fair of household products in the world, the following trends can be distinguished in 2005. Regarding tableware and glassware, intense colours, in particular green and blue, are in fashion. Regarding metalware, new coatings will make cooking easier. On the site of the Ambiente: http://www.messefrankfurt.com more information on trends in colours can be found. Also refer to CBI's "fashion forecasts", to get an update on coming colour and style trends.

**Hobby Cooking**

The growing trend towards more practical and more functional table- & kitchenware does not mean that the consumer is not interested in food and food preparation. On the contrary, the popularity of TV cooking shows and interest in cooking magazines have increased, exposing consumers to a wide variety of cuisines, table- & kitchenwares and cooking techniques, and prodding them to purchase and try these new techniques and products. Manufacturers have jumped into this development and introduced new product lines in collaboration with these TV chefs. In the United Kingdom, for example, Jamie Oliver has designed china ovenware for Royal Worcester and a series of cookware for Tefal. In the Netherlands, TV chef Cas Spijkers helps promote the products of B.V. Koninklijke Van Kempen & Begeer. According to KeyNote, this endorsement inspires a degree of confidence among consumers and TV chefs are not alone in entering licensing agreements with table- & kitchenware manufacturers. Designers such as Calvin Klein and Vera Wang have lent their names to table- & kitchenware. Also the use of children's licensed characters like Mickey Mouse has always helped to boost sales, particularly of tabletop items.

Also, the retail business has jumped into this development and more and more specialised cook stores have emerged, like for example Oil & Vinegar, which offers an extensive range of culinary products, like oils, herbs and vinegar. Next to these products the shops sell a range of related products, including a limited range table- & kitchenwares.

The number of cooking classes has also increased in recent years and consumers try to recreate the ambiance of expensive restaurants when enjoying home-cooked meals. According to Euromonitor, this was a result of the shift towards convenient and ready-made meals. Consumers were freed from the laborious chores of creating family meals on a daily basis and, because of this development, extensive cooking, for many people, has come to be seen as a hobby or leisure-time activity.

### 3.3.3 Technical trends

The busy lifestyles and the trend away from family meals, together with the increasing popularity of microwaves and dishwashers, have triggered demand for easy-to-use products adapted for use in these appliances. In 2003, around 35 percent of European households owned a microwave. Products which can be heated up at different times for individual family members are characteristic of the new eating habits. Convenience and functionality are becoming increasingly important throughout Europe. According to Key Note, the popularity of microwaves has led to the introduction of plasticwares specifically designed for microwave cooking.

**New products & innovation**

Because the table- & kitchenware market is very mature and stable, replacement spending is one of the key triggers in the market. This spending is however not very popular in times of depressed business cycles. Manufacturers therefore try to innovate their products with new features and designs in order to trigger consumers to buy their products.

**Table 3.2: Household penetration of dishwashers and microwaves by country, per 100 households, in 2003**

| Country | Microwave | Dishwasher |
|---|---|---|
| ***Selected EU countries*** | | |
| United Kingdom | 89.0% | 30.6% |
| Belgium | 85.9% | 50.9% |
| The Netherlands | 76.5% | 43.2% |
| France | 52.0% | 36.8% |
| Spain | 41.2% | 25.8% |
| Germany | 37.6% | 58.5% |
| Italy | 35.9% | 37.7% |
| ***New EU countries*** | | |
| Hungary | 48.9% | 2.9% |
| Czech Republic | 37.6% | 7.5% |
| Slovenia | 28.3% | 25.2% |
| Estonia | 24.6% | 1.4% |
| Poland | 18.4% | 2.2% |
| Lithuania | 14.9% | 1.2% |
| Slovakia | 4.5% | 5.3% |
| Latvia | 9.1% | 1.3% |

Source: Euromonitor, 2005

### 3.4.4 Economic trends

Economic growth has slowed across much of Western Europe since the turn of the millennium, with the softness in the economy driven for a large part by cyclical trends, such as reduced exports amid global weakness. Reduced consumer confidence and growth in unemployment were, among others, the main factors leading to lower growth in total consumer spending. However, it looks as if table- & kitchenware consumption has not been greatly affected by this development, as can be seen in paragraph 3.1. According to Ambiente, this can partly be explained by fact that, due to the slow economy, consumers have turned more inwards to their homes and kitchens. At the Ambiente, positive signs led the industry to believe that economic development will improve in 2005 and 2006.

### 3.3.5 Other branch-related trends & developments

EU consumers are generally not very familiar with the different brands of table-kitchenware. Most consumers do not believe that famous brands automatically mean better quality and the average consumer is not well-informed about the different brands of table- & kitchenware manufacturers. Brand awareness, however, differs per product group. In the ceramicware, china & porcelain and metalware sectors, brand awareness is generally higher than in the other segments, mainly due to the marketing efforts of the manufacturers in these sectors.

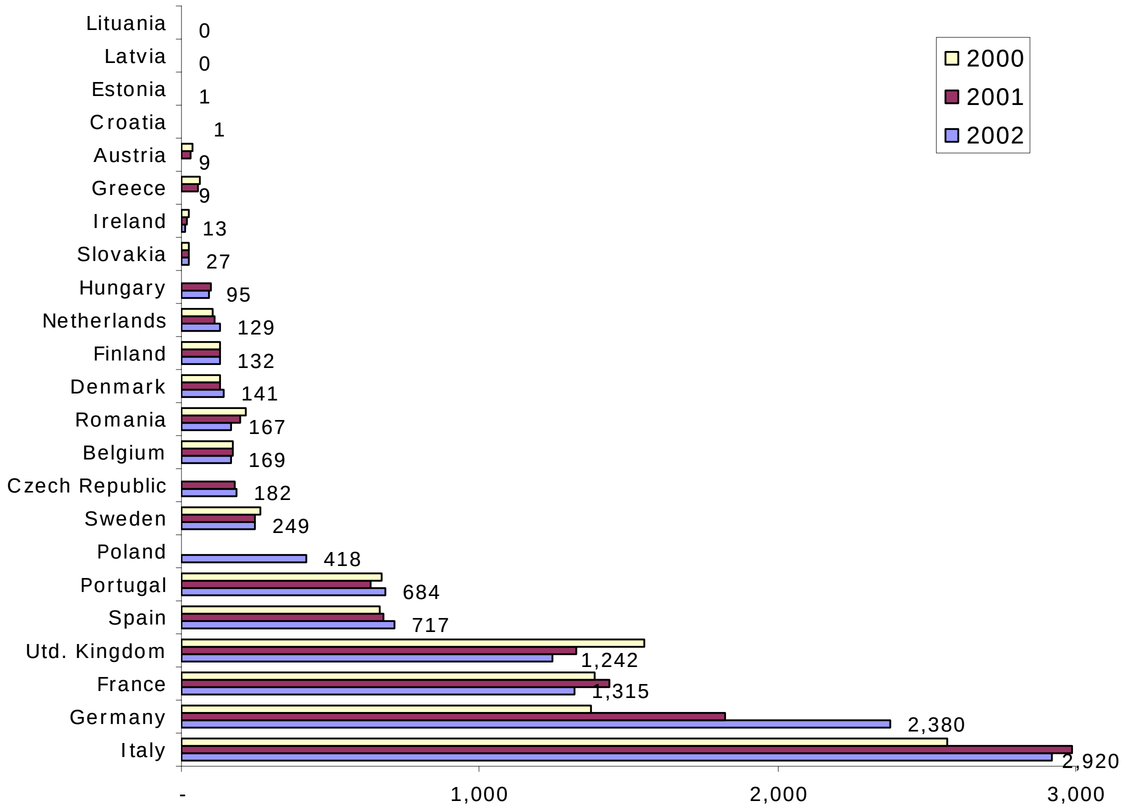
# 4 PRODUCTION

This chapter presents a general overview of the production of table- & kitchenware in the EU-25 (both EU-15 as well as new-EU countries), highlighting the countries and products specified in Chapters 1 and 2. The production statistics used derive from the Eurostat PRODCOM database. The production statistics used concern the year 2002. Due to the reasons specified in Chapter 1 the production statistics are not complete. Especially regarding the smaller EU countries information is incomplete.

## 4.1 EU-25 production

In 2002, the total EU-25 production accounted for a value of €11.0 billion, which indicated a decline of 5.6 percent in comparison with 2001. Metalware and glassware were the two leading product groups accounting for 58.8 percent of the production. The EU-15 accounted for the lion's share of this production. In 2002, the EU-15 accounted for 91.9 percent of the production. Italy was the leading manufacturer of table- & kitchenware accounting for a 26.5 percent share of the total EU-25 production, followed by Germany (21.6%), France (12.0%) and the United Kingdom (11.3%).

**Figure 4.1 Production of table- & kitchenware in the EU-25, 2000-2002, in € millions**




Source: Eurostat, 2004

Over the last decades, the table- & kitchenware industry has become increasingly competitive, mainly due to the pressure of low-priced imports deriving from Asia and Eastern Europe. And, as perception of table- & kitchenware changed because of retailers, like Ikea and other retailers, positioning table- & kitchenwares as fashionable accessories sold at competitive prices, the market came under increasing pressure. Grocery multiples are also continuing to tap into the table- & kitchenware market, because of the relatively high margins and the need to create more "traffic". They generally also sell low-priced table- & kitchenwares, often "private-label". All these developments have led to a pressure on prices, made it increasingly difficult for EU manufacturers to compete and triggered them to take action. To cope with the increasing competition, several EU table- & kitchenware manufacturers established manufacturing bases in Asia, especially in China, Taiwan and Thailand. Here they could combine their state-of-the-art technology with a low cost-base. In this way, they could maintain an efficient, high-quality production system but at low cost. An example is Waterford Wedgwood, which closed two of its factories in United Kingdom, with the loss of over 1,000 jobs, as the manufacturer shifted production of its mid-price table- & kitchenware range to China.

Outsourcing was/is also a popular means for Western manufacturers to remain competitive. Outsourcing a part of their production to cheap(er) contract manufacturers, offers the EU manufacturers the chance to focus their attention on marketing their products. Achieving "economics of scale" was another answer to the increasing competitiveness. Mergers and acquisitions were a popular means to acquire the scale necessary to survive in the globalizing world. Small companies with insufficient production were taken over. This provided an ideal way for the bigger companies to increase their market share in the mature EU table- & kitchenware market. SEB SA and Newell Rubbermaid are both examples of manufacturers who have pursued a "growth by acquisition" strategy for years. However, recently the latter has changed its strategic focus to organic growth, fuelled by innovation behind a stable of strong brands.

According to Euromonitor, due to the increased competition in the economic-end of the market many EU manufacturers tried to position themselves at the premium-end of the market, where the margins are better. However, because of this development, the segment became crowded, again leading to more competition. Another notable development is brand extension; Waterford Wedgwood, for example, extended their product line into linens, jewellery, writing instruments and other giftware. Because of the increasing competition, manufacturers are searching for ways to differentiate their products from their competitors'. Branding, together with advertisements, is an important way of achieving this.

## 4.2 Production in selected countries

The following paragraph will discuss the production of table- & kitchenware per country. This will include an overview of the production, a discussion of the leading product groups and the important manufacturers active in each country. We should however note that an important share of the EU manufacturers discussed have production facilities throughout Europe and even throughout the world, for that matter.

### 4.2.1 Italy

According to Eurostat data, Italy is the leading manufacturer of table- & kitchenware, accounting for a production of € 2.9 billion in 2002. Italian production is known worldwide for its good design and the ability to set trends. Generally it can be said that Italian production is characterized by a high number of small and medium-sized manufacturers. Metalware is the leading product group produced accounting for 48.0 percent of their table- & kitchenware production.

Known Italian metalware manufacturers are, Albert, Lagostina, Pinti Inox, Calderoni Fratelli and Silga. The first two are also known for their quality cutlery. Plasticware is the second product group in size, accounting for 17.8 percent. Regarding plasticware Bormioli Rocco and Alessi are important manufacturers. Italy is also an important glassware manufacturer with a production of € 291.0 million, making it the EU-25's third manufacturer of glassware just after France and Germany. Italian glassware is known for its distinctive styling. Cristalleria Artistica La Piana (C.A.L.P.) is the leading glassware manufacturer in Italy.

### 4.2.2 Germany

In 2002, the total German production of table- & kitchenware amounted to € 2.4 billion. The main product group in the German production is china & porcelain, which is mainly centred around North Bavaria. With a value of more than € 1.0 billion, Germany is by far the largest manufacturer of china & porcelain in the EU-25. German china & porcelain is especially noted for its high quality white porcelain. Important German manufacturers are Villeroy & Boch and Rosenthal, the latter majority-owned by Waterford Wedgwood Plc. Metalware, the second product group accounted for 20.8 percent of the German total table- & kitchenware production. Important metalware manufacturers are WMF AG (Wurttembergischer Metallwarenfabrik) and Fissler gmbh.

Glassware is also an important product group in the German table- & kitchenware production. In 2002, German glassware production stood at € 419.5 million. The leading manufacturers, according to Euromonitor were WMF AG, Rosenthal AG, Villeroy & Boch AG and BHS Tabletop AG,. Plasticware, the fourth product group in size, accounts for 11.8 percent of the German production of table- & kitchenware. Emsa Holding AG is Germany's leading plasticware manufacturer. In 1999 Emsa Holding AG took over Addis, the leading British plasticware manufacturer, making Emsa one of the EU's largest manufacturers of plasticware.

### 4.2.3 France

France is the third manufacturer of table- & kitchenware in the EU-25, with a production of € 1.3 billion. French table- & kitchenware production largely focuses on glassware making up nearly half of their total production. French glassware manufacturers have the world's largest mass production infrastructure for both fine crystal and soda glass products. In 2002, glassware production stood at a value of € 634.3 million. Leading glassware manufacturers in France are Arc International and Saint Gobain. Metalware is the second product group in size, accounting for 21.3 percent of their production. In this field SEB and Le Creuset are the leading manufacturers. The latter is also an important manufacturer of cutlery.

### 4.2.4 United Kingdom

The United Kingdom is also a leading manufacturer of table- & kitchenware in the EU-25. In 2002, their total production was valued at more than € 1.2 billion. Ceramicware is the leading product group, closely followed by china & porcelain, accounting for 27.7 and 27.1 percent respectively. Both industries are however under tremendous pressure. Due to their higher production costs, UK manufacturers cannot compete with cheap imports from countries with low manufacturing costs. Consequently, UK manufacturers, like manufacturers in other parts of the EU-25, are increasingly moving production overseas. According to Keynote, the latest blow to the British production, which is largely centred in Stoke-on-Trent, was the closure of two Wedgwood production units, leading to the loss of more than a 1,000 jobs in 2003. In the preceding year Royal Doulton moved its production of the Royal Albert brand to Indonesia, leading to the loss of 500 jobs.

Metalware is the third product group produced account for a share of 13.4 percent of their production. The leading metalware manufacturer is Metalrax Group Plc, whose houseware division includes ten companies. The United Kingdom's leading plasticware manufacturer is Addis, which was taken over by Emsa Holding AG in 1999.

### 4.2.5 Spain

Spain is the fifth EU-25 manufacturer of table- & kitchenware in size. In 2002, Spanish production was worth € 717.0 million. Metalware was the largest product group, accounting for 30.0 percent of their total table- & kitchenware production. Important Spanish manufacturers are Isogona-Bra S.A, which is part of the Italian Pinti Inox group, Compañia Menaje Domestico and Prestige. Plasticware is the second largest product group produced by Spain, accounting for a value of € 182.4 million. Glassware is the third product group produced in Spain; the important manufacturer is Cristaleria Espanola, part of Saint-Gobain, which produces flat glass; glass containers and glass tableware.

### 4.2.6 Belgium

Unfortunately, production figures concerning the Belgium production of table- & kitchenware is only available to a limited extent, namely only for the production of plasticware and metalware. The value of the Belgium production is therefore undervalued. In 2002, the production for plasticware and metalware accounted for a value of € 123.9 and 45.0 million respectively. In Belgium, Tupperware, a leading worldwide plasticware manufacturer, has an important production facility. Another plasticware manufacturer is D.B.P. Plastics NV. Regarding metalware, Demeyere is an important Belgium manufacturer, with brands like Sirocco, Mistral, Apollo and Atlantis. Another leading Belgium manufacturer is Durobor SA, with is glassware manufacturer.

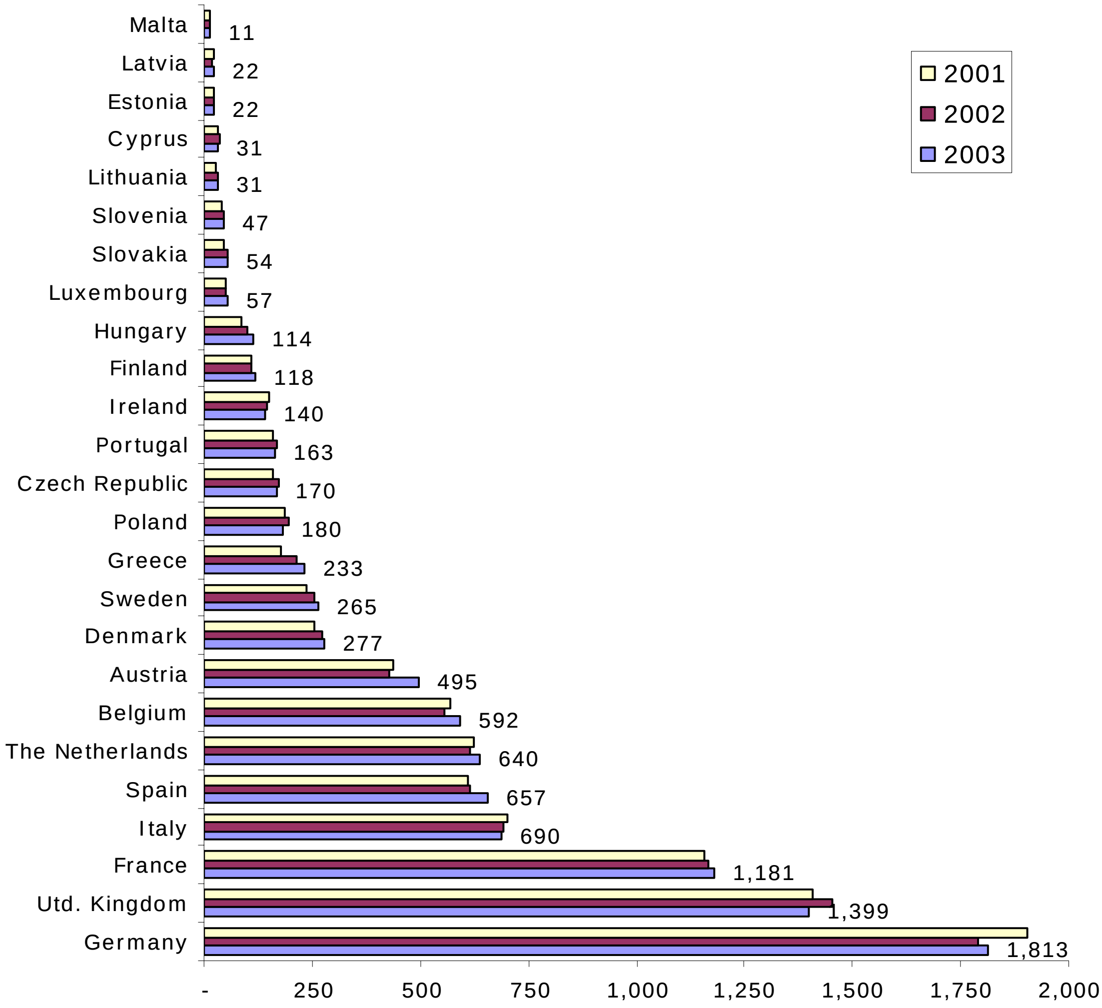
### 4.2.7 Netherlands

Like Belgium the production figures concerning the Dutch production are only available to a limited extent, namely only for the production of plasticware. The Dutch production accounts for a value of € 128.5 million. Curver, part of the American Newell Rubbermaid Inc. is the leading manufacturer of plasticware in the Netherlands. According to Datamonitor, Newell Rubbermaid Inc. is the largest manufacturer of table- & kitchenwares in the world. Brabantia is an important manufacturer of metalware, which is also active in the storage and the preparation of food. Another manufacturer also present in this product group is BK a part of the B.V. Koninklijke Van Kempen & Begeer, which is especially known for its important cutlery brands Kelto and Gero.

# 5 IMPORTS

Trade statistics given in this chapter and in Chapter 6, derive from Eurostat, which bases its statistics on information from the Customs and from EU companies. Especially in the case of intra-EU trade, not all transactions are registered, such as those made by smaller companies and transactions from non-EU sources (see remarks on trade statistics in Chapter 2). On the other hand, figures for trade between the EU and the rest of the world (Extra-EU) are accurately registered and are, therefore, more precisely represented in these statistics. Nevertheless, these statistics must be treated with extreme caution and are only intended to give an indication of trade flows in the international table- & kitchenware market. The statistics specify total imports, divided into volumes/values, sourced from other EU-countries (Intra-EU), non-EU-countries (extra-EU) with the values/ volumes coming from developing countries. The developing countries are defined by the OECD (Organisation for Economic Co-operation and Development) and are listed in Appendix 5. Appendix 2 lists import statistics for the EU and the selected markets within the EU, and gives a breakdown of the EU imports by product group.

**Figure 5.1 Total imports of table- & kitchenware into the EU-25, 2001-2003, in € millions**




Source: Eurostat, 2004

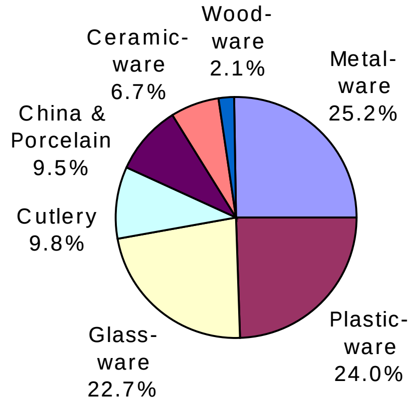
## 5.1 EU-25 imports

The EU-25 import of table- & kitchenware showed a small recovery after being virtually flat in 2001 and 2002. Apparently, the stagnation of the economy in 2001 has slightly influenced the import of table- & kitchenware. In 2003, the total import of was € 9.4 billion, indicating a small increase of 2.0 percent in comparison with 2002. In the period between 1999 and 2003, EU-25 imports grew in terms of value by 14.9 percent. The EU-25 import of table- & kitchenware in terms of volume was estimated at about 3.1 million tons in 2003.

Germany remained the largest table- & kitchenware import market, with an import value exceeding € 1.8 billion in 2003. Between 1999 and 2003, the German import remained flat, only growing 2.6 percent. Despite the sluggish development, Germany still accounted for 20.8 percent of the total EU-25 imports. The growth of the EU-25's second import market, the United Kingdom, is rapidly declining and saw a decline of 3.7 percent in 2003. The British accounted for 14.5 percent of the total EU-25 imports. The French import of table- & kitchenware remained flat for the third year in a row. Regarding, the import of table- & kitchenware by Italy it looks like the bottom was reached. After declining for several years, the import remained flat in 2003 at € 690.2 million, making Italy the fourth largest importer of table- & kitchenware accounting for 7.9 percent of the total EU-25 import. In 2002, Spain overtook the Netherlands as the fifth largest importer of table- & kitchenware. In 2003, the Spanish import grew by 6.7 percent to a total of € 657.3 million, indicating a 7.5 percent share of the EU-25 import. Belgium is the seventh largest importer with a total import of € 592.2 million.

As can be seen in figure 5.1, the new EU-countries generally lie far behind the traditional EU-15 countries with regard to total imports. They however offer much a much greater growth potential. Combined, the new EU-countries account for an import of € 683.6 million. Between 1999 and 2003, the import of table- & kitchenware by new EU-countries grew by 31.5 percent, whereas the import by traditional EU-15 countries only grew by 14.9 percent. The imports of these new EU-countries are however rather whimsical. In 2002, the imports grew by 8.0 percent, whereas in 2003, the import dropped slightly, by 0.7 percent. Poland is largest importer of table- & kitchenwares. This leading position is mainly due to its population size.

**Figure 5.2 EU-25 table- & kitchen-ware in 2003, by product group, % of total value**




Source: Eurostat, 2004

Three product groups dominate EU-25 imports, accounting for 71.9 percent of total EU-25 table- & kitchenware imports. Metalware, the biggest product group imported, totalled a value of € 2.4 billion, representing 25.2 percent total EU-25 imports. Plasticware, the second import market in size, lie just behind metalware, accounting for 24.0 percent of the total EU-25 import. Glassware accounted for the remaining 22.7 percent.

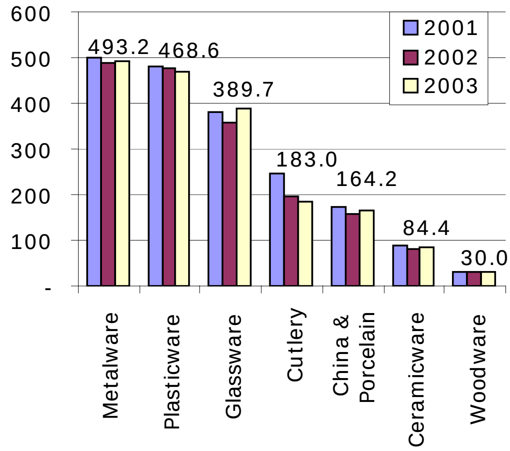
After years of decline, it looks as though the intra- EU-25 trade has stabilized. In 2003, the intra-EU-25 imports accounted for 61.4 percent of the EU-25 table- & kitchenware requirements of which the new-EU countries make up 7.7 percent. The main intra-EU suppliers are Germany Italy, France, with shares of 10.6, 10.4 and 9.1 percent of the total EU-25 table- & kitchenware requirement. China is the largest supplier accounting for 19.8 percent of the imports in value terms.

### 5.1.1 Germany

Germany is by far the biggest importer of table- & kitchenware. In 2003, the German import remained stable after being down for two years. In 2003, the import grew by 1.4 percent, rising to a total value of € 1.8 billion. A long term growth of only 2.6 percent between 1999 and 2003 indicates that the German import is relatively stable and mature. In terms of volume the import increased by 10.6 percent in 2003 after being down for two years, indicating that average prices dropped in 2003.

Metalware, the biggest product group imported by the Germans, accounting for 27.2 percent of their total table- & kitchenware import, remained flat in 2003. In terms of volume however the import increased by 9.6 percent. The import of plasticware showed a slight decline for the third year in row. It looks like the import of glassware recovered after being down in 2001 and 2002. In 2003, import grew by 8.8 percent to a value of 389.7 million. The import of cutlery continued its decrease, which started in 2001. In 2003, the import dropped by 6.7 percent. The ceramicware en Porcelain & china import showed a similar development a being down in 2002, both product groups showed a recovery in 2003.

**Figure 5.3 German table- & kitchenware imports, by product group, 2001-2003, in € millions**




Source: Eurostat, 2004

Of the German imports 58.2 percent is being sourced within the EU-25, with Italy (11.4%), the Netherlands (8.0%), Belgium (7.7%) and France (7.6%). Due to it position Germany also sources a lot from their Eastern European neighbours like Poland (6.7%) and the Czech Republic (5.7%). China is however, the biggest supplier accounting for 22.8 percent of their imports.

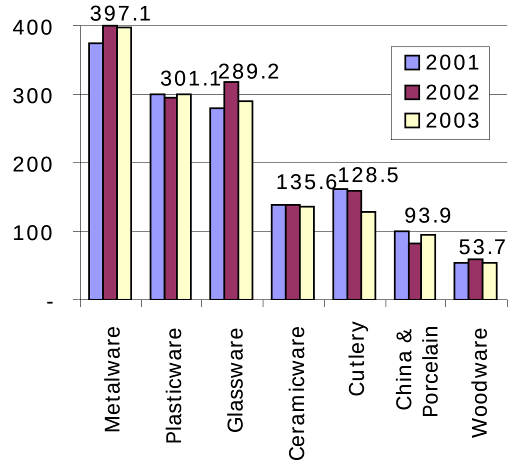
### 5.1.2 United Kingdom

Since 2000, the growth of the import of table- & kitchenwares by the United Kingdom has flattened. In 2000, the import grew by 18.5 percent, in 2001 by 7.1 percent and in 2002 by 3.3 percent. 2003 represented a decline of 3.7 percent, resulting in total import of € 1.4 billion. In volume terms the import continued to grow in 2003, mounting to 471,500 tons.

Like in Germany, metalware is the leading product group imported by the British. In 2003, the import remained relative flat, after showing considerable growth in the preceding year.

Plasticware, which overtook glassware as the second product group in size, grew by 1.9 percent in 2003 after being relatively flat in the preceding years. Glassware dropped by no less than 9.0 percent after being dynamic in the preceding year. In terms of volume glassware imports dropped by 4.8 percent. In 2003, the import of glassware totalled a value of € 289.2 million. The import of ceramicware dropped by 2.2 percent, after being relatively stable in the preceding two years. The declining import of cutlery accelerated in 2003. After being down by 1.2 percent in 2002, 2003 showed a decline of 19.4 percent. The import of porcelain & china recovered after a stunning decline of 17.6 percent in 2002. In 2003, the import grew by 12.6 percent to a value of € 93.9 million.

**Figure 5.4 British table- & kitchen-ware imports, by product group, 2001-2003, in € millions**




Source: Eurostat, 2004

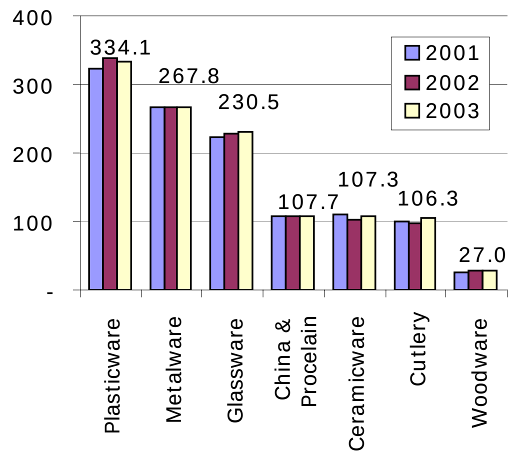
The British only source 44.4 percent of their table- & kitchenware imports within the EU-25, with Italy and France being the most import suppliers accounting for 9.6 and 8.5 percent of their imports. China is by far the leading supplier accounting for 29.3 percent of their imports.

### 5.1.3 France

The French import of table- & kitchenware remained rather flat in 2003 and continues to be stable at a value of almost € 1.2 billion. In terms of volume, the import of table- & kitchenware grew by 6.2 percent after being stable between 2000 and 2002, mounting to 400,100 tons.

Plasticware is the leading table- & kitchenware product group imported by the French, accounting for 28.3 percent of their total import. In 2003 the French import of plasticware showed a small decline of 1.4 percent, in terms of volume however, the import increased by 3.6 percent. The import of metalware remained virtually stable at € 267.8 million. The import of glassware by the French is relatively low in comparison with the EU-25 average and this can be explained by the fact that France is one of the largest glassware producers in the world. The import growth of glassware

**Figure 5.5 French table- & kitchen-ware imports, by product group, 2001-2003, in € millions**




Source: Eurostat, 2004

flattened during the reviewed period. In 2003, the import only grew by 1.2 percent to a value of € 230.5 million. The import of China & porcelain remained stable. The import of ceramicware recovered after being down in 2001 and 2002.

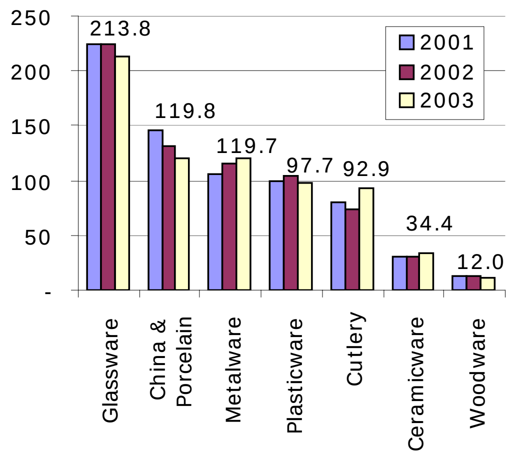
France is more EU-orientated in their imports and only 29.2 percent derives from outside the EU-25. Leading intra-EU suppliers are Italy (17.8%), Belgium (14.4%), Germany (10.1%) and Spain (8.0%). Regarding the extra-EU trade, China with a 13.5 percent share is France's main supplier.

## 5.1.4 Italy

Italy was the fourth EU importer of table- & kitchenware accounting for 7.3 percent of total EU-25 imports of table- & kitchenware, with imports amounting to € 690.2 million. In 2003, the import remained rather stable. In terms of volume the import increased by 9.6 percent to 208,800 tons, indicating that the average prices are dropping. The Italians table- & kitchenware import also reflects the fact that the Italian market is considerably more formal than the other reviewed markets. Italy imports relatively much cutlery and china & porcelain and relatively little plasticware in comparison with the EU-25 average, 13.5 to 9.8 percent for cutlery, 17.4 to 9.5 percent regarding china & porcelain and 14.2 percent to 24.0 percent regarding plasticware.

Glassware, the biggest product group imported by the Italians, accounted for 31.0 percent of the Italian import of table- & kitchenware. The glassware import dropped by 4.9 percent after being stable in 2002. The second product group in size, china & porcelain continue its decline, which started in 2000. In terms of volume the import of china & porcelain increased by 2.4 percent in 2003. The import of metalware grew for the second year in a row. Plasticware dropped by 6.3 percent after being up by 5.1 percent in the preceding year. In 2003, the import of cutlery recovered by a stunning 26.5 percent to a value of € 92.9 million, in volume terms the import even increased by 62.1 percent.

**Figure 5.6 Italian table- & kitchenware imports, by product group, 2001-2003, in € millions**




Source: Eurostat, 2004

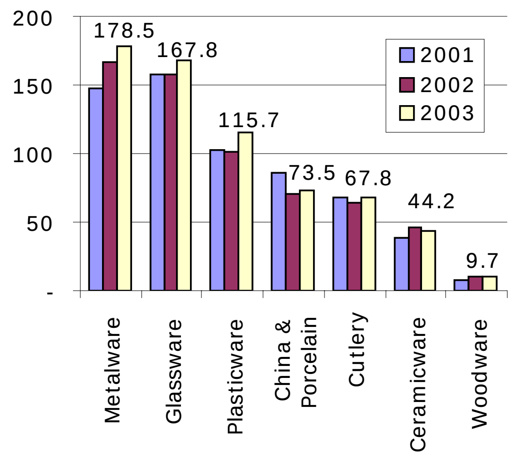
Like in most other EU-25 countries, the Italian import from EU-25 countries is declining. In 1999, the EU-25 still accounted for 66.3 percent of their table- & kitchenware imports. In 2003, the share dropped to 56.9 percent.

## 5.1.5 Spain

After two years of relatively little growth the Spanish import showed a remarkable recovery of 6.7 percent in 2003, to a value of € 657.3 million. In terms of volume the import even increased by 28.4 percent to an amount of € 313,300 tons. Between 1999 and 2003, the Spanish import of table- & kitchenware grew by a stunning 76.5 percent, largely due to the doubling of the glassware imports

The leading product group, metalware which accounts for 27.2 percent of their total table- & kitchenware imports grew 7.4 percent, indicating a slight deterioration in comparison with 2002. The import of glassware continued its growth. In 2003, the import grew by 6.6 percent to € 167.8 million. The import of plasticware showed a similar development. In 2002, the import was quite flat, even showing a small decline, in 2003 however the import rose by 13.9 percent. The Spanish import of cutlery recovered after being down for two years. In 2003, the import rose by 5.7 percent. The import of ceramicware showed a small of 3.6 percent, mounting to a value of € 44.2 million in 2003.

**Figure 5.7 Spanish table- & kitchen-ware imports, by product group, 2001-2003, in € millions**




Source: Eurostat, 2004

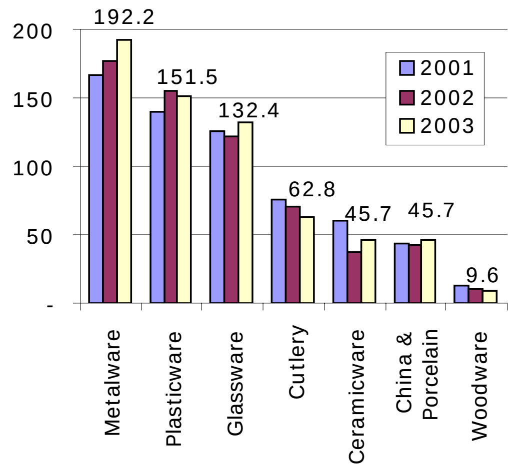
Spain imports 64.8 percent of its total table- & kitchenware imports from EU-25 countries. Italy, France and Germany are the most important EU-suppliers accounting for 15.7, 14.0 and 10.4 percent of the imports. Also their neighbouring country Portugal accounts for an important share of the Spanish imports, namely 7.4 percent. China is however, the leading supplier accounting for 21.0 percent of the import in value terms.

## 5.1.6 The Netherlands

During the reviewed period the Dutch import of table- & kitchenware was overtaken in size by the Spanish import, making the Netherlands, the sixth largest importer of table- & kitchenware. In 2003, the Dutch import grew by 4.3 percent, amounting to € 638.9 million, representing a 6.8 percent share of the total EU-25 imports. In volume terms the Dutch imports grew by 17.1 percent to 242,800 tons.

A note should be made concerning the Dutch trade. Because the Netherlands is a trading nation, a lot of the EU imports go through Rotterdam, one of the biggest harbours in the world. This makes the figures concerning the Dutch imports and exports less meaningful.

**Figure 5.8 Dutch table- & kitchen-ware imports, by product group, 2001-2003, in € millions**




Source: Eurostat, 2004

Metalware is the leading product group imported by the Dutch, accounting for 30.0 percent of their total table- & kitchenware import. The import of metalware continued its growth. In 2003, the import grew by 9.0 percent to a total of € 192.2 million. The import of plasticware showed a small decline, after two years of considerable growth. The glassware import recovered after its decline a year earlier, growing by 9.1 percent. The import of cutlery has shown a structural decline ever since 2000. Between 1999 and 2003, the value of this import dropped by 14.3 percent. In volume terms cutlery imports showed an opposite development, growing by 37.6 percent between 1999 and 2003. The import of ceramicware partly recovered after its dive of 2002.

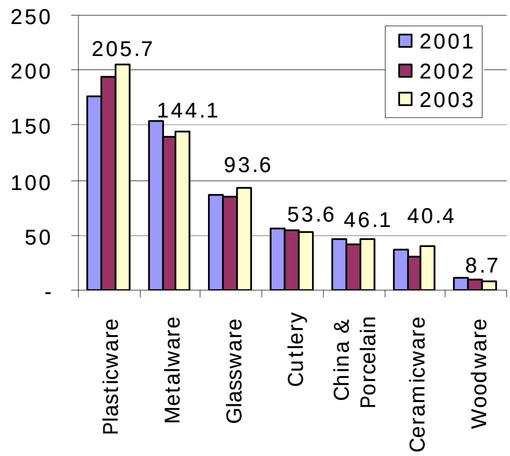
In 2003, the Dutch imported 49.1 percent of their table- & kitchenware requirements from EU-25 countries, with Germany, Belgium and Italy being the largest suppliers. China, is the largest supplier accounting for 29.8 percent of the Dutch imports

### 5.1.7 Belgium

After two sluggish years, the Belgium imports of table- & kitchenware continued to grow. In 2003, the import grew by 6.7 percent to a value of € 592.4 million. In volume terms the import showed a similar development. In 2003, the import in volume terms grew by 15.5 percent to a total of 164,800 tons. Like the Netherlands Belgium is a trading nation. This makes the figures concerning the Belgian imports and exports less meaningful.

Belgians import relatively much plasticware. In 2003, this product group accounted for 34.7 percent of the total Belgian table- & kitchenware imports. The import if this product group showed a healthy development in the reviewed period, growing by 31.4 percent, to a total of € 205.7 million between 1999 and 2003. Metalware, the second product group grew recovered after a decline in 2002. The import with a value of € 144.1 million is however, still under the level of 2001. The Belgium import of glassware is relatively small, which can be explained by the fact that Belgium is a large producer of glassware. Cutlery, the fourth product group, showed a structural decline ever since 2000. The china & porcelain import recovered after two years of considerable decline.

**Figure 5.9 Belgian table- & kitchenware imports, by product group, 2001-2003, in € millions**




Source: Eurostat, 2004

The Belgians import a large share of their table- & kitchenware requirements from within the EU-25. In 2003, 71.8 percent of their imports derived from fellow EU-25 countries, with France and the Netherlands being the leading suppliers accounting for 22.2 and 21.5 percent respectively. China accounts for 16.3 percent of the import. It is however likely that a lot of imports originally deriving from China, go through the Netherlands and are therefore registered as Belgian imports deriving from the Netherlands. Due to this the Chinese imports are generally underreported.

## 5.2 Import by product group

In this paragraph we will discuss the import per product group. The focus will be on the leading importing countries. In the table attached to each product group the main developments are represented.

**Metalware**

In 2003, metalware was the leading product group imported by the EU-25, representing a value of € 2.4 billion and a volume of 558,900 tons. In 2003, the imported value showed an increase of 4.2 percent, whereas the volume even increased by 11.7 percent. Between 2001 and 2003, metalware imports increased by 7.9 percent. Germany, the largest import market, was rather sluggish between 2001 and 2003, the German import declined by 1.7 percent. The second import market, the United Kingdom was quite sluggish after two years of considerable growth. The French import of metalware remained rather flat in the reviewed period. Other important import markets are the Netherlands (8.1%), Spain (7.5%), Belgium (6.1%), Italy (5.0%) and Austria (5.1%). The ten new EU-countries account for 7.6 percent of the metalware imports, indicating an import value of € 179.4 million.

**Table 5.1 Overview of the metalware imports**

| | Import € million (2003) | Import development (2002-2003) | Import Share (2003) |
|---|---|---|---|
| ***EU-countries*** | | | |
| Germany | 493.2 | 0.7% | 20.8% |
| United Kingdom | 397.1 | -0.8% | 16.7% |
| France | 267.8 | 0.5% | 11.3% |
| Netherlands | 192.2 | 9.0% | 8.1% |
| Spain | 178.5 | 7.4% | 7.5% |
| Belgium | 144.1 | 3.9% | 6.1% |
| Austria | 120.2 | 47.8% | 5.1% |
| Italy | 119.7 | 4.0% | 5.0% |
| | | | |
| ***New-EU countries*** | | | |
| Poland | 48.8 | -9.5% | 2.1% |
| Czech Republic | 37.5 | 2.6% | 1.6% |
| | | | |
| ***Leading suppliers*** | | | |
| China | 682.8 | 8.6% | 28.8% |
| Italy | 415.5 | 2.8% | 17.5% |
| Germany | 235.2 | 22.6% | 9.9% |
| France | 168.2 | 4.4% | 7.1% |
| The Netherlands | 118.8 | 1.5% | 5.0% |

Source: Eurostat, 2004

In 2003, the EU countries supplied 53.9 percent of the EU-25 import. Within the EU-25, Italy is the most important supplier. China is however by far the largest supplier accounting for 28.8 percent of the EU-25 metalware requirements.

**Plasticware**

In 2003 the EU-25 import of plasticware increased by 1.6 percent, totalling almost € 2.3 billion. Between 1999 and 2003, the EU-25 imports grew by 20.4 percent. The imports of the new EU-countries were a bit more dynamic, growing 22.4 percent in same period. In terms of volume, the import of plasticware dropped by 6.7 percent and amounted to 634,900 tons. Germany, the largest importer of plasticware accounting for 20.8 percent, showed a sluggish development ever since 2001. France also an important import showed a small decline of 1.4 percent in 2003.The import of the United Kingdom recovered after being quite sluggish for two years. In 2003, their plasticware imports grew by 1.9 percent to a value of € 301.1 million, indicating a 13.3 percent share of the EU-25 imports of plasticware. Of the new EU-countries especially Hungary, the Czech Republic and Slovakia showed considerable growth, the imports grew by 53.2, 45.6 and 35.2 percent respectively between 1999 and 2003.

**Table 5.2 Overview of the plasticware imports**

| | Import € million (2003) | Import development (2002-2003) | Import Share (2003) |
|---|---|---|---|
| ***EU-countries*** | | | |
| Germany | 468.6 | -1.6% | 20.8% |
| France | 334.1 | -1.4% | 14.8% |
| United Kingdom | 301.1 | 1.9% | 13.3% |
| Belgium | 205.7 | 5.8% | 9.1% |
| The Netherlands | 151.5 | -2.6% | 6.7% |
| Spain | 115.7 | 13.9% | 5.1% |
| Austria | 99.7 | 14.9% | 4.4% |
| Italy | 97.7 | -6.3% | 4.3% |
| | | | |
| ***New-EU countries*** | | | |
| Czech Republic | 33.4 | -0.7% | 1.5% |
| Hungary | 33.3 | 10.7% | 1.5% |
| | | | |
| ***Leading Suppliers*** | | | |
| China | 332.8 | 2.6% | 14.7% |
| Belgium | 290.5 | 7.0% | 12.9% |
| Italy | 260.8 | 7.3% | 11.5% |
| Germany | 226.9 | 3.7% | 10.0% |

Source: Eurostat, 2004

The EU-countries are the dominant suppliers of the EU-25 plasticware imports. This is largely due the “economies of scale”, which enable the manufacturers to produce at low cost. In 2003, the EU-countries supplied 72.7 percent of the plasticware requirements. Within the EU-25, Belgium (12.9%), Italy (11.5%), Germany (10.0%) and France (9.3%) are the leading suppliers. The high position of Belgium is partly due to its importing function. China is the largest supplier of the plasticware. In 2003, the Chinese accounted for 14.7 percent of the EU-25 plasticware requirements, indicating a value of € 332.8 million.

**Glassware**

The import of glassware by the EU-25 is fairly stable and only increased marginally. Between 2001 and 2003, the import grew by 3.5 percent to € 2.1 billion. The imported volume amounted to 1,035 thousand tons, representing an increase of 13.7 percent in comparison with the preceding year. The German import of glassware recovered after two years of decline. In 2003, the import grew by 8.8 percent to € 389.7 million. In 2003, the second import market, the United Kingdom showed a considerable decline of 9.0 percent, falling to a value of € 289.2 million. The French import of glassware is rather flat, growing by 3.2 percent between 2001 and 2003. The import of the fourth import market, Italy, dropped by 4.9 percent to € 213.8 million. Austria, is also a considerable importer of glassware accounting for 8.1 percent of the EU-25 imports. The ten new EU-countries accounted for 8.1 percent of the EU-25 imports, within these countries Poland (2.3%), Czech Republic (2.0%) and Hungary (1.6%) are the largest importers.

**Table 5.3 Overview of the glassware imports**

| | Import million (2003) | Import development (2002-2003) | Import Share (2003) |
|---|---|---|---|
| ***EU-countries*** | | | |
| Germany | 389.7 | 8.8% | 18.3% |
| United Kingdom | 289.2 | -9.0% | 13.6% |
| France | 230.5 | 1.2% | 10.8% |
| Italy | 213.8 | -4.9% | 10.0% |
| Austria | 171.8 | 4.5% | 8.1% |
| Spain | 167.8 | 6.6% | 7.9% |
| The Netherlands | 132.4 | 9.1% | 6.2% |
| Belgium | 93.6 | 9.3% | 4.4% |
| | | | |
| ***New-EU countries*** | | | |
| Poland | 48.9 | -15.0% | 2.3% |
| Czech Republic | 43.2 | 7.3% | 2.0% |
| | | | |
| ***Leading suppliers*** | | | |
| France | 258.5 | -9.5% | 16.8% |
| China | 233.5 | 23.3% | 10.9% |
| Germany | 203.6 | -1.6% | 9.5% |
| Italy | 164.9 | 0.3% | 7.7% |
| Turkey | 136.0 | 3.9% | 6.6% |
| Poland | 120.9 | 8.5% | 6.2% |

Source: Eurostat, 2004

In total, the EU-countries accounted for 70.7 percent of the EU-25 import on a value basis. France is by far the most important glassware supplier in the EU. In 2003, the French accounted for 16.8 percent of the total EU glassware import. The traditional EU-countries are slowly losing ground, especially to Eastern European countries like Poland (6.2%) and Czech Republic (5.4%). Especially, China is however gaining ground, growing by 57.6 percent between 2001 and 2003. The decline of the EU countries has two main explanations, firstly, the low-priced products made by manufacturers in non EU-countries And, secondly, EU manufacturers, like their American counterparts, shifting production to low-cost regions in Eastern Europe and Asia.

**Cutlery**

Cutlery imports are very sensitive to the economic climate. Ever since 2001, the import of cutlery has declined. Between 2001 and 2003, the EU-25 import of cutlery dropped by 8.9 percent to a value of € 921.8 million. In volume terms, the import showed a rather turbulent development. After a large decline in 2002, the imports of cutlery recovered in 2003, growing by 14.3 percent. This growth in volume and decline in value can be explained by the popularity of cheap(er) fashionable cutlery instead of the traditional, and thus more expensive, cutlery sets. The cutlery import of the largest import market, Germany, is declining rapidly. In 2003, the German import dropped for the fourth year in a row. Between 2001 and 2003, the Germany import dropped from € 247.3 million to € 183.0 million. The United Kingdom showed a similar development, declining by even more, 19.4 percent in 2003. The cutlery import of France and Italy recovered and grew by 9.1 and 26.5 percent in 2003, after being down for two years in a row. The new EU-countries account for 6.3

percent of the EU-25 imports, of which Poland and Czech Republic are the most important countries.

**Table 5.4 Overview of the cutlery imports**

| | Import € million (2003) | Import development (2002-2003) | Import Share (2003) |
|---|---|---|---|
| ***EU-countries*** | | | |
| Germany | 183.0 | -6.7% | 19.9% |
| United Kingdom | 128.5 | -19.4% | 13.9% |
| France | 106.3 | 9.1% | 11.5% |
| Italy | 92.9 | 26.5% | 10.1% |
| Spain | 67.8 | 5.7% | 7.4% |
| The Netherlands | 62.8 | -11.1% | 6.8% |
| Belgium | 53.6 | -1.1% | 5.8% |
| | | | |
| ***New-EU countries*** | | | |
| Poland | 16.7 | -7.4% | 1.8% |
| Czech Republic | 10.4 | -1.5% | 1.1% |
| | | | |
| ***Leading suppliers*** | | | |
| China | 364.2 | -1.0% | 39.5% |
| Germany | 118.2 | 9.7% | 12.8% |
| Italy | 48.4 | 14.0% | 5.3% |
| Switzerland | 45.9 | -11.5% | 5.0% |

Source: Eurostat, 2004

The EU cutlery market is increasingly polarizing between high-end products deriving from EU-countries and cheap imports deriving from China. In 2003, China accounted for 39.5 percent of EU-25 imports on a value basis. Within EU-25 Germany holds a substantial share.

**China & Porcelain**

In 2003, EU-25 imports of china & porcelain slightly recovered from the decline in 2002. In 2003, the import grew by a marginal 1.9 percent to € 895.0 million. In terms of volume, the import grew by 17.7 percent. German imports recovered after being down by 9.0 percent in 2002. In 2003, the German import grew by 4.0 percent to € 164.2 million. In volume the import increased by a staggering 24.6 percent. The import of Italy, the second largest import market continued to decline. Between 2001 and 2003, the import decreased by 17.8 percent, in terms of volume the market remained rather stable. In 2003, the Italian china & porcelain import totalled € 119.8 million. France's import remained rather flat, whereas in volume the import grew by 9.5 percent. 2003 also saw a recovery in British imports, which were down by 17.6 percent, but in 2003 grew by 12.9 percent. Spain showed a similar development as the United Kingdom, but like the United Kingdom, the import recovered in 2003. Of the ten new EU-countries, accounting for 8.6 percent of the EU-25 imports, especially the Czech Republic was an important importer, accounting for 4.0 percent of the import. In 2003, however the import of the Czech Republic dropped by 19.7 percent.

**Table 5.5 Overview of the china & porcelain imports**

| | Import € million (2003) | Import development (2002-2003) | Import Share (2003) |
|---|---|---|---|
| ***EU-countries*** | | | |
| Germany | 164.2 | 4.0% | 18.4% |
| Italy | 119.8 | -8.3% | 13.4% |
| France | 107.7 | 1.1% | 12.0% |
| United Kingdom | 93.9 | 12.9% | 10.5% |
| Spain | 73.5 | 4.1% | 8.2% |
| Austria | 47.3 | 7.9% | 5.3% |
| Belgium | 46.1 | 9.8% | 5.2% |
| The Netherlands | 45.7 | 6.5% | 5.1% |
| | | | |
| ***New-EU countries*** | | | |
| Czech Republic | 36.2 | -19.7% | 4.0% |
| Poland | 16.1 | 1.6% | 1.8% |
| | | | |
| ***Leading suppliers*** | | | |
| Germany | 169.2 | -6.1% | 18.9% |
| China | 112.4 | 25.6% | 12.6% |
| Poland | 76.9 | 2.5% | 8.6% |
| Czech Republic | 65.9 | -17.8% | 7.4% |

Source: Eurostat, 2004

In 2003, 64.8 percent of the EU-25 china & porcelain came from within the EU, with Germany being the largest supplier, accounting for a value of € 169.2 million. While the importance of the EU countries is declining, Eastern European countries, notably the Czech Republic, remain important suppliers of china & porcelain. In 1999, the EU-countries supplied 71.4 percent (on a value basis) of the EU-25 china & porcelain requirements. Especially, China is gaining ground, however other Asian countries, such as Malaysia and Thailand, are also gaining ground, growing by 144.9 and 25.1 percent between 2001 and 2003.

**Ceramicware**

In 2003, the EU-25 import of ceramicware grew by 4.5 percent; to a value of € 626.6 million. In terms of volume the import grew by 13.4 percent to 339.2 tons. The United Kingdom is the biggest import market in the EU-25, accounting for 21.6 percent of the EU-25 ceramicware imports but the development of the British import is quite sluggish, remaining virtually flat for two years. French imports of ceramicware showed a small recovery after two years of decline. In 2003, the French imports of ceramicware increased by 3.9 percent to € 107.3 million. Imports to Germany showed a similar development. In 2003, they recovered after being down in 2002. The Netherlands is the fourth largest importer of ceramicware and showed a rather striking development. In 2002, the import dropped by 39.2 percent and in the following year the import grew by 24.8 percent, to a total of € 45.7 million. Of the ten new EU-countries only Poland has a considerable share, accounting for 2.0 percent of the EU-25 imports. In 2003, the Polish import remained rather flat after growing by 17.4 percent in the preceding year. In 2003, the Polish import totalled a value of € 16.0 million.

**Table 5.6 Overview of the ceramicware imports**

| | Import € million (2003) | Import development (2002-2003) | Import Share (2003) |
|---|---|---|---|
| ***EU-countries*** | | | |
| United Kingdom | 135.6 | -2.2% | 21.6% |
| France | 107.3 | 3.9% | 17.1% |
| Germany | 84.4 | 5.5% | 13.5% |
| Netherlands | 45.7 | 24.8% | 7.3% |
| Spain | 44.2 | -3.6% | 7.0% |
| Belgium | 40.4 | 35.1% | 6.5% |
| Italy | 34.4 | 15.1% | 5.5% |
| | | | |
| ***New-EU countries*** | | | |
| Poland | 15.9 | -1.3% | 2.5% |
| Czech Republic | 7.7 | 4.0% | 1.2% |
| | | | |
| ***Leading suppliers*** | | | |
| Portugal | 95.9 | 3.0% | 15.3% |
| China | 80.1 | 16.4% | 12.8% |
| Thailand | 75.0 | 1.6% | 12.0% |
| Italy | 59.1 | -14.9% | 9.4% |
| United Kingdom | 49.9 | 3.0% | 8.0% |

Source: Eurostat. 2004

As in the china & porcelain import market, the EU-countries are losing ground. In 2003, the EU-countries accounted for 53.7 percent of the EU import on a value basis, whereas in 1999, the EU-countries supplied 61.6 percent. Especially China is rapidly gaining ground, growing by 16.1 percent between 2001 and 2003. Other Asian countries, like Thailand (12.0%), Malaysia (3.9%) and Taiwan (2.5%) also play an important role in supplying the EU ceramicware market. The position of Eastern European countries is also less strong than in the china & porcelain market. Romania (4.9% market share on a value basis) is the largest Eastern Europe supplier. Of the EU-countries, Portugal (15.3%) together with Italy (9.4%) and the United Kingdom (8.0%) are the leading suppliers on a value basis.

**Woodware**

The woodware import market is by far the smallest of all the table- & kitchenware segments in this survey, representing 2.1 percent by value of total EU-25 table- & kitchenware imports. In 2003, the EU import of woodware dropped by 3.0 percent to a value of € 196.3 million. In terms of volume the import increased by 11.8 percent, to 76,100 tons, indicating that the average prices of woodware are declining. The United Kingdom is by far the leading importer of woodware in the EU-25, accounting for 27.2 percent of the total EU-25 woodware import. In 2003, the British woodware import grew by 2.1 percent to an amount of € 53.7 million. It looks as if the import of woodware by Germany has reached the bottom: after two years of considerable decline, the import seems to have stabilized at € 30.0 million. In terms of volume the import grew by 12.8 percent in 2003. France is the third largest importer, accounting for 13.7 percent of the EU import, and grew by 8.0 percent. The share of the ten new EU-countries is only marginal, but their growth rate is however far more dynamic, 9.4 percent between 2001 and 2003, whereas the former EU-15 showed a small decline of 1.3 percent that same period.

**Table 5.7 Overview of the woodware imports**

| | Import € million (2003) | Import development (2002-2003) | Import Share (2003) |
|---|---|---|---|
| ***EU-countries*** | | | |
| United Kingdom | 53.7 | -7.5% | 27.3% |
| Germany | 30.0 | -1.0% | 15.3% |
| France | 27.0 | -3.0% | 13.7% |
| Italy | 12.0 | -5.1% | 6.1% |
| Spain | 9.7 | -2.4% | 5.0% |
| The Netherlands | 9.6 | -3.7% | 4.9% |
| Sweden | 9.1 | -6.1% | 4.6% |
| Belgium | 8.7 | -15.5% | 4.4% |
| | | | |
| ***New-EU countries*** | | | |
| Poland | 2.6 | 9.0% | 1.3% |
| Czech Republic | 1.8 | 5.1% | 0.9% |
| | | | |
| ***Leading suppliers*** | | | |
| China | 53.1 | 12.6% | 27.0% |
| Thailand | 34.9 | -16.8% | 17.8% |
| Poland | 12.2 | -4.1% | 6.2% |
| Germany | 9.6 | 22.5% | 4.9% |

Source: Eurostat, 2004

China, Thailand and Vietnam dominated the EU import market of woodware, accounting for 27.0, 17.8 and 4.1 percent of the EU-25 woodware requirements. Thailand however, is experiencing tough competition from the other countries mentioned; especially Vietnam with a growth of 61.5 percent is of increasing importance Other important Asian suppliers are Taiwan (3%) and Vietnam (3%). Eastern European countries also supply an important share of the EU imports; leading Eastern European countries are Poland (6.2%), Romania (2.8%) and Slovenia (2.2%).

## 5.3 The role of Developing Countries

This paragraph discusses the role of developing countries in the table- & kitchenware market in the EU. By developing countries, we mean the countries on the OECD DAC list, which can be found in Appendix 5.

The role of developing countries in EU-25 imports of table- & kitchenware has increased considerably. In 2003, the imports deriving from developing countries accounted for 29.3 percent of the total EU-25 table- & kitchenware imports. Between 2001 and 2003, imports deriving from developing countries grew by 13.1 percent against a total import growth of 2.4 percent. It should however be noted that China accounts for the lion's share of the EU-25 table- & kitchenware imports. Of the imports deriving from developing countries, 67.5 percent derives from China. In 2003, the Chinese accounted for 19.8 percent of the total EU-25 requirements. Many emerging countries in Asian have set up their own table- & kitchenware industry, strongly dedicated to low-priced exports. At the same time, many EU manufacturers have shifted their production to these countries to benefit from low production costs. They combine their efficient and high-quality production systems with the low labour costs in these countries. This development has offered the local manufacturers in developing countries a chance to copy the new technologies and production systems.

Therefore, the quality of their products has improved considerably. Especially China and, to a lesser extent, Thailand have taken advantage of these developments and therefore pose an increasing threat to EU manufacturers. The other developing countries (excluding China and Thailand) are currently also expanding their exports, although it will take a long time for them to obtain a significant position in the international table- & kitchenware trade, because:

- Most developing countries do not have a well-established table- & kitchenware industry. Production capacity, the level of technology, product innovations and variety in design are limited.
- EU manufacturers continue to sub-contract to foreign manufacturers in Eastern European countries and China, which are more flexible in terms of meeting their specific requirements and, in the case of the Eastern European countries, are closer to the sales market.

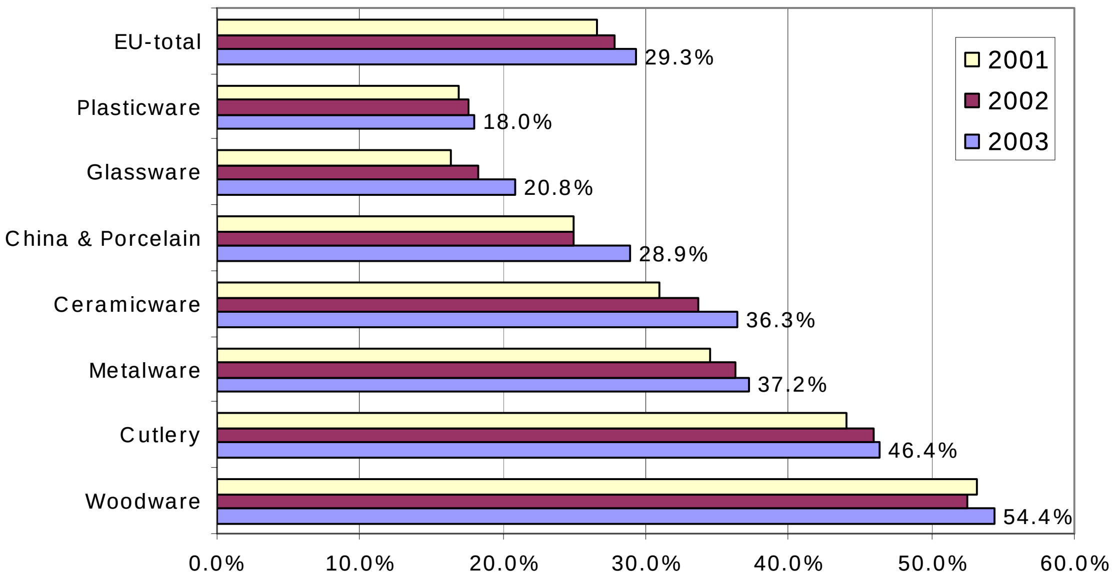
**Table 5.8 Main developing country suppliers, share of total EU-25 imports, 2003)**

| | Total import (€ million) | Import from DC (€ million) | Leading developing country suppliers |
|---|---|---|---|
| | | | |
| Metalware | 2,373.1 | 883.1 | China (28.8%), India (3.0%), Turkey (2.6%), Thailand (0.8%) and Vietnam (0.5%) |
| Plasticware | 2,258.0 | 407.4 | China (14.7%), Thailand (1.2%) and India (0.4%) |
| Glassware | 2,133.1 | 443.7 | China (10.9%), Turkey (6.6%), India (0.6%), Brazil (0.6%) Thailand (0.5%) and Indonesia (0.4%) |
| Cutlery | 940.2 | 427.7 | China (39.5%), Vietnam (1.9%), Indonesia (1.7%), India (0.9%) and Thailand (0.9%) |
| China & Porcelain | 895.0 | 258.7 | China (12.6%), Malaysia (3.2%), Thailand (2.9%), Indonesia (2.3%) and Bangladesh (1.6%) |
| Ceramicware | 626.6 | 226.3 | China (12.8%), Thailand (12.0%), Malaysia (3.9%) and Indonesia (1.5%) |
| Woodware | 196.3 | 106.8 | China (27.0%), Thailand (17.8%), Vietnam (4.1%), India (1.4%) and Indonesia (0.8%) |

Source: Eurostat, 2004

Woodware and cutlery are the main product groups imported from developing countries. Of these products, the bulk is imported from China, Thailand and Indonesia. Woodware is a known product deriving from developing countries, mainly because such products do not require difficult and expensive production processes.

**Figure 5.10 Share of developing countries in the total import of table- & kitchenware in the EU, by product, 2001-2003, % of imported value**




Source: Eurostat, 2004

Of the countries discussed in this survey, the United Kingdom imports the most from developing countries. In 2003, the import deriving from developing countries amounted to € 621.7 million. This indicates that, of the total UK import, 44.4 percent derives from developing countries. However, when we exclude the share of China, this percentage drops to 15.2 percent, indicating that China has a dominant position in the UK imports.

**Table 5.9 Share of Developing Countries in the EU-25 import, in % of value, 2003**

| Product group ► / ▼ Countries | Plasticware | Woodware | China & Porcelain | Ceramicware | Glassware | Metalware | Cutlery | Total |
|---|---|---|---|---|---|---|---|---|
| Germany | 15.0% | 50.9% | 24.0% | 36.9% | 22.6% | 42.6% | 58.5% | 31.0% |
| United Kingdom | 40.2% | 70.7% | 45.0% | 48.8% | 29.0% | 48.2% | 61.4% | 44.4% |
| France | 12.6% | 43.9% | 23.5% | 26.0% | 18.5% | 25.6% | 46.5% | 22.7% |
| Italy | 25.9% | 61.8% | 33.6% | 42.8% | 22.2% | 48.2% | 37.6% | 33.0% |
| Spain | 24.8% | 61.6% | 37.9% | 23.4% | 17.9% | 38.7% | 41.2% | 30.4% |
| Netherlands | 28.1% | 65.6% | 52.8% | 39.9% | 30.6% | 44.3% | 64.3% | 40.2% |
| Belgium | 10.4% | 39.5% | 23.3% | 28.2% | 17.7% | 34.4% | 41.5% | 22.9% |
| **EU-25** | 18.0% | 54.4% | 28.9% | 36.3% | 20.8% | 37.2% | 46.4% | 29.3% |

Source: Eurostat, 2004

Germany is the second importer in size. In 2003, the Germans imported € 561.6 million from developing countries. France imports relatively the least from developing countries, since only 22.7 percent of their total import derives from these countries. If we exclude China, the import from developing countries only amounts to 9.1 percent. Belgium was the smallest importer in 2003, and only 22.9 percent of their import derived from developing countries.

**Table 5.10 Share of Developing Countries in the EU-25 import, in value million €, 2003**

| Product group ► / ▼ Countries | Plasticware | Woodware | China & Porcelain | Ceramicware | Glassware | Metalware | Cutlery | Total |
|---|---|---|---|---|---|---|---|---|
| Germany | 70.3 | 15.3 | 39.3 | 31.2 | 88.2 | 210.3 | 107.1 | 561.6 |
| United Kingdom | 121.2 | 37.9 | 42.3 | 66.2 | 83.8 | 191.4 | 78.9 | 621.7 |
| France | 42.0 | 11.8 | 25.3 | 27.9 | 42.6 | 68.7 | 49.4 | 267.7 |
| Italy | 24.1 | 8.4 | 32.4 | 8.6 | 43.0 | 40.6 | 25.0 | 182.1 |
| Spain | 28.7 | 6.0 | 27.8 | 10.3 | 30.0 | 69.0 | 27.9 | 199.9 |
| Netherlands | 42.6 | 6.3 | 24.1 | 18.2 | 40.5 | 85.1 | 40.4 | 257.2 |
| Belgium | 21.4 | 3.4 | 10.7 | 11.4 | 16.6 | 49.6 | 22.2 | 135.3 |

Source: Eurostat, 2004

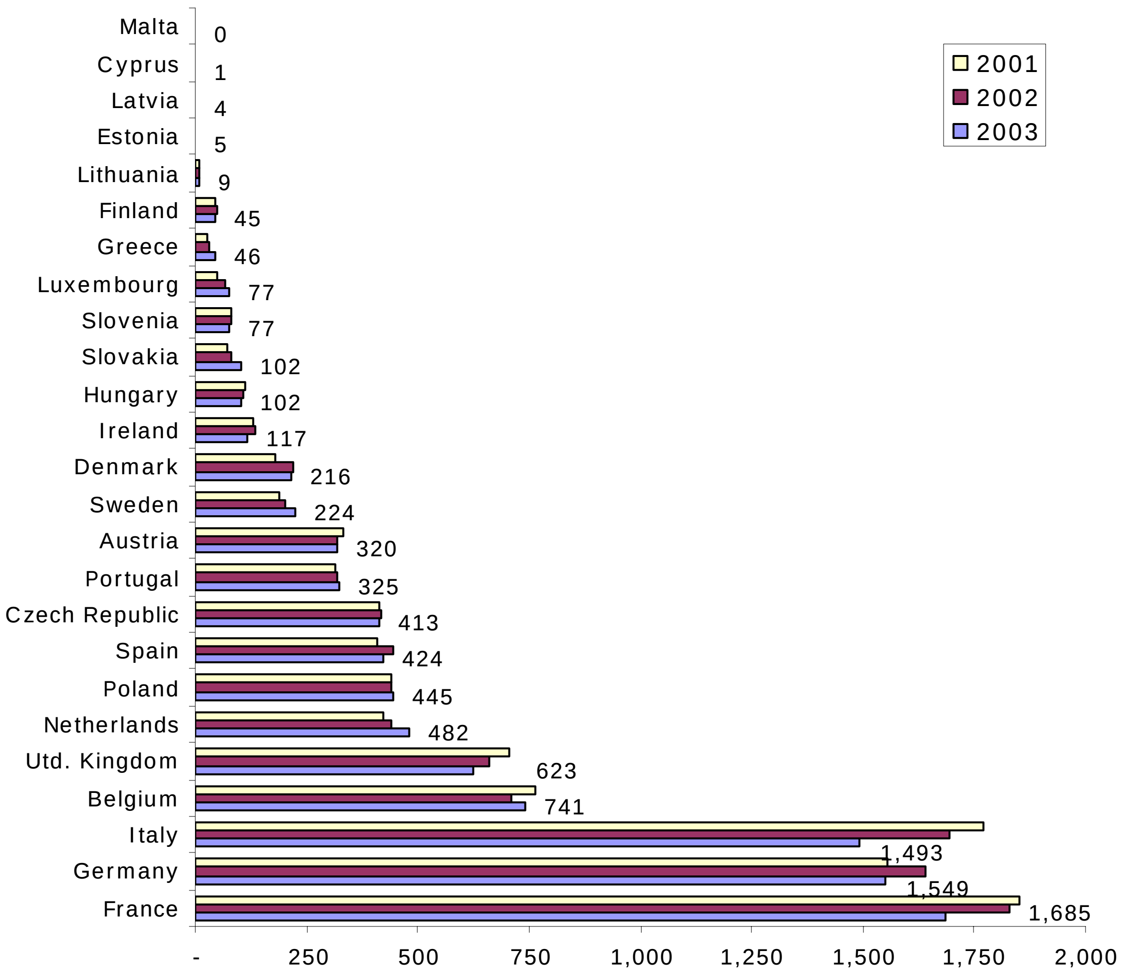
# 6 EXPORTS

The same reservations as described in the previous chapter for the import trade statistics apply to the export trade statistics in this chapter.

## 6.1 EU-25 exports

The EU-25 is the leading exporter of table- & kitchenware in the world, with France, Germany and Italy being among the world's top ten exporting countries. After being virtually flat for two years, the EU-25 export showed a decline of 3.4 percent in 2003. That year, total EU-25 exports accounted for a value of € 9.5 billion, indicating a small trade surplus of €123.4 million. This surplus is however disappearing fast. Between 1999 and 2003, the surplus has dropped by 81.4 percent.

**Figure 6.1 Total exports of table- & kitchenware into the EU-25, 2001-2003, in € millions**



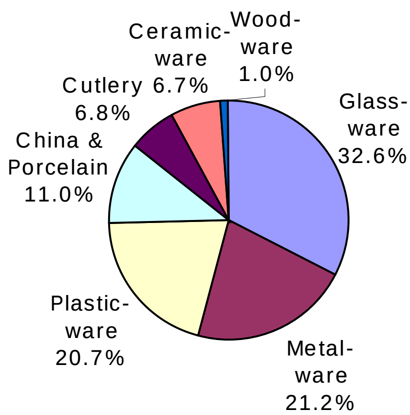

Source: Eurostat, 2004

In volume terms, table- & kitchenware recorded a total balance of trade deficit for the EU-25 in 2003, indicating the extent to which low-priced imports from outside the EU-25 are impacting both intra- and extra-EU trade. The EU-25 deficit totalled 722,900 tons in 2003. The high value of the European currency, the Euro in 2003, caused the EU exports to be uncompetitive both inside and outside the EU.

France, Germany and Italy are the leading EU-25 exporters, accounting for 56.5 percent of total EU-25 table- & kitchenware exports. The new-EU countries accounted for 13.9 percent of the EU-25 exports, with Poland and the Czech Republic being the largest exporters, accounting for 5.3 and 4.9 percent share of total EU-25 export respectively.

Glassware (32.6 percent of total EU-25 exports) was the most important table- & kitchenware segment exported by the EU-25, followed by metalware (21.2 percent) and plasticware (20.7 percent). Of the product groups reviewed, only the export of plasticware showed an increase. In 2003, the export grew 3.1 percent. All other product groups showed a decline that year.

**Figure 6.2 EU-25 Table- & kitchen-ware exports in 2003, by product group, % of total value**




Source: Eurostat, 2004

Looking at the destinations of the EU-25 export, we can see that intra-EU trade has increased, and accounted for 63.4 percent of the EU-25 export in 2003. Within the EU-25, Germany (12.2%), France (9.5%), United Kingdom (6.0%), Spain (4.4%), Italy (4.4%) and the Netherlands (4.3%) are the leading destinations. The United States is, however, the most important destination for the EU-25 exports. In 2003, however, the export dropped by 13.3 percent, to a value of € 1.2 billion. Other important non-EU destination were; Japan (2.8%), Switzerland (3.0%), Norway (1.8%), Russia (1.7%), Canada (1.3%), U.A. Emirates (1.2%) and Australia (1.0%).

### 6.1.1 France

After stabilizing in 2001, the exports of the EU-25's largest exporter of table- & kitchenware, declined. In 2003, French exports dropped by 8.0 percent, falling to a total value of almost € 1.7 billion. Despite this decline, France is still a net exporter of table- & kitchenware, their trade surplus is however shrinking and stood at € 504.5 million in 2003. France is known for its glassware, which is reflected in the export figures. Glassware accounted for 48.3 percent of the French export of table- & kitchenware. Other important product groups exported by the French were metalware and plasticware, accounting for 21.4 and 15.1 percent of the French exports.

In 2003, 45.4 percent of the France exports went to countries outside the EU. Especially the United States are of considerable importance, accounting for 12.0 percent of their exports.

### 6.1.2 Germany

In 2003, Germany overtook Italy as the second largest exporter of the EU-25. This was mainly due to the huge decline in Italian exports. The German export also showed a decline in 2003. That year, the German export dropped by 5.7 percent to just over € 1.5 billion, making Germany a net importer of table- & kitchenwares. Glassware, metalware and china & porcelain are the leading product groups exported by the Germans, accounting for 28.6, 20.2 and 20.0 percent of their total exports respectively. German is also the leading cutlery exporter within the EU-25. Of the German exports, 60.7 percent went to other EU-countries especially Germany's neighbouring countries; Austria accounts for 9.8 percent of German exports, followed by France, accounting for 8.1 percent of the German exports. The leading destination for the German exports is the United States, accounting for 13.4 percent of exports.

### 6.1.3 Italy

2003 was a terrible year for Italian exports. After a decline of 4.4 percent in 2002, the situation deteriorated in 2003. That year, the Italian export dropped by 11.9 percent to almost € 1.5 billion, just below the level of 1999. Italy is a large net exporter of table- & kitchenwares with a trade surplus of € 803.0 million in 2003. Italy is the largest exporter of metalware in the EU-25. In 2003, metalware accounted for 41.6 percent of its total table- & kitchenware exports. Other important product groups are glassware and plasticware accounting for 22.2 and 17.9 percent of exports. The United States is the leading destination for the Italian exports, accounting for 15.8 percent of Italian exports.

### 6.1.4 Belgium

After a bad year in 2002, the Belgium export continued to grow. In 2003, the Belgium export of table- & kitchenware grew by 4.6 percent to a total value of € 741.3 million. Between 1999 and 2003, the Belgian export increased by 9.7 percent in terms of value. With this development, Belgium still has a trade surplus of € 149.1 million in 2003. By far the most important product group exported by the Belgians is plasticware, which accounts for 50.0 percent of their total exports, followed by metalware accounting for 22.3 percent. The Belgians exported 90.7 percent of their exports to countries within the EU-25. This was largely due to fact that an important share of their import was re-exported. Especially France, Germany and the Netherlands are the leading destinations, accounting for two third of their exports.

### 6.1.5 United Kingdom

Ever since 2001, the British exports of table- & kitchenware have shown a decline. This decline is due to outsourcing by British producers and increasing low-priced imports, mainly from Asian countries. In 2003, British exports dropped by 5.5 percent to a value of € 623.0 million. During the reviewed period, between 1999 and 2003, the total export dropped by 17.4 percent. In 2003, the United Kingdom was the largest net importer of table- & kitchenware. Their trade deficit totalled € 776.3 million, an increase of 102.8 percent in comparison with 1999.

Ceramicware and China & porcelain are the leading product groups exported by the United Kingdom, accounting for 28.3 and 24.3 percent of its total export respectively. Both products group however showed a declining trend. The third product group exported, glassware, recovered after two years of decline. In 2003, the glassware export grew by 8.1 percent to a value of € 73.6 million.

49.5 percent of United Kingdom exports went to countries outside the EU. Especially, the United States and Japan are the main destination of the British exports, accounting for 19.8 and 7.5 percent.

### 6.1.6 The Netherlands

In 2003, the Dutch export increased for the second year in a row. That year, the Dutch exports increased by 9.2 percent to a value of € 482.4 million. In the reviewed period, between 1999 and 2003, Dutch exports of table- & kitchenware increased by 15.9 percent. Glassware, metalware and plasticware are the leading product groups exported by the Dutch, accounting for 27.1, 25.8 and 23.9 percent of their total exports. The Dutch, like the Belgians, exported the main share of their exports to other EU-countries, largely due to re-exporting. Germany and Belgium were the leading destinations, accounting for 27.9 and 20.6 percent of Dutch exports in 2003.

### 6.1.7 Spain

In 2003, the Spanish export showed a decline for the first time during the reviewed period. In 2003, the Spanish export of table- & kitchenware dropped by 4.7 percent to a total value of € 424.1 million. Between 1999 and 2003, Spain's exports increased by 27.2 percent in terms of value. With a trade deficit of € 233.2 million, Spain is a net importer of table- & kitchenware. Glassware accounted for 27.8 percent of the table- & kitchenware exported by Spain, followed by metalware (27.0%) and plasticware (26.4%). The leading destinations for Spanish exports were France, Portugal and the United States accounting for 25.7, 13.0 and 8.9 percent of their exports respectively.

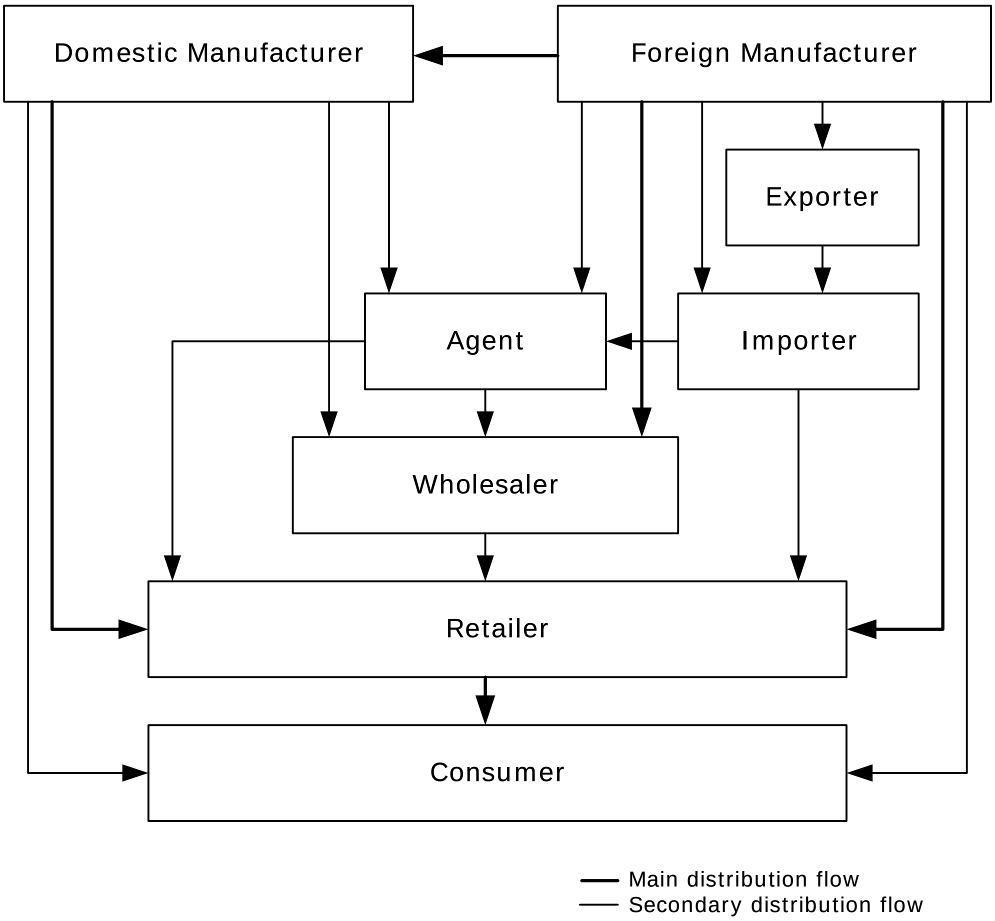
# 7 TRADE STRUCTURE

Trade or distribution channels may be described as the *"paths of goods – and title to these goods – followed from manufacturer to consumer"*. As goods move from manufacturer to consumer they may have to pass through various intermediaries. In this chapter we will discuss the characteristics of the European table- & kitchenware trade channels. Paragraph 7.1 will discuss important developments in the manufacturer-distribution chain. Paragraph 7.1.1 will deal with most important routes through the table- & kitchenware distribution chain. In paragraph 7.1.2, the main retailers of table- & kitchenware will be discussed. From paragraph 7.1.3, we will discuss the most important developments for each individual country. In the final paragraph, 7.2, we will deal with the most important intermediaries for exporters in developing countries.

## 7.1 EU trade channels for table- & kitchenware

Table- & kitchenwares are distributed through many different channels, partly because they come in so many different price ranges and functional varieties. Figure 7.1 shows the basic links between the various kinds of sales intermediaries, agents, importers, wholesalers and retailers. The thick lines indicate the most important trade flows.

**Figure 7.1 Trade and distribution channels for table- & kitchenware**



The route a product travels to the consumer can vary in length. The route can range from the simplest (two layers) form, too more complex structures (five or more layers). An example of a more complex route could be from the manufacturer through an agent to a wholesaler and from there to the retailer and finally to the end-user. The length and the route selected, generally depend on five factors: organisation, customer characteristics, the environment, product and the market characteristics.

### 7.1.1 Intermediaries in table- & kitchenware trade

Table- & kitchenware in the EU is distributed through a variety of different channels, as can be seen in Figure 7.1. As the table- & kitchenware market is becoming increasingly competitive due to developments discussed in earlier chapters, many retailers try to lower their costs and business risks by minimising inventory and shortening order lead-time, leading to the direct sourcing from the manufacturer. This process is called the shortening of the distribution chain. Combined, with the increasing popularity of the more organised retailers, like variety stores and discounters, in contrast to the small independent retailers, an increasing share of the table- & kitchenware flowing to the market tends to go directly from the manufacturer to the retailer and then to the consumers, this applies especially to the consumer table- & kitchenware market. In the business to business markets, the route is somewhat different. The catering industry (restaurants, hotels, bars, etc.) generally purchase their table- & kitchenware and other kitchen appliances at specialist wholesalers which give a high level of service, customized delivery and low prices, in return for a large volume of business. An example of such a company is Lorey in Germany.

Many large scale table- & kitchenware manufacturers have their own sales offices in their main sales markets. Arc International has, for example, 30 sales offices around the world. Smaller manufacturers, who do not have the financial means to have sales offices in many different countries, often have agents, who have the legal authority to act on behalf of the manufacturer in a certain country. The agent receives a commission from the manufacturer. The level of commission depends on a number of factors, including the turnover rate of the product concerned, commitments to be undertaken, e.g. participation in local trade shows, advertising and promotional activities, etc. Roughly speaking, an agent's commission generally ranges between 3 and 15 percent of turnover. Most agents represent more than one manufacturer, although competition is normally avoided. Agents usually have a good knowledge of distribution structures and consumer behaviour. An example is the Belgian wholesaler, Billiet Trading Company, which is the agent in the Benelux for different manufacturers like Aeternum and Arcos.

Wholesalers are also important when it comes to distributing table- & kitchenware, especially for the (smaller) independent retailers. Their importance however varies per country. Most importers/wholesalers offer extensive product ranges of different brands, which can range up to 15,000 to 20,000 articles. The wholesaler purchases from the manufacturers. The wholesaler takes legal title to the products, as well as taking physical possession of them and stocks at his own risk. The mark-up of the wholesaler is approximately 20 percent. The main benefit of a wholesaler is that the retailer can buy different products of different brands in much lower quantities. The wholesaler therefore generally serves as a focal point for manufactures as well as retailers, by buying in bulk from manufacturers, then splitting this into manageable proportions for retailers. Many table- & kitchenware manufacturers also import and sell table- & kitchenware to complement their product range.

**Table 7.1 Important table- & kitchenware Importers/wholesalers in Europe**

| Importer/Wholesaler | Country |
|---|---|
| | |
| ARC Distribution France (http://www.arc-international.com/) | France |
| Sandra Rich Gmbh (http://www.sandrarich.de/) | Germany |
| Kela (http://www.kela.de/) | Germany |
| Decco (http://www.decco.co.uk/) | United Kingdom |
| Pengo Spa (http://www.pengospa.it/) | Italy |
| Enériz Group (http://www.eneriz.com/) | Spain |
| Koopman International BV (http://www.koopmanint.com/) | The Netherlands |
| Edelman BV (http://www.edelman.nl/) | The Netherlands |
| Billiet Trading Company (http://www.billiet.be/) | Belgium |

Because of their function of buying and selling table- & kitchenware and handling the administration of import and export procedures, wholesalers can supply considerable information and guidance to a manufacturer. So developing a successful working relationship with your wholesaler can lead to a high level of teamwork, providing you with appropriate designs and information on the latest market trends, use of materials and quality requirements.

The independent retailers are sometimes organised in buying groups. Buying groups are individual dealers/wholesalers/retailers that unite together and cooperate as a single buying and marketing force. Membership of such a group by an individual company offers the opportunity to source around 50-90 percent of his requirements, depending on the buying group, at a considerable discount. By becoming a member of such an organisation, the individual retailer aims to reduce his costs. The original function of the buying groups is therefore to reduce costs by centralising buying and logistics. Participating in a buying group can however, involve a restriction of choice, if the group aims at maximising the volume of the order which is placed with the manufacturers. The role of buying groups is in decline as the independent retailers are under increasing pressure. An important buying group in the Netherlands is Gepea. In Germany, buying groups are also of considerable importance, especially in the furniture market. In this market, around 23 buying groups are present. Begros, VME and Atlas are the leading buying groups in this sector. In the table- & kitchenware market, EK Großeinkauf eG with 2,500 members is an important buying organisation.

It is also possible for a company to sell directly to its end consumers. There are many variants on this theme. It could be through manufacturer-owned brand stores, like the Wedgwood stores and Zwilling J.A. Henkels A.G stores. The latter has 25 company-owned retail stores, 13 of which are in Germany, 6 in European countries outside Germany (Denmark, Netherlands, Switzerland) and 6 in China. Also, e-commerce offers a direct link between a manufacturer and the consumer. Other variants are door-to-door selling and party-plan selling. A manufacturer famous for its party-plan selling is Tupperware. This route is rather underdeveloped in the distribution of table- & kitchenware.

### 7.1.2 Retailers of table- & kitchenware

In the last decade, the European table- & kitchenware retail market has undergone a lot of changes, as an increasing share of products is sold through branch-foreigners. The traditional retail formats are under pressure from new formats. Grocery multiples, like super- & hypermarkets nowadays offer a (wide) range of table- & kitchenwares. Relatively new retail formats, like for example IKEA, are making their way into the table- & kitchenware market. These factors have led to an increasing competition amongst the table- & kitchenware retailers.

Nowadays table- & kitchenware is sold through a wide range of different retailers, ranging from variety stores and department stores to home interior specialists and even garden centres. These formats differ in the extent to which they sell table- & kitchenware. While there are a number of stores that concentrate mainly on selling table- & kitchenware, the vast majority of businesses are fairly general in nature, selling table- & kitchenware to complement their product range.

**Table 7.2 Retail channels of table-& kitchenware in the EU by retail formats, 2000**

| | Mixed & Independent Retailer | Department Stores | Grocery Multiples | Others | Mail-order |
|---|---|---|---|---|---|
| ***Selected EU countries*** | | | | | |
| Germany | 47% | 38% | 10% | 2% | 3% |
| France | 44% | 14% | 30% | 3% | 9% |
| United Kingdom | 37% | 10% | 15% | 28% | 10% |
| Italy | 38% | 20% | 25% | 15% | 2% |
| Spain | 17% | 30% | 40% | 9% | 4% |
| Netherlands | 28% | 9% | 21% | 38% | 4% |
| Belgium | 27% | 7% | 23% | 39% | 4% |
| ***New EU countries*** | | | | | |
| Poland | 64% | 6% | 10% | 20% | 0% |
| Czech Republic | 40% | 25% | 25% | 0% | 10% |
| Hungary | 23% | 24% | 48% | 0% | 5% |
| **EU** | **39%** | **22%** | **21%** | **14%** | **4%** |

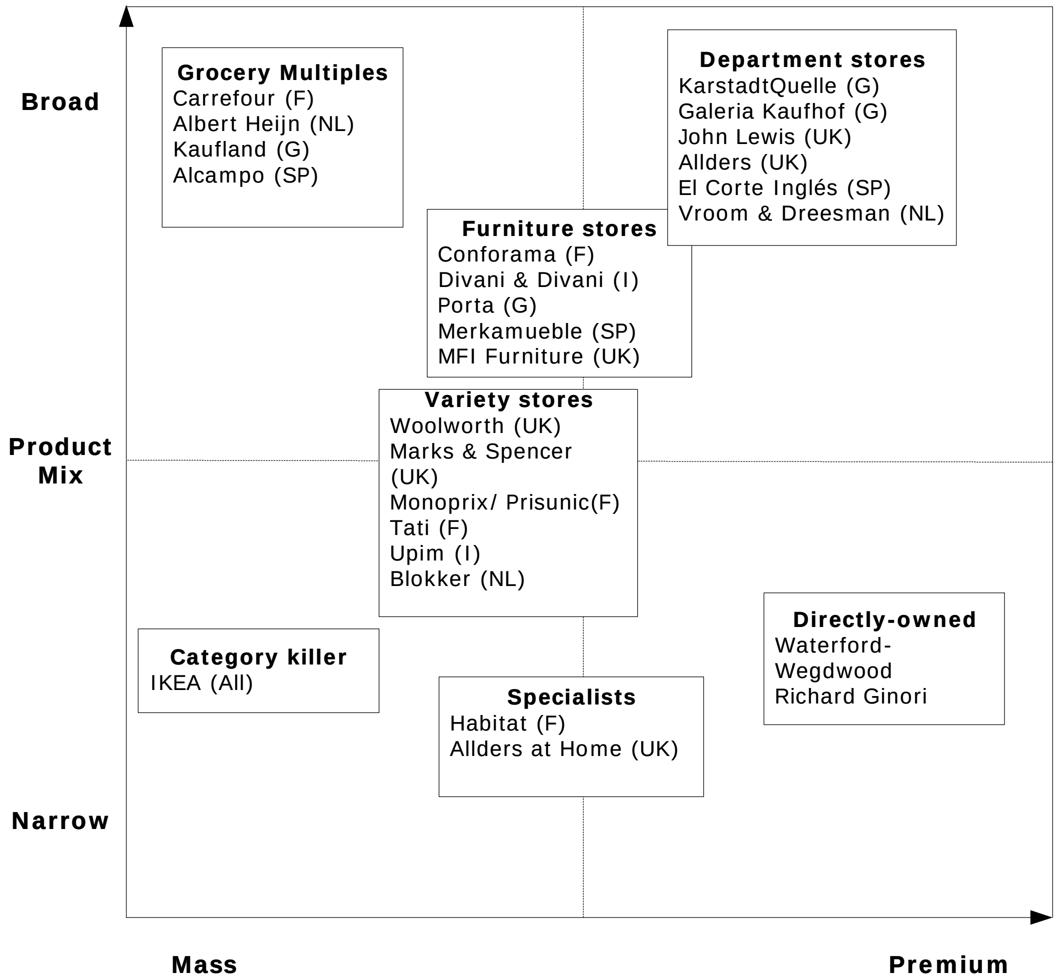
Source: Euromonitor, 2000

As quantitative information concerning the distribution of table- & kitchenware is not readily available and therefore rarely reported on a yearly basis, we are limited to using older distribution statistics. The statistics used in this paragraph are from a forecast made in 1997 for the year 2000. In these statistics Euromonitor distinguishes five channels, namely: mixed and independent stores, department stores, grocery multiples, mail-order and other (incl. catalogue showrooms). The most import retailers will now be discussed.

**Houseware specialists**

This category contains a great variety of retail formats, including independent specialists, interior design specialists, DIY (Do It Yourself) and furniture specialists and category killers, especially Ikea. With the exception of the independent specialists, the specialists are becoming increasingly important. This is largely due to the trend towards lifestyle solutions, which is seen more frequently in the interior design market, where an increasing number of interior design specialists present consumers with "lifestyle solutions" rather than isolated product categories, according to Euromonitor. This development has led to the creation of different market niches, each aiming at a specific consumer group. The interior design specialists have therefore become all-round retailers, not only selling furniture, but also the matching accessories including table- & kitchenware, especially ceramicware, china & porcelain and glassware. According to Euromonitor, these products help to enhance the main product portfolio. Furthermore, these products increase in-store traffic, encourage consumers to linger longer in the outlets and boost sales. Due to their low-unit costs, these products are cheaper to stock and easy to dispose of through special offers.

**Figure 7.2 Distribution of table- & kitchenware by format**




Source: Based on information derived from different sources, including KeyNote, Euromonitor and company sites

Formats such as Ikea, Habitat and Interio, show that market success is increasingly dependent on manufacturing a particular lifestyle image (Source: Euromonitor). For the independent specialists it will be increasingly difficult to survive in this increasingly competitive environment. They are, however, still of significant importance, especially in countries with a less developed retail structure, like, for example, Eastern European countries.

**Department stores & variety stores**

Traditionally, department stores were one of the few retailers located in city centres which offer a wide range of table- & kitchenware. The growth of new formats, like the category killer IKEA as well as other specialized formats has put increased pressure on their position. As a result, the department stores tried to reinvent themselves and came up with new concepts like the store-in-store concept. The more specialised formats have a more modern and fashionable image. Despite these negative developments, department stores still account for a substantial share of table- & kitchenware sales. Most department stores offer a wide range of both major brands and private label. They are mostly situated in the mid- and high-priced segment of the table- & kitchen market. Important department stores in Europe include: Karstadt/Quelle and Galeria Kaufhof in Germany, John Lewis and Allders in the UK, El Corte Inglés in Spain, Le Printemps in France and Bijenkorf, Hema and Vroom & Dreesman in the Netherlands. Most of these stores are restricted mainly to their country of origin, although Hema is also present in Belgium. (Source: Euromonitor).

The variety stores are one of the most important formats for the sales of table- & kitchenware but, like the department stores, the variety stores suffer from their old-fashioned image, according to Euromonitor. Traditionally, the variety stores offer a wide range of cheap products at inner-city locations. However, due to fierce competition from supermarkets/hypermarkets and discount stores, it is no longer viable to concentrate solely on cheap products. Consequently, variety stores need to redefine themselves. Important variety stores in Europe include: Woolworth GmbH & Co and Strauss Innovation in Germany, Marks & Spencer in the United Kingdom, Monoprix/Prisunic and Tati in France, Upim and La Standa in Italy and Blokker, Giraffe, Marskramer, Novy, Xenos and Hoyng in the Netherlands, (Source: Euromonitor).

**Grocery multiples**

Hyper- and supermarkets are increasingly tapping into the table- & kitchenware market. They generally tend to stock low-priced basic products. There is, however, a difference between hyper- and supermarkets. Hypermarkets sell a more comprehensive range of table- & kitchenwares whereas supermarkets mostly offer a limited range of table- & kitchenware, such as mugs and other small household products, mostly private label. Both formats allow an increasing share of shelf space for non-food articles like compact discs, table linen, napkins, candles, pots and pans, tableware, cutlery and other kitchen utensils. According to an article in Tdctrade, this is mainly because non-food products offer better margins than the standard grocery lines. Furthermore, supermarkets and hypermarkets mostly position table- & kitchenware as impulse purchases through cross merchandising with core grocery items. For example, woks are displayed next to prepared stir-fry vegetables, sauces and noodles. The lion’s share of these products is private label.

It is expected that the importance of the grocery multiples will increase as consumer lifestyles are get busier and demand for convenience rises.

**Discounters**

Discounters are another important format retailing table- & kitchenware. These retailers often operate from low-rent locations. Low-price with no-frills is the most important driver in this concept. This format is becoming increasingly important. The current economic downturn has been an important main trigger for the success of this type of format. This format is especially very popular in Germany where Aldi and Lidl take a significant share of the retail market. According to Euromonitor, these discounters carry a limited product of 600 to 1,200 products, whereas in a hypermarket the product range can even reach 30,000 products. The discounters generally have special weekly offers regarding non-food items like table- & kitchenware, sold at extremely competitive prices.

**Other**

Next to the above mentioned formats there is a variety of other formats selling table- & kitchenware, mail order, internet sales, door-to-door selling/ party plan, company-owned outlets, etc. The market share of these formats however, tends to be limited.

Several manufacturers like Richard Ginori and Waterford-Wedgwood are selling their products directly through the internet. Also, licensed third-parties selling through the internet is becoming common practice in the table- & kitchenware market nowadays

Tupperware sells mainly through door-to-door selling and party plans. Through the so called Tupperware parties, the products of this brand are sold.

### 7.1.3 Retail distribution per country

In this paragraph, we will discuss the different national retail markets and the leading retailers of table- & kitchenware per country. This will include national as well as international companies. According to Euromonitor, the majority of the European table- & kitchenware retailers are limited to their own national market and neighbouring countries. This group includes retailers like Allders, El Corte Inglés, John Lewis and Vendex. One company which has achieved an international position is IKEA. Also, some French retailers like Carrefour and Pinault-Printemps-Redoute have built a more international position.

Where possible we have included some market shares but these derive from different sources, including interviews, and should therefore be treated with caution.

### 7.1.4 Germany

In Germany the specialists, notably the ones operating in the furniture market, like Ikea operating with 312 outlets in Germany, are increasing their share of the table- & kitchenware retailing, especially regarding glassware and ceramicware. According to Euromonitor, accessories, including table- & kitchenwares, and light fittings nowadays account for around 20 percent of the product assortment of these specialists. The independent specialist has long ago lost its foothold on German market as the Germans tend to be rather price-conscious and favour cheaper formats like hypermarkets and discounters. There is however, a large buying group EK Großeinkauf present on the German market, centralizing the buying of around 2,500 (associated) member companies, which purchases, for like o.a. specialized retail shops, small to medium-sized department stores, specialized discount stores and furniture houses.

The department and variety stores have lost some market share, the latter however retains a dominant position in day-to-day table- & kitchenware. An important variety store in Germany is Woolworth GmbH & Co OHG operating on the German market with 330 outlets. The German department store segment is dominated by two local groups, namely Karstadt Group (191 outlets) and Metro AG (135 Kaufhof outlets).

Wholesaling in Germany is relatively small, with companies like Sandra Rich Gmbh (http://www.sandrarich.de/) and Kela (http://www.kela.de/). Often the German table- & kitchenware manufacturers have some sort of wholesaling function, purchasing products to complete their product range.

### 7.1.5 United Kingdom

The United Kingdom retail market for table- & kitchenware is fiercely competitive. As in most other EU countries, mixed & independent retailers and the department stores are struggling. Especially, the mixed & independent retailers are struggling in lower price segments of the market, where price and convenience are the most important purchase criteria. These mixed & independent retailers generally purchase their assortment from manufacturers as well as wholesalers like Decco (http://www.decco.co.uk/), which breaks down the bulk deliveries from manufacturers in manageable quantities for the independent retailers.

The grocery multiples account for an around 28 percent share of British table- & kitchenware sales and are expected to become the number one retailer in terms of value in the coming years. Hyper- and supermarkets are especially prominent in the distribution of table- & kitchenware for every day use. Leading retailers in this segment are Tesco Plc., operating with 263 outlets, J Sainsbury Plc. (163 outlets) and Asda Stores Ltd. Department stores, still the leading retailer of table- & kitchenware, with approximately 30 percent of the table- & kitchenware retail sales, are experiencing tough competition from the discounters and the grocery multiples, particularly in the household goods market. Next to these formats, specialist retailers as Ikea are also gaining ground, with a fashionable and competitively-priced fashionable assortment.

### 7.1.6 Italy

Italy has an obvious North-South divide in both social and economic terms, with the North being much more affluent and brand-conscious than the more price-conscious South. The retail business reflects this divide. Most modern retail developments, like for example hypermarkets, are located in the Northern and Central part of the country. The structure of Italian table- & kitchenware retailing is highly fragmented and dominated by small independent specialists, who account for around 50 percent of table- & kitchenware sales. This also explains the importance of wholesalers, like Pengo Spa (http://www.pengospa.it/).

The market is however, steadily shifting, as grocery multiples, with hypermarkets like Esselunga (114 outlets), Carrefour (40 outlets), and supermarkets such as Pam (Pam and Panorama fascias), Rewe (Billa and Standa fascias) and Auchan/La Rinascente (Sma and Cityper fascias), are becoming increasingly important at the expense of the small independent specialists, especially in the Northern part of the country. The third main retail channel is the department store, accounting for around 20 percent of retail sales. According to Euromonitor, this sector is highly concentrated, dominated by two operators Coin and La Rinascente. Due to a more Northern European approach to shopping, and the increasing number of shopping centres, the specialist chains are increasingly making their way into the market, and now account for a market share of approximately 18 percent.

### 7.1.7 France

France has a mature retail market, with a high level of out-of-town shopping, leading to one of the highest numbers of hypermarkets in the whole of Europe. According to Euromonitor, busier lifestyles have increasingly strengthened the position of grocery multiples in recent years, offering a wide range of food and non-food in one location for the ease of the consumer. Carrefour is the leading hypermarket in France with 216 outlets. Next to these hypermarkets, Carrefour operates 1,000 Champion supermarkets. According to Euromonitor, France hypermarkets are expected to take a 40 percent share in the French table- & kitchenware retail sales. The specialists like Ikea (14 outlets) and Habitat (32 outlets) are also gaining ground, mainly due to their offering a wide range of increasingly fashionable and good quality products at reasonable prices. The growth of the grocery multiples was largely at the expense of the independent specialists. Department stores also account for a considerable share of table- & kitchenware retail sales. The leading French department stores are Grands Magasins Galeries Lafayette and Pinault-Printemps-Redoute.

The France table- & kitchenware trade structure showed an interesting development regarding wholesale activity as ARC International (http://www.arc-international.com/) a large manufacturer of glassware took over Fliba, which consisted of four distribution companies. These acquisitions will form a new company, ARC Distribution France, which will distribute tableware, cookware and decoration products to the mass market, speciality and retail networks. The Spanish Enériz Group is also part of Arc International.

### 7.1.8 Spain

The table- & kitchenware retail market was characterised by a high level of retail fragmentation and the dominant position of the independent retailers. According to Euromonitor, the independent retailers benefited from their main competitive advantage convenience in terms of location. An important supplier of these independent retailers is the wholesaler Enériz (http://www.eneriz.com/).

Independent retailers are however, increasingly facing competition from specialist chains, like Ikea, Conforama and Merkamueble and non-specialists. Non-specialists such as grocery multiples are increasingly selling small non-food products, including table- & kitchenware. The leading hypermarket is Centros Comerciales Carrefour, operating with a total of 117 outlets. Alcampo SA, part of the Auchan group ranked second in terms of turnover, with 46 outlets in Spain. The third hypermarket, Hipercor, which is owned by the group El Corte Inglés, operated 32 hypermarkets. In 2003, these grocery multiples accounted for around 11 percent of the retail sales. Department stores account for 13 percent of Spanish table- & kitchenware retail sales. The group El Corte Ingles is the leading department store in Spain, operating 60 department stores, as its main rival, Marks & Spencer, exited the Spanish market in 2001, because it was unable to compete successfully. According to Euromonitor, this was mainly due to El Corte Ingles' popularity and brand awareness.

### 7.1.9 The Netherlands

The Dutch table- & kitchenware retail market is quite diverse. Variety stores however, are the leading retailers, accounting for around 33 percent of table- & kitchenware sold in the Netherlands. According to Euromonitor, the variety store sector is dominated by Blokker Holding, operating 1,777 outlets under different fascias including Blokker, Giraffe, Marskramer, Novy, Novalux, Xenos and Hoyng, and making Blokker the second-largest non-food retailer in the Netherlands after Vendex KBB. Vendex owns the leading department stores like Vroom & Dreesmann (V&D), Hema and Bijenkorf, and department stores make around 7 percent of the table- & kitchenware retail sales. The latter carries a more sophisticated range, while Hema sells everyday articles. By tradition, V&D takes a position in the middle; however, recently a change towards better (and thus more expensive) products can be observed. Next to the departments stores Vendex KBB also operates a variety of other formats. Gardening stores are also considered to be an important retailer of table- & kitchenware, accounting for 13 percent of the retail sales and their share is increasing. According to Euromonitor, big gardening stores are expanding their product ranges to include more household furniture and furnishing items. Intratuin, the leading Dutch garden store, has recently introduced a new concept "Aan de dis". This concept stands for cooking, tabling and enjoying together; the product range consists of a number of table- & kitchenware products. This new concept can be seen as an extension of the trend toward "life style solutions", which are operated by specialists like Ikea. The share of grocery multiples is low, largely due to the fact that hypermarkets are relatively underdeveloped in the Netherlands.

Important wholesalers in the Dutch market are Koopman International BV (http://www.koopmanint.com/) and Edelman BV (http://www.edelman.nl/).

### 7.1.10 Belgium

Unfortunately the information concerning the Belgium table- & kitchenware market is very limited. This paragraph will therefore will only discus the highlights of the Belgium market. Generally it can be said that, like most North-western European countries, Belgium has a mature retail landscape, with table- & kitchenware being retailed through a wide variety of different retailers. The variety stores and department stores as well as the hypermarkets are generally considered to be the leading retailers. In the variety store sector, Blokker Holding, through its Blokker (188 outlets) and Casa (85 outlets) fascias is a dominant player in Belgium retailing. According to Euromonitor, Casa generally offers more fashionable products, whereas Blokker concentrates on discount products. Next to these variety stores, Blokker Holding operates the Leen Bakker specialist retailer, which also offers a variety of table- & kitchenware. Department stores are also considered to be of importance. Leading department stores are Inno (15 outlets) owned by the German Metro group and the Hema (33 outlets) owned by the Dutch Vendex KBB. Especially the latter accounts for an important share of the table- & kitchenware retail sales. Grocery multiples also account for an important share of table- & kitchenware sales. Carrefour is Belgium's leading hypermarket with 57 outlets, Delhaize is the leading supermarket with 306 outlets.

An important wholesaler in the Belgian market is Billiet Trading Company (http://www.billiet.be/).

## 7.2 Distribution channels for developing countries exporters

Traditionally, exports deriving from developing countries transit through a set of intermediaries like agents and importers and in some cases stock-keeping wholesalers, discussed in paragraph 7.1.2, who in turn market the exported products to wholesalers or retailers. These long distribution lines are mostly caused by the distance between the exporter and his export market and, in most cases, the relatively small size of the production in developing countries. Furthermore, a lack of information concerning the export market makes exporting a hazardous venture. The disadvantages of working through a large number of intermediaries include poor knowledge of market trends, inability to gain competitive advantage by adapting the product to specific customer needs and, of course, the margin lost at each stage of the distribution chain.

The most important intermediaries, like agents/ sales offices, importers and retailers, will be discussed briefly in the next section of this paragraph. See also Figure 7.1, for the different trade flows.

**Agents / sales offices**
Agents are intermediaries who do not keep stocks. The agent may serve as an intermediary between the manufacturer and the wholesaler or retailer, receiving a commission from the former. The level of commission depends on a number of factors, including the turnover rate of the product concerned; it averages an estimated 3 to 10 percent of turnover. Most agents represent more than one manufacturer. Agents usually have a good knowledge of distribution structures and consumer behaviour. Some foreign manufacturers have their own sales office in Europe or elsewhere. This is viable if a manufacturer wants to make sure that his products are properly advertised and distributed. In fact, only the larger companies, which cover a substantial part of the market, maintain their own offices. The problem of working through an agent is, however, that the manufacturer is totally dependent and has to trust the quality of the agent's knowledge, commitment and selling ability.

**Importers/wholesalers**
Importers/wholesalers are familiar with local markets and can supply considerable information, assistance and guidance to the overseas manufacturer, such as the administration of import and export procedures and holding of stock, in addition to the primary business of buying and selling. Furthermore, they have strong relationships with suppliers and buyers all over the world. These intermediaries have long-established links with their customers and are in a better position (than foreign processors) to know the requirements of the local market and of individual end-users.

**Retailers**
Most large retailers, like for example IKEA, also buy table- & kitchenware directly from foreign suppliers. This may involve intermediary activity by a selling agent on behalf of the manufacturer or a buying agent on behalf of the (multiple) retailer. This method of doing business has become more popular, since it cuts out several intermediaries, thus reducing costs and enabling the retailer to offer the product at a lower end price. It is particularly significant when a fashion trend takes hold, with fierce competition between retailers offering lower prices. Unfortunately, this method often results in the supply of huge volumes of poorer quality, cheaper merchandise, after which the demand peaks and then falls off.

Large chains have their own purchasing staff, buying from all over the world. In the country of origin, most buyers prefer the lines between manufacturer and themselves to be as short as possible. Short communication lines create a better control over production and deliveries. This reduces the risk of discrepancies between buyers’ requirements and final product.

# 8 PRICES

Price is an important aspect of the table- & kitchenware sector, but there is such a broad range of items, qualities, materials, and styles, that it is almost impossible and not meaningful to give typical prices. Therefore, this chapter will discuss developments which influence the price level in the table- & kitchenware market. Furthermore, differences in price levels between EU-countries are examined.

## 8.1 Price development in the table- & kitchenware market

As can be seen in Chapters 3 and 4, the table- & kitchenware market is becoming increasingly competitive, due to the pressure of low cost imports from Asia and Eastern Europe. At the same time, the market is shifting away from traditional, formal and mostly high-priced products, towards more casual table- & kitchenware. Manufacturers nowadays introduce new ranges of fashionable products every year. In addition, existing market prices have come under pressure due to the increasing importance of mass-market outlets like grocery multiples and discounters selling low-priced popular table- & kitchenware, in order to create more "traffic". The above developments have contributed to an intensified competitive environment. Traditionally, the table- & kitchenware market can be divided into three main price segments:

- **Premium-priced table- & kitchenware;** consisting of high-quality, formal product brands like, for example, Alessi and Villeroy & Boch. These products are mostly sold through specialty retailers and department stores.
- **Mid-priced table- & kitchenware;** most of the industry's volume is realised in this segment. These products are mostly sold through department stores and retailers.
- **Low-priced table- & kitchenware;** mostly deriving from Asia or Eastern Europe. These products are mostly sold through discounters and grocery multiples.

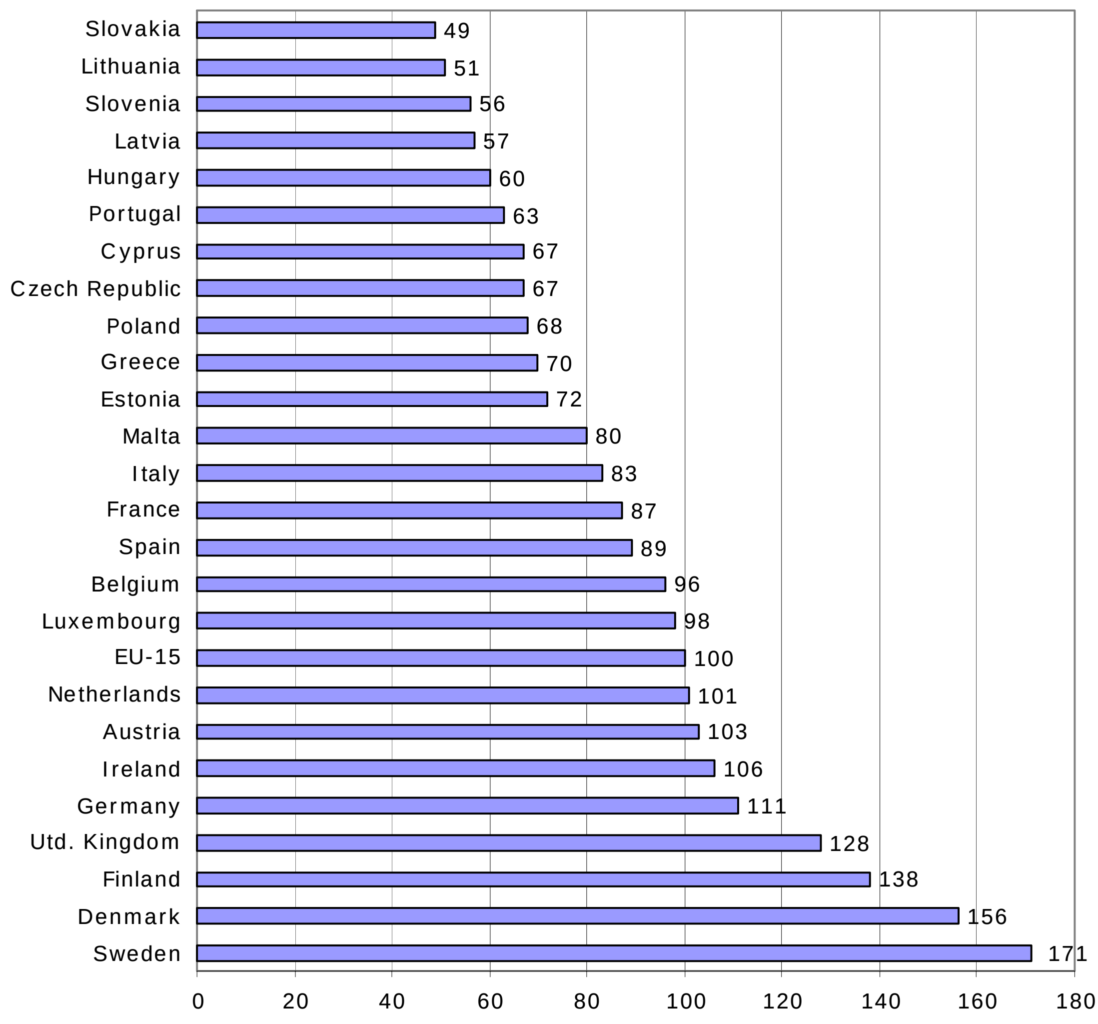
According to branch experts of NPD Industry, an American research agency, the price levels in the table- & kitchenware market are polarizing. Consumers who traditionally shop in the mid-price segment shift towards the higher priced products called "shopping up", as quality and specialty are very important in this segment. The opposite development is also evident, "shopping down", meaning consumers are shopping for lower prices. The latter is triggered by the increasing demand for low-priced fashionable table- & kitchenware which can be found for example in discounters and grocery multiples. The increasing amount of cheap products deriving from Asia and Eastern Europe drove many EU manufacturers out of the low-priced and mid-priced segment. In turn, many European manufacturers repositioned themselves at the premium end of the market, making this high-priced segment more crowded.

## 8.2 Price levels in the EU-25

According to a survey, issued by Eurostat, of the price levels of table- & kitchenware in the EU, there are profound differences across the EU-25. The products included in this survey are glassware, ceramicware, cutlery, flatware and silverware.

Figure 8.1 provides a comparison of the price levels with respect to the EU average: if the price level index is higher than 100, the country concerned is relatively expensive compared with the EU-15 average. The figure provides an indication of the comparative order of magnitude of the price level in one country related to another. As can be seen, the price level in the Scandinavian countries is far higher than in the Eastern European countries, this can largely be explained by several factors, including higher cost of living, disposable income, brand preferences, distribution, etc.

**Figure 8.1 Relative price level of table- & kitchenware in selected EU-countries, 2002, EU 15 = 100**




Source: Eurostat, 2002

## 8.3 Sources of price information

The best way to obtain information about prices and price levels in the EU is by visiting one of the major trade fairs. Alternatively, comparisons can be found in the prices given in catalogues from mail-order houses, large department stores and from the internet sites of companies. Window-shopping in the prospective market place, at several retail shops, is another good way of getting information about prices. Apart from prices, window-shopping gives you a good impression of the wide variety of products, qualities, fashions, colours and promotions. The internet is also a good source of price information, for example the IKEA online-store gives information on retail prices of IKEA products, including its table- & kitchenware.

When setting your price, take into account the different mark-ups as described in paragraph 10.6, which influence retail prices. The effect of low, medium and high margins on consumer end-prices, based on one CIF price for three different products in the same category, is illustrated in Table 10.1.

# 9 REQUIREMENTS FOR ACCESS

This chapter presents a general overview of the requirements for access, which apply in the EU-25. For detailed information about non-tariff trade barriers relevant to trade, we also refer to the CBI's AccessGuide, an online database on European non-tariff trade barriers, which can be found on http://www.cbi.nl/accessguide/.

## 9.1 Non-tariff trade barriers

In the content of this chapter, non-tariff barriers can be described as: EU requirements relevant for products exported from developing countries into the EU, divided into legislative requirements and non-legislative requirements, mostly demanded by the private sector divided into (1) labels, (2) codes and (3) management systems. Requirements can be product and process related and are based on quality, consumer health and safety, environmental and social concerns in the EU.

Even as tariff trade barriers are reduced or even completely eliminated within the framework of WTO, as happened with the quotas on Chinese ceramicware imports, the so-called non-tariff trade barriers, such as ISO and CE Marking, are posing new obstacles for exporters from developing countries. At the same time, issues such as consumer and occupational health and safety, as well as the environment have spurred the emergence of international regulations, standards, markings, labels and certificates. These are either enforced through legislation or increasingly demanded by the market itself. Although these legislative and non-legislative requirements are imposed in order to protect consumers' health, the environment, or to improve the harmonisation of the internal EU market, they are often seen as technical, non-tariff barriers to trade. Exporters must comply with such legislative requirements in order to be able to export to the European Union. This means that they have to understand and comply with European legal requirements. In this chapter, we will discuss a number of possible barriers. For detailed information about non-tariff trade barriers relevant to trade, we also refer to the CBI's AccessGuide.

### 9.1.1 Product Legislation

The most import legislation concerning table- & kitchenware is product legislation. Table- & kitchenware is subjected to certain legislation relating to food sanitation, especially for products which have direct contact with food, and which generally applies to all products covered in this survey.

> Food contact materials are all materials and articles intended to come into contact with foodstuffs, including packaging materials but also cutlery, dishes, processing machines, containers etc. The term also includes materials and articles which are in contact with water intended for human consumption but it does not cover fixed public or private water supply equipment.

Products which come in contact with food (so-called Food-contact materials) are regulated by three types of directives:

- The Framework Regulation (EC) No 1935/2004 sets up general requirements for all food contact materials (repealed the Directives 80/590/EEC and 89/109/EEC).

- Specific Directives cover single groups of materials and articles listed in the Framework Directive. Currently specific directives exist for three groups of materials and articles: ceramics, regenerated cellulose film and plastics.
- Directives on Individual Substances or groups of substances used in the manufacture of materials and articles intended for food contact.


Food Contact Symbol

The Framework Regulation (EC) 1935/2004 states that food contact materials should be safe. Food-contact materials should not transfer their components into the food in quantities that could endanger human health, change the composition of the food in an unacceptable way or deteriorate the taste and odour of foodstuffs. This regulation also includes the following provisions: If an article is intended for food contact it shall be labelled for food contact or bear the symbol with a glass and fork (See label). In cases where the intention of food contact is obvious by the nature of the article (e.g. knife, fork, wine glass), this labelling is not obligatory. and Labelling, advertising and presentation of food contact materials shall not mislead the consumer. The regulation has established 17 groups of materials and articles which may be covered by specific measures, from adhesives to cork and from ceramicware to wood. However, for only part of these materials harmonised requirements have been laid down by the EU. For more information on the content of the directives including direct links to the EU websites for legislative texts, refer to the CBI AccessGuide.

Manufacturers and exporters planning to export their products in the EU should be compliant with the legislation. Failure to do so may result in the introduction of products that do not comply into the European marketplace. For more information concerning food contact legislation we refer you to the Health and Consumer Protection DG: http://europa.eu.int/comm/food/food/chemicalsafety/foodcontact/index_en.htm. Information and documents related to research and analysis of food contact materials can be found at the website of the Joint Research Centre on Food Contact Materials: http://cpf.jrc.it/webpack. Also check the different Accessguides regarding this topic, like o.a. the Accessguide *"EU legislation: Food contact materials"* and *"Legislation overview: Plastic, rubber".*

**Standards**

Standards are voluntary documents, which indicate that a product is made to, or produced in accordance with, predetermined specifications and criteria. For trading partners, consumers and control authorities the conformity of products to International Standards provides assurance about their quality, safety and reliability. The standards have no legal authority themselves, however; they can be used by legislators as a base for health, safety and environmental legislation.

The ISO (International Organization for Standardization) is the world's largest developer of standards and has issued a number of standards concerning table- & kitchenware. CEN is the European committee for Standardization. In Table 9.1, the most important standards concerning table- & kitchenware are given.

**Table 9.1 European standards concerning table- & kitchenware**

| Number | Title | Content |
|---|---|---|
| | | |
| NEN-EN 1900:1998 | Materials and articles in contact with foodstuffs; Non-metallic tableware; Terminology | Defines terms related to certain materials for non-metallic tableware in contact with foodstuffs. It only includes those articles composed of the following materials: glass, glass ceramics, porcelain, vitreous china/vitrified tableware, stoneware, earthenware, common pottery or plastic. |
| NEN-ISO 2747:1998 | Vitreous and porcelain enamels; Enamelled cooking utensils; Determination of resistance to thermal shock | Specifies a method for determining, by successive thermal shock tests, the behaviour of vitreous and porcelain enamelled cooking utensils and similar articles under sudden changes of temperature (resistance to thermal shock). |
| NEN 3032:1966 | Plastics; Specifications for plastic table ware | Material and performance for food and drinking articles made of plastics. |
| ISO 6486-1:1999 | Ceramicware, glass-ceramicware and glass dinnerware in contact with food; Release of lead and cadmium; Part 1: Test method | Specifies a test method for the release of lead and cadmium from ceramicware, glass-ceramicware, and glass dinnerware intended to be used in contact with food, but excluding porcelain enamel articles. |
| ISO 6486-2:1999 | Ceramicware, glass-ceramicware and glass dinnerware in contact with food; Release of lead and cadmium; Part 2: Permissible limits | Specifies permissible limits for the release of lead and cadmium from ceramicware, glass-ceramicware and glass dinnerware intended to be used in contact with food, but excluding porcelain enamel articles |
| NEN-EN 1900:1998 | Materials and articles in contact with foodstuffs; Non-metallic tableware; Terminology | Defines terms related to certain materials for non-metallic tableware in contact with foodstuffs. It only includes those articles composed of the following materials: glass, glass ceramics, porcelain, vitreous china/vitrified tableware, stoneware, earthenware, common pottery or plastic. |
| ISO 7086-1:2000 | Glass holloware in contact with food; Release of lead and cadmium; Part 1: Test method | Specifies a test method for the release of lead and cadmium from glass holloware which is intended to be used in contact with food. |
| ISO 7086-2:2000 | Glass holloware in contact with food; Release of lead and cadmium; Part 2: Permissible limits | Specifies permissible limits for the release of lead and cadmium from glass holloware which is intended to be used in contact with food. |
| NEN-EN-ISO 8442-1:1998/C1:1999 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 1: Requirements for cutlery for the preparation of food | Specifies material and performance requirements and test methods for metal cutlery and related implements intended for use in the preparation of food. Two grades of cutlery are specified: - a normal grade with corrosion resistant blades or prongs capable of withstanding dishwasher cleaning procedures; - a special grade with corrosion resistant blades capable of withstanding dishwasher cleaning procedures and sterilization processes. |
| NEN-EN-ISO 8442-2:1998/C1:1998 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 2: Requirements for stainless steel and silver-plated cutlery | Specifies material, performance requirements and test methods for table cutlery (knives, forks, spoons, carving sets, ladles, children's cutlery and other serving pieces). |
| NEN-EN-ISO 8442-3:1998 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 3: Requirements for silver-plated table and decorative holloware | Specifies material, performance requirements and test methods for silver-plated table and decorative holloware made principally from metals, and intended for use at or upon the dining table. Composition limits are specified for the basic metals for fabrication of the holloware prior to silver-plating. |

| | | |
|---|---|---|
| NEN-EN-ISO 8442-4:1998/C2:1999 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 4: Requirements for gold-plated cutlery | Specifies the following requirements for gold plated cutlery: a) performance requirements for table cutlery, b) composition limits for base metals for cutlery; c) tests for resistance to permanent deformation, firmness of handle attachment, hardness of blades, resistance to corrosion and the thickness and adhesion of gold coatings; d) three minimum thicknesses of gold plating |
| NEN-EN-ISO 8442-5:1999 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 5: Specification for sharpness and edge retention test of cutlery | Specifies the sharpness and edge retention of knives which are produced for professional and domestic use in the preparation of food of all kinds, specifically those knives intended for hand use |
| NEN-EN-ISO 8442-6:2001 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 6: Lightly silver plated table holloware protected by lacquer | Specifies material and performance requirements for table and decorative holloware, and cast attachments, made from metals which are lightly silver-plated and protected by lacquer. |
| NEN-EN-ISO 8442-7:2001 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 7: Specification for table cutlery made of silver, other precious materials and their alloys | Specifies material and performance requirements for table, cutlery made of precious metals and their alloys, esp. silver (knives forks, spoons, carving sets, ladies and other pieces). |
| NEN-EN-ISO 8442-8:2001 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Part 8: Specifications for silver table and decorative holloware | Specifies material, performance and marking requirements for silver table and decorative holloware, intended for use at or upon the dining table. |
| NEN-EN 12156:1995 | Materials and articles in contact with foodstuffs; Cutlery and table holloware; Lacquered lightly silver-plated table and decorative holloware | Specifies material and performance requirements for table and decorative holloware, and cast attachments, made from metals which are lightly silver-plated and protected by lacquer. |
| NEN-EN 12983-1:2000 | Cookware; Domestic cookware for use on top of a stove, cooker or hob; Part 1: General requirements | Specifies safety and performance requirements for items of cookware for domestic use on top of a stove, cooker or hob. Is applicable to all cookware regardless of material or method of manufacture with the exceptions of those mentioned below. |
| NVN-ENV 13834:2000 | Cookware; Ovenware for use in conventional domestic ovens | Specifies safety and performance requirements for items of ovenware for use in domestic ovens. It is applicable to all ovenware regardless of material or method of manufacture. |

Source: N.E.N., 2004

As with the product legislation, exporters are strongly advised to check the exact content of these European standards, since this table only gives an indication of the standards that exist in this product range. For more detailed information, please contact one of the national institutes for standardisation (see Appendix 4 for addresses). Information on these regulations and standards can also be obtained through the Internet. Useful Internet sites are http://www.cenorm.be/ of the European Committee for Standardization (CEN) and http://www.iso.org/ of the International Organisation for Standardisation (ISO).

## 9.1.2 Market requirements

### Social market requirements

An increasing consciousness of ethical aspects, encouraged by consumer organisations, has led importers to develop codes of conduct. The use of child labour in the production of table- & kitchenware in general is a serious cause for concern in many EU-member countries. Widespread publicity has raised consumer and importers' awareness of the topic. Exporters who can guarantee and prove that their products are made without child labour, will not only have a competitive advantage over other exporters, but will also have a much better chance of establishing long-term business relationships. In addition, the EU has added a "social clause" to the Generalised System of Preferences (GSP), which allows for special import tariff reductions for products that are produced in a ethical way.

However, it should be noted, that manufacturers and exporters in developing countries can never be subject to EU legislation regarding labour conditions. Companies in developing countries only have to comply with legislation in their home country. However, manufacturers and exporters might be confronted with social requirements that are requested by buyers in the EU. An increasing number of companies nowadays have laid down minimum standards in so-called "codes of conduct", or require the use of labels and management systems to guarantee fair labour conditions. These social requirements are gaining importance in the EU markets. In the AccessGuide you can find the most important requirements, including an indication of their market impact. We refer to the CBI's Accessguides: *"Introduction to Social Issues", "International management system for Social Accountability: SA8000",* and *"International social standards: ILO Conventions"*

**International Federation for Alternative Trade**
The International Federation for Alternative Trade (IFAT) (http://www.ifat.org/) is a federation of manufacturers and Alternative Trading Organisations (ATO's). In IFAT, manufacturers of handicrafts and food products from the developing countries come together directly with buyers and managers of ATO's, as friends and partners in a spirit of mutual trust. They put aside the traditional trading system of intermediaries and create an alternative way of doing business that is beneficial and fair. IFAT's objectives are two-fold:

- To improve the living conditions of the poor in developing countries;
- To change unfair structures of international trade.

If your company complies with IFAT's rules and regulations, you can apply to become a member of the network. The Fair Trade Organisation (FTO) Netherlands is one of the members of IFAT. The products, ranging from coffee, other food products such as tea, chocolate, honey and wine, to some 1,500 handicrafts articles, such as textiles, utensils and decorative items, are purchased from over 130 producer groups in Latin America, Africa and Asia. In 25 years, fair trade has developed into a serious 'business', which is of vital importance to tens of thousands of manufacturers in developing countries.

**Environmental market requirements**
Environmental aspects of products have become increasingly important in Europe. Besides governmental actions (legislation), a strong consumer movement is noticeable, especially in the northern parts of the EU (Scandinavia, Germany and the Netherlands). As a topic, "the environment" is more than a passing phase, it is a lasting trend. Developed countries have started the process of adopting "eco-labelling". To qualify, manufacturers must be willing to submit their production methods for inspection and certification. There are several eco-labels used in the European Union.

**Table 9.2 Different Environmental labels**

| | | |
|---|---|---|
| EU-flower | Dutch Milieukeur | German Blue Angel |

There are also a number of national labels such as the Netherlands Milieukeur (http://www.milieukeur.nl) and the German Blue Angel (http://www.blauer-engel.de). There is also a European Eco-label called the EU flower. This is a scheme enabling European consumers, including public and private purchasers, to easily identify officially approved "green" products across the European Union, Norway, Liechtenstein and Iceland. At present, the EU flower can be awarded to 21 product groups. This label however does not apply at present to the table- & kitchenware discussed in this survey.

However, new products are added constantly. For more information concerning this topic, we refer to the AccessGuides *"Overview of social and environment product labels"*

It should be noted that applying these social and environmental standards and labels on a company and its production can put a lot of strain on an organisation. An exporter should therefore be aware of what the consequences are for his organisation, when applying to such labels and standards.

### 9.1.3 Occupational health and safety

Occupational health and safety or working conditions are very important to trading partners in EU markets. These issues are also essential to get better motivated personnel, which is crucial with respect to productivity and product quality in general and, as a result, an improved position on the market.

The AccessGuide database gives sector specific checklists on how to improve working conditions, also see the document AccessGuide intro: occupational health and safety. Also, information can be found on the internet site (http://www.ilo.org/) of the International Labour Organisation (ILO) which is the UN organisation dealing with all aspects of work;

### 9.1.4 Environmentally sound production

If a manufacturer wants to indicate to external parties that he is manufacturing in an environmentally sound way, he can comply with standards which have been developed for this purpose. A voluntary standard, with which manufacturers can comply, is called the ISO 14000 series. The most important standard in this series is ISO 14001, which sets the requirement for an environmental management system. For detailed information on the ISO standards, we refer to the AccessGuide document *"An introduction to the ISO 14000 series."*

### 9.1.5 Packing, Marking and Labelling

**Packaging**

According to the CBI export planner, packaging serves three basics functions:

- It protects your product during transportation
- It breaks down your product to sellable units (e.g. transforming staple goods into consumer units), or simply makes the product easily accessible to consumers
- It conveys a message to the buyer/consumer (marking and labelling)

Products deriving from developing countries generally have a long distance to travel before reaching their destinations in the EU. Therefore, it is very important that close attention is paid to packaging of products. Good packaging protects products from, for example, the fluctuations and extremes of temperature, relative humidity, vibration and shock, impact, getting wet, theft and getting lost.

Depending on the choice of distribution channel, both the outer and the consumer packing should be adapted to the demands of the importers/retailers and the consumer. Most distributors place strong emphasis on attractive, easy-to-handle, and self-promoting packing materials. Packing in sturdy corrugated boxes with dimensions enabling easy handling and weight (not exceeding 25 kg per carton) is recommended. Wherever possible, the outer cartons should be placed together on pallets, to further avoid the risks of damage during transit.

Attractive consumer packing is important, especially for articles in the middle and higher price bracket. The exclusiveness of higher priced items of original value can be underlined by special packing - in elegant display boxes - in style with the design of the product. The consumer packing should attract attention, clearly show the contents - either by picture or by see-through packing - and contains information on the use of the product. In other words, the packing should match the design, image, quality and price of the product. Attractive consumer packing is definitely a sales argument.

**Packing of china, porcelain, ceramicware and glassware**

Products made of such materials are prone to damage. Careless packing can result in breakage and chipping. To minimise such risks, these articles ought to be carton-packed. The pre-packed articles should then be put in corrugated boxes. Cushioning for protection is advisable.

**Packing of metalware**

Usually these products can be shipped and transported in carton boxes without great risk of damage. Even though these articles are not very liable to break, they do run a risk of becoming dented or scratched. This may be easily avoided by wrapping each individual article in soft paper or by giving it a layer of cushioning material.

**Packing of woodware and plasticware**

Like metalware, these items are prone to scratches. To prevent scratches as much as possible, it is recommended to wrap every article in soft paper or some other cushioning material.

**EU standards for packaging and packaging waste**

To harmonise the different forms of legislation on packaging and packaging waste in EU countries, the EU has issued the directive 94/62/EC, which regulates minimum standards. With effect from August 1, 2001, these minimum standards will require a recovery quota of 50-65 percent for packaging materials brought into the market and will regulate the presence of four heavy metals (mercury, lead, cadmium and hexavalent chromium). EU-member countries have a certain freedom in how to comply with the recovery rate but at least 25-45 percent of the material brought on to the market must be recycled, with a minimum of 15 percent for each material. In addition, requirements are set to reduce the environmental impact of packaging material. The maximum allowable sum of concentrations of lead, mercury and hexavalent chromium in packaging is 100 parts per million.

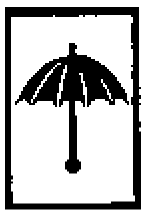
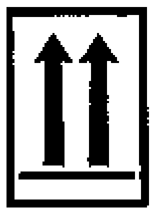
These standards have been implemented by the EU-member countries since 1996 and are now in force in most of them. Each country reserves the right to apply additional standards, as long as these do not hamper trade between countries. For more detailed information on packaging we refer to the different CBI AccessGuide documents.

**Marking and labelling**

Marking and labelling serves two major purposes. First, it is critical for smooth distribution through the transport system. The labels should state the originating and destination addresses, as well as contact names and telephone numbers. Secondly, marking and labelling gives information concerning the product.

Appropriate labels should be attached to indicate, for example, that items are fragile and that they need to be kept upright. If these labels are absent, the people handling the objects and crates will not be aware they have to be careful. It is important to label individual parcels and packages within crates as well. Large warehouses, department stores and supermarkets in Europe do not have the time to open each individual package to check the contents. Each package should therefore be properly labelled with codes, stating both the contents and the article code of the buyer/distributor. More than elsewhere, the use of the pictorial marking “FRAGILE” seems appropriate for china & porcelain, glassware and ceramicware. In Table 9.3, a number of labels which apply to table- & kitchenware are given.

**Table 9.3 Different labels which can apply when packing table- & kitchenware**

| | | |
|---|---|---|
|  |  |  |
| Keep dry | This way up | Fragile |

The second reason for marking and labelling is to inform the consumers about the product. Today’s consumer wants to know exactly what he or she is buying. Therefore, it is important to mark the product’s brand name, special materials, name/sign of the artisan and guarantee of originality, according to the market segment for which the product is intended. A label on the article has to provide the necessary data in a language comprehensible for the target market. In general, the label should state material(s) used, qualities, country of origin and, if applicable, size in centimetres or volume in litres, instructions for use. Moreover, labels and package can both be used for sales promotion of other articles of the manufacturer in the same category. Positive sales arguments, which should be indicated on the product if applicable, are environmentally friendly, produced from recyclable material, food-safe.

**Barcodes**

A barcode, which helps importers and wholesalers to enter the information concerning products in their computer automatically. Information concerning products is put down on a label in a number of thick and thin lines. In addition, the barcode shows a number of digits consisting of four groups. The first two numbers indicate the country of the manufacturer. The second group of digits stand for the manufacturer. The third group matches the product number. The last number is for control, it helps prevent mistakes occurring. It is not compulsory to use barcodes, nevertheless an increasing share of producers make use of these codes, making it easier to keep information concerning your stock. Secondly, it helps to trace your products

Sometimes symbols are used to indicate the qualities of the product, such as food-safe, recyclable, dishwasher-safe, microwave-safe, etc. The essential data can be printed on the underside of the product. On, for example, porcelain or ceramicware you should mark whether or not it is safe to put the product in the dishwasher and / or microwave.

## 9.2 Tariffs and quota

All EU-countries apply common customs tariffs to imports from outside the Union. If there is no special trade agreement in force, the general import tariff applies, as shown in Table 9.5. Most of the developing countries are granted special trade preferences; these countries usually benefit from zero duties through preferential treatment under the Generalised System of Preferences (GSP) or under the fourth Lomé Convention for the African, Caribbean and Pacific (ACP) countries.

Both Lomé and GSP are preferential trade regimes, which provide benefits to developing nations under certain conditions. In the case of manufactured goods, the products must meet specified criteria concerning adding value or processing in the exporting nation, in order to receive preferential treatment. If these conditions are not met, the preferential trade regime will not apply to the particular export.

**Generalised System of Preferences**

This agreement allows products originating from the countries concerned to be imported at preferential tariffs or duty-free for the least developed countries. A "Certificate of Origin Form A" has to be filled in by the exporter and issued by the competent authorities. Tariff contingents and tariff ceilings do not exist anymore. The GSP does not apply to countries producing table- & kitchenwares in large quantities, like for example China and Thailand.

To obtain an exemption from import duties, the goods must be accompanied by an original Certificate of Origin, issued by the assigned authority in the country of origin.

- For ACP countries, this has to be the EUR. 1 Certificate.
- For countries under the Generalised System of Tariff Preferences, this has to be a Form A certificate.

Furthermore, the condition has been imposed that the products come directly from the country of origin.

**Lomé Convention**

Products originating from ACP countries can be imported without duties, when a "Movement Certificate EUR. 1" is filled in by the exporter and issued by Customs in the country of export.

**TARIC:** Information concerning custom tariffs can be found in the Taric database. TARIC is an acronym for Tarif Intégré de la Communauté created at the same time as the Combined Nomenclature (CN). The TARIC contains a nomenclature in 11 official languages. It shows all third country and preferential duty rates actually applicable as well as commercial policy measures.

**Quota**
Until recently the EU imposed import quotas on products under HS/CN codes 691110 (tableware, kitchenware of porcelain or china) and 691200 (ceramic tableware, kitchenware, other household articles and toilet articles, other than of porcelain or china) deriving from China, these quota however have been liberalised in 2005.

**Value added taxes**
Member countries of the European Union levy their own tax from consumers. These Value Added Taxes (VAT) rates differ and are shown in Table 9.4. Rates within the EU will gradually be harmonized. Between EU members there is free movement of goods. With the single European market, no VAT is levied on trade between EU member countries.

**Table 9.4 VAT Tariffs EU-member countries**

| Country | VAT-rate | Country | VAT-rate |
|---|---|---|---|
| Austria | 20.0% | Latvia | 18.0% |
| Belgium | 21.0% | Lithuania | 18.0% |
| Cyprus | 15.0% | Luxembourg | 15.0% |
| Czech Republic | 22.0% | Malta | 18.0% |
| Denmark | 25.0% | The Netherlands | 19.0% |
| Estonia | 18.0% | Poland | 22.0% |
| Finland | 22.0% | Portugal | 19.0% |
| France | 19.6% | Slovenia | 20.0% |
| Germany | 16.0% | Slovakia | 19.0% |
| Greece | 18.0% | Spain | 16.0% |
| Hungary | 25.0% | Sweden | 25.0% |
| Ireland | 21.0% | United Kingdom | 17.5% |
| Italy | 20.0% | | |

Source: EVD (2002)

Up-to-date information on import tariffs can be obtained from the TARIC database of the EU (http://europa.eu.int/comm/taxation_customs/dds/en/tarhome.htm). The HS code of the product concerned must be always mentioned; a detailed list of HS codes can be found in Appendix 1 of this survey as well. Another information source is the "Expanding Exports Helpdesk" (http://export-help.cec.eu.int/), which is an online resource provided by the European Commission, giving information o.a. import tariffs, customs documents, rules of origin, etc.

**Table 9.5 Import duties on table- & kitchenware**

| | | General Tariffs | Developing Countries | Least Developed Countries | Excluded from preferences |
|---|---|---|---|---|---|
| Plasticware | 39241000 | 6.5 | 0 | 0 | China, Myanmar, Thailand, Malaysia |
| | 39249090 | 6.5 | 0 | 0 | China, Myanmar, Thailand, Malaysia |
| | 39249019 | 6.5 | 0 | 0 | China, Myanmar, Thailand, Malaysia |
| Woodware | 44190000 | 0 | 0 | 0 | |
| | 44190010 | 0 | 0 | 0 | |
| | 44190090 | 0 | 0 | 0 | |
| China & Porcelain | 69111000 | 12.0 | 8.4 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 69119000 | 12.0 | 8.4 | 0 | China, Sri Lanka, Myanmar, Thailand, |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | Moldova, Mexico |
| Ceramicware | 69120010 | 5.2 | 1.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 69120030 | 5.5 | 2.0 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 69120050 | 9.0 | 5.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 69120090 | 7.0 | 3.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| Glassware | 70131000 | 11.0 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132111 | 11.0 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132119 | 11.0 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132191 | 11.0 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132199 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132910 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132951 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132991 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70132999 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70133110 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70133190 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70133200 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70133910 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70133991 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70133999 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70139110 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70139190 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70139900 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70139910 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| | 70139990 | 11 | 7.5 | 0 | China, Sri Lanka, Myanmar, Thailand, Moldova, Mexico |
| Metalware | 73239100 | 0 | 0 | 0 | ex. China |
| | 73239200 | 0 | 0 | 0 | ex. China |
| | 73239310 | 3.2 | 0 | 0 | ex. China |
| | 73239410 | 3.2 | 0 | 0 | ex. China |
| | 73239490 | 3.2 | 0 | 0 | ex. China |
| | 73239910 | 3.2 | 0 | 0 | ex. China |
| | 73239991 | 3.2 | 0 | 0 | ex. China |
| | 73239999 | 3.2 | 0 | 0 | ex. China |
| | 74170000 | 4 | 0 | 0 | ex. China |
| | 74181900 | 3 | 0 | 0 | ex. China |
| | 76151910 | 6 | 2.5 | 0 | ex. Myanmar, China |
| | 76151990 | 6 | 2.5 | 0 | ex. Myanmar, China |
| Cutlery | 82111000 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |
| | 82119130 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |
| | 82119180 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |
| | 82119190 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |

| | | | | |
|---|---|---|---|---|
| 82119200 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |
| 82119290 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |
| 82119300 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |
| 82119390 | 8.5 | 2.9 | 0 | ex. Myanmar, China, Sri Lanka |
| 82119400 | 6.7 | 2.3 | 0 | ex. Myanmar, China, Sri Lanka |
| 82151010 | 4.7 | 1.2 | 0 | ex. Myanmar, China |
| 82151020 | 4.7 | 1.2 | 0 | ex. Myanmar, China |
| 82151030 | 8.5 | 2.9 | 0 | ex. Myanmar, China |
| 82151080 | 4.7 | 1.2 | 0 | ex. Myanmar, China |
| 82151090 | 4.7 | 1.2 | 0 | ex. Myanmar, China |
| 82152010 | 8.5 | 2.9 | 0 | ex. Myanmar, China |
| 82152090 | 4.7 | 1.2 | 0 | ex. Myanmar, China |
| 82159100 | 4.7 | 1.2 | 0 | ex. Myanmar, China |
| 82159910 | 8.5 | 2.9 | 0 | ex. Myanmar, China |
| 82159990 | 4.7 | 1.2 | 0 | ex. Myanmar, China |

Source: TARIC database, EU

After having read Part A of this survey, it is important for an exporter to analyze the target markets, sales channels and potential customers in order to formulate marketing and product strategies. Part B subsequently aims to assist (potential) exporters from developing countries in their export-decision-making process.

# PART B

## EXPORT MARKETING GUIDELINES: ANALYSIS AND STRATEGY

# 10 EXTERNAL ANALYSIS

How do you get involved in the international marketplace? How much time and money will it take? Should you make exporting part of your business plan? These are common concerns of manufacturers who are aware of the importance of international trade, but have made no decision yet whether to start exporting. Part B of this market survey, helps you evaluate whether to get involved in international business.

Chapters 10 and 11 aim to assist potential exporters in the decision-making process about whether or not to export. In Chapter 10, the external analysis will assist you to identify suitable export products, target countries, market segments, and possible trade channels. In Chapter 11, the internal analysis will assist you to assess, to which extent your company is capable of taking advantage of the opportunities identified in the external analysis. By matching opportunities with the company's capabilities, the exporter will obtain a first impression of the potential of the market initially chosen. This will be handled in Chapter 12. Subsequently, Chapter 13 describes the marketing tools which can be used to build a successful business relationship. The information provided in the previous parts of this survey is an essential ingredient in conducting the analysis and formulating a well-defined export strategy. Where applicable, reference will be made to the relevant sections in Parts A and B.

For general information on export marketing and how to conduct market research, please refer to CBI's "*Export Planner*" and CBI's "*Your guide to market research*".

## 10.1 Market developments and opportunities

As a first step towards the identification of the most suitable export markets, the exporter needs to research the importance of potential markets and understand the ongoing developments that shape the EU table- & kitchenware market. The market information described in part A of this market survey can be very useful as a starting point for your export market research. Part A of this market survey gives you insight in the different EU-markets. Information is given concerning the following topics: market growth, competitors, import, export and distribution channels.

**Questions an exporter should pose:**

- **Market size / development:** What is the (estimated) market size for your potential export products? Is there a positive or a negative development, in terms of expenditure per capita, margins etc. (See Chapter 3)
- **Trends**: What sorts of products are selling well? What colours are in fashion? What new designs are popular? If there is no information on your specific product varieties, then try to obtain information on the development of markets for related products (See Chapter 3)
- **Imports**: How have imports developed during the last 3-5 years (See Chapter 5)?
- Which **sales channel** is most suitable for your range of products (See Chapter 7 and 10.3)?
- What **standards** or **requirements** apply to the quality of your product and are these standards **compulsory** (See Chapter 9)?
- What **standards** apply to the quality of your company's management and production? (ISO)?
- Are there any **labels** (e.g. ECO labels, etc.) which create a competitive advantage (See Chapter 9)?
- Are there **environmental regulations** or **requirements** on the use of dangerous substances for your product(s) (See Chapter 9)?
- What special **legislation** must be complied with regarding **health** and **safety issues** (e.g. CE norms)?
- Which **import tariffs** & **VAT duties** apply to your export products (See Chapter 9)?

In Chapter 9, the requirements for accessing the EU-market were discussed, including packaging, quality, non-tariff barriers, environmental and social issues. As Chapter 9 of this survey has already shown, the European market (department stores, specialized shops, etc.) sets high demands on quality. Furthermore, a wide array of non-tariff barriers that could be applicable to exporters of table- & kitchenware were described in that same section. It is important to determine which standards and regulations apply to your situation. For example, when you are producing items which come in to contact with food, you are also subject to European Union Health & Safety Norms. Keep in mind that regulations and standards are continuously changing. Therefore, it is recommended to check the up-to-date situation with importers or the relevant organisations.

**Doing research**
Conducting systematic market search takes time, but normally pays off in the long run. Consideration at the outset of the factors involved with exporting will help to save you from misfortunes and unexpected costs later on. The two types of market research most businesses conduct are primary and secondary market research. In conducting primary market research, businesses collect data directly from the foreign marketplace, initiating phone interviews and surveys, and directly contacting potential customers and representatives. Because it is tailored to a specific company and product, primary market research is time-consuming and expensive. As a result, most small businesses begin researching their markets using secondary market information. Secondary market research entails the collection of data from a number of resources including:

- **International news reports** (televised, in print and on-line)
- **Trade associations**, for websites see Appendix 4
- **Trade journals** (like for example “Tableware International”, a leading journal on international table- & kitchenwares.
- **Trade press**, providing a good indication of products which are in fashion; for websites see Appendix 4
- **Research agencies**, national and international: Euromonitor and Mintel, two important European research agencies; for websites see Appendix 4
- **Trade Agencies**, like for example the Dutch CBI, the German GTZ and ITC; for websites see Appendix 4
- **Trade fair organisers**, good indicators for new trends and developments; for websites see Appendix 4
- **Trend-setting international companies** like for example Alessi and Villeroy & Boch. Furthermore, important fashion companies like DKNY and Benetton give a good insight in new colour trends.
- **The CBI’s “Colour trends”**, giving an indication of coming trends and colours.

Generally, exporters use all of these resources, and conclude by confirming and gathering additional information from specialists at the above agencies. The internet is one of the most important ways in which an exporter can obtain market information. Buying or commissioning market research reports can be (prohibitively) expensive. For a fraction of the cost and, in many cases, free of charge, much of the same information can be gathered from the Internet. The volume of relevant international marketing information available on the Web is too extensive to describe in detail in this survey. However, through search engines like, for example, Google (http://www.google.com/) and Yahoo (http://www.yahoo.com/), useful information on different topics can be acquired. Sites of the different trade fair organisers offer extensive information on coming trends in the table- & kitchenware sector. Furthermore you can browse the sites of different competitors for a good indication of the market (See Chapter 4).

**Successful companies *start* with:**

- searching the market;
- checking market requirements;

and produce thereafter, instead of the other way round. This advice can save you a lot of trial and error and, in short, prevent you from wasting money and time!

Unfortunately, most manufacturers start exporting by trying to sell what they have. They adapt their products and market approaches only after they have found out certain defects and/or problems. Matching your products and marketing approaches with the market's needs and wants beforehand, can give you a flying start!

## 10.2 Competitive analysis

After having identified a potentially interesting export market, it is important to know whether your company and its products can compete with the other suppliers in that market. Competitors and their pricing will have a direct effect on the potential success of your trade opportunities. To learn more about your competitors, research is very important. This survey offers you a good start. Chapter 4 of this market survey gives some insights in important manufacturers per product group.

**Questions an exporter should pose:**

- Who are the raw materials suppliers and manufacturers in your primary markets? (Check Chapters 4 and 5)
- Is there much competition in these markets?
- What sort of competitive products are on offer?
- What are the strengths and weaknesses of your main competitors?
- How many competitors from your own country are active in the target market?

In Chapter 5, the main suppliers of the EU-countries are discussed. Also take note of the import statistics in Appendix 2.

When looking at the potential market, the following questions should be kept in mind.

**A. What products compete with yours?**

Prepare a list of all the competition and then highlight who your main competitors (national and international) are. To learn more about competition, you can do a secondary research study regarding your industry and ask customers and suppliers for their opinions.

**B. Who are the suppliers or manufacturers of those products?**

In most European countries, the products must carry the name of the manufacturer or importer. Register the names. What do you know about them? Are they small or do they belong to a multinational? If possible, visit competing companies at trade fairs to learn how products are priced and distributed. You can prepare a list of your main competitor's strengths and weaknesses.

**C. Assess the competitors' prices**

Price is one of the main motives for buying - next to design, uniqueness and quality. You will find that your potential buyers will force you into price-fighting with competing suppliers. Consequently, your price-setting largely depends on the competitors' prices.

**D. Discover where and how the competition is selling their products**
You need to find out which trade channels are used by your competitors, and why. Trade fairs are a useful place to get to know information about your competitors and their products.

**E. Observe activities in the branch**
Several activities like trade fairs, congresses and seminars can be helpful for making contact with new customers and/or learning about market developments. It can also be used to find out more about your competition.

Looking at your competitors' products is just the first step into understanding their strong and weak points. Now you should try to understand their market position in order to predict how they will react on your market approach.

## 10.3 Sales channel assessment

Distribution - the mechanism through which your goods eventually reach the buyer – can be distinguished in the physical as well as the non-physical sense. Physical distribution describes the actual transportation of the goods from your factory or warehouse via the intermediaries to the end users. In that respect, transportation costs, packaging and carriers are relevant. As such, physical distribution is the downstream element of the art of logistics, which describes the flow of goods from its natural sources through the processing stage in your factory all the way down to the end-consumer. This part will be discussed in paragraph 10.5.

In this paragraph, the non-physical (indirect) distribution is described, explaining which sales channels (importers, wholesalers, retailers, department stores, supermarkets etc.) to choose. Sales channel selection is a typical consumer marketing subject and as such a very important one. As discussed in Chapter 7, most exporters from developing countries make use of intermediaries when trading with far-away markets. The reasons are clear: the multitude of markets and their complexity, the numerous and tedious tasks of exporting, the regulations and risks involved, relatively small-scale production which makes exporting on your own too expensive and time-consuming, all such aspects make exporting very difficult.

**Questions an exporter should pose:**

- What is the typical market structure for your products or sector in each country? (See Chapter 7)
- Which potential sales channels exist for your products in the target market?
- What are the supply lines - are certain importers/ wholesaler controlling the market?
- How many intermediaries are there in the chain? (See Chapter 7)
- Who are the main players in the market?
- What are the prices and margins at each distribution level? Discount structures?
- What are the most important requirements of the identified sales channels (quality, packaging, etc)?

Most exporters from developing countries make use of intermediaries (for intermediaries see paragraph 7.1.1. and 7.2, note that sometimes retailers also source directly from the producer) when trading with distant markets. The reasons are clear: it is virtually impossible from a commercial and logistical point of view, for producers in developing countries to sell their products directly to the end-users in the EU. It is therefore sensible to involve intermediaries when conducting export. An important question however is, who is best suited to fulfil this distribution task. To answer this question an exporter should ask him-/herself the following important question. Which intermediaries and retailers supply the end-users at which you are targeting your product? This is called back tracking the flow of goods. An exporter should pose the question “which consumers buy my products and where to they buy these products?”. Via this route the exporter can unravel the distribution streams and find out which is most appropriate and viable one for his products. Chapter 7 of this survey provides a good starting point for identifying the most suitable intermediaries.

The intermediary, who is to become your trade partner, may have a simple task of just getting the goods to the other side of the border. However, he also may have a demanding job: finding buyers for you and making sure those prospects will be happy with your products. In practice, your success will largely depend on him. It is, however, also possible to bypass intermediaries. This will depend on a number of factors, such as the market conditions, size of the company, export experience etc. For more information regarding intermediaries we refer to chapter 7.

**E-commerce**

The internet has very quickly developed into a highly popular medium for business, not only for consumers but especially for industrial buyers and suppliers, allowing them ‘virtual´ shopping, fast communication, payment and low-cost promotion. The internet can also be very useful for contacting partners in a quick and economic way. The UK Institute of Development Studies (IDS) summarizes their briefing on E-commerce for development:

> “E-commerce holds out enormous promises for manufacturers in poor countries: easier access to the markets of rich countries and higher incomes resulting from these new trading opportunities. Many studies and policy documents, however, have underestimated the obstacles to reaping these benefits. It is not just a matter of bridging the 'digital divide' that arises from poor telecom infrastructure and lack of computer-related skills. Only with improvements in the transport of material goods and in the institutional arrangements that facilitate trust can e-commerce accelerate economic development.”

This statement implies that exporter should be realistic about the opportunities of E-commerce; it is not a miraculous remedy for bridging the export difficulties which apply to international trade. Launching or exploiting a website successfully costs a substantial amount of money, time and expertise (See also Paragraph 13.5).

## 10.4 Organisational Structures

> **Questions an exporter should pose:**
>
> - What volumes and quality are required by your clients and can you fulfil these requirements on your own?
> - Are you financially and organisationally strong enough to export on your own or not?

The International Trade Centre (ITC), an agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO) for operational, enterprise-oriented aspects of trade development. ITC supports developing and transition economies, and particularly their business sector, in their efforts to realize their full potential for developing exports and improving import operations. According to ITC, one of the weaknesses often cited as a contributor to the lack of success in international markets of exporters in developing countries is the small size of their production. With limited funding, it is difficult to develop *economies of scale*. In view of the complicated and demanding nature of exporting, you may conclude your company is simply not strong enough to export on its own.

In that case, you may consider joining other (potential or established) exporters in order to meet the scale required by the international market.

**Join venture**
A joint venture can be described as a relationship which arises from an agreement between two or more companies to undertake some common objective for their mutual benefit.

**Cooperative**
According to the International Trade Centre, a cooperative is owned and financed by the people it serves, and exists for the benefit of its members. Cooperatives practise democratic decision-making, open membership, the sharing of profits and pooled purchasing to reduce the costs of goods and services. Products are pooled for sale and members have one vote regardless of the amount of stock they own, Members share responsibility, risks and profits.

**Partnership**
According to the International Trade Centre, a partnership is formed by two or more people co-owning a business. Partners share resources and experience; however the goal and liabilities must be clearly defined and understood from the start. While partnerships are more flexible and easier to form than cooperatives, there are also some disadvantages; the partners are mutually liable and benefit from fewer tax advantages than a cooperative.

**Subcontracting**
According to the International Trade Centre, subcontracting provides a vehicle for small manufacturers to accept parts of orders, the totality of which is beyond their individual production capacities. The main contract is often entered into by the buyer and a non-producing exporter who then subcontracts production to several manufacturers. These types of arrangements enable the small manufacturers to meet market demand without having to make major financial investments upfront.

**Contract Manufacturing**
Chapter 4 describes that more and more European manufacturers in the table- & kitchenware sector are shifting their production to the so-called low-wage countries, mainly from a financial point of few. This development offers opportunities for manufacturers in developing countries. Increasing numbers of manufacturers in developing countries are producing so called OEM products. These products are designed by Western companies and produced in low-wage countries. Manufactures can produce either the entire product or parts of the product. Asian countries like China and Taiwan are very successful in this market segment as many European companies ship their production plants to these countries.

The OEM production described above requires organisational abilities and production skills to successfully manufacture foreign-designed products in the required volumes. Furthermore, it is important to obtain a constant level of quality, because EU-importers demand high quality standards concerning these products.

## 10.5 Logistics

As can be seen in paragraph 10.3, there are two types of logistics. We can make a distinction between the materials management and physical distribution. Materials management includes all the activities which are conducted to ensure that raw materials and semi-finished products run smoothly through the production process (see paragraph 11.2). The physical distribution aims at having the right goods at the right time in the right volumes at the right place and with a minimum of costs.

In case of the table- & kitchenware, the cycle from production to distribution and selling takes about 3 or 4 months, depending on product and country of origin. The consequences of such a long cycle are possibly: too many products and capital tied up in inventory, price decreases in the meantime and missing of sales because the right products are not quickly available.

Delivery times are becoming more important, as the table- & kitchenware market is increasingly becoming a fashion-sensitive industry and in some cases very seasonal. A product may be perfectly crafted and sold at competitive prices; however, if a retailer cannot rely on the shipment arriving as scheduled, there will be no market. This applies mostly to the more fashionable products in the market.

**Questions an exporter should pose:**

- What is the average delivery time in your line of business?
- What type of transportation is mostly used by your competitors?
- When are the seasonal sell-out periods (throughout the whole year or with peaks)?
- What type of packing is appropriate for your range of products in the target markets (See also Chapter 9)?

Retailers are often confronted with variation in consumer behaviour and with rapidly changing trends in fashion. As cited in Chapter 3, the table- & kitchenware market trends change every twelve to eighteen months. Retailers therefore demand shorter delivery times from manufacturers. In general, the retailers in the table- & kitchenware market, as in many other markets, try to shift the risks of market fluctuations to the manufacturers by ordering only small production runs. We should however note that these so-called “small” production runs can reach substantial sizes. When large chain stores or garden centres decide to purchase a product, their order can reach to a full 40-foot container or more.

Because of the tendency to order smaller series, order frequency is increasing and retailers tend to use more than one supplier. This requires more flexibility, and a well-organised logistics organisation from the side of the manufacturers. Automation is one of the answers for production firms to fulfil the requirements of the logistics process. Usage of barcode systems by retail organisations gives quick sales information and is accompanied by electronic order systems, Just-In-Time (JIT) methods and direct product profitability (DPP). DPP means direct calculation of all retailing costs, amongst which alternative costs (costs which are caused by untimely delivery of articles, costs because of marking-down and sales bargains, etc.).

When shipping your product, you need a customs declaration. Furthermore, if you want to obtain an exemption from import duties, the goods must be accompanied by an original Certificate of Origin, issued by the assigned authority in the country of origin. (See also Chapter 9.2)

Any developing country manufacturer entering the export market must not only estimate costs accurately before entering into a contract, but must also ensure that the shipping facilities at his disposal can guarantee delivery within the contractual time requirements. This tends to pose few problems for countries with access to ports with well-established shipping channels to the EU. However, it is a problem for many exporters in Africa, for example, who in addition to needing to move goods overland to a port, must deal with shipping services. A reliable shipping agent is essential for these exporters. Packaging poses an associated problem. While there is an increasing worldwide trend for consignments to be container packed at the factory, this can be done only in countries equipped to handle container ships in the ports of embarkation.

## 10.6 Price Structure

According to the International Trade Centre, pricing is the process of determining the amount of money for which your product will sell, based on the costs of producing and marketing your product, balanced against what the market will bear. Costs for raw materials, labour costs and overhead determine the price of your products. The overhead includes all the costs which cannot be allocated to a product individually, like for example electricity and heating, maintenance, insurance, marketing costs, etc.

**Questions an exporter should pose:**

- What are the price developments on the market regarding your product(s)?
- Are there standard market prices for your products?
- How price sensitive are your clients?
- How competitive is my pricing compared with my main competitors?

As we described in Chapter 7, most products deriving from developing countries go through a number of intermediaries. Each intermediary in the distribution channel has distinct responsibilities. There are however costs associated with them. A good knowledge of the costs per link in the export chain is very important for determining your retail price. A good knowledge of different retail prices in the market is also very important. If your price is too high, you cannot compete with other manufacturers. If your price is too low, it mostly will affect your profitability. Furthermore it is possible you will receive more orders than you are able to fill, according to the International Trade Centre.

In Table 10.1, we describe three different mark ups, low, medium and high. It is impossible to draw up a schedule of actual margins for each product/market combination. Even within the same type of combination, different importers use different margins. This variation is due to the factors described in the following section.

**Table 10.1 Calculation schedule: Prices & Margins**

| | Low | Medium | High |
|---|---|---|---|
| FOB Manila | 90.00 | 90.00 | 90.00 |
| C&F Rotterdam / Amsterdam | 100.00 | 100.00 | 100.00 |
| • Import duties charges on C&F basis* | pm* | pm* | pm* |
| • Handling charges, transport, insurance and bank service | 6.00 | 6.00 | 6.00 |
| **Subtotal:** | **106.00** | **106.00** | **106.00** |
| • Importer/wholesaler's margin (20 / 30 / 40%) | 21.20 | 31.80 | 42.40 |
| **Subtotal:** | **127.20** | **137.80** | **148.40** |
| • Retailer's margin (40 / 50 / 60%) | 50.90 | 68.90 | 89.00 |
| **Net selling price** | **178.10** | **206.70** | **237.40** |
| • Value Added Tax (VAT) 19% of net selling price** | 33.80 | 39.30 | 45.10 |
| **Gross selling price (consumer price)** | **211.90** | **246.00** | **282.50** |
| *ratio consumer price/FOB* | *2.35* | *2.73* | *3,14* |
| *ratio consumer price/C&F* | *2.12* | *2.46* | *2.83* |

* Between 0 and 11% of C&F value (see Chapter 9, Table 9.5 of this market survey for the import duties on table- & kitchenware)

** In practice, retailers calculate a 90 – 125 percent mark-up, including VAT. The VAT rates vary per country in the EU. For information on the VAT rates see Table 9.4

The effect of low, medium and high margins on the retail price, based on the same CFR for three different products, is shown in Table 10.1. A multiplier of between 2.12 and 3.14 on the manufacturer's or importer's price should be used to calculate an appropriate final consumer price. The height of this multiplier is influenced by seven factors:

- Degree of risk (highly innovative, new brand, etc.)
- Volume of business (turnover)
- Functions or marketing services rendered (advertising, etc.)
- General economic conditions (booming or depressed business)
- Competition
- Exclusiveness
- Velocity of stock turnover

The multiplier has decreased in the last decade, caused by factors like increasing competition at all levels in the distribution chain, further retail concentration and sales chain integration. Elimination of the wholesaler, for instance, can lead to a lower multiplier used by multiples, department, variety stores and mail-order companies. For more information on pricing and price structures, we refer to the *"Product Costing and Pricing Training Module"* issued by the International Trade Centre. Also check the CBI's *"Export planner".*

## 10.7 Product profiles

The product profiles below summarise the main issues which are of interest to a potential exporter, like market requirements, structure and main suppliers. In addition, the product profiles provide some ideas on how to improve the quality of the product. Two examples are given, one concerns plates, another mugs.

## Product profile: plates

### Market requirements

The quality standards / regulations:
The regulations are discussed in Chapter 9. This chapter also discusses the eco-label. Besides the restrictions, it is also important to contact your business partner about the quality of your products (see § 11.1). The following regulations apply to plates (Check also Table 9.2):

- NEN-EN 1900:1998
- ISO 6486-1:1999
- ISO 6486-2:1999

Packaging

- Protect the products from breaking
- A nice packaging has a sales promoting effect.
- It should give information about the product (See marking & labelling in § 9.1)

For more information please read Chapter 9 and the packing manual, which can be obtained from CBI

Marking & Labelling

- Identification (name and address) of the exporter. Name of the product and variety.
- Origin and nature of the product.
- Mark if content is fragile (See § 9.1).
- Information about property of products (for example, disherwasher-safe)

Import regulations
For information about import regulations we refer to § 9.2.

Relevant documents are:

- AWB or Bill op loading
- EUR 1 for ACP countries
- Form A

Chapter 9 of this survey gives you a good indication of requirements concerning dinnerware

### Product characteristics

Materials used
In most cases, dinner plates are made of the following materials:

- Porcelain
- Ceramic
- Glass
- Metal
- Plastic

Size
The diameter and height of a plate depends on it functionality, the diameter varies from approximately 8 – 40 centimetres. The height varies from 1 – 4/5 centimetres

Function

| diameter | Function |
|---|---|
| 8 -13 cm | Coffee-dish, sold mostly in combination with a coffee-cup |
| 13-15 cm | Cake-dish |
| 20-25 cm | Small dinner plate |
| 25-35 cm | Medium dinner plate |
| 35-45 cm | Large dinner plate |

Other variations are for example deep plates to serve soup.

Price
The retail price varies depending on the size, quality and brand of de product. The price can vary from € 2.00 to more than € 20.00. In general we can define three segments (see also Chapter 8): The lower price segment from € 2.00 to € 6.00. The medium segment from € 6.00 to € 12.00. The premium segment ranging from € 12.00 to more than € 20.00 per plate.

Trends
The market is becoming more fashionable, this having implications for the lifespan of your product range. It is therefore important to take notice of new developments, colours, etc. (See also § 10.1)

### Market characteristics

Main markets
The main markets in the EU, are France and Italy you should however note that both these countries have a notable table- & kitchenware production themselves (See also Chapter 3 and 4).

Sales channels
The main sales channels through which plates are sold are mixed & independent retailers, department stores and grocery multiples. The discounter however is gaining ground.

Market developments
As noted, the table- & kitchenware market is becoming more informal. Practical and durable products are popular at the moment. They need to be microwave- and dishwasher-proof.

Margins
The margins on table- & kitchenware are generally low (See also Chapter 4).

## Product profile: mugs

### Market requirements

The quality standards / regulations:
The regulations are discussed in Chapter 9. This chapter also discusses the eco-label. Besides the restriction, it is also important to contact your business partner about the quality of your products (see § 11.1). The following regulations apply to plates (Check also Table 9.2):

- NEN-EN 1900:1998
- ISO 6486-1:1999
- ISO 6486-2:1999

Packaging

- Protect the products from, for example, breaking
- A nice packaging has a sales promoting effect.
- It should give information about the product (See marking & labelling in § 9.2)

For more information please read Chapter 9 and the packing manual, which can be obtained from CBI

Marking & Labelling

- Identification (name and address) of the exporter. Name of the product and variety.
- Origin and nature of the product.
- Mark if content is fragile (see § 9.1).
- Information about property of products (for example, dishwasher safe)

Import regulations
For information about import regulations we refer to § 9.2.

Relevant documents are:

- AWB or Bill op loading
- EUR 1 for ACP countries
- Form A

Chapter 9 of this survey gives you a good indication of requirements concerning dinnerware

### Product characteristics

Materials used
In most cases, dinner plates are made of the following materials:

- Porcelain
- Ceramic
- Glass
- Plastic
- Metal

Size
The diameter and height of a mug depends on its functionality and design, the diameter varies from approximately 6 – 9 centimetres. The height varies from 7 – 10 centimetres. Exceptions are however possible.

Price
The retail prices vary from € 1.00 to more than € 20.00. As with plates, there are roughly three segments. The lower price segment from € 1.00 to € 4.00. The medium segment from € 4.00 to € 8.00. The premium segment ranging from € 8.00 to more than € 20.00 per mug.

Trends
The market is becoming more fashionable, this having implications for the lifespan of your product range. It is therefore important to take notice of new developments, colours, etc. (See also § 10.1)

### Market characteristics

Main markets
The main market in the EU, are France, Germany and Italy. However, note that all these countries have a notable table- & kitchenware production themselves (See also Chapter 3 and 4).

Sales channels
The main sales channels through which plates are sold, are mixed & independent retailers, department stores and grocery multiples. The discounter however is gaining ground.

Market developments
As noted, the table- & kitchenware market is becoming more informal. Practical and durable products are popular at the moment. They need to be microwave- and dishwasher-proof.

Mugs with funny prints are often sold as giftware in the EU

Margins
The margins on table- & kitchenware are generally low (See also Chapter 4).

# 11 INTERNAL ANALYSES

The internal analysis is a review of a company's strength and weaknesses in terms of all company resources, such as export marketing capabilities, finance, personnel, internal organisation, management, infrastructure, etc. As a result of this internal analysis, you will be able to assess to what extent your company is able to take advantage of the opportunities identified in the previous chapter. Furthermore, with a thorough understanding of your company's unique capabilities, you are able to invest in opportunities that exploit your strengths.

## 11.1 Product standards/ quality, Production capacity, Product design & development and Unique selling points

**Product standards/ quality**

As can be seen in Chapter 9, the product legislation in the EU is very strict. Products which come into contact with food must meet stringent quality standards in the EU. In Chapter 9, the most important EU legislation regarding consumer safety was discussed. Besides the official legislation laid down by the EU, products for the table- & kitchenware market generally must meet stringent quality standards.

**Questions an exporter should pose:**

- What management quality standards does your company fulfil (ISO)?
- What is the general level of your product quality compared to other products in the identified market?
- If labelling significantly improves the competitiveness of your export product, which one is the most interesting for your product-market combinations?

It is however difficult to define precisely the concept “product quality”. Every importer, wholesaler, retailer etc. applies its own standards. It is therefore important to conclude clear agreements on the quality level of the products to be supplied.

**Product design & development**

The design of your product is very important, as can be seen in Chapter 3. Good design and product innovation help to differentiate products, to establish consumer loyalty and trust and, in many cases, allow products to command a price-premium. Design is the biggest element of value addition. Design cannot originate in a vacuum. Poor or inadequate designs can make or mar the process of successful export marketing. Lack of sufficient understanding of customer needs, fashion, trends and lifestyles can result in incomplete design appreciation. Designers need considerable exposure to the target market before the design process can succeed. The customer-design interface is a matter of deep understanding of the target market. Consistent product development gives your company a unique selling point (USP).

**Questions an exporter should pose:**

- What quantities do you produce?
- How is the present capacity being used?
- What quality level can you maintain for a longer period of time?
- How many different products can you produce in a given time?
- What is the influence of the new export activity on your domestic sales?
- What will be the cost of setting up additional production capacity and is that possible at all?
- What cycles of production apply to your products? Is there a seasonal emphasis and how does this match up to the demand in the target market?

**Production capacity**
Although some foreign buyers are looking for a 'spot' purchase, most importers are searching for suppliers who produce a quality product at a fair price with continued availability. If you are merely looking to market your sporadic surplus capacity, then entry into the European market will probably be a disappointment. On the other hand, if your company is willing to devote even 10 percent of its production capacity to foreign markets and the servicing of these accounts, then an exporter can reasonably expect to build substantial, permanent trade in those markets suited to its products. However, keep in mind that, often, the volume of the product marketed is not as important as the consistent and reliable supply of the product.

**Unique selling points**
A means to assess your company's potential in exporting is by examining the unique or important features of your company and products. If those features are hard to duplicate abroad, then it is more likely that you will be successful overseas. A unique selling proposition (USP) defines what makes your business unique from every other competitor in the field. It spells out the precise niche you seek to fill, and how you aim to fill it.

**Questions an exporter should pose:**

- What is the speciality of your company? In terms of for example skills, production, design, price, delivery.
- In what respect is your company outstanding or unique in this speciality?
- How can you explain your unique selling point (USP) to a buyer?

The competitive analysis in Paragraph 10.2 will help you identifying your strong points in comparison with the strengths and weaknesses of your competitors

## 11.2 Logistics

As stated in paragraph 10.4, materials management includes all the activities which are conducted to ensure that raw materials and semi-finished goods run smoothly through the production process. This also includes planning your production process in an efficient manner. Controlling your supply of raw materials and personnel can improve your flexibility, prevent delay and failures and cut production times. However, the most important thing is that it can reduce your costs.

The production process starts with obtaining raw materials, this includes finding suppliers of raw materials, closing deals (contracts), determining the quantity and, maybe, spreading your purchases amongst different suppliers. The latter is very important, as it will spread your risk and prevent you from becoming too dependent on just one supplier. Hiring personnel is also an important aspect of the production process. Make sure that the number of personnel matches the work which is available. When talking about personnel, we often speak of “Human resources”, which includes, for example, drafting contracts, training, motivating, hiring and salary systems.

**Questions an exporter should pose:**

- Do you have reliable suppliers, who offer a constant level of quality?
- Are you able to meet required delivery terms in time/ quality?
- Do you have more than one raw material supplier? This with the aim to minimise your supply risks.
- Do you have skilled workers – are they easy obtainable?
- How is your organisational ability to cope with peak periods?

The internal logistical and production process is very important for the competitive position of your company. Reviewing your production processes regularly can help you to improve the product quality, shorten production times and save costs. When doing so, it is very useful to learn about “new” production techniques.

## 11.3 Marketing & Sales

One of the most difficult aspects of exporting, even for established exporting companies, is that of ensuring optimal exposure to, and communication with, decision-making personnel in a client company, often thousands of miles away. For an exporter, it is very important to know the “ins and outs” of the export market. The best method of achieving this objective is, unquestionably, to have an able company representative in the country or geographical area concerned. Such an individual must be proficient in the language of the target market. Ideally, he or she will have a profound technical knowledge of, and practical experience with the various table- & kitchenwares. He/she must also be conversant with the technical implications of provisions in trade contracts, should also be able to negotiate confirmed contracts swiftly on behalf of the exporter and should have access to rapid communication facilities (See also Paragraph 10.3 sales channel assessment). A big disadvantage of a company representative in the country concerned is the high costs involved.

Other methods of keeping in contact with your business relations and their market are E-mail and/or telephone. These are also excellent communication and sales tools which only cost a fraction of a sales representative. We should however point out that an occasional visit to your business relations and their country can help you to get to know the market and the preferences of consumers there. Visiting and attending trade fairs in the export market can also provide you with interesting market knowledge (See also Paragraph 13.4).

### Marketing

Marketing is about adapting the product, price, promotion and distribution to the market requirements. This makes the marketing department a vital part of the organisation. The effects of marketing on your management are two-fold. First, it should inspire all corporate activities to be concentrated on the main goal: to satisfy the needs and wants of your customers. Your customer deserves all your attention since he (or she) is the source of your income. In this sense, marketing describes an attitude of all people involved. Secondly, the marketing concept also includes the techniques and methods required to ‘bring the right product to the right consumer at the right time and place’. In general, marketing will keep your organisation in touch with market requirements and changing market trends. This, of course, is crucial to your success as an exporter (See also Chapter 3).

> An important decision an exporter should make, is whether to export on his own or rethink other possibilities like for example contract manufacturing (See Paragraph 10.4 and Chapter 4)? Marketing efforts in the case of contract manufacturing will be focussed on fewer parties than general export marketing. On the other hand, contract manufacturing possibly requires extra investments in order to fulfil the volume and quality standards of the customer.

In most cases, manufacturers in the table- & kitchenware market make use of two types of marketing: consumer marketing to your end-consumers, often called business-to-consumer marketing (mainly persons, seldom organizations), and industrial marketing to your intermediate buyers and trade partners, often called business-to-business marketing. For further information about this topic, we refer to the CBI’s *“Export Planner”.*

**Sales**
An efficient telephone sales department is also an important prerequisite for successful market participation. The essential tool used in the telephone sales department is a detailed, up-to-date customer database. The customer database contains the following information:

- Basic data on the customer (long-term data, such as name, address, telephone number, etc.).
- Changing data on customers (data resulting from business with the customer, such as telephone calls, offers, sales statistics, etc.).

## 11.4 Financing

Obtaining financial resources is one of the most difficult tasks for exporters in developing countries. In general, exporting consumes a lot of financial resources. A company should therefore assess its financial position. This largely determines your exporting prospects. It is no good developing five new markets if the company only has the money to develop one.

The following aspects should be considered when the financial capabilities of an exporting company are being analysed: capital investment, the stage of the production process and complementary activities, and the financial settlement of the contract. Some parts of the table- & kitchenware market are capital intensive and regular investment in new equipment is required to ensure competitiveness. This is particularly the case in those parts of the industry which are highly automated and produce long runs of relatively undifferentiated products.

The most likely source of export financing is earlier retained earnings. Other sources of finances are private funds and your commercial overdraft facility (line of credit) with your bank. According to the ITC, the most common method of financing in developed countries is an operating line of credit. This resource, however, is not always available to exporters in developing countries. Because of the lack of these financial resources, many manufacturers in developing countries ask for an advance. An exporter could for example ask the buyer to pay 1/3 of the total order at the time when the order is placed, 1/3 at the time of shipment (when the goods have been produced) and 1/3 at the time of delivery to the importer/ retailer, etc. This provides you with enough financial resources to make the expenditure and investments required throughout the production process.

If your country has an export development bank or International Financial Institutions (IFI's), you can explore what terms they can offer you, for example loan terms, subsidy, etc. According to the International Trade Centre, these multilateral development banks, or International Financial Institutions (IFI's), award contracts worth approximately $30 billion each year. Note that the IFI's can have certain regulations, with which you have to comply in order the get support.

Also, check paragraph 13.4, concerning the different types of payment conditions. Further information concerning this topic is to be found on the website of the International trade Centre publication, http://www.intracen.org/.

## 11.5 Capabilities

You should consider the fact that exporting will put an extra strain on all your people and your other corporate resources. In fact, you are effectively considering starting-up an additional commercial operation, parallel to your domestic one. The main question should be whether you think the organisation is strong enough to cope with the extra challenge and workload of the exporting venture. This is an extremely important decision, since the very existence of the company may be at stake. The competition in Western markets is severe. Many entrepreneurs before you have tried to penetrate these markets and failed. It is therefore important to acknowledge the issues below.

**Commitment to export**
It is important to consider whether the company employs people who are able to sell and develop an international business. The company should be able to generate the physical and administrative infrastructure to deal with increased activities due to exporting - not only in dealing with orders but also with processing customs and shipping documentation. If this type of infrastructure is limited, it will be a weak spot in developing sustained export activities.

Your export marketing efforts will need a sizeable budget in order to succeed. Contacting and maintaining clients, printing brochures, attending fairs, etc could cost a substantial amount of your financial resources.

**Export experience**
There is a consensus that market-specific know-how can create a form of distinctive competence in key markets, on for example cultural issues, organisational routines, structure and controls. Furthermore, institutional knowledge concerning regulations, finance and economics are very beneficial when conducting trade.

**Language skills**
It is essential for an exporter that contacts are handled in a professional manner in order for the cooperation to flourish. Communication is vital when dealing with clients. In the EU, most people speak English. When language differences arise, an exporter should take precautionary measures, like hiring an interpreter, to ensure smooth handling of communication.

**Trading practises**
Be honest and direct concerning quality, capacity, and delivery times. For example, in case of delays, inform the importer in good time and state the reason for the delay. This will increase your credibility as an exporter.

**Design & research capabilities**
The needs and wants of markets abroad will almost certainly differ from those of your home customers. That means that you may have to change your (product) design to adapt it to the foreign customers' wishes. In marketing terms you will have to match your product with the market's needs and wants. Good research and design capabilities are indispensable if you want to successfully export to the European Union.

Innovation is another important capability. Products in the table- & kitchenware market have a limited shelf-life. They become old-fashioned or outdated rather quickly. The underlying reason is that the consumers' preferences are constantly evolving and changing, even to the point of unpredictability.

# 12 DECISION MAKING

## 12.1 SWOT and situation analysis

After assessing the external market environment in the Chapters 1 to 10, you will be able to identify specific market opportunities and threats, related to your line of business. Chapter 11 describes the position of the producing company in relation to the market. This internal analysis identifies strengths and weakness of the exporter's company. Combining, the external and internal analyses results in the so-called SWOT analysis (strengths, weaknesses, opportunities, threats). In the SWOT, the most important strong and weak points and the important opportunities and threats are ranked in order of importance. The purpose of this analysis is to clearly show the position of the company in the market. The essence of the SWOT analysis is to find a market segment where there is an opportunity that matches the strengths and where the threats have a minimum impact on the vulnerable side, the weaknesses of the company. In fact, by matching external opportunities and internal capabilities, the exporter should be able to identify suitable target countries, market segments and target product(s) within these countries.

| | |
|---|---|
| Strengths | Weaknesses |
| Opportunities | Threats |

## 12.2 Strategic options & objectives

After assessing suitable target markets, the company is now able to conclude on whether or not to export. When you have decided to go ahead with your export preparations, your first step is to prepare the marketing mix, the instruments for export marketing. You have finished the analytical work; now you should start with the constructive part - also called synthesis - of the job. It requires a different mindset, which will complicate things. Designing the marketing mix implies that all the tools and methods you need for exporting will be made fit for that purpose. Important items in this process of preparation are decisions on 'what, when, where, why and how':

- what product
- offered at what price to the target market,
- through which sales channel (where),
- at which period of the year to approach the sales channel (when);
- how the customer is informed about your product
- why the customer will respond to your offer and, finally,
- how to handle aspects of manufacturing and quality in reaction to the consumers' response.

The next phase of the export marketing process is to draw up an Export Marketing Plan (EMP), which defines a marketing strategy and an operational plan, stating how the company is going to penetrate the identified market. The marketing strategy is designed on the basis of the information collected in the internal and external analysis. The marketing tools will be described in the following chapter (Chapter 13). Formulating an export marketing strategy, based upon sound information and its proper assessment, increases the chances that the best options will be selected, that resources will be utilized effectively, and that efforts will consequently be carried through to completion. For assistance in writing an EMP, please refer to the CBI's *"Export Planner"*.

# 13 MARKETING TOOLS

Now that you have decided to go ahead with your export preparations, your first step is to prepare the marketing tools (product, price and promotion, place), the instruments for export marketing. Which marketing tools can you use to successfully build your export business? This chapter will provide you insight and give tips how to make use of your marketing tools to promote the sales of your products and to build a favourable trade relationship. This chapter deals with the following subjects:

- **Matching products and the product range** (specifying range, width and depth, specifying the product characteristics, packaging design and seasonal influences)
- **Building up a relationship with a suitable trading partner**
- **Drawing up a general or a specific offer**
- **Handling the contract**, divided into contract terms and contract fulfilment
- **Sales promotion advertising and communication**, sales organisation and participation in trade fairs.

## 13.1 Matching products and the product range

Most table- & kitchenware is sold in sets (crockery sets, cutlery sets, etc.) it is therefore important that the manufacturers of these products offer a consistent range of different products (product range depth). This range can include matching mugs, plates, bowls, teapots, etc. Some manufacturers even offer crockery sets consisting of more than 50 items. Figure 13.1 gives examples of different ranges. Most table- & kitchenware manufacturers offer different product ranges (product range width). These product ranges vary in price, design and width (number of products included). Most sets sold are sets for either 4, 6 or 8 persons. Most EU manufacturers offer different product ranges, each range designed for a specific market segment. The price and quality are also adapted to these different segments

**Figure 13.1 Different set of table- & kitchenware**


**Product design**

Chapter 3.3 described that the table- & kitchenware market is shifting from traditional to more fashionable. This development means that, according to sources at the Birmingham Autumn Fair, trends in the table- & kitchenware market change totally every twelve to eighteen months. Product design has become of increasing importance.

**Presentation of product characteristics**
An importer can only select you as a suitable business partner if he/she knows exactly what range you can offer. A precise review of the product range, therefore, aims at identifying the most suitable candidate(s) out of the many potential customers. A product range consists of several product groups (range width), each with several different products (range depth). One product can have several variations, as described earlier in this paragraph.

It is therefore wise to compose a list all the products you produce, together with their varieties. Furthermore, state their colour, size, the period in which you are able to supply them and the packaging method. This enables potential customers to make an appraisal of your complete product range. It is very important to keep the list up-to-date. The presentation of your products and its range should be flexible, so that adjustments and changes can be made, if the need arises.

**Packing your product**
Besides a protective function, packaging is also very important for the marketing of the product. An attractive package design can have a sales promoting effect. Today's consumers want to know what they are buying. Therefore, it is important, as a minimum, to state the product brand name, special materials used in the production, the name or logo of the manufacturer and country of origin. The label on the article has to provide these data in a language comprehensible in the target market. For more information, check also paragraph 9.4.

## 13.2 Building up a relationship with a suitable trading partner

Among the many potential customers, you must identify those who match your own company profile and product range and are therefore most suitable for building up a relationship. Check your potential trade partners' financial status, credibility, and reliability. A good source for information about your (potential) trading partners is Dunn & Bradstreet (http://www.dnb.com/). This company specialises in sourcing reliable, consistent and objective credit information about potential trading partners.

At the end of the identification phase, the supplier should have selected the names and addresses of suitable trading partners. Check the following sources of information to find information on your trade partners. Note that many sources of information only answer written inquiries! Generally, a concise but detailed inquiry improves the chances of precise identification.

- The foreign–trade Chamber of Commerce of the country of destination.
- The Economic Affairs department of the official representative (Embassy or Consulate) of the country of destination.
- Import promotion organisations
- Trade associations
- Own company's public and private trade promotion bodies
- Own country's diplomatic and consular representatives
- Chambers of commerce
- Trade fair organisers (see Appendix 4)

Evaluate the received names and addresses, using the following criteria:
- Is the importer active in the country you have selected?
- Does the importer focus his activities on corresponding (i.e. your) product groups?
- In which market segment is the importer active?
- Names of other suppliers to the importer?

- Were you supplied with enough and sound information about the reliability of this partner?

## 13.3 Drawing up an offer

There are two different kinds of offers: general and specific. The purpose of a general offer is to make the first contact with potential trading partners with whom the supplier is not yet personally acquainted. A general offer consists of sending a short profile of your own company and a summary of your product range. Furthermore, it might help to send a reference list of existing customers. Write a personal letter, briefly introduce your company and tell what you have to offer. A specific offer is legally binding for a certain period. You must therefore be capable of fulfilling the terms of contract. You should make up a specific offer only when you know the business partner personally or after you have made the initial contact. A specific offer should consist of two parts: a written offer and/ or product sample. The written offer should include:

- Name of the person responsible in your company.
- Exact description of the goods offered (preferably using an internationally valid quality standard specification).
- Price of the goods offered in accordance with the Incoterms (ICC publication; if applicable, split up by delivery quantities or quality).
- Possible delivery date and terms of delivery and the validity date of the offer

A written offer can be accompanied by product samples. The sample, if it is of good quality, will inspire confidence in prospective buyers. Product samples must correspond to the goods available for delivery; if they do not, this can have a lasting negative effect on the business relation. Define the quality of the product if possible, provide quality certificates from an internationally recognised inspection organisation and send a reference list of existing customers.

When making an offer, the price of the products is very important. The height of the offered price is one of the determining factors for whether the importer wants to order your products (check Chapter 10.4). Recommendable action for both general and specific offers:

- A telephone call to ask whether the offer and the samples, if applicable has/ have arrived.
- An invitation to visit your company.
- Possibly, propose a visit to the country of destination. In that case, if necessary, hire an interpreter, ask your own consulate or other intermediaries for assistance.

Communication by e-mail is an excellent tool, especially when a rapid reaction is needed, e.g. within 24 hours. This is a very positive, sustaining element towards buyers, making a reliable impression and instilling confidence. The most exacting aspect of exporting, even for the established exporting company, is that of ensuring optimal exposure to, and communication with, decision-making personnel in a client company. The best method of achieving this objective is to have an able company representative in the country concerned. Such an individual must be proficient in the language of the target market. Ideally, he or she will have thorough technical knowledge of the implications of provisions in trade contracts and should have access to rapid communication facilities. A personal sales visit should be attempted, accompanied by an adequate sample of the product on offer.

## 13.4 Handling the contract

Differing customs, habits and traditions can cause problems in business relationships, even after both partners have carried out sound preliminary investigations. To prevent problems, many companies make use of a contract. This written settlement of an agreement is common practice in most Western countries. Many partners would be satisfied with a simple letter of agreement, some even with verbal arrangements (which are legally binding for the parties). But the safest way is to write a contract. It will avoid misunderstandings which could trouble the co-operation.

In writing a contract, pay particular attention to the official protection that his country's laws provide for the trade partner. Although the European Union tries to harmonise regulations on this aspect, some differences still exist. Most national Chambers of Commerce and Industry have a standard format for an agency- or importer's contract, as will the International Chamber of Commerce (ICC) in Paris, France. Ask your (prospective) trade partner to provide you with a copy. Always have the final draft of the contract checked by your legal advisers. As it binds the company, the managing director should approve it. He may ask you - as a company representative - to sign it.

The terms of the transaction describe to which extent the buyer and the seller have divided the costs and the risks of the transaction between them. The seller's task is to make the goods available; to that task the 'terms of delivery' pertain. The buyer should pay, which will be specified in the "terms of payment". The terms of delivery describe in detail at what moment the legal possession ('title') of the goods changes hands and at what moment the risk burden shifts to the buyer. These terms are universally accepted and indicated as "Incoterms" (See CBI's *"Export Planner"*). The Incoterms are also available at the International Chamber of Commerce website at http://www.iccwbo.org/. The terms of payment describe how and when the money is transferred to the seller. When contracts are used, the following terms should be considered:

**Contract terms:**
- Conclude the delivery conditions according to Incoterms.
- When delivering for the first time, it is common to deliver the goods free of commission and freight-paid.

**Contract fulfilment:**
- Procure the delivery documents in good time.
- If there is a supply agreement, comply strictly with all parts.
- If you cannot comply with any part of the agreement (e.g. delivery delays or quality problems), inform the customer clearly and in good time.
- Co-operate on a partnership basis and seek a common solution if conflicts arise.
- Fulfilling the contract should have a high priority, particularly when delivering for the first time.

Trade relations between exporter and importer are based on trust and can only be built up by meeting the high expectations of the importer. If an importer finds that the product does not meet his expectations, this will immediately backfire on the business relationship with the exporter.

**Terms of payment**

The determination of payment conditions for a regular export transaction is part of the package of negotiations between seller and buyer. However, they have more or less opposing interests. The seller wants to have the largest possible guarantee of financial coverage for the goods he has to supply according to his sales contract. The buyer wants to be sure about availability, quantity and quality of the goods he buys, before he pays the agreed price.

Payment methods vary according to the extent to which the business relationship is developed and to the availability and popularity of the product offered. The most popular payment method for beginner traders is to make use of an irrevocable Letter of Credit (L/C) and then, later on, to trade on the basis of "documents against the payment" (D/P). The L/C is an often-used method of payment. On the whole, payment takes place on 30 days after the products have been delivered. If a product is not so popular, or in a starting business relation, payments may take from 60 to 90 days. For popular products, product against payment (P/P) is used more often. Companies having subsidiaries in third countries generally use clean payments. However, clean payments are often a starting point for friction, if the importer is not totally trustworthy.

**General methods and terms of payment are:**

- Clean payment; this method is used when both parties know each other well. The process is fast and reliable, depending on the credit worthiness of the importer. The bank carries out the transactions through the Swift electronic data system and the transfer costs are not very high.
- Documents against payment (D/P): Also known as cash against documents (CAD). The buyer takes possession of the goods only after payment. Although this method is not very popular, it is very safe and the costs amount to about 0.1%. One can also make use of a "documents against acceptance of a bill of exchange." The Bill of Exchange is not commonly used in the European Union and it does not guarantee that the bill will be paid; it is less secure than the D/P.
- The letter of Credit (L/C); is very often used in the beginning of a business relationship when the importer and exporter do not know each other very well. The LC is irrevocable and will always be paid. The costs are higher when compared to the D/P method, namely 0.5%. This method is widely used in the European Union when dealing with exporters from outside Europe.
- Bank guarantee; The buyer's bank will present a bank guarantee for the amount of the invoice
- Cheques; Bank guaranteed cheques are generally no problem, though cashing may take some time, up to six weeks. Not all personal cheques are accepted.

**The most commonly used trade terms are:**

- CIF (Cost, Insurance, and Freight): Under this condition, for shipments to a designated overseas port of import, the seller quotes a price for the goods, including insurance costs and all transportation charges, to the point of disembarkation from the vessel or aircraft. The seller pays for the cost of unloading cargo at the port of destination, to the extent that they are included in the freight charges. If the charges are separate then the buyer is responsible for them.
- FOB (Free on Board): Under this term, the seller quotes a price for goods that includes the cost of loading at the port of departure. The buyer arranges for transportation and insurance.
- CFR (Cost and Freight): For shipments to a designated overseas port of import, the seller quotes a price for the goods that includes the cost of transportation to the named point of disembarkation. The buyer is responsible for the cost of insurance. This is referred to as "C&F" in the old Incoterms. The seller pays for the cost of unloading the cargo at the port of destination, to the extent that they are included in the freight charges. If the charges are separate then they fall to the account of the buyer.

It is recommended that quotations to new European customers should be made on a CIF basis. However, supplier and importer are free to negotiate any other condition. For further information concerning this topic we refer to the CBI's export planner.

## 13.5 Sales promotion

> When contacting your contact in Europe keep in mind the following:
>
> - Working hours in Europe are usually between 8:30 –17:30 from Monday till Friday.
> - The difference in time, between your country and the country of your contact.

One of the major critical success factors for exporters of table- & kitchenware to the European Union is sales promotion. The objective of sales promotion is to increase sales. Methods of sales promotion include giving free samples, discounts, coupons, special ad items, etc. Sales promotion measures develop and expand customer relations, which obligate the selling company to take good care of existing customers (continuity). This includes, for example, expressions of thanks to business partners and regular updates on the product range. Supplying brochures of the product range may be useful for promoting sales, just like keeping business partners up-to-date on recent product developments. The consequences for production capacity can be that, in some cases, the production capacity has to be increased in order to service both existing and new customers.

**Advertising and communication**

> It is advisable to commence with communication measures, which require only a small amount of planning and co-ordination, such as revising the company's standard printed matter.
>
> - Standardise all printed-paper used outside the company (letterheads, business cards, fax form, etc.).
> - Prepare long-term sales documentation (company brochure, product range review, etc.).
> - Prepare product-specific sales leaflets.
>
> Make sure your promotion material is up-to-date

Advertising refers to communication channels with the aim of increasing the sales of your products. The prerequisites for successful communication measures are a clearly defined target group ("Who buys my product?") and a well-formulated message ("What do I want to tell my customer?"). Keep in mind that some communication tools are more suited to reaching a certain target group than others. For example, when you want to reach seniors the internet is probably not the most suitable communication channel. Timing is also very important when you want to successfully advertise your products. In the EU, most retailers decide twice a year on what products to sell in the coming season. January/ February and July/August are the two most important sourcing periods in the year. For example, in August most retailers are on the look out for Christmas products. Introductions of new collections as well as advertising should be adapted to these cycles!

When looking at the different advertising and communication possibilities it is important to take certain factors into account, like the price and the amount of planning the medium requires. These are important aspects when determining the most suited medium for your product. In Table 13.1, we have given a number of parameters which can be used to measure the costs of any communication action. It should be noted that degrees given in Table 13.1 are only approximate.

**Table 13.1 Parameter to measure the costs of a communication action**

| Criteria ▸<br>Measures ▾ | Target group | Amount of planning and co-operation | Cost per contact | Total costs | Dispersion losses |
|---|---|---|---|---|---|
| Standard printed Matter | Existing & Potential customers | + | +/++ | +/++ | +/++ |
| Phone & mail Campaigns | Existing & Potential customers | ++ | ++ | ++ | + |
| Advertising in trade journals | Existing & Potential customers (Partially unknown) | ++ | ++ | ++ | ++ |
| Internet & E-commerce | Existing & Potential customers | +++ | + | ++ | + |
| CD-rom Catalogues | Existing & Potential customers | ++ | + | + | + |
| Radio & TV Advertising | Consumers | +++ | + | +++ | +++ |
| Promotion to the Retail trade | Consumers | +++ | +++ | +++ | ++ |

\+ = low ++ = average +++ = high

**Internet & E-commerce**

As stated earlier, the Internet is a popular medium for business, not only for consumers but also, and especially, for industrial buyers and suppliers. For exporters, this medium offers a lot of business opportunities. The British Department for International Development (DFID) distinguishes the following applications:

- Online catalogues/ webshop: Despite the fact that sales of table- & kitchenware via on-line catalogues to individual consumers are generally low, web-based catalogues can be a helpful enhancement when dealing with wholesale and retail buyers (business-to-business or B2B).
- Email is by far the most important application for a manufacturer in developing countries.
- Market information; the Internet is an ideal medium for finding information about European markets. E.g. it allows manufacturers to see what table- & kitchenwares are currently on sale in stores in the EU-countries.

You should however be realistic about using the Internet as a sales medium. At this moment, only a few companies employ the Internet successfully. According to the survey of the British Department for International Development (DFID), internet sales of table- & kitchenware, like many other products, are quite small. Furthermore, developing and maintaining an interesting, up-to-date website can cost a substantial amount of money, time and expertise.

If you decide to develop a website, is it very important to register the website at different search engines. Search engines, such as Google, Yahoo, Alta Vista etc., are still the commonest way people use to find websites and information sources on-line. If you sell e.g. table- & kitchenwares, you will have to submit so called ‘key words’ like “tableware” to the search engines. Secondly you should create clickable ‘links’ on your website with other companies’ websites, which, in return, place links on their website to yours. This approach enhances the so-called *ranking* of your website in the different search engines’ results.

A ‘ranking strategy’ is very important, but increasingly hard to achieve, since every company wants to realize high listings. Creating an attractive ranking for your website has therefore more and more become a specialist’s job.

**Participation in trade fairs**

Think of the language problem and the physical presentation of your employees!

Once the final decision is made that your company will focus on exporting for the years to come, remember: “Exporting is a long-term business” and the decision to start exporting must be a very well considered. Participation in national and international trade fairs may be a useful sales promotion tool in the table- & kitchenware sector. However, besides a heavy financial involvement (participation fees, travelling, accommodation, sampling etc.), trade fair participation requires advance knowledge and a detailed survey because of its complex nature:

- Selection of a suitable trade fair (See Appendix 4)
- Preparations for participation, design and lay-out of the stand, which includes lighting, furniture, wall and floor coverings, decorations, drinks (coffee, tea etc.) etc. Skilled staff (office and frontliners) is necessary.
- Follow-up activities.

***Pre-fair activities:***
- Update your collections (try to be up-to-date)
- Update your customer files.
- Prepare all documentation (business cards, company brochures, leaflets).
- Make use, if possible, of a business-related consultant.
- Make a preparatory mailing, informing your present and potential clients of your exact booth location at the fair and invite them to visit you and/or propose to visit them (i.e. the existing clients).

.

***Running fair activities:***
- Register all contacts
- List them under different priority levels, i.e.: “High”, “Medium” and “Low”.
- Be a perfect host! Bear in mind that most visitors have travelled a long way and come with great expectations!

***Post-fair activities:***
- Enter all your contacts in a database or file them.
- Fulfil your promises in time, concerning sending samples, leaflets, brochures, price lists, quotations etc.
- Send the contacts a “Thank you” letter for visiting your booth.
- Make a second mailing several months after the first one, to remind your contact that you are at his disposal to answer any inquiry. Eventually make the contact a “special offer”!

Import Promotion Organisations, Branch Organisations, Test Institutes, Commercial Departments of Embassies, Consulates, and related business consultants of the table- & kitchenware sector may be of help in providing information about relevant trade fairs. A detailed list of trade fairs is given in Appendix 4 of this market survey. Some of these organisations and/or persons may also advise and/or assist the exporter in his participation in a trade fair. For further information, we also refer to the International Trade Centre publication “*International Craft Trade Fairs: A Practical Guide*”. The guide can be obtained on their site http://www.intracen.org. Also check the CBI’s export manual “*Your Image Builder*”.

# APPENDIX 1 HS NOMENCLATURE

### PLASTICWARE

| Hs code | Description | |
|---|---|---|
| 3924 | 1000 | Tableware and kitchenware, of plastics |
| | 9090 | Household articles and toilet articles, of plastics other than regenerated cellulose (excl. Tableware, kitchenware, baths, shower-baths, wash-basins, bidets, lavatory pans, seats and covers, flushing cisterns and similar sanitary ware) |
| | 9019 | Household articles and toilet articles, of regenerated cellulose (excl. Tableware, kitchenware, baths, shower-baths, wash-basins, bidets, lavatory pans, seats and covers, flushing cisterns and similar sanitary ware) |

### WOODWARE

| Hs code | Description | |
|---|---|---|
| 4419 | 0010 | Tableware and kitchenware, of tropical wood as specified in additional note 2 to this chapter |
| | 0090 | Tableware and kitchenware, of wood (excl. 4419.00-10) |

### CHINA & PORCELAIN

| Hs code | Description | |
|---|---|---|
| 6911 | 1000 | Tableware and kitchenware, of porcelain or china (excl. Ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or packing of goods, and coffee grinders and spice mills with receptacles made of ceramics and working parts |
| | 9000 | Household and toilet articles, of porcelain or china (excl. Tableware and kitchenware, baths, bidets, sinks and similar sanitary fixtures, statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or pac |

### CERAMICWARE

| Hs code | Description | |
|---|---|---|
| 6912 | 0010 | Tableware, kitchenware, other household articles and toilet articles, of common pottery (excl. Statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or packing of goods, and coffee grinders and spice |
| | 0030 | Tableware, kitchenware, other household articles and toilet articles, of stoneware (excl. Baths, bidets, sinks and similar sanitary fixtures, statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for the conveyance or |
| | 0050 | Tableware, kitchenware, other household articles and toilet articles, of earthenware or fine pottery (excl. Baths, bidets, sinks and similar sanitary fixtures, statuettes and other ornamental articles, pots, jars, carboys and similar receptacles for |
| | 0090 | Ceramic tableware, kitchenware, other household articles and toilet articles (excl. Sinks, baths, bidets and similar sanitary fixtures; statuettes and other ornamental articles; pots, jars, etc. For the conveyance or packing of goods; household mills |

**GLASSWARE**

| Hs code | Description | |
|---|---|---|
| 7013 | 1000 | Glassware of a kind used for table, kitchen, toilet, office, indoor decoration or similar purposes (excl. Goods of heading 7018, cooking hobs, leaded lights and the like, lighting fittings and parts thereof, atomizers for perfume and the like) |
| | 2111 | Drinking glasses of lead crystal, gathered by hand, cut or otherwise decorated |
| | 2119 | Drinking glasses of lead crystal, gathered by hand (excl. Cut or otherwise decorated) |
| | 2191 | Drinking glasses of lead crystal, gathered mechanically, cut or otherwise decorated |
| | 2199 | Drinking glasses of lead crystal, gathered mechanically (excl. Cut or otherwise decorated) |
| | 2910 | Drinking glasses of toughened glass (excl. Glasses of glass-ceramics or of lead crystal) |
| | 2951 | Drinking glasses, gathered by hand, cut or otherwise decorated (excl. Glasses of glass-ceramics, lead crystal or toughened glass) |
| | 2959 | Drinking glasses, gathered by hand (excl. Glasses cut or otherwise decorated, or of glass-ceramics, lead crystal or toughened glass) |
| | 2991 | Drinking glasses, gathered mechanically, cut or otherwise decorated (excl. Glasses of glass-ceramics, lead crystal or toughened glass) |
| | 2999 | Drinking glasses, gathered mechanically (excl. Glasses cut or otherwise decorated, or of glass-ceramics, lead crystal or toughened glass) |
| | 3110 | Glassware of lead crystal, of a kind used for table or kitchen purposes, gathered by hand (excl. Articles of heading 7018, drinking glasses, glass preserving jars, sterilizing jars , vacuum flasks and other vacuum vessels) |
| | 3190 | Glassware of lead crystal, of a kind used for table or kitchen purposes, gathered mechanically (excl. Articles of heading 7018, drinking glasses, glass preserving jars sterilizing jars , vacuum flasks and other vacuum vessels) |
| | 3200 | Glassware for table or kitchen purposes of glass having a linear coefficient of expansion =< 5 x 10 -6 per kelvin within a temperature range of 0 to 300. C (excl. Glassware of glass-ceramics or lead crystal, articles of heading 7018, drinking glasses) |
| | 3910 | Glassware for table or kitchen purposes, of toughened glass (excl. Glass having a linear coefficient of expansion =< 5 x 10 -6 per kelvin within a temperature range of 0 to 300. C, glassware of glass-ceramics or lead crystal, articles of heading 7018) |
| | 3991 | Glassware of a kind used for table or kitchen purposes, gathered by hand (excl. Toughened glass and glass having a linear coefficient of expansion =< 5 x 10 -6 per kelvin within a temperature range of 0 to 300. C, glassware of glass-ceramics or lead) |
| | 3999 | Glassware of a kind used for table or kitchen purposes, gathered mechanically (excl. Toughened glass and glass having a linear coefficient of expansion =< 5 x 10 -6 per kelvin within a temperature range of 0 to 300. C, glassware of glass-ceramics or lead) |
| | 9110 | Glassware, of lead crystal, of a kind used for toilet, office, indoor decoration or similar purposes, gathered by hand (excl. Glassware of a kind used for table or kitchen purposes, glassware of glass-ceramics or lead crystal, articles of heading 701) |
| | 9190 | Glassware, of lead crystal, of a kind used for toilet, office, indoor decoration or similar purposes, gathered mechanically (excl. Glassware of a kind used for table or kitchen purposes, articles of heading 7018, mirrors, leaded lights and the like) |
| | 9900 | Glassware of a kind used for toilet, office, indoor decoration or similar purposes (excl. Glassware of lead crystal or of a kind used for table or kitchen purposes, articles of heading 7018, mirrors, leaded lights and the like, lighting fittings and the like) |

**METALWARE**

| Hs code | Description | |
|---|---|---|
| 7323 | 9100 | Table, kitchen or other household articles, and parts thereof, of cast iron, not enamelled (excl. Cans, boxes and similar containers of heading 7310; waste baskets; shovels, corkscrews and other articles of the nature of a work implement; articles of |
| | 9200 | Table, kitchen or other household articles, and parts thereof, of cast iron, enamelled (excl. Cans, boxes and similar containers of heading 7310; waste baskets; shovels, corkscrews and other articles of the nature of a work implement; articles of cut |
| | 9310 | Articles for table use, of stainless steel (excl. Cans, boxes and similar containers of heading 7310; corkscrews, nutcrackers and other articles of the nature of a work implement; articles of cutlery, spoons, ladles, forks etc. Of headings 8211 to 82 |
| | 9390 | Table, kitchen or other household articles, and parts thereof, of stainless steel (excl. Cans, boxes and similar containers of heading 7310; waste baskets; shovels, corkscrews and other articles of the nature of a work implement; articles of cutlery, |
| | 9410 | Articles for table use, of iron other than cast iron or steel, enamelled, spoons, ladles, forks etc. Of headings 8211 to 8215; ornamental articles (excl. Cans, boxes and similar containers of heading 7310; spoons, ladles etc. Of heading 8215; ornament) |
| | 9490 | Table, kitchen or other household articles, and parts thereof, of iron other than cast iron or steel, enamelled (excl. Cans, boxes and similar containers of heading 7310; waste baskets; shovels and other articles of the nature of a work implement; sp |
| | 9910 | Articles for table use, of iron other than cast iron or steel (excl. Enamelled articles; cans, boxes and similar containers of heading 7310; corkscrews, nutcrackers and other articles of the nature of a work implement; articles of cutlery, spoons, ladles, forks etc. Of headings 8211 to 8215) |
| | 9991 | Table, kitchen or other household articles, and parts thereof, of iron other than cast iron or steel, varnished or painted (excl. Cans, boxes and similar containers of heading 7310; waste baskets; shovels and other articles of the nature of a work implement; articles of cutlery, spoons, ladles, forks etc. Of headings 8211 to 8215) |
| | 9999 | Table, kitchen or other household articles and parts thereof, of iron, other than cast iron, or steel (excl. Enamelled, painted or varnished articles; cans, boxes and similar containers in heading 7310; waste baskets; shovels, corkscrews, waffle iron |
| 7417 | 0000 | Cooking or heating apparatus of a kind used for domestic purposes, non-electric, and parts thereof, of copper (excl. Hot water heaters and geysers) |
| 7418 | 1000 | Table, kitchen or other household articles, parts thereof, of copper, including pot scourers and scouring or polishing pads, gloves and the like, of copper (excl. Cooking and heating appliances of heading 7417, cans, boxes and similar containers) |
| | 1900 | Table, kitchen or other household articles, parts thereof, of copper (excl. Pot scourers and scouring or polishing pads, gloves and the like, cooking and heating appliances of heading no 7417, cans, boxes and similar containers of heading no 7419, ar |
| 7615 | 1910 | Table, kitchen or other household articles, parts thereof, of aluminium, cast (excl. Cans, boxes and similar containers of heading 7612, articles of the nature of a work implement, spoons, ladles and other articles of headings 8211 to 8215, ornamental |
| | 1990 | Table, kitchen or other household articles, parts thereof, of aluminium, uncast (excl. Pot scourers and scouring or polishing pads, gloves and the like, of aluminium, cans, boxes and similar containers of heading no 7612, articles of the nature of a work implement; articles of cutlery, spoons, ladles, forks etc. Of headings 8211 to 8215) |

**CUTLERY**

| Hs code | Description | |
|---|---|---|
| 8211 | 1000 | Sets of assorted articles of knives of heading no 8211; sets in which there is a higher number of knives of heading no 8211 than of any other article |
| | 9130 | Table knives with handle and fixed blade, of stainless steel |
| | 9180 | Table knives with fixed blade, of base metal (not with handle and blade of stainless steel and excl. Butter knives and fish knives) |
| | 9200 | Knives with fixed blades of base metal, incl. Handles (excl. Straw knives, machetes, knives and cutting blades for machines or mechanical appliances, table knives, fish knives, butter knives, razors and razor blades and knives of heading no 8214) |
| | 9300 | Knives having other than fixed blades, of base metal, incl. Handles (excl. Razors) |
| | 9400 | Blades of base metal for table knives, pocket knives and other knives of heading no 8211 |
| | 1020 | Sets of spoons, forks or other articles of heading 8215, which may also contain up to an equivalent number of knives, of base metal, containing only articles plated with precious metal |
| | 1030 | Sets of spoons, forks or other articles of heading 8215, which may also contain up to an equivalent number of knives, of stainless steel, containing at least one article plated with precious metal |
| | 1080 | Sets of spoons, forks or other articles of heading 8215, which may also contain up to an equivalent number of knives, of base metal other than stainless steel, containing at least one article plated with precious metal |
| | 2010 | Sets of spoons, forks or other articles of heading no 8215, incl. Those with up to an equal number of knives, of stainless steel, containing no articles plated with precious metal |
| | 2090 | Sets of spoons, forks or other articles of heading no 8215, incl. Those with up to an equal number of knives, of base metals other than stainless steel, containing no articles plated with precious metal |
| | 9100 | Spoons, forks, ladles, skimmers, cake-servers, fish-knives, butter-knives, sugar tongs and similar kitchen or tableware of base metal, plated with precious metal (excl. Sets of articles such as lobster cutters and poultry shears) |
| | 9910 | Spoons, forks, ladles, skimmers, cake-servers, fish-knives, butter-knives, sugar tongs and similar kitchen or tableware of stainless steel, not plated with precious metal (excl. Sets of articles such as lobster cutters and poultry shears) |
| | 9990 | Spoons, forks, ladles, skimmers, cake-servers, fish-knives, butter-knives, sugar tongs and similar kitchen or tableware of base metals other than stainless steel, not plated with precious metal (excl. Sets of articles such as lobster cutters and poultry shears) |

# APPENDIX 2 DETAILED IMPORT STATISTICS

**Import of table- & kitchenware by the EU-25, by country, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 9,183,000 | 2,905,000 | 9,219,000 | 2,830,000 | 9,404,000 | 3,132,000 |
| extra EU-25 | 3,538,000 | 1,095,000 | 3,490,000 | 1,193,000 | 3,626,000 | 1,448,000 |
| Developing Countries | 2,437,000 | 851,000 | 2,560,000 | 967,000 | 2,755,000 | 1,216,000 |
| | | | | | | |
| Germany | 1,906,000 | 569,000 | 1,789,000 | 543,000 | 1,813,000 | 601,000 |
| United Kingdom | 1,407,000 | 404,000 | 1,453,000 | 448,000 | 1,399,000 | 471,000 |
| France | 1,157,000 | 376,000 | 1,168,000 | 377,000 | 1,181,000 | 400,000 |
| Italy | 699,000 | 187,000 | 691,000 | 191,000 | 690,000 | 209,000 |
| Spain | 608,000 | 203,000 | 616,000 | 244,000 | 657,000 | 313,000 |
| Netherlands | 624,000 | 210,000 | 613,000 | 207,000 | 640,000 | 243,000 |
| Belgium | 570,000 | 152,000 | 555,000 | 145,000 | 592,000 | 165,000 |
| Austria | 437,000 | 73,000 | 427,000 | 77,000 | 495,000 | 90,000 |
| Denmark | 254,000 | 60,000 | 273,000 | 67,000 | 277,000 | 72,000 |
| Sweden | 238,000 | 65,000 | 257,000 | 73,000 | 265,000 | 78,000 |
| Greece | 179,000 | 179,000 | 213,000 | 74,000 | 233,000 | 74,000 |
| Czech Republic | 158,000 | 57,000 | 175,000 | 64,000 | 170,000 | 67,000 |
| Portugal | 158,000 | 48,000 | 170,000 | 52,000 | 163,000 | 54,000 |
| Poland | 188,000 | 84,000 | 198,000 | 99,000 | 180,000 | 106,000 |
| Ireland | 150,000 | 29,000 | 146,000 | 31,000 | 140,000 | 32,000 |
| Finland | 108,000 | 23,000 | 110,000 | 23,000 | 118,000 | 24,000 |
| Hungary | 86,000 | 35,000 | 99,000 | 42,000 | 114,000 | 50,000 |
| Luxembourg | 50,000 | 11,000 | 50,000 | 12,000 | 57,000 | 14,000 |
| Slovakia | 46,000 | 99,000 | 53,000 | 19,000 | 54,000 | 22,000 |
| Slovenia | 43,000 | 11,000 | 45,000 | 12,000 | 47,000 | 13,000 |
| Lithuania | 28,000 | 10,000 | 30,000 | 10,000 | 31,000 | 12,000 |
| Cyprus | 34,000 | 9,000 | 34,000 | 9,000 | 31,000 | 9,000 |
| Estonia | 22,000 | 6,000 | 21,000 | 5,000 | 22,000 | 6,000 |
| Latvia | 21,000 | 6,000 | 20,000 | 6,000 | 22,000 | 7,000 |
| Malta | 12,000 | - | 12,000 | - | 11,000 | - |

### Import of table- & kitchenware by the EU-25, by supplier, 2001-2003, value thousand € / tons

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 9,183,000 | 2,905,000 | 9,219,000 | 2,830,000 | 9,404,000 | 3,132,000 |
| extra EU-25 | 3,538,000 | 1,095,000 | 3,490,000 | 1,193,000 | 3,626,000 | 1,448,000 |
| Developing Countries | 2,437,000 | 851,000 | 2,560,000 | 967,000 | 2,755,000 | 1,216,000 |
| **Leading suppliers** | | | | | | |
| China | 1,604,800 | 488,800 | 1,715,200 | 581,800 | 1,858,800 | 757,700 |
| Germany | 909,000 | 208,100 | 941,300 | 206,500 | 992,400 | 215,800 |
| Italy | 965,800 | 501,600 | 959,800 | 293,400 | 981,500 | 291,000 |
| France | 838,500 | 259,800 | 855,500 | 295,600 | 851,600 | 253,500 |
| Belgium | 538,300 | 105,500 | 513,500 | 101,800 | 526,700 | 105,000 |
| The Netherlands | 417,800 | 110,600 | 464,700 | 120,200 | 466,700 | 121,700 |
| Poland | 317,400 | 140,500 | 309,500 | 138,000 | 327,900 | 141,700 |
| Portugal | 276,300 | 103,100 | 258,500 | 96,100 | 271,900 | 179,300 |
| Spain | 217,100 | 87,100 | 249,600 | 97,300 | 252,200 | 98,700 |
| United Kingdom | 292,600 | 56,100 | 265,400 | 47,100 | 245,500 | 47,200 |
| **Leading DC suppliers** | | | | | | |
| Turkey | 218,500 | 151,200 | 227,000 | 153,100 | 244,600 | 164,000 |
| Thailand | 215,700 | 74,200 | 210,900 | 74,100 | 203,000 | 78,500 |
| India | 96,400 | 22,600 | 103,600 | 26,900 | 112,400 | 35,200 |
| Indonesia | 83,600 | 27,300 | 60,600 | 23,500 | 66,500 | 29,500 |
| Malaysia | 32,900 | 21,100 | 47,700 | 32,700 | 64,000 | 54,700 |
| Vietnam | 35,900 | 10,600 | 48,900 | 13,800 | 52,700 | 19,400 |
| Brazil | 24,700 | 11,000 | 27,900 | 16,300 | 29,400 | 21,600 |
| Bangladesh | 17,700 | 4,200 | 13,600 | 3,800 | 15,500 | 4,300 |
| Philippines | 12,700 | 4,400 | 9,700 | 3,400 | 12,900 | 8,200 |
| Sri Lanka | 10,500 | 2,900 | 10,200 | 2,900 | 9,800 | 3,500 |
| South Africa | 8,900 | 2,200 | 9,500 | 2,400 | 9,600 | 3,100 |
| Mexico | 8,700 | 3,200 | 8,900 | 3,100 | 7,200 | 3,200 |

### Import of table- & kitchenware by the EU-25, by product group, 2001-2003, value thousand € / tons

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 9,183,000 | 2,905,000 | 9,219,000 | 2,830,000 | 9,404,000 | 3,132,000 |
| extra EU-25 | 3,538,000 | 1,095,000 | 3,490,000 | 1,193,000 | 3,626,000 | 1,448,000 |
| Developing Countries | 2,437,000 | 851,000 | 2,560,000 | 967,000 | 2,755,000 | 1,216,000 |
| Plasticware | 2,152,000 | 677,000 | 2,222,000 | 631,000 | 2,258,000 | 635,000 |
| Woodware | 199,000 | 63,000 | 202,000 | 71,000 | 196,000 | 76,000 |
| China & Porcelain | 931,000 | 303,000 | 878,000 | 290,000 | 895,000 | 341,000 |
| Ceramicware | 628,000 | 301,000 | 598,000 | 299,000 | 627,000 | 339,000 |
| Glassware | 2,062,000 | 886,000 | 2,101,000 | 910,000 | 2,133,000 | 1,035,000 |
| Metalware | 2,199,000 | 464,000 | 2,278,000 | 500,000 | 2,373,000 | 559,000 |
| Cutlery | 1,012,000 | 211,000 | 940,000 | 129,000 | 922,000 | 147,000 |

**Import of table- & kitchenware by Germany, by product group, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 1,906,000 | 569,000 | 1,789,000 | 543,000 | 1,813,000 | 601,000 |
| extra EU-25 | 818,000 | 212,000 | 715,000 | 206,000 | 757,000 | 260,000 |
| Developing Countries | 549,000 | 159,000 | 508,000 | 160,000 | 562,000 | 213,000 |
| | | | | | | |
| Plasticware | 479,000 | 114,000 | 476,000 | 120,000 | 469,000 | 116,000 |
| Woodware | 33,000 | 12,000 | 30,000 | 12,000 | 30,000 | 13,000 |
| China & Porcelain | 174,000 | 55,000 | 158,000 | 47,000 | 164,000 | 59,000 |
| Ceramicware | 90,000 | 50,000 | 80,000 | 45,000 | 84,000 | 54,000 |
| Glassware | 381,000 | 202,000 | 358,000 | 186,000 | 390,000 | 210,000 |
| Metalware | 502,000 | 108,000 | 490,000 | 110,000 | 493,000 | 120,000 |
| Cutlery | 248,000 | 27,000 | 196,000 | 24,000 | 183,000 | 28,000 |

**Import of table- & kitchenware by the United Kingdom, by product group, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 1,407,000 | 404,000 | 1,453,000 | 448,000 | 1,399,000 | 471,000 |
| extra EU-25 | 803,000 | 230,000 | 832,000 | 262,000 | 781,000 | 298,000 |
| Developing Countries | 582,000 | 184,000 | 653,000 | 219,000 | 622,000 | 252,000 |
| | | | | | | |
| Plasticware | 299,000 | 102,000 | 295,000 | 93,000 | 301,000 | 108,000 |
| Woodware | 53,000 | 17,000 | 58,000 | 21,000 | 54,000 | 22,000 |
| China & Porcelain | 101,000 | 31,000 | 83,000 | 26,000 | 94,000 | 31,000 |
| Ceramicware | 139,000 | 68,000 | 139,000 | 71,000 | 136,000 | 72,000 |
| Glassware | 279,000 | 95,000 | 318,000 | 128,000 | 289,000 | 122,000 |
| Metalware | 375,000 | 69,000 | 400,000 | 83,000 | 397,000 | 93,000 |
| Cutlery | 161,000 | 23,000 | 159,000 | 26,000 | 129,000 | 23,000 |

**Import of table- & kitchenware by France, by product group, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 1,157,000 | 376,000 | 1,168,000 | 377,000 | 1,181,000 | 400,000 |
| extra EU-25 | 336,000 | 116,000 | 336,000 | 119,000 | 345,000 | 135,000 |
| Developing Countries | 239,000 | 88,000 | 253,000 | 94,000 | 268,000 | 111,000 |
| | | | | | | |
| Plasticware | 323,000 | 97,000 | 339,000 | 95,000 | 334,000 | 98,000 |
| Woodware | 25,000 | 8,000 | 28,000 | 11,000 | 27,000 | 12,000 |
| China & Porcelain | 107,000 | 35,000 | 106,000 | 37,000 | 108,000 | 40,000 |
| Ceramicware | 111,000 | 55,000 | 103,000 | 52,000 | 107,000 | 56,000 |
| Glassware | 223,000 | 109,000 | 228,000 | 109,000 | 230,000 | 112,000 |
| Metalware | 267,000 | 60,000 | 267,000 | 61,000 | 268,000 | 65,000 |
| Cutlery | 100,000 | 12,000 | 97,000 | 12,000 | 106,000 | 16,000 |

**Import of table- & kitchenware by Italy, by product group, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 699,000 | 187,000 | 691,000 | 191,000 | 690,000 | 209,000 |
| extra EU-25 | 268,000 | 90,000 | 274,000 | 97,000 | 298,000 | 120,000 |
| Developing Countries | 182,000 | 74,000 | 200,000 | 83,000 | 228,000 | 104,000 |
| | | | | | | |
| Plasticware | 99,000 | 19,000 | 104,000 | 22,000 | 98,000 | 23,000 |
| Woodware | 13,000 | 4,000 | 13,000 | 4,000 | 12,000 | 5,000 |
| China & Porcelain | 146,000 | 39,000 | 131,000 | 36,000 | 120,000 | 36,000 |
| Ceramicware | 30,000 | 13,000 | 30,000 | 13,000 | 34,000 | 20,000 |
| Glassware | 225,000 | 84,000 | 225,000 | 82,000 | 214,000 | 82,000 |
| Metalware | 105,000 | 19,000 | 115,000 | 23,000 | 120,000 | 27,000 |
| Cutlery | 80,000 | 9,000 | 73,000 | 10,000 | 93,000 | 16,000 |

**Import of table- & kitchenware by Spain, by product group, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 608,000 | 203,000 | 616,000 | 244,000 | 657,000 | 313,000 |
| extra EU-25 | 174,000 | 63,000 | 191,000 | 80,000 | 231,000 | 110,000 |
| Developing Countries | 138,000 | 53,000 | 157,000 | 68,000 | 200,000 | 101,000 |
| | | | | | | |
| Plasticware | 103,000 | 33,000 | 102,000 | 74,000 | 116,000 | 45,000 |
| Woodware | 8,000 | 3,000 | 10,000 | 3,000 | 10,000 | 4,000 |
| China & Porcelain | 86,000 | 29,000 | 71,000 | 28,000 | 74,000 | 34,000 |
| Ceramicware | 39,000 | 18,000 | 46,000 | 22,000 | 44,000 | 23,000 |
| Glassware | 157,000 | 76,000 | 157,000 | 71,000 | 168,000 | 152,000 |
| Metalware | 148,000 | 33,000 | 166,000 | 36,000 | 179,000 | 43,000 |
| Cutlery | 68,000 | 11,000 | 64,000 | 9,000 | 68,000 | 12,000 |

**Import of table- & kitchenware by the Netherlands, by product group, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 624,000 | 210,000 | 613,000 | 207,000 | 640,000 | 243,000 |
| extra EU-25 | 108,000 | 300,000 | 300,000 | 116,000 | 326,000 | 151,000 |
| Developing Countries | 82,000 | 222,000 | 223,000 | 90,000 | 257,000 | 124,000 |
| | | | | | | |
| Plasticware | 139,000 | 39,000 | 156,000 | 44,000 | 151,000 | 46,000 |
| Woodware | 13,000 | 4,000 | 10,000 | 4,000 | 10,000 | 4,000 |
| China & Porcelain | 44,000 | 25,000 | 43,000 | 23,000 | 46,000 | 33,000 |
| Ceramicware | 60,000 | 24,000 | 37,000 | 19,000 | 46,000 | 25,000 |
| Glassware | 125,000 | 71,000 | 121,000 | 66,000 | 132,000 | 73,000 |
| Metalware | 167,000 | 38,000 | 176,000 | 40,000 | 192,000 | 48,000 |
| Cutlery | 76,000 | 11,000 | 71,000 | 12,000 | 63,000 | 14,000 |

**Import of table- & kitchenware by Belgium, by product group, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 570,000 | 152,000 | 555,000 | 145,000 | 592,000 | 165,000 |
| extra EU-25 | 184,000 | 60,000 | 158,000 | 53,000 | 167,000 | 66,000 |
| Developing Countries | 143,000 | 49,000 | 124,000 | 44,000 | 135,000 | 56,000 |
| | | | | | | |
| Plasticware | 176,000 | 41,000 | 194,000 | 43,000 | 206,000 | 49,000 |
| Woodware | 12,000 | 3,000 | 10,000 | 3,000 | 9,000 | 3,000 |
| China & Porcelain | 47,000 | 14,000 | 42,000 | 14,000 | 46,000 | 17,000 |
| Ceramicware | 37,000 | 16,000 | 30,000 | 14,000 | 40,000 | 17,000 |
| Glassware | 87,000 | 37,000 | 86,000 | 35,000 | 94,000 | 40,000 |
| Metalware | 154,000 | 33,000 | 139,000 | 28,000 | 144,000 | 31,000 |
| Cutlery | 57,000 | 9,000 | 54,000 | 8,000 | 54,000 | 9,000 |

**Import of Metalware by the EU-25, by EU-country, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| EU-25 | 2,198,900 | 464,300 | 2,277,900 | 500,500 | 2,373,100 | 558,900 |
| | | | | | | |
| Germany | 501,800 | 108,300 | 489,800 | 110,000 | 493,200 | 120,500 |
| Utd. Kingdom | 375,300 | 69,200 | 400,200 | 83,200 | 397,100 | 93,100 |
| France | 267,400 | 59,900 | 266,500 | 61,400 | 267,800 | 65,300 |
| Netherlands | 166,600 | 37,600 | 176,400 | 40,400 | 192,200 | 48,300 |
| Spain | 147,600 | 33,300 | 166,300 | 36,400 | 178,500 | 43,100 |
| Belgium | 154,000 | 33,000 | 138,700 | 28,400 | 144,100 | 31,200 |
| Austria | 80,000 | 11,200 | 81,300 | 11,300 | 120,200 | 19,400 |
| Italy | 105,400 | 19,000 | 115,200 | 23,400 | 119,700 | 26,800 |
| Sweden | 55,800 | 11,600 | 59,000 | 13,000 | 63,900 | 15,000 |
| Denmark | 50,800 | 8,200 | 58,000 | 12,200 | 58,900 | 11,500 |
| Greece | 40,500 | 10,900 | 52,300 | 12,500 | 53,400 | 12,600 |
| Poland | 49,900 | 17,900 | 53,900 | 19,500 | 48,800 | 19,300 |
| Czech Republic | 32,400 | 7,200 | 36,500 | 8,400 | 37,500 | 9,300 |
| Portugal | 31,300 | 5,800 | 34,300 | 6,800 | 37,100 | 7,800 |
| Hungary | 20,800 | 7,900 | 25,500 | 10,300 | 30,900 | 11,400 |
| Ireland | 32,500 | 6,500 | 31,000 | 6,600 | 29,700 | 5,900 |
| Finland | 26,300 | 4,800 | 27,700 | 4,700 | 29,000 | 4,900 |
| Slovakia | 12,700 | 2,800 | 14,900 | 3,600 | 15,600 | 4,000 |
| Slovenia | 10,900 | 1,900 | 12,000 | 2,100 | 15,400 | 2,400 |
| Luxembourg | 8,700 | 2,000 | 7,700 | 800 | 8,900 | 800 |
| Lithuania | 7,800 | 1,800 | 8,200 | 2,000 | 8,600 | 2,200 |
| Cyprus | 7,000 | 1,200 | 8,900 | 1,500 | 7,900 | 1,500 |
| Latvia | 5,300 | 1,100 | 5,100 | 1,100 | 6,100 | 1,300 |
| Estonia | 5,700 | 1,200 | 5,500 | 1,100 | 5,900 | 1,200 |
| Malta | 2,700 | - | 3,000 | - | 2,800 | - |

**Import of Plasticware by the EU-25, by EU-country, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| EU-25 | 2,152,000 | 677,000 | 2,222,000 | 631,000 | 2,258,000 | 635,000 |
| | | | | | | |
| Germany | 479,000 | 113,700 | 476,500 | 119,800 | 468,600 | 116,300 |
| France | 323,100 | 96,900 | 338,700 | 94,800 | 334,100 | 98,200 |
| Utd. Kingdom | 298,800 | 101,500 | 295,400 | 92,600 | 301,100 | 107,900 |
| Belgium | 176,300 | 40,800 | 194,400 | 43,000 | 205,700 | 48,900 |
| Netherlands | 139,300 | 38,500 | 155,500 | 43,700 | 151,500 | 46,300 |
| Spain | 102,800 | 33,100 | 101,600 | 73,900 | 115,700 | 45,400 |
| Austria | 90,500 | 15,600 | 86,700 | 14,400 | 99,700 | 15,200 |
| Italy | 99,200 | 18,900 | 104,200 | 22,300 | 97,700 | 23,300 |
| Denmark | 67,300 | 16,100 | 68,500 | 16,100 | 79,400 | 18,500 |
| Sweden | 55,400 | 13,800 | 65,700 | 17,000 | 70,200 | 18,800 |
| Greece | 34,300 | 116,300 | 40,600 | 13,700 | 41,200 | 12,300 |
| Ireland | 39,000 | 7,800 | 42,000 | 10,000 | 39,000 | 9,100 |
| Portugal | 34,500 | 8,100 | 36,200 | 9,000 | 37,100 | 9,900 |
| Finland | 37,100 | 6,200 | 35,200 | 5,800 | 34,100 | 5,600 |
| Luxembourg | 27,200 | 6,800 | 27,600 | 8,700 | 33,600 | 11,600 |
| Czech Republic | 32,000 | 9,400 | 33,600 | 10,100 | 33,400 | 10,300 |
| Hungary | 25,600 | 8,200 | 29,900 | 10,200 | 33,100 | 10,900 |
| Poland | 35,900 | 11,000 | 34,300 | 11,400 | 31,300 | 11,400 |
| Slovakia | 11,600 | 4,000 | 12,600 | 4,300 | 12,100 | 4,400 |
| Slovenia | 10,300 | 2,700 | 10,800 | 2,900 | 9,900 | 2,900 |
| Lithuania | 7,600 | 2,200 | 7,800 | 2,300 | 7,800 | 2,400 |
| Cyprus | 8,300 | 2,000 | 8,100 | 2,100 | 7,000 | 2,000 |
| Latvia | 7,000 | 1,600 | 6,400 | 1,600 | 6,100 | 1,700 |
| Estonia | 6,300 | 1,300 | 6,600 | 1,500 | 6,000 | 1,300 |
| Malta | 3,000 | - | 2,900 | - | 2,500 | - |

**Import of Glassware by the EU-25, by EU-country, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| EU-25 | 2,061,800 | 886,000 | 2,101,200 | 910,200 | 2,133,100 | 1,034,600 |
| | | | | | | |
| Germany | 381,400 | 202,400 | 358,200 | 185,700 | 389,700 | 210,500 |
| Utd. Kingdom | 279,000 | 94,700 | 317,900 | 128,000 | 289,200 | 121,800 |
| France | 223,300 | 108,800 | 227,700 | 109,200 | 230,500 | 112,400 |
| Italy | 225,100 | 83,500 | 224,800 | 82,300 | 213,800 | 82,000 |
| Austria | 164,400 | 27,000 | 161,300 | 32,100 | 171,800 | 35,200 |
| Spain | 157,300 | 75,600 | 157,400 | 70,800 | 167,800 | 151,900 |
| Netherlands | 125,400 | 70,700 | 121,400 | 66,500 | 132,400 | 72,900 |
| Belgium | 86,900 | 36,700 | 85,600 | 35,200 | 93,600 | 40,200 |
| Greece | 50,600 | 26,300 | 55,500 | 27,400 | 60,800 | 27,200 |
| Denmark | 57,900 | 19,500 | 62,000 | 22,200 | 58,800 | 22,300 |
| Portugal | 56,600 | 23,800 | 59,200 | 24,300 | 53,300 | 24,200 |
| Poland | 55,200 | 31,500 | 57,500 | 34,100 | 48,900 | 32,700 |
| Sweden | 42,600 | 18,600 | 45,400 | 20,800 | 48,100 | 21,700 |
| Czech Republic | 32,900 | 20,600 | 40,300 | 21,900 | 43,200 | 25,900 |
| Hungary | 23,700 | 12,000 | 26,600 | 13,600 | 29,300 | 16,200 |
| Ireland | 26,700 | 6,500 | 24,800 | 6,900 | 27,400 | 7,700 |
| Finland | 15,100 | 5,700 | 16,100 | 6,100 | 17,200 | 5,900 |
| Slovakia | 10,600 | 6,300 | 12,600 | 7,300 | 12,900 | 7,800 |
| Slovenia | 12,000 | 4,300 | 12,000 | 4,400 | 11,800 | 4,800 |
| Lithuania | 7,300 | 3,100 | 7,900 | 3,300 | 7,700 | 3,500 |
| Cyprus | 8,500 | 3,300 | 8,300 | 3,100 | 7,100 | 2,800 |
| Luxembourg | 6,600 | 1,600 | 6,200 | 1,500 | 5,600 | 1,200 |
| Latvia | 5,300 | 1,900 | 5,300 | 2,000 | 5,100 | 2,100 |
| Estonia | 5,000 | 1,600 | 4,600 | 1,600 | 4,500 | 1,800 |
| Malta | 2,600 | - | 2,800 | - | 2,900 | - |

**Import of Cutlery by the EU-25, by EU-country, 2001-2003, value thousand €/ tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| EU-25 | 1,011,800 | 210,900 | 940,200 | 128,700 | 921,800 | 147,100 |
| | | | | | | |
| Germany | 247,700 | 27,000 | 196,100 | 24,000 | 183,000 | 27,700 |
| Utd. Kingdom | 161,300 | 23,500 | 159,400 | 25,600 | 128,500 | 23,500 |
| France | 100,300 | 12,300 | 97,500 | 12,400 | 106,300 | 16,300 |
| Italy | 80,200 | 9,300 | 73,400 | 9,700 | 92,900 | 15,700 |
| Spain | 68,200 | 10,600 | 64,100 | 9,500 | 67,800 | 12,000 |
| Netherlands | 75,600 | 11,100 | 70,600 | 11,600 | 62,800 | 14,000 |
| Belgium | 56,700 | 8,500 | 54,200 | 7,900 | 53,600 | 8,600 |
| Austria | 36,700 | 2,400 | 30,900 | 2,100 | 32,700 | 2,600 |
| Greece | 17,900 | 3,500 | 22,000 | 3,200 | 30,800 | 3,200 |
| Sweden | 34,900 | 3,300 | 35,100 | 4,200 | 30,200 | 3,700 |
| Denmark | 33,800 | 2,400 | 35,300 | 2,400 | 30,100 | 2,700 |
| Poland | 17,800 | 5,400 | 18,000 | 5,500 | 16,700 | 5,600 |
| Finland | 12,300 | 1,000 | 13,200 | 1,100 | 15,700 | 1,300 |
| Ireland | 14,900 | 1,400 | 13,100 | 1,300 | 11,900 | 1,300 |
| Portugal | 11,700 | 1,500 | 13,800 | 1,700 | 11,000 | 1,500 |
| Czech Republic | 11,000 | 1,500 | 10,600 | 1,700 | 10,500 | 1,900 |
| Hungary | 8,700 | 2,200 | 9,100 | 2,300 | 10,000 | 2,300 |
| Slovakia | 4,700 | 82,700 | 5,500 | 800 | 7,000 | 1,400 |
| Luxembourg | 4,200 | 200 | 5,000 | 200 | 6,300 | 300 |
| Slovenia | 4,100 | 400 | 4,300 | 500 | 4,300 | 500 |
| Estonia | 2,100 | 300 | 1,900 | 200 | 2,800 | 300 |
| Cyprus | 3,100 | 200 | 2,700 | 200 | 2,400 | 200 |
| Lithuania | 1,900 | 200 | 2,200 | 400 | 2,300 | 400 |
| Latvia | 1,300 | 100 | 1,200 | 100 | 1,500 | 200 |
| Malta | 700 | - | 900 | - | 800 | - |

**Import of China & Porcelain by the EU-25, by EU-country, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| EU-25 | 931,300 | 303,100 | 878,100 | 289,600 | 895,000 | 341,000 |
| | | | | | | |
| Germany | 173,500 | 55,200 | 158,000 | 47,500 | 164,200 | 59,200 |
| Italy | 145,800 | 39,200 | 130,700 | 35,500 | 119,800 | 36,400 |
| France | 106,900 | 35,400 | 106,500 | 36,700 | 107,700 | 40,200 |
| Utd. Kingdom | 100,900 | 31,100 | 83,200 | 25,800 | 93,900 | 31,000 |
| Spain | 85,700 | 29,000 | 70,600 | 28,100 | 73,500 | 34,400 |
| Austria | 43,300 | 8,100 | 44,800 | 8,900 | 47,300 | 9,900 |
| Belgium | 47,000 | 14,100 | 42,000 | 14,300 | 46,100 | 16,600 |
| Netherlands | 43,600 | 24,500 | 42,900 | 22,500 | 45,700 | 32,500 |
| Czech Republic | 41,800 | 13,400 | 45,000 | 14,800 | 36,200 | 11,500 |
| Greece | 24,200 | 18,100 | 29,100 | 13,000 | 32,400 | 12,700 |
| Denmark | 27,600 | 7,500 | 26,900 | 6,500 | 28,000 | 8,500 |
| Sweden | 22,700 | 4,800 | 23,000 | 5,000 | 24,400 | 5,900 |
| Poland | 12,800 | 6,400 | 15,800 | 11,900 | 16,100 | 17,200 |
| Portugal | 12,800 | 4,500 | 14,400 | 5,600 | 13,000 | 7,000 |
| Ireland | 11,800 | 1,500 | 12,100 | 1,500 | 11,300 | 2,000 |
| Finland | 8,900 | 1,600 | 9,600 | 1,600 | 10,400 | 1,900 |
| Hungary | 3,500 | 2,200 | 4,500 | 3,400 | 6,300 | 6,000 |
| Slovenia | 4,200 | 1,500 | 4,300 | 1,600 | 4,600 | 1,700 |
| Slovakia | 4,100 | 1,500 | 4,100 | 1,400 | 3,600 | 1,700 |
| Cyprus | 3,300 | 900 | 3,300 | 1,100 | 3,200 | 1,200 |
| Lithuania | 2,100 | 1,300 | 2,300 | 1,500 | 2,500 | 1,900 |
| Latvia | 1,400 | 700 | 1,300 | 700 | 1,700 | 900 |
| Estonia | 1,400 | 600 | 1,300 | 500 | 1,600 | 600 |
| Malta | 1,600 | - | 1,500 | - | 1,300 | - |
| Luxembourg | 400 | 100 | 1,000 | 100 | 200 | - |

**Import of Ceramicware by the EU-25, by EU-country, 2001-2003, value thousand €/ tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| EU-25 | 628,300 | 301,100 | 597,900 | 299,000 | 626,600 | 339,200 |
| | | | | | | |
| Utd. Kingdom | 138,800 | 67,600 | 138,800 | 71,400 | 135,600 | 72,200 |
| France | 110,800 | 55,300 | 103,200 | 51,700 | 107,300 | 55,900 |
| Germany | 90,200 | 50,400 | 80,000 | 45,000 | 84,400 | 53,800 |
| Netherlands | 60,300 | 23,700 | 36,600 | 18,800 | 45,700 | 25,200 |
| Spain | 38,600 | 18,500 | 45,800 | 22,100 | 44,200 | 22,600 |
| Belgium | 37,300 | 15,500 | 29,900 | 13,500 | 40,400 | 16,600 |
| Italy | 30,300 | 13,000 | 29,900 | 12,800 | 34,400 | 19,700 |
| Sweden | 19,400 | 10,400 | 19,200 | 9,700 | 19,400 | 9,900 |
| Austria | 15,200 | 6,400 | 16,200 | 6,300 | 17,200 | 5,900 |
| Ireland | 20,100 | 4,700 | 18,900 | 4,000 | 16,700 | 4,500 |
| Poland | 13,700 | 10,800 | 16,100 | 15,400 | 15,900 | 18,200 |
| Denmark | 10,500 | 4,400 | 16,300 | 5,700 | 15,600 | 7,000 |
| Greece | 7,100 | 2,700 | 9,600 | 3,200 | 9,200 | 4,700 |
| Finland | 6,700 | 2,800 | 6,400 | 2,800 | 8,800 | 3,800 |
| Czech Republic | 6,100 | 4,300 | 7,400 | 6,200 | 7,700 | 7,200 |
| Portugal | 8,200 | 3,800 | 8,600 | 3,000 | 7,600 | 3,100 |
| Hungary | 2,200 | 1,600 | 2,500 | 1,800 | 3,200 | 2,300 |
| Slovakia | 2,000 | 1,500 | 2,200 | 1,900 | 2,600 | 2,000 |
| Cyprus | 3,300 | 1,300 | 2,600 | 1,200 | 2,500 | 1,300 |
| Lithuania | 1,100 | 900 | 1,100 | 700 | 1,900 | 1,300 |
| Luxembourg | 2,500 | 500 | 2,300 | 500 | 1,900 | 400 |
| Estonia | 1,200 | 600 | 1,200 | 500 | 1,400 | 800 |
| Slovenia | 1,000 | 300 | 1,100 | 300 | 1,100 | 500 |
| Malta | 900 | - | 1,100 | - | 900 | - |
| Latvia | 700 | 200 | 900 | 400 | 900 | 400 |

**Import of Woodware by the EU-25, by EU-country, 2001-2003, value thousand € / tons**

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| EU-25 | 198,900 | 63,200 | 202,300 | 70,700 | 196,300 | 76,100 |
| | | | | | | |
| Utd. Kingdom | 52,600 | 16,500 | 58,000 | 20,800 | 53,700 | 22,000 |
| Germany | 32,600 | 12,300 | 30,300 | 11,600 | 30,000 | 13,000 |
| France | 25,000 | 7,600 | 27,900 | 10,600 | 27,000 | 11,800 |
| Italy | 13,300 | 4,200 | 12,600 | 4,400 | 12,000 | 4,900 |
| Spain | 8,300 | 2,700 | 10,000 | 3,200 | 9,700 | 3,900 |
| Netherlands | 12,900 | 4,200 | 9,900 | 3,800 | 9,600 | 3,600 |
| Sweden | 7,600 | 2,700 | 9,700 | 3,400 | 9,100 | 3,100 |
| Belgium | 11,800 | 3,300 | 10,300 | 2,900 | 8,700 | 2,700 |
| Denmark | 6,300 | 1,600 | 6,000 | 1,500 | 6,600 | 1,700 |
| Austria | 6,800 | 2,000 | 5,800 | 2,000 | 6,000 | 2,100 |
| Greece | 3,900 | 1,600 | 3,700 | 1,000 | 5,100 | 1,500 |
| Ireland | 4,700 | 900 | 4,100 | 1,000 | 3,900 | 1,000 |
| Portugal | 3,000 | 600 | 3,600 | 1,300 | 3,900 | 700 |
| Poland | 2,600 | 900 | 2,300 | 800 | 2,600 | 1,100 |
| Finland | 2,000 | 500 | 2,100 | 500 | 2,400 | 600 |
| Czech Republic | 1,600 | 500 | 1,700 | 600 | 1,800 | 700 |
| Hungary | 1,000 | 500 | 1,200 | 600 | 1,500 | 800 |
| Slovakia | 600 | 200 | 800 | 300 | 700 | 200 |
| Cyprus | 600 | 100 | 600 | 200 | 500 | 100 |
| Luxembourg | 400 | - | 500 | 100 | 400 | - |
| Estonia | 200 | - | 300 | - | 300 | - |
| Slovenia | 300 | 100 | 300 | 100 | 300 | 100 |
| Latvia | 300 | - | 200 | - | 200 | 100 |
| Lithuania | 100 | - | 100 | - | 200 | 100 |
| Malta | 200 | - | 200 | - | 200 | - |

# APPENDIX 3 DETAILED EXPORT STATISTICS

### Export of table- & kitchenware by the EU-25, by country, 2001-2003, value thousand € / tons

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 9,890,000 | 2,426,000 | 9,913,000 | 2,446,000 | 9,527,000 | 2,409,000 |
| | | | | | | |
| France | 1,852,000 | 506,000 | 1,831,000 | 506,000 | 1,685,000 | 478,000 |
| Germany | 1,555,000 | 265,000 | 1,643,000 | 261,000 | 1,549,000 | 252,000 |
| Italy | 1,772,000 | 502,000 | 1,694,000 | 492,000 | 1,493,000 | 426,000 |
| Belgium | 764,000 | 164,000 | 709,000 | 160,000 | 741,000 | 159,000 |
| United Kingdom | 706,000 | 104,000 | 659,000 | 118,000 | 623,000 | 107,000 |
| Netherlands | 423,000 | 107,000 | 442,000 | 114,000 | 482,000 | 144,000 |
| Poland | 441,000 | 167,000 | 439,000 | 167,000 | 445,000 | 182,000 |
| Spain | 407,000 | 152,000 | 445,000 | 165,000 | 424,000 | 168,000 |
| Czech Republic | 413,000 | 120,000 | 420,000 | 118,000 | 413,000 | 121,000 |
| Portugal | 316,000 | 118,000 | 318,000 | 112,000 | 325,000 | 117,000 |
| Austria | 334,000 | 43,000 | 320,000 | 39,000 | 320,000 | 39,000 |
| Sweden | 191,000 | 38,000 | 204,000 | 36,000 | 224,000 | 41,000 |
| Denmark | 178,000 | 20,000 | 219,000 | 21,000 | 216,000 | 23,000 |
| Ireland | 131,000 | 6,000 | 136,000 | 7,000 | 117,000 | 7,000 |
| Hungary | 113,000 | 33,000 | 107,000 | 29,000 | 102,000 | 30,000 |
| Slovakia | 72,000 | 23,000 | 81,000 | 25,000 | 102,000 | 27,000 |
| Slovenia | 81,000 | 25,000 | 79,000 | 27,000 | 77,000 | 30,000 |
| Luxembourg | 48,000 | 8,000 | 69,000 | 19,000 | 77,000 | 32,000 |
| Greece | 29,000 | 9,000 | 31,000 | 12,000 | 46,000 | 13,000 |
| Finland | 44,000 | 6,000 | 48,000 | 7,000 | 45,000 | 7,000 |
| Lithuania | 9,000 | 6,000 | 9,000 | 5,000 | 9,000 | 4,000 |
| Estonia | 4,000 | 1,000 | 4,000 | 1,000 | 5,000 | 1,000 |
| Latvia | 5,000 | 2,000 | 4,000 | 2,000 | 4,000 | 2,000 |
| Cyprus | 1,000 | - | 1,000 | 4,000 | 1,000 | - |
| Malta | - | - | - | - | - | - |

### Export of table- & kitchenware by the EU-25, by product group, 2001-2003, value thousand € / tons

| | 2001 | | 2002 | | 2003 | |
|---|---|---|---|---|---|---|
| | value € | volume | value € | volume | value € | volume |
| Total | 9,890,000 | 2,426,000 | 9,913,000 | 2,446,000 | 9,527,000 | 2,409,000 |
| | | | | | | |
| Plasticware | 1,821,000 | 442,000 | 1,910,000 | 475,000 | 1,969,000 | 506,000 |
| Woodware | 94,000 | 21,000 | 102,000 | 22,000 | 94,000 | 24,000 |
| China & Porcelain | 1,159,000 | 200,000 | 1,108,000 | 199,000 | 1,051,000 | 190,000 |
| Ceramicware | 703,000 | 256,000 | 673,000 | 248,000 | 640,000 | 222,000 |
| Glassware | 3,326,000 | 1,070,000 | 3,322,000 | 1,079,000 | 3,101,000 | 1,061,000 |
| Metalware | 2,110,000 | 384,000 | 2,116,000 | 372,000 | 2,022,000 | 355,000 |
| Cutlery | 676,000 | 54,000 | 682,000 | 52,000 | 650,000 | 51,000 |

# APPENDIX 4 USEFUL ADDRESSES

**Standards organisations**

INTERNATIONAL
**International Organisation for Standardization (ISO)**
E-mail: mailto:central@iso.org
Internet: http://www.iso.org/

EUROPEAN UNION
**Comité Européen de Normalisation (CEN)**
European Normalisation Committee
E-mail: mailto:infodesk@cenorm.be
Internet: http://www.cenorm.be/

**SGS Société Générale de Surveillance (SA)**
E-mail: mailto:enquiries@sgs.com
Internet: http://www.sgs.com/

GERMANY
**Deutsches Institut für Normung (DIN)**
E-mail: mailto:directorate.international@din.de
Internet: http://www2.din.de/

**RAL Deutsches Institut für Gütesicherung & Kennzeichnung**
E-mail: mailto:RAL-Institut@RAL.de
Internet: http://www.ral.de/

UNITED KINGDOM
**British Standards Institution (BSI)**
E-mail: mailto:standards.international@bsi-global.com
Internet: http://www.bsi-global.com

FRANCE
**Association Française de Normalisation (AFNOR)**
E-mail: mailto:uari@afnor.fr
Internet: http://www.afnor.fr/

ITALY
**Ente Nazionale Italiano di Unificazione (UNI)**
E-mail: mailto:uni@uni.com
Internet: http://www.uni.com/it

SPAIN
**Asocianión Española de Normalización y certification (AENOR)**
E-mail: mailto:info@aenor.es
Internet: http://www.aenor.es/

THE NETHERLANDS
**Nederlands Normalisatie Instituut (NEN)**
E-mail: mailto:info@nen.nl
Internet: http://www2.nen.nl/

BELGIUM
**Institut Belge de Normalisation (IBN), Belgisch Instituut voor Normalisatie (BIN)**
E-mail: mailto:info@ibn.be
Internet: http://www.ibn.be/

## Source of price information

INTERNATIONAL
**Ikea**
E-mail: see contact on the internet site
Internet: http://Ikea.com/

**Tupperware**
E-mail: see contact on the internet site
Internet: http://order.tupperware.com/coe/app/home#

GERMANY
**Karstadt**
E-mail: mailto:kundenservice@karstadt.de
Internet: http://www.karstadt.de/

**Galeria Kaufhof**
E-mail: mailto:service@galeria-kaufhof.de
Internet: http://www.kaufhof.de/

**Neckermann**
E-mail: mailto:service@neckermann.de
Internet: http://www.neckermann.de/

**Otto**
E-mail: mailto:service@otto.de
Internet: http://www.otto.de/

**Quelle**
E-mail: mailto:service.quelle@quelle.de
Internet: http://www.quelle.de/

UNITED KINGDOM
**Argos**
E-mail: mailto:info@argos.co.uk
Internet: http://www.argos.co.uk/

## Trade associations

EUROPEAN UNION
**Federation of the European Cutlery, Flatware, Holloware and Cookware industries (FEC)**
E-mail: mailto:unitam@mail.fimeca.com, mailto:info@ivsh.de
Internet: http://www.fecinfo.org/

**Fédération Européenne. des Industries de Porcelaine et de Faience de Table et d'Ornamentation**
(European Federation for Table- and Ornamentalware)
E-mail: mailto:sec@cerameunie.net
Internet: http://www.fepf.web.at.it/

**Standing Committee of the European Glass Industries Comité**
E-mail: mailto:info@cpivglass.be
Internet: http://www.cpivglass.be/

FRANCE
**Union des Industries d'articles pour la table, le menage et activites connexes**
E-mail : mailto:unitam@mail.fimeca.com
Internet: http://www.unitam.fr/

GERMANY
**German Association of Cutlery, Flatware and houseware Industry (IVSH)**
E-mail: mailto:info@ivsh.de
Internet: http://www.ivsh.de/

**Verband der Keramische Industrie e.V. (VKI)**
(Association of German manufactures in the German Industry)
E-mail: mailto:info@keramverband.de
Internet: http://www.keramverband.de/

**Bundesverband für den gedeckten Tisch, Hausrat und Wohnkutlur e.V.**
E-mail mailto:gpk@einzelhandel.de
Internet: http://www.gpk-online.de/

ITALY
**Federceramica Associazione Nationale Imprese Della Ceramica E Degli Abrasivi**
(The European *Abrasives* Producers' Federation)
E-mail mailto:federceramica@federchimica.it
Internet: http://www.federchimica.it/

**Associazione Nazionale degli Industriali del Vetro (ASSOVETRO)**
(Association of Italian glass manufacturers)
Telephone: +39-06 488 09 47
Fax: +39-06 420 11 162
E-Mail: mailto:Assovetro@tin.it

UNITED KINGDOM
**British Hardware & Housewares Manufacturers' Association**
E-mail: mailto:bhhma@brookehouse.co.uk
Internet: http://www.bhhma.com/

**British Cutlery and Silverware Association (BCSA)**
E-mail: mailto:cathysteele@secas.co.uk
Internet: http://www.bja.org.uk/

**British Ceramic Gift and Tableware Manufacturers Association**
E-mail: mailto:bcc@ceramfed.co.uk
Internet: http://www.ceramfed.co.uk/

**British Glass Manufacturers Association - BGMA**
E-Mail: mailto:info@britglass.co.uk
Internet: http://www.britglass.org.uk/

THE NETHERLANDS
**Gemengde Branche – Gebra**
(Mixed Branch Association)
E-mail: mailto:info@gebra.nl
Internet: http://www.gebra.nl/

**Vereniging van Nederlandse Glasfabrikanten (VNG)**
Telephone: +31 (0)59 8313211
Fax: +31 (0)598 39 96 49
E-Mail: mailto:Vanderwoude@ppg.com

**Algemene vereniging voor de Nederlandse Aardewerk-Industrie**
Telephone: +31(0)26 442 82 22
Fax +31(0)26 445 45 39
E-mail: mailto:sko@bart.nl

**Trade fair organisers**

GERMANY
**Ambiente** (February)
Location: Frankfurt am Main, Germany
Organisation: Messe Frankfurt GmbH
E-mail: mailto:ambiente@messefrankfurt.com
Internet: http://www.ambiente.messefrankfurt.com
Sector: Table art, table- & kitchenwares, gourmet shop, table decoration and accessories, interior design, giftware, jewellery, paper ware, perfume, accessories.

**Tendence** (August)
Location: Frankfurt am Main, Germany
Organisation: Messe Frankfurt GmbH
E-mail: mailto:tendence@messefrankfurt.com
Internet: http://www.tendence-lifestyle.messefrankfurt.com
Sector: Table art, table- & kitchenwares, gourmet shop, table decoration and accessories, interior design, giftware, jewellery, paper ware, perfume, accessories.

UNITED KINGDOM
**Harrogate Home & Gift** (July)
Location: Harrogate, United Kingdom
Organisation: Clarion Event
E-mail: mailto:homeandgift@eco.co.uk
Internet: http://www.homeandgift.co.uk/
Sector: giftware, jewellery, greeting cards, gift stationery, pictures and prints, home accessories, china, ceramics, glass and gardenware

**Spring Fair Birmingham** (February)
Location: Birmingham, United Kingdom
Organisation: Trade Promotion Services Ltd
E-mail: mailto:info@emap.com
Internet: http://www.springfair.com/
Sector: General giftware, jewellery, watches, china and glass, fashion accessories, leather, frames and fine art.

FRANCE
**Maison & Objet** (September and January)
Location: Paris Nord-Villepinte, France
Organisation: SAFI
E-mail: mailto:info@maison-objet.com
Internet: http://www.maison-objet.com/
Sector: International home decoration, and textiles, fragrances, arts and crafts, games, and stationery.

ITALY
**Florence Gift Market** (April/ Mai)
Location: Florence, Italy
Organisation: Florence Mart S.R.L.
E-mail: mailto:florencemart@florencemart.it
Internet: http://www.florencemart.it/
Sector: International handicraft fair: home furnishing, textile and metal articles, costume jewellery, ceramics, leather and fur articles.

**MACEF** (September and January/February)
Location: Milan, Italy
Organisation: FMI - Fiera Milano International S.p.a.
E-mail: mailto:macef@fmi.it
Internet: http://www.macefautunno.biz/
Sector: Tableware, kitchenware, glass, artificial flowers and plants, wickerwork, candles, gifts, home decoration, ceramics, porcelain, pictures, frames and home textiles

THE NETHERLANDS
**Huishoudbeurs** (March)
Location: Amsterdam, The Netherlands
Organisation: RAI
E-mail: mailto:huishoudbeursinfo@rai.nl
Internet: http://www.huishoudbeurs.rai.nl/
Sector: Home decoration, fashion and accessories, table- and kitchenware

SPAIN
**Expohogar Regalo oño** (September)
Location: Barcelona, Spain
Organisation: Fira Barcelona
E-mail: mailto:servifira@firabcn.es
Internet: http://www.expohogar.com/
Sector: International trade fair for gifts, house and home: gifts, arts, crafts, crystal, glass, china, pottery, tableware, furnishings, lighting and household appliances.

**Trade press**

GERMANY
**Schöner Wohnen**
Telephone: +49 (0)40 3703 4041
Internet: http://www.livingathome.de/
Content: Living and interior decoration
Publication: Monthly

**Stil & Markt**
E-mail: mailto:stilundmarkt@meisenbach.de
Internet: http://www.meisenbach.de/
Content: gifts, table- and houseware, lifestyle
Publication: Monthly

**Das Haus**
*interior decoration*
E-mail: mailto:service1@dashaus.burda.com
Internet: http://www.haus.de/
Content: interior decoration, garden
Publication: Monthly

**Wohnidee - Wohnen und Leben**
E-mail: mailto:info@wohnidee.de
Internet: http://www.wohnidee.de/
Content: interior decoration, gifts
Publication: Monthly

**Elle Decoration**
E-mail: mailto:service@burdadirect.de
Internet: http://www.elle.de/
Content: Fashion, culture
Publication: Monthly

UNITED KINGDOM
**Tableware International**
E-mail: mailto:info@uk.dmgworldmedia.com
Internet: http://www.tablewareinternational.com/
Content: houseware, tableware, gifts
Publication: Monthly

**English Homes**
E-mail: mailto:info@international-homes.com
Internet: http://www.international-homes.com/
Content: Home and lifestyle
Publication: Monthly

**The English home**
Telephone: +20 (0)7751 4800
Internet: http://www.theenglishhome.co.uk/
Content: Interior design and decoration, furnishing
Publication: Monthly

FRANCE

**Art & Decoration**

E-mail: see contact on the internet site
Internet: http://www.art-decoration.fr/
Content: decoration, hobby and art
Publication: Monthly

**Cuisines & Bains**

E-mail: mailto:contact@homeconfort.com
Internet: http://www.cuisinebain.com/
Content: Kitchen and bathing
Publication: Monthly

**Elle Decoration France**

E-mail: mailto:ellemagazine@hfp.fr
Internet: http://www.elle.fr/
Content: Fashion, beauty, interior decoration, home
Publication: Monthly

ITALY

**Elle decor**

E-mail: mailto:vendite.milano@rusconi.it
Internet: http://www.elle.it/
Content: Fashion, beauty, interior decoration, home
Publication: 10 issues yearly

**Spazio Casa**

E-mail: mailto:info@spazio-casa.it
Internet: http://www.spazio-casa.it/
Content: style, interior decoration, home
Publication: quarterly

THE NETHERLANDS

**Eigen huis & interieur**

E-mail: mailto:redactie@vtwonen.nl
Internet: http://www.vtwonen.nl/
Content: Living, home decoration
Publication: Monthly

**Ariande at home**

Telephone: mailto:ariande@sanoma-uitgevers.nl
Internet: http://www.ariadneathome.nl/
Content: Living, home decoration
Publication: Monthly

**Home and garden**

E-mail: mailto:homeandgarden@sanorma-uitgevers.nl
Internet: http://www.homeandgarden.nl/
Content: Garden and home decoration
Publication: Monthly

SPAIN
**Casa diez**
E-mail: mailto:casadieze@hachette.es
Internet: http://www.casadiez.es/
Content: Home decoration
Publication: Monthly

**Other useful addresses**

INTERNATIONAL
**Euromonitor International**
E-mail: mailto:info@euromonitor
Internet: http://www.euromonitor.com/

**International Chamber of Commerce**
E-mail: mailto:webmaster@iccwbo.org
Internet: http://www.iccwbo.org/

**International Trade Centre UNCTAD/ WTO**
E-mail: mailto:tirc@intracen.org
Internet: http://www.intracen.org/

**International Labour Organisation**
E-mail: mailto:ilo@ilo.org
Internet: http://www.ilo.org/

**Mintel International Group Ltd.**
E-mail: mailto:info@mintel.com
Internet: http://www.mintel.com/

**Marketing Directions, Inc.**
E-mail: mailto:info@trendcurve.com
Internet: http://www.trendcurve.com/

EUROPE
**Commission of the European Communities**
E-mail: mailto:ecolabel@cec.eu.int
Internet: http://europa.eu.int/comm/environment/ecolabel/index_en.htm

**Trend Trendhub Ltd.**
E-mail: mailto:consultancy@trendhub.com
Internet: http://www.trendhub.com/

GERMANY
**Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH**
E-mail: mailto:Internet-Team@gtz.de
Internet: http://www.gtz.de

# APPENDIX 5 LIST OF DEVELOPING COUNTRIES

The list of developing countries as applied in this market survey is the OECD DAC list of countries. Please note that the OECD DAC list of developing countries, as applied in this market survey, may include countries that are usually not considered as developing countries.

Afghanistan
Albania
Algeria
Angola
Anguilla
Antigua and Barbuda
Argentina
Armenia
Azerbaijan
Bahrain
Bangladesh
Barbados
Belize
Benin
Bhutan
Bolivia
Bosnia & Herzegovina
Botswana
Brazil
Burkina Faso
Burundi
Cambodia
Cameroon
Cape Verde
Central African rep.
Chad
Chile
China
Colombia
Comoros
Congo Dem. Rep.
Congo Rep.
Cook Islands
Costa Rica
Côte d'Ivoire
Croatia
Cuba
Djibouti
Dominica
Dominican republic
Ecuador
East Timor
Egypt
El Salvador
Equatorial Guinea
Eritrea
Ethiopia
Fiji
Gabon
Gambia
Georgia
Ghana
Grenada
Guatemala
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
India
Indonesia
Iran
Iraq
Jamaica
Jordan
Kazakhstan
Kenya
Kiribati
Korea, rep of
Kyrghyz Rep.
Laos
Lebanon
Lesotho
Liberia
Macedonia
Madagascar
Malawi
Malaysia
Maldives
Mali
Marshall Islands
Mauritania
Mauritius
Mayotte
Mexico
Micronesia, Fed. States
Moldova
Mongolia
Montserrat
Morocco
Mozambique
Myanmar
Namibia
Nauru
Nepal
Nicaragua
Niger
Nigeria
Niue
Oman
Pakistan
Palau Islands
Palestinian Admin. Areas
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Rwanda
Samoa
São Tomé & Principe
Saudi Arabia
Senegal
Serbia and Montenegro
Seychelles
Sierra Leone
Solomon Islands
Somalia
South Africa
Sri Lanka
St. Helena
St. Kitts-Nevis
St. Lucia
St. Vincent and Grenadines
Sudan
Surinam
Swaziland
Syria
Tajikistan
Tanzania
Thailand
Togo
Tokelau
Tonga
Trinidad & Tobago
Tunisia
Turkey
Turkmenistan
Turks & Caicos Islands
Tuvalu
Uganda
Uruguay
Uzbekistan
Vanuatu
Venezuela
Vietnam
Wallis & Futuna
Yemen
Zambia
Zimbabwe

Source: OECD

# APPENDIX 6 USEFUL INTERNET SITES

**International Houseware Association**
E-mail: mailto:dmiller@houseware.org
Internet: http://www.housewares.org/
Content: International Houseware Association is a trade association dedicated to promoting the sales and marketing of housewares. Their main focus is on the United States.

**The Gourmet Retailer**
E-mail: mailto:info@gourmetretailer.com
Internet: http://www.gourmetretailer.com/
Content: Gourmet Retailer is an organisation for retailers in the specialty food and housewares industries. On their site, you will find the latest industry news, trade show dates and information, links to industry associations and articles. The main focus is on the United States.

**Hong Kong Trade Development Council (TDC trade)**
E-mail: mailto:hktdc@tdc.org.hk
Internet: http:///www.tdctrade.com/
Content The Hong Kong Trade Development Council is a marketing arm and public service hub for Hong Kong-based manufacturers, traders and service exporters. On their site you will find interesting articles on table- & kitchenware markets worldwide.