



# MARKET RESEARCH REPORT

**Product:** 9403 - Furniture and parts thereof, n.e.c. in chapter 94

**Country:** USA

**Special type of report considering USA announcement of new tariffs as of 1st August 2025**

## DISCLAIMER

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice.

You should not act upon the information contained in this publication without obtaining specific professional advice.

No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, UAB Export Hunter, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

# CONTENTS OF THE REPORT

## **Scope of the Market Research**

### **Executive Summary**

Estimation of Weighted Average Tariff

### **Global Market Trends**

Global Market: Summary

Global Market: Long-term Trends

Markets Contributing to Global Demand

### **Country Economic Outlook**

Country Economic Outlook

Country Economic Outlook - Competition

### **Country Market Trends**

Product Market Snapshot

Long-term Country Trends: Imports Values

Long-term Country Trends: Imports Volumes

Long-term Country Trends: Proxy Prices

Short-term Trends: Imports Values

Short-term Trends: Imports Volumes

Short-term Trends: Proxy Prices

### **Country Competition Landscape**

Competition Landscape: Value Terms

Competition Landscape: Volume Terms

Competition Landscape: Contributors to Growth

Competition Landscape: Top Competitors

### **List of Companies**

### **Policy Changes Affecting Trade**

### **List of Abbreviations and Terms Used**

### **Methodology**

### **Contacts & Feedback**

## SCOPE OF THE MARKET RESEARCH

Selected Product	Other furniture
Product HS Code	9403
Detailed Product Description	9403 - Furniture and parts thereof, n.e.c. in chapter 94
Selected Country	USA
Period Analyzed	Jan 2019 - Jun 2025

# 1

## EXECUTIVE SUMMARY

# ESTIMATION OF WEIGHTED AVERAGE TARIFF ON THE PRODUCT IMPORTED TO USA BASED ON GEO OF IMPORTS

This section presents an estimation of additional tariff burden on the imports of the analyzed product based on the tariffs announced by a number of Executive Orders of the President of the United States issued from February to July 2025. The table provides detailed information on imports of "Other furniture" to the USA for the LTM period (07.2024 - 06.2025), along with an estimation of the additional tariff burden on the imports potentially arising as a result of implementation of the mentioned regulations. The methodology used for the estimation is outlined on the following page of this report.

Table 1. Country's Imports by Trade Partners in LTM, US\$. Calculation of Potential Additional Tariff Burden

Trade Partner	Imports to the USA (07.2024 - 06.2025), US \$)	Trade Partner's Share in Total Imports to the USA (07.2024 - 06.2025), %	Country Specific Additional Ad Valorem Duty in acc. with Executive Orders as of 1 August, 2025	Product Specific Exemption from Application of Additional Ad Valorem Duty in acc. with Executive Order from April 2, 2025 or Executive Orders from February 1, 2025 or Product Specific Ad Valorem Duty in acc. with the Executive Orders from February 10, 2025, March 26, 2025, June 3, 2025 and July 30, 2025	Additional Ad Valorem Duty Applied in Estimation
Viet Nam	8,821,843,201	30.498%	20.0%	-	20.0%
China	5,910,447,225	20.433%	34.0%	-	34.0%
Canada	2,740,247,836	9.473%	0.0%	-	0.0%
Mexico	2,187,765,471	7.563%	0.0%	-	0.0%
Malaysia	1,435,183,160	4.962%	19.0%	-	19.0%
Italy	1,269,121,704	4.388%	15.0%	-	15.0%
Asia, not elsewhere specified	812,379,811	2.809%	32.0%	-	32.0%
Thailand	755,310,133	2.611%	19.0%	-	19.0%
Indonesia	754,320,130	2.608%	19.0%	-	19.0%
India	688,091,685	2.379%	25.0%	-	25.0%
Cambodia	444,855,966	1.538%	19.0%	-	19.0%
Poland	401,586,985	1.388%	15.0%	-	15.0%
United Kingdom	355,766,591	1.230%	10.0%	-	10.0%
Germany	308,223,918	1.066%	15.0%	-	15.0%
Brazil	232,161,629	0.803%	50.0%	-	50.0%
Lithuania	231,696,284	0.801%	15.0%	-	15.0%
Spain	133,954,227	0.463%	15.0%	-	15.0%
Türkiye	130,969,161	0.453%	15.0%	-	15.0%
Portugal	129,108,201	0.446%	15.0%	-	15.0%
France	123,678,465	0.428%	15.0%	-	15.0%
<b>Total Imports</b>	<b>27,866,711,783</b>	<b>96.339%</b>			
<b>Weighted Average Additional Tariff Burden</b>					<b>19.4%</b>

# ESTIMATION OF WEIGHTED AVERAGE TARIFF ON THE PRODUCT IMPORTED TO USA BASED ON GEO OF IMPORTS

This section presents the methodology and an important disclaimer in relation to the estimation of additional tariff burden on the imports of the analyzed product based on the tariffs announced by a number of Executive Orders of the President of the United States issued from February to July 2025.

## Approach to Estimation & Disclaimer:

1. The estimation of potential additional tariff burdens on international trade flows with the United States, as presented in the table on the preceding page, is based on GTAIC's interpretation of the following legislative acts issued by the U.S. Government:
  - Executive Order of the President of the United States, Donald J. Trump, dated April 2, 2025, titled "Regulating Imports with a Reciprocal Tariff to Rectify Trade Practices that Contribute to Large and Persistent Annual United States Goods Trade Deficits."
  - Executive Order of the President of the United States, Donald J. Trump, dated February 1, 2025, titled "Imposing Duties to Address the Flow of Illicit Drugs Across Our Northern Border."
  - Executive Order of the President of the United States, Donald J. Trump, dated February 1, 2025, titled "Imposing Duties to Address the Situation at Our Southern Border."
  - Executive Order of the President of the United States, Donald J. Trump, dated March 26, 2025, titled "Adjusting Imports of Automobiles and Automobile Parts into the United States."
  - Executive Order of the President of the United States, Donald J. Trump, dated March 3, 2025, titled "Further Amendment to Duties Addressing the Synthetic Opioid Supply Chain in the People's Republic of China."
  - Executive Order of the President of the United States, Donald J. Trump, dated April 9, 2025, titled "Modifying Reciprocal Tariff Rates to Reflect Trading Partner Retaliation and Alignment."
  - Executive Order of the President of the United States, Donald J. Trump, dated May 12, 2025, titled "Modifying Reciprocal Tariff Rates to Reflect Discussions with the People's Republic of China."
  - Executive Order of the President of the United States, Donald J. Trump, dated June 3, 2025, titled "Adjusting Imports of Aluminum and Steel into the United States."
  - Executive Order of the President of the United States, Donald J. Trump, dated July 30, 2025, titled "Adjusting Imports of Copper into the United States."
  - Executive Order of the President of the United States, Donald J. Trump, dated June 31, 2025, titled "Further Modifying the Reciprocal Tariff Rates."
2. Factsheet on the announcement by the President of the United States, Donald J. Trump, dated July 22, 2025, titled "The United States and Indonesia Reach Historic Trade Deal", including lowering the tariff on goods exported from India to 19%.
3. On 27 July 2025, the President of European Commission, Ursula von der Leyen and the President of the United States, Donald J. Trump agreed a deal on tariff ceiling of 15% for EU goods.
4. On 30 July 2025, the President of the United States, Donald J. Trump announced a 50% tariff on imported goods from Brazil, set to take effect on August 7, 2025.
5. The weighted average additional tariff burden, calculated in the table, is derived based on the import values from top-20 Trade Partners supplying the product analyzed to the USA in the LTM period, incorporating the applicable country specific tariff set by the aforementioned regulations. In case if any exemptions have been set for specific product, or otherwise, product specific additional ad valorem duties have been set by the aforementioned regulations, these product specific tariffs have been applied instead of country specific tariffs.
6. A 0% tariff rate is applied to goods imported from Canada and Mexico, provided they meet the requirements of the USMCA free trade agreement. This exemption does not extend to goods specifically regulated by the aforementioned orders. However, goods that do not comply with the USMCA provisions will be subject to an additional duty of 25%.
7. Exemptions set in the guidance by U.S. Customs and Border Protection CSMS # 64724565 - UPDATED GUIDANCE – Reciprocal Tariff Exclusion for Specified Products in relation to specific goods imported from China are also considered.

# ESTIMATION OF WEIGHTED AVERAGE TARIFF ON THE PRODUCT IMPORTED TO USA BASED ON GEO OF IMPORTS

---

This section presents the methodology and an important disclaimer in relation to the estimation of additional tariff burden on the imports of the analyzed product based on the tariffs announced by a number of Executive Orders of the President of the United States issued from February to July 2025.

---

## Approach to Estimation & Disclaimer:

8. Classified under 4- or 6-digit HS codes, and given that the product-specific regulations are primarily applicable to goods under 8-digit HS codes, the tariffs for goods classified under 8-digit HS codes have been applied to the corresponding broader categories of goods classified under 6-digit and 4-digit HS codes.
9. It is important to note that this estimation does not account for existing tariff levels and reflects only the projected additional tariff burden that could result from the aforementioned regulations. These projections are based solely on GTAIC interpretation of the cited regulations. As such, the actual tariffs applicable to specific products from specific countries may differ from the figures used in this estimation.
10. The primary purpose of this estimation is to provide a high-level overview of the potential impact of the announced tariffs on trade with the United States. This estimation may be subject to revision as the tariffs are practically implemented and as outcomes from any bilateral negotiations, which may occur in the coming months, are realized.
11. GTAIC disclaims any responsibility for the accuracy or completeness of the projections, and cautions that actual tariff rates and their effects may vary from those outlined in this report.



SUMMARY: TOP EXPORTING COMPANIES IN EACH KEY SUPPLIER COUNTRY

This table presents a summary of the top exporters in each key supplier country. It includes company names, their countries of origin, websites, and estimated size metrics with values. The data has been generated with the assistance of Google's Gemini AI model and aims to provide actionable insights for market analysis and business decision-making.

Company Name	Country	Website	Size Metric	Size Value
Man Wah Holdings Limited	China	<a href="https://www.manwah.com/">https://www.manwah.com/</a>	Revenue	2,000,000,000\$
Kuka Home (Zhejiang Kuka Home Technology Co., Ltd.)	China	<a href="https://www.kukahome.com/">https://www.kukahome.com/</a>	Revenue	1,500,000,000\$
HTL International Holdings Ltd.	China	<a href="https://www.htl.com.sg/">https://www.htl.com.sg/</a>	Revenue	500,000,000\$
Lacquer Craft Mfg. Co., Ltd.	China	<a href="https://www.lacquercraft.com/">https://www.lacquercraft.com/</a>	Revenue	500,000,000\$
DeRUCCI (DeRUCCI Global Ltd.)	China	<a href="https://www.derucci.com/">https://www.derucci.com/</a>	Revenue	300,000,000\$
Woodland Global	Viet Nam	<a href="https://woodland.vn/">https://woodland.vn/</a>	Revenue	100,000,000\$
ScanCom International A/S	Viet Nam	<a href="https://www.scancom.com/">https://www.scancom.com/</a>	Revenue	100,000,000\$
Kaiser Furniture Vietnam	Viet Nam	<a href="https://kaiser.vn/">https://kaiser.vn/</a>	Revenue	50,000,000\$
AA Corporation	Viet Nam	<a href="https://www.aacorporation.com/">https://www.aacorporation.com/</a>	Revenue	50,000,000\$
Truong Thanh Furniture Corporation (TTF)	Viet Nam	<a href="https://ttf.vn/">https://ttf.vn/</a>	Revenue	50,000,000\$



**AI-Generated Content Notice:** This list of companies has been generated using Google's Gemini AI model. While we've made efforts to ensure accuracy, the information may contain errors or omissions. We recommend verifying critical details through additional sources before making business decisions based on this data.

## SUMMARY: TOP BUYERS / IMPORTERS IN THE TARGET COUNTRY

This table presents a summary of the top buyers and importers in the specified target country. It includes company names, their countries of origin, websites, and estimated size metrics with values. **The data has been generated with the assistance of Google's Gemini AI model and aims to provide actionable insights for market analysis and business decision-making.**

Company Name	Country	Website	Size Metric	Size Value
Ashley Furniture Industries, LLC	USA	<a href="https://www.ashleyfurniture.com/">https://www.ashleyfurniture.com/</a>	Revenue	8,000,000,000\$
Wayfair Inc.	USA	<a href="https://www.wayfair.com/">https://www.wayfair.com/</a>	Revenue	12,000,000,000\$
IKEA North America Services, LLC	USA	<a href="https://www.ikea.com/us/en/">https://www.ikea.com/us/en/</a>	Revenue	40,000,000,000\$
Williams-Sonoma, Inc.	USA	<a href="https://www.williams-sonomainc.com/">https://www.williams-sonomainc.com/</a>	Revenue	8,000,000,000\$
Rooms To Go	USA	<a href="https://www.roomstogo.com/">https://www.roomstogo.com/</a>	Revenue	2,000,000,000\$
La-Z-Boy Incorporated	USA	<a href="https://www.la-z-boy.com/">https://www.la-z-boy.com/</a>	Revenue	2,000,000,000\$
RH (Restoration Hardware)	USA	<a href="https://rh.com/">https://rh.com/</a>	Revenue	3,000,000,000\$
Bob's Discount Furniture	USA	<a href="https://www.mybobs.com/">https://www.mybobs.com/</a>	Revenue	1,500,000,000\$
Haverty Furniture Companies, Inc.	USA	<a href="https://www.havertys.com/">https://www.havertys.com/</a>	Revenue	800,000,000\$
Ethan Allen Interiors Inc.	USA	<a href="https://www.ethanallen.com/">https://www.ethanallen.com/</a>	Revenue	700,000,000\$
Living Spaces Furniture	USA	<a href="https://www.livingspaces.com/">https://www.livingspaces.com/</a>	Revenue	900,000,000\$
Raymour & Flanigan Furniture	USA	<a href="https://www.raymourflanigan.com/">https://www.raymourflanigan.com/</a>	Revenue	800,000,000\$
Crate and Barrel	USA	<a href="https://www.crateandbarrel.com/">https://www.crateandbarrel.com/</a>	Revenue	1,000,000,000\$
Pottery Barn	USA	<a href="https://www.potterybarn.com/">https://www.potterybarn.com/</a>	Revenue	8,000,000,000\$
West Elm	USA	<a href="https://www.westelm.com/">https://www.westelm.com/</a>	Revenue	8,000,000,000\$



**AI-Generated Content Notice:** This list of companies has been generated using Google's Gemini AI model. While we've made efforts to ensure accuracy, the information may contain errors or omissions. We recommend verifying critical details through additional sources before making business decisions based on this data.

SUMMARY: TOP BUYERS / IMPORTERS IN THE TARGET COUNTRY

This table presents a summary of the top buyers and importers in the specified target country. It includes company names, their countries of origin, websites, and estimated size metrics with values. **The data has been generated with the assistance of Google's Gemini AI model and aims to provide actionable insights for market analysis and business decision-making.**

Company Name	Country	Website	Size Metric	Size Value
Target Corporation	USA	<a href="https://corporate.target.com/">https://corporate.target.com/</a>	Revenue	100,000,000,000\$
Walmart Inc.	USA	<a href="https://corporate.walmart.com/">https://corporate.walmart.com/</a>	Revenue	600,000,000,000\$
Costco Wholesale Corporation	USA	<a href="https://www.costco.com/">https://www.costco.com/</a>	Revenue	240,000,000,000\$
Lowe's Companies, Inc.	USA	<a href="https://corporate.lowes.com/">https://corporate.lowes.com/</a>	Revenue	85,000,000,000\$
The Home Depot, Inc.	USA	<a href="https://corporate.homedepot.com/">https://corporate.homedepot.com/</a>	Revenue	150,000,000,000\$



**AI-Generated Content Notice:** This list of companies has been generated using Google's Gemini AI model. While we've made efforts to ensure accuracy, the information may contain errors or omissions. We recommend verifying critical details through additional sources before making business decisions based on this data.

# 2

## **GLOBAL MARKET TRENDS**

## GLOBAL MARKET: SUMMARY

Global Market Size (2024), in US\$ terms	US\$ 77.99 B
US\$-terms CAGR (5 previous years 2020-2024)	3.31 %
Global Market Size (2024), in tons	20,052.54 Ktons
Volume-terms CAGR (5 previous years 2020-2024)	-1.08 %
Proxy prices CAGR (5 previous years 2020-2024)	4.44 %

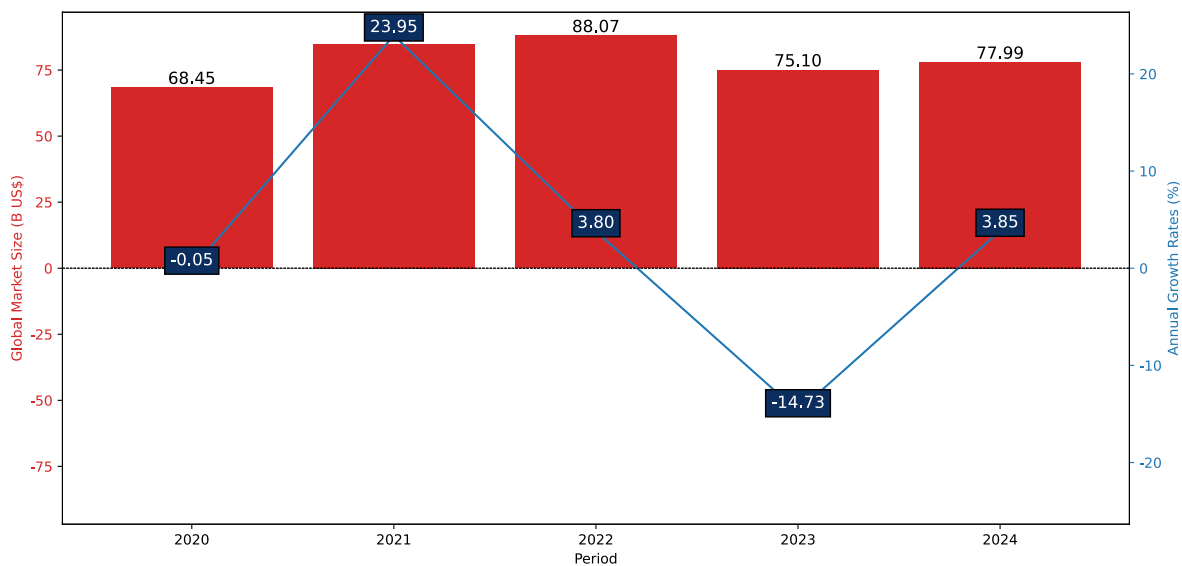
# GLOBAL MARKET: LONG-TERM TRENDS

This section describes the development over the past five years, focusing on global imports of the chosen product in US\$ terms, aggregating data from all countries. It presents information in absolute values, percentage growth rates, long-term Compound Annual Growth Rate (CAGR), and delves into the economic factors contributing to global imports.

Key points:

- i. The global market size of Other furniture was reported at US\$77.99B in 2024.
- ii. The long-term dynamics of the global market of Other furniture may be characterized as stable with US\$-terms CAGR exceeding 3.31%.
- iii. One of the main drivers of the global market development was decline in demand accompanied by growth in prices.
- iv. Market growth in 2024 outperformed the long-term growth rates of the global market in US\$-terms.

Figure 1. Global Market Size (B US\$, left axes), Annual Growth Rates (% , right axis)



- a. The global market size of Other furniture was estimated to be US\$77.99B in 2024, compared to US\$75.1B the year before, with an annual growth rate of 3.85%
- b. Since the past five years CAGR exceeded 3.31%, the global market may be defined as stable.
- c. One of the main drivers of the long-term development of the global market in the US\$ terms may be defined as decline in demand accompanied by growth in prices.
- d. The best-performing calendar year was 2021 with the largest growth rate in the US\$-terms. One of the possible reasons was growth in demand.
- e. The worst-performing calendar year was 2023 with the smallest growth rate in the US\$-terms. One of the possible reasons was decline in demand accompanied by decline in prices.

The following countries were not included in the calculation of the size of the global market over the last six years due to irregular provision of annual import statistics to the UN Comtrade Database (Top 10 countries with irregular data provision): United Kingdom, Australia, Spain, United Arab Emirates, Mexico, Russian Federation, Hungary, Singapore, Asia, not elsewhere specified, Indonesia.

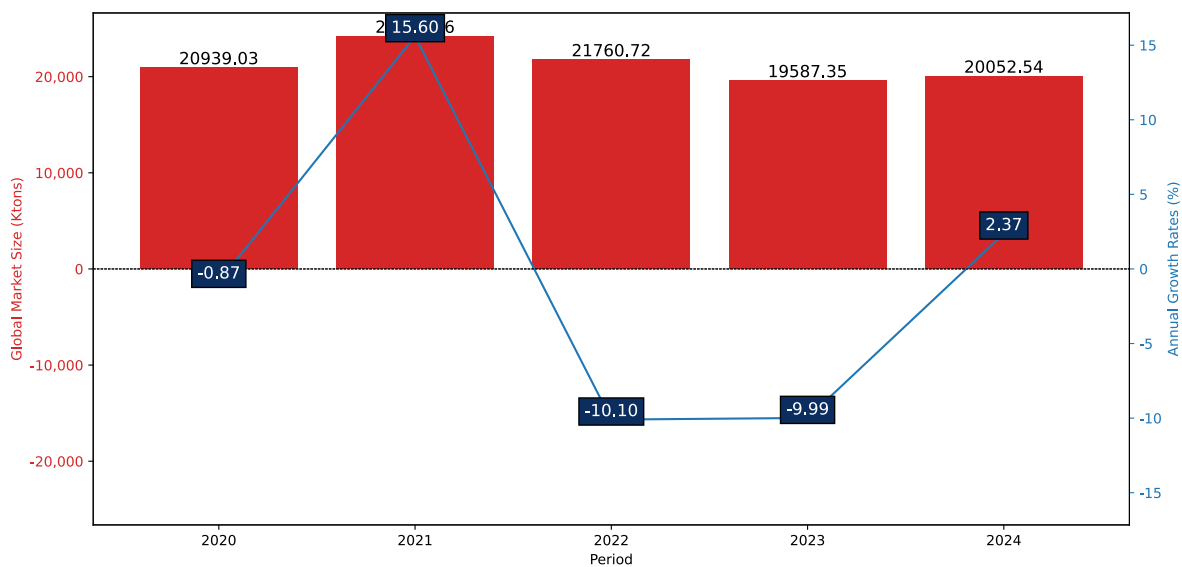
# GLOBAL MARKET: LONG-TERM TRENDS

This section provides an overview of the global imports of the chosen product in volume terms, aggregating data from imports across all countries. It presents information in absolute values, percentage growth rates, and the long-term Compound Annual Growth Rate (CAGR) to supplement the analysis.

Key points:

- i. In volume terms, global market of Other furniture may be defined as stagnating with CAGR in the past five years of -1.08%.
- ii. Market growth in 2024 outperformed the long-term growth rates of the global market in volume terms.

Figure 2. Global Market Size (Ktons, left axis), Annual Growth Rates (% ,right axis)



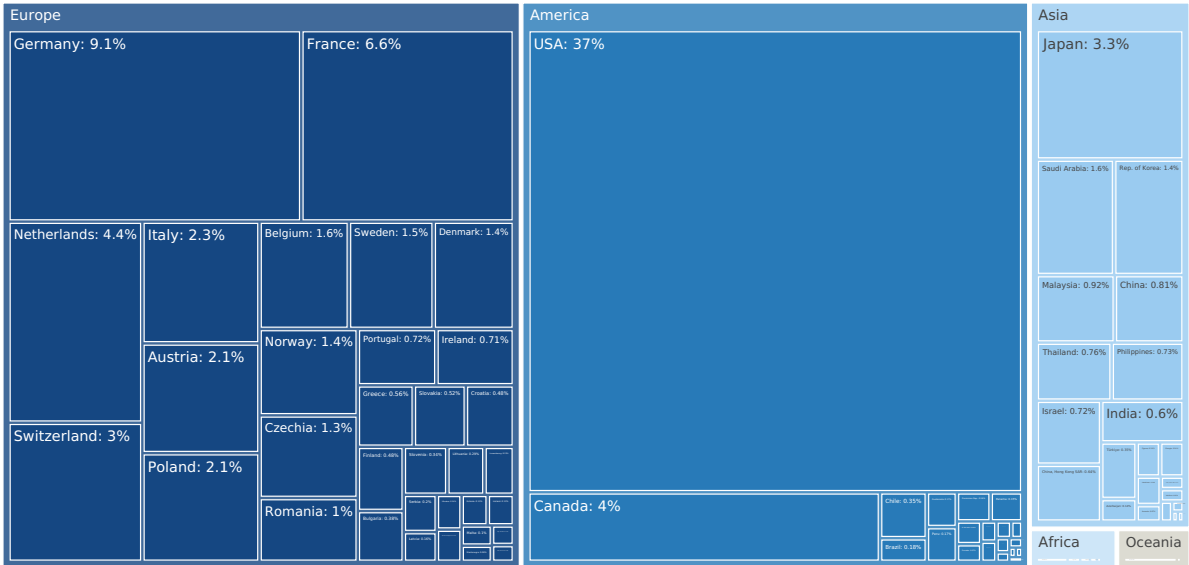
- a. Global market size for Other furniture reached 20,052.54 Ktons in 2024. This was approx. 2.37% change in comparison to the previous year (19,587.35 Ktons in 2023).
- b. The growth of the global market in volume terms in 2024 outperformed the long-term global market growth of the selected product.

The following countries were not included in the calculation of the size of the global market over the last six years due to irregular provision of annual import statistics to the UN Comtrade Database (Top 10 countries with irregular data provision): United Kingdom, Australia, Spain, United Arab Emirates, Mexico, Russian Federation, Hungary, Singapore, Asia, not elsewhere specified, Indonesia.

# MARKETS CONTRIBUTING TO GLOBAL DEMAND

This section describes the global structure of imports for the chosen product. It utilizes a tree-map diagram, which offers a user-friendly visual representation covering all major importers.

Figure 3. Country-specific Global Imports in 2024, US\$-terms



Top-5 global importers of Other furniture in 2024 include:

- 1. USA (37.14% share and 6.7% YoY growth rate of imports);
- 2. Germany (9.12% share and -1.67% YoY growth rate of imports);
- 3. France (6.62% share and 0.68% YoY growth rate of imports);
- 4. Netherlands (4.38% share and -0.42% YoY growth rate of imports);
- 5. Canada (3.98% share and -2.03% YoY growth rate of imports).

USA accounts for about 37.14% of global imports of Other furniture.



# 3

## **COUNTRY** **ECONOMIC** **OUTLOOK**

## COUNTRY ECONOMIC OUTLOOK - 1

This section provides a list of macroeconomic indicators related to the chosen country . It may be important for exporters while looking for an opportunity to sell to this country. Find information and data trends about the country's economy, including the GDP growth, change in income, change in exports/imports, price inflation prospects. Besides, the section includes indicators of macroeconomic risks, stability of local currency, ability of the country to repay debts.

GDP (current US\$) (2024), B US\$	29,184.89
Rank of the Country in the World by the size of GDP (current US\$) (2024)	1
Size of the Economy	Largest economy
Annual GDP growth rate, % (2024)	2.80
Economy Short-Term Growth Pattern	Slowly growing economy
GDP per capita (current US\$) (2024)	85,809.90
World Bank Group country classifications by income level	High income
Inflation, (CPI, annual %) (2024)	2.95
Short-Term Inflation Profile	Low level of inflation
Long-Term Inflation Index, (CPI, 2010=100), % (2024)	143.86
Long-Term Inflation Environment	Very low inflationary environment
Short-Term Monetary Policy (2021)	Easing monetary environment
Population, Total (2024)	340,110,988
Population Growth Rate (2024), % annual	0.98
Population Growth Pattern	Moderate growth in population

## COUNTRY ECONOMIC OUTLOOK - 2

This section provides a list of macroeconomic indicators related to the chosen country. This may be important for exporters while looking for an opportunity to sell to this country. Find information and data trends about the country's economy, including the GDP growth, change in income, change in exports/imports operations, price inflation prospects. Besides, the section includes indicators of macroeconomic risks, stability of local currency, ability to repay debts.

GDP (current US\$) (2024), B US\$	29,184.89
Rank of the Country in the World by the size of GDP (current US\$) (2024)	1
Size of the Economy	Largest economy
Annual GDP growth rate, % (2024)	2.80
Economy Short-Term Growth Pattern	Slowly growing economy
GDP per capita (current US\$) (2024)	85,809.90
World Bank Group country classifications by income level	High income
Inflation, (CPI, annual %) (2024)	2.95
Short-Term Inflation Profile	Low level of inflation
Long-Term Inflation Index, (CPI, 2010=100), % (2024)	143.86
Long-Term Inflation Environment	Very low inflationary environment
Short-Term Monetary Policy (2021)	Easing monetary environment
Population, Total (2024)	340,110,988
Population Growth Rate (2024), % annual	0.98
Population Growth Pattern	Moderate growth in population

# 4

## **COUNTRY** **MARKET** **TRENDS**

## PRODUCT MARKET SNAPSHOT

This section provides data on imports of a specific good to a chosen country.

Country Market Size (2024), US\$	US\$ 28,962.85 M
Contribution of Other furniture to the Total Imports Growth in the previous 5 years	US\$ 3,143.28 M
Share of Other furniture in Total Imports (in value terms) in 2024.	0.86%
Change of the Share of Other furniture in Total Imports in 5 years	-19.62%
Country Market Size (2024), in tons	6,895.98 Ktons
CAGR (5 previous years 2020-2024), US\$-terms	2.91%
CAGR (5 previous years 2020-2024), volume terms	-2.81%
Proxy price CAGR (5 previous years 2020-2024)	5.89%

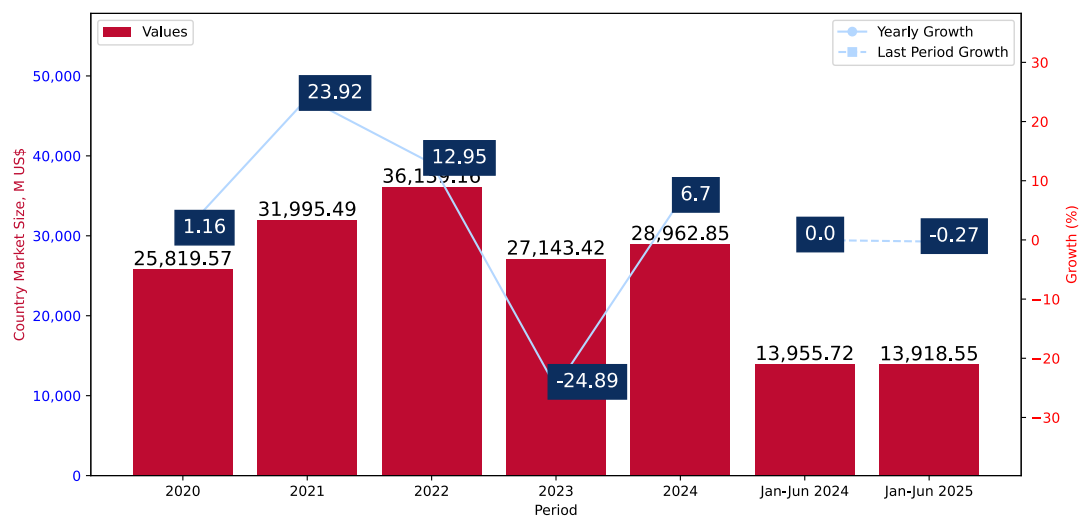
# LONG-TERM COUNTRY TRENDS: IMPORTS VALUES

This section provides information on the imports of a specific product to a designated country over the past five years, presented in US\$ terms. It encompasses the growth rates of imports, the development of long-term import patterns, factors influencing import fluctuations, and an estimation of the country's reliance on imports.

Key points:

- i. Long-term performance of USA's market of Other furniture may be defined as stable.
- ii. Decline in demand accompanied by growth in prices may be a leading driver of the long-term growth of USA's market in US\$-terms.
- iii. Expansion rates of imports of the product in 01.2025-06.2025 underperformed the level of growth of total imports of USA.
- iv. The strength of the effect of imports of the product on the country's economy is generally high.

Figure 4. USA's Market Size of Other furniture in M US\$ (left axis) and Annual Growth Rates in % (right axis)



- a. USA's market size reached US\$28,962.85M in 2024, compared to US\$27,143.42M in 2023. Annual growth rate was 6.7%.
- b. USA's market size in 01.2025-06.2025 reached US\$13,918.55M, compared to US\$13,955.72M in the same period last year. The growth rate was -0.27%.
- c. Imports of the product contributed around 0.86% to the total imports of USA in 2024. That is, its effect on USA's economy is generally of a high strength. At the same time, the share of the product imports in the total Imports of USA remained stable.
- d. Since CAGR of imports of the product in US\$-terms for the past 5Y exceeded 2.91%, the product market may be defined as stable. Ultimately, the expansion rate of imports of Other furniture was underperforming compared to the level of growth of total imports of USA (8.69% of the change in CAGR of total imports of USA).
- e. It is highly likely, that decline in demand accompanied by growth in prices was a leading driver of the long-term growth of USA's market in US\$-terms.
- f. The best-performing calendar year with the highest growth rate of imports in the US\$-terms was 2021. It is highly likely that growth in prices accompanied by the growth in demand had a major effect.
- g. The worst-performing calendar year with the smallest growth rate of imports in the US\$-terms was 2023. It is highly likely that decline in demand accompanied by decline in prices had a major effect.

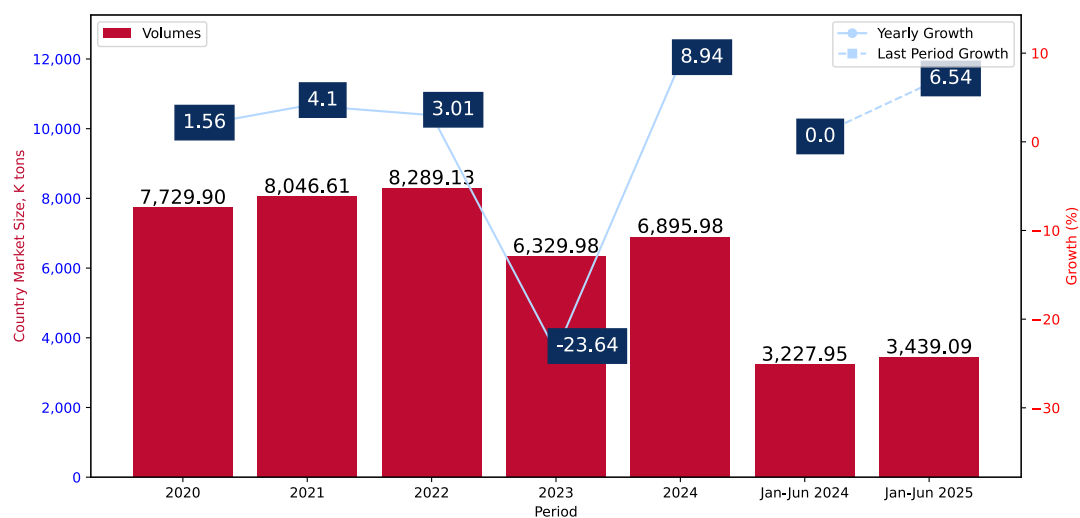
# LONG-TERM COUNTRY TRENDS: IMPORTS VOLUMES

This section presents information regarding the imports of a particular product to a selected country over the last five years. It includes details about physical volumes, import growth rates, and the long-term development trend in imports.

Key points:

- i. In volume terms, the market of Other furniture in USA was in a declining trend with CAGR of -2.81% for the past 5 years, and it reached 6,895.98 Ktons in 2024.
- ii. Expansion rates of the imports of Other furniture in USA in 01.2025-06.2025 surpassed the long-term level of growth of the USA's imports of this product in volume terms

Figure 5. USA's Market Size of Other furniture in K tons (left axis), Growth Rates in % (right axis)



- a. USA's market size of Other furniture reached 6,895.98 Ktons in 2024 in comparison to 6,329.98 Ktons in 2023. The annual growth rate was 8.94%.
- b. USA's market size of Other furniture in 01.2025-06.2025 reached 3,439.09 Ktons, in comparison to 3,227.95 Ktons in the same period last year. The growth rate equaled to approx. 6.54%.
- c. Expansion rates of the imports of Other furniture in USA in 01.2025-06.2025 surpassed the long-term level of growth of the country's imports of Other furniture in volume terms.

# LONG-TERM COUNTRY TRENDS: PROXY PRICES

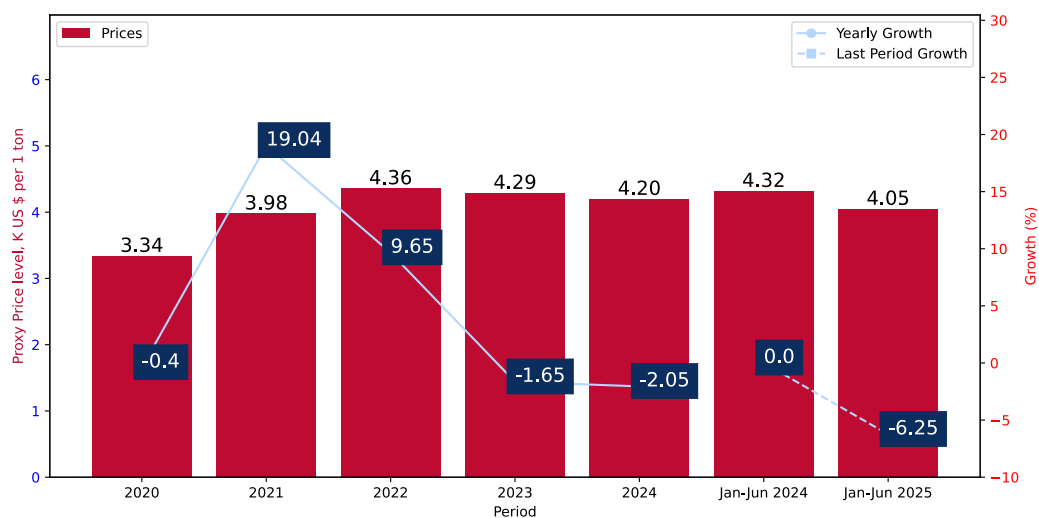
This section provides details regarding the price fluctuations of a specific imported product over the past five years. It covers the assessment of average annual proxy prices, their changes, growth rates, and identification of any anomalies in price fluctuations.

Key points:

i. Average annual level of proxy prices of Other furniture in USA was in a growing trend with CAGR of 5.89% for the past 5 years.

ii. Expansion rates of average level of proxy prices on imports of Other furniture in USA in 01.2025-06.2025 underperformed the long-term level of proxy price growth.

Figure 6. USA’s Proxy Price Level on Imports, K US\$ per 1 ton (left axis), Growth Rates in % (right axis)



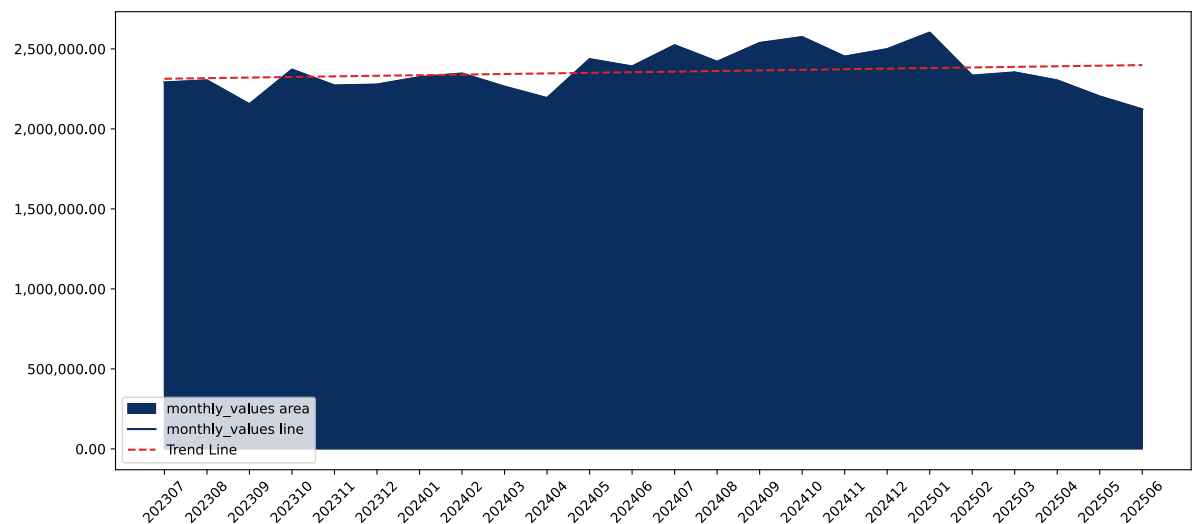
1. Average annual level of proxy prices of Other furniture has been growing at a CAGR of 5.89% in the previous 5 years.
2. In 2024, the average level of proxy prices on imports of Other furniture in USA reached 4.2 K US\$ per 1 ton in comparison to 4.29 K US\$ per 1 ton in 2023. The annual growth rate was -2.05%.
3. Further, the average level of proxy prices on imports of Other furniture in USA in 01.2025-06.2025 reached 4.05 K US\$ per 1 ton, in comparison to 4.32 K US\$ per 1 ton in the same period last year. The growth rate was approx. -6.25%.
4. In this way, the growth of average level of proxy prices on imports of Other furniture in USA in 01.2025-06.2025 was lower compared to the long-term dynamics of proxy prices.



# SHORT-TERM TRENDS: IMPORTS VALUES

This section offers comprehensive and up-to-date statistics concerning the imports of a specific product into a designated country over the past 24 months for which relevant statistics is published and available. It includes monthly import values in US\$, year-on-year changes, identification of any anomalies in imports, examination of factors driving short-term fluctuations. Besides, it provides a quantitative estimation of the short-term trend in imports to supplement the data.

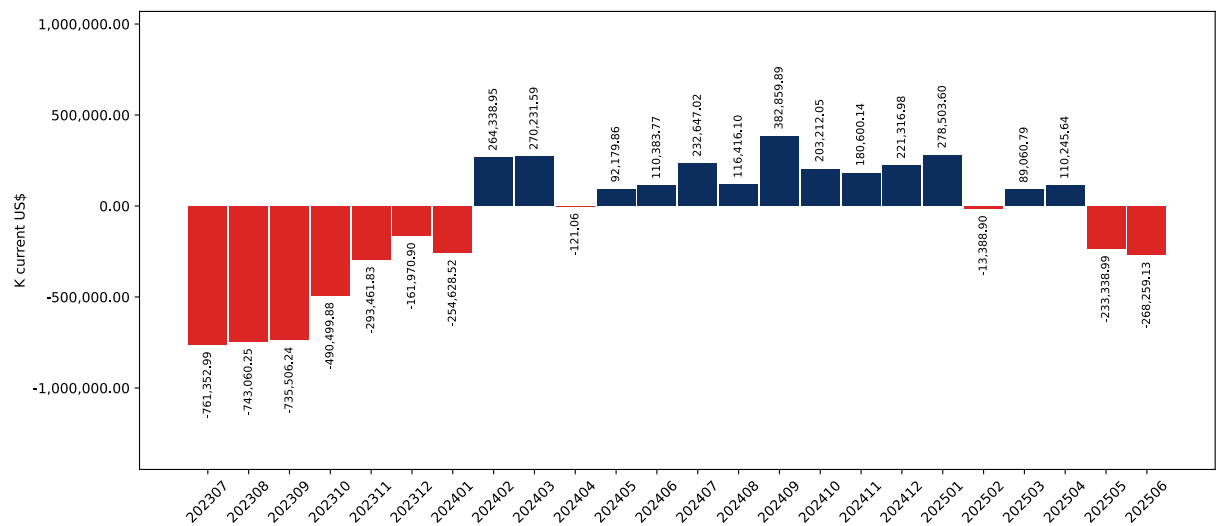
Figure 7. Monthly Imports of USA, K current US\$ 0.16% 1.91%  
monthly annualized



Average monthly growth rates of USA's imports were at a rate of 0.16%, the annualized expected growth rate can be estimated at 1.91%.

The dashed line is a linear trend for Imports. Values are not seasonally adjusted.

Figure 8. Y-o-Y Monthly Level Change of Imports of USA, K current US\$ (left axis)



Year-over-year monthly imports change depicts fluctuations of imports operations in USA. The more positive values are on chart, the more vigorous the country in importing of Other furniture. Negative values may be a signal of the market contraction.

Values in columns are not seasonally adjusted.

## SHORT-TERM TRENDS: IMPORTS VALUES

This section presents detailed and the most recent data on the imports of a specific commodity to a chosen country over the past 24 months for which relevant statistics is published and available. It encompasses monthly import figures in US dollars, year-on-year changes, anomalies in import patterns, factors driving short-term fluctuations, and includes a quantitative estimation of short-term import trends as additional information.

### Key points:

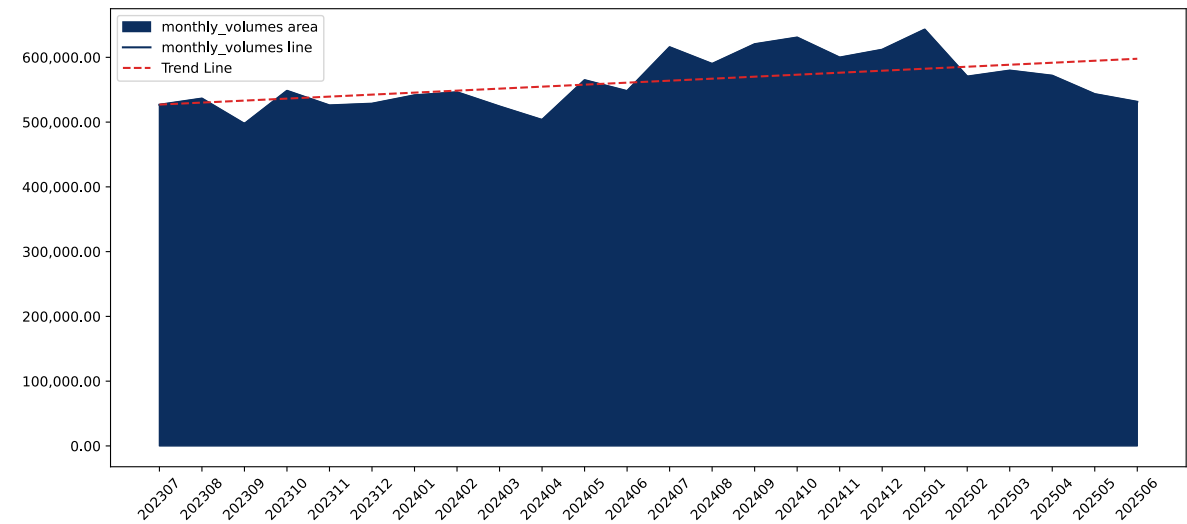
- i. The dynamics of the market of Other furniture in USA in LTM (07.2024 - 06.2025) period demonstrated a growing trend with growth rate of 4.71%. To compare, a 5-year CAGR for 2020-2024 was 2.91%.
  - ii. With this trend preserved, the expected monthly growth of imports in the coming period may reach the level of 0.16%, or 1.91% on annual basis.
  - iii. Data for monthly imports over the last 12 months contain no record(s) of higher and no record(s) of lower values compared to any value for the 48-months period before.
- 
- a. In LTM period (07.2024 - 06.2025) USA imported Other furniture at the total amount of US\$28,925.67M. This is 4.71% growth compared to the corresponding period a year before.
  - b. The growth of imports of Other furniture to USA in LTM outperformed the long-term imports growth of this product.
  - c. Imports of Other furniture to USA for the most recent 6-month period (01.2025 - 06.2025) repeated the level of Imports for the same period a year before (-0.27% change).
  - d. A general trend for market dynamics in 07.2024 - 06.2025 is growing. The expected average monthly growth rate of imports of USA in current USD is 0.16% (or 1.91% on annual basis).
  - e. Monthly dynamics of imports in last 12 months included no record(s) that exceeded the highest/peak value of imports achieved in the preceding 48 months, and no record(s) that bypass the lowest value of imports in the same period in the past.

# SHORT-TERM TRENDS: IMPORTS VOLUMES

This section presents detailed and the most recent data on the imports of a specific commodity to a chosen country over the past 24 months for which relevant statistics is published and available. It encompasses monthly import figures in tons, year-on-year changes, anomalies in import patterns, factors driving short-term fluctuations, and includes a quantitative estimation of short-term import trends as additional information.

Figure 9. Monthly Imports of USA, tons

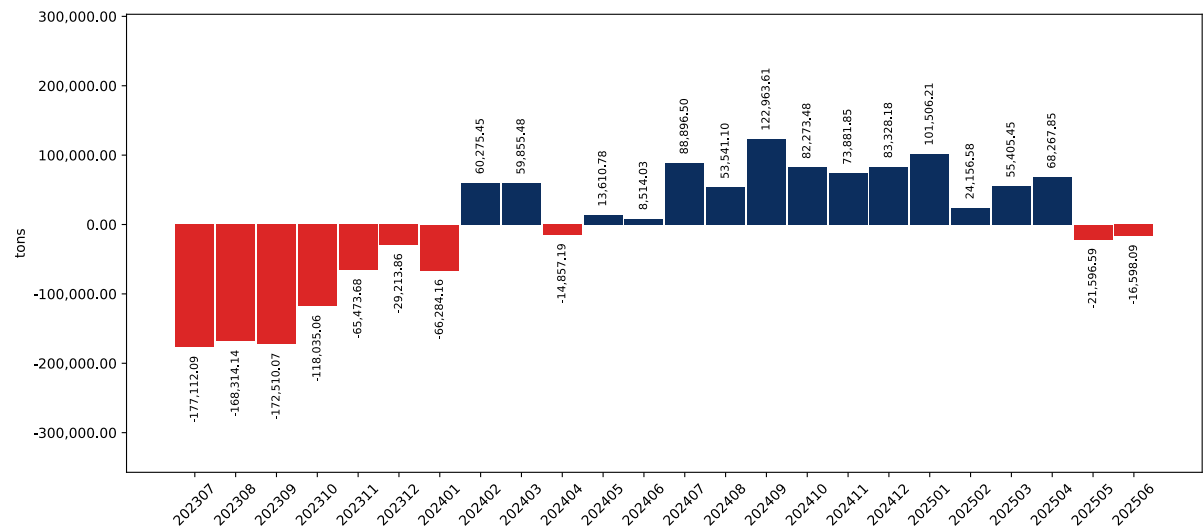
0.55% 6.79%  
monthly annualized



Monthly imports of USA changed at a rate of 0.55%, while the annualized growth rate for these 2 years was 6.79%.

The dashed line is a linear trend for Imports. Volumes are not seasonally adjusted.

Figure 10. Y-o-Y Monthly Level Change of Imports of USA, tons



Year-over-year monthly imports change depicts fluctuations of imports operations in USA. The more positive values are on chart, the more vigorous the country in importing of Other furniture. Negative values may be a signal of market contraction.

Volumes in columns are in tons.

## SHORT-TERM TRENDS: IMPORTS VOLUMES

This section presents detailed and the most recent data on the imports of a specific commodity into a chosen country over the past 24 months for which relevant statistics is published and available. It encompasses monthly import figures in tons, year-on-year changes, anomalies in import patterns, factors driving short-term fluctuations, and includes a quantitative estimation of short-term import trends as additional information.

### Key points:

- i. The dynamics of the market of Other furniture in USA in LTM period demonstrated a fast growing trend with a growth rate of 11.2%. To compare, a 5-year CAGR for 2020-2024 was -2.81%.
  - ii. With this trend preserved, the expected monthly growth of imports in the coming period may reach the level of 0.55%, or 6.79% on annual basis.
  - iii. Data for monthly imports over the last 12 months contain no record(s) of higher and no record(s) of lower values compared to any value for the 48-months period before.
- 
- a. In LTM period (07.2024 - 06.2025) USA imported Other furniture at the total amount of 7,107,124.95 tons. This is 11.2% change compared to the corresponding period a year before.
  - b. The growth of imports of Other furniture to USA in value terms in LTM outperformed the long-term imports growth of this product.
  - c. Imports of Other furniture to USA for the most recent 6-month period (01.2025 - 06.2025) outperform the level of Imports for the same period a year before (6.54% change).
  - d. A general trend for market dynamics in 07.2024 - 06.2025 is fast growing. The expected average monthly growth rate of imports of Other furniture to USA in tons is 0.55% (or 6.79% on annual basis).
  - e. Monthly dynamics of imports in last 12 months included no record(s) that exceeded the highest/peak value of imports achieved in the preceding 48 months, and no record(s) that bypass the lowest value of imports in the same period in the past.

# SHORT-TERM TRENDS: PROXY PRICES

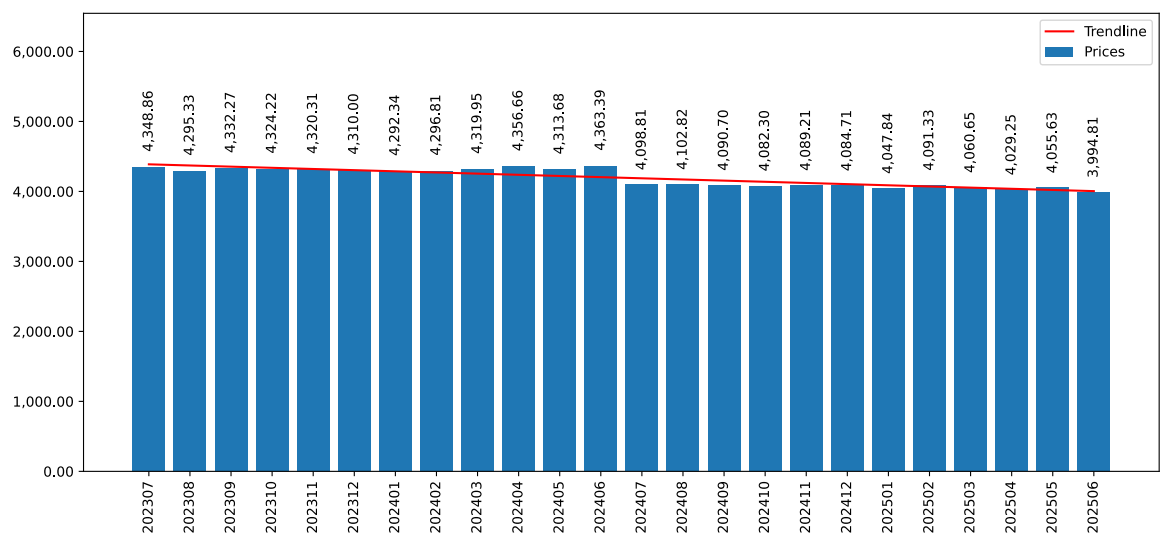
This section provides a quantitative assessment of short-term price fluctuations. It includes details on the monthly proxy price changes, an estimation of the short-term trend in proxy price levels, and identification of any anomalies in price dynamics.

Key points:

- i. The average level of proxy price on imports in LTM period (07.2024-06.2025) was 4,069.95 current US\$ per 1 ton, which is a -5.84% change compared to the same period a year before. A general trend for proxy price change was stagnating.
- ii. Decline in demand accompanied by growth in prices was a leading driver of the Country Market Short-term Development.
- iii. With this trend preserved, the expected monthly growth of the proxy price level in the coming period may reach the level of -0.4%, or -4.65% on annual basis.

Figure 11. Average Monthly Proxy Prices on Imports, current US\$/ton

-0.4% -4.65%  
monthly annualized

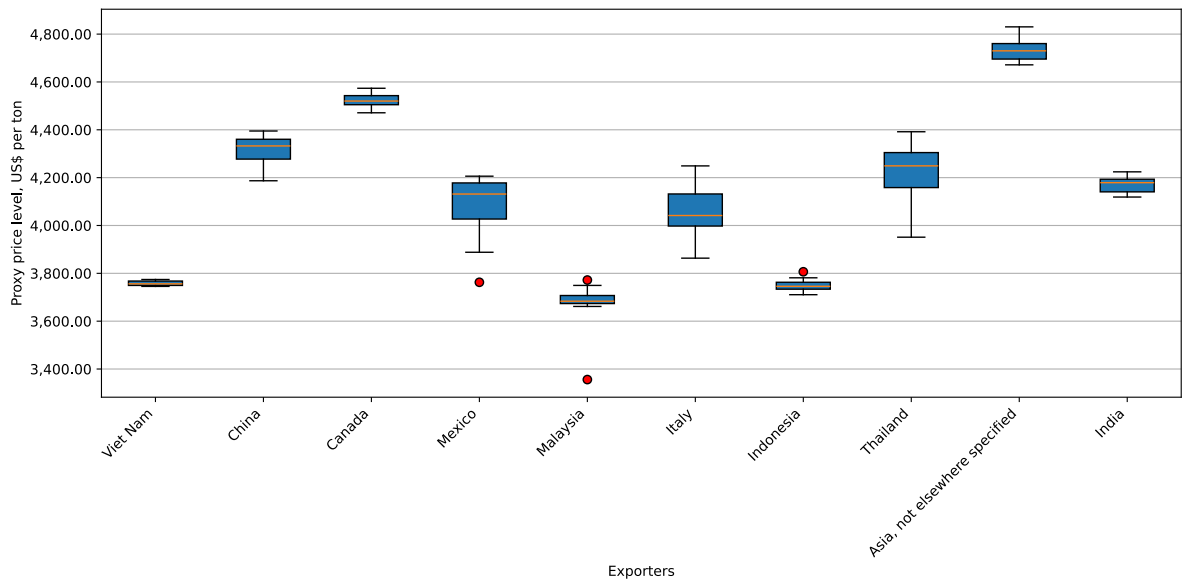


- a. The estimated average proxy price on imports of Other furniture to USA in LTM period (07.2024-06.2025) was 4,069.95 current US\$ per 1 ton.
- b. With a -5.84% change, a general trend for the proxy price level is stagnating.
- c. Changes in levels of monthly proxy prices on imports for the past 12 months consists of no record(s) with values exceeding the highest level of proxy prices for the preceding 48-months period, and no record(s) with values lower than the lowest value of proxy prices in the same period.
- d. It is highly likely, that decline in demand accompanied by growth in prices was a leading driver of the short-term fluctuations in the market.

# SHORT-TERM TRENDS: PROXY PRICES

This section provides comprehensive details on proxy price levels in a form of box plot. It facilitates the analysis and comparison of proxy prices of the selected good supplied by other countries.

Figure 12. LTM Average Monthly Proxy Prices by Largest Suppliers, Current US\$ / ton



The chart shows distribution of proxy prices on imports for the period of LTM (07.2024-06.2025) for Other furniture exported to USA by largest exporters. The box height shows the range of the middle 50% of levels of proxy price on imports formed in LTM. The higher the box, the wider the spread of proxy prices. The line within the box, a median level of the proxy price level on imports, marks the midpoint of per country data set: half the prices are greater than or equal to this value, and half are less. The upper and lower whiskers represent values of proxy prices outside the middle 50%, that is, the lower 25% and the upper 25% of the proxy price levels. The lowest proxy price level is at the end of the lower whisker, while the highest is at the end of the higher whisker. Red dots represent unusually high or low values (i.e., outliers), which are not included in the box plot.

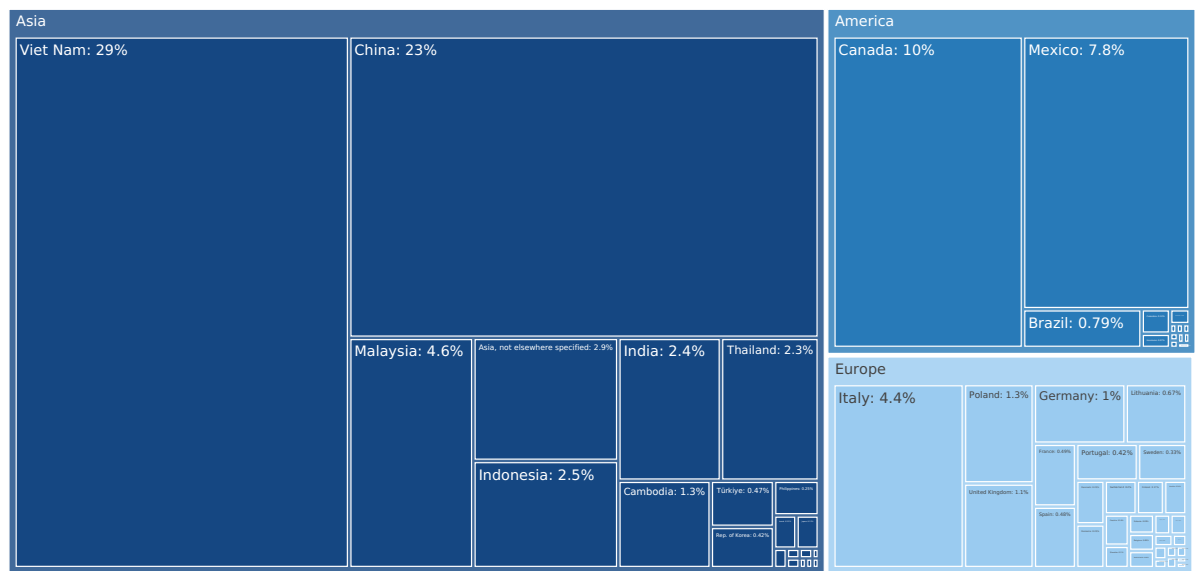
# 5

## COUNTRY COMPETITION LANDSCAPE

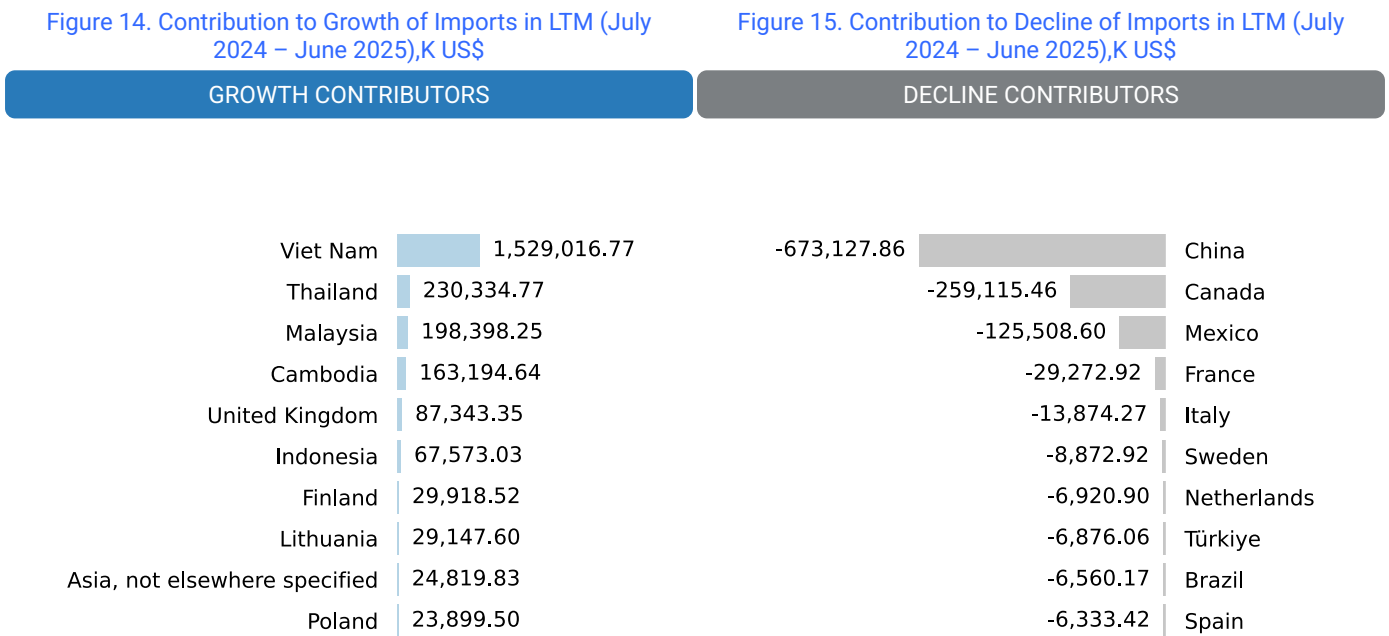
# COMPETITION LANDSCAPE: VALUE TERMS

This section offers insights into major suppliers of the selected product to a particular country within the last 12 months. A tree-map chart is used to facilitate the identification and better visualization of primary competitors, illustrating market shares in US\$ terms. Additionally, a diagram highlighting suppliers who experienced significant increases or decreases in market shares during the last 12 months complements the analysis. These are winners or losers from the market share perspective.

Figure 13. Largest Trade Partners of USA in 2024, K US\$



The chart shows largest supplying countries and their shares in imports of Other furniture to USA in 2024 in value terms (US\$). Different colors depict geographic regions.



Total imports change in the period of LTM was recorded at 1,299,875.15 K US\$.

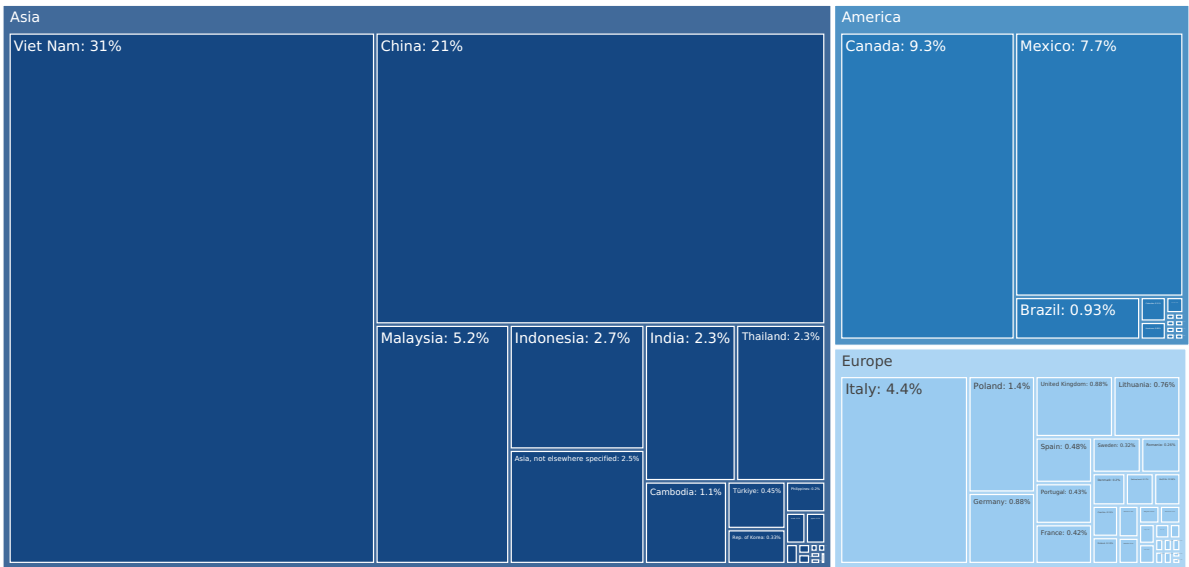
The charts show Top-10 countries with positive and negative contribution to the growth of imports of Other furniture to USA in the period of LTM (July 2024 – June 2025 compared to July 2023 – June 2024).



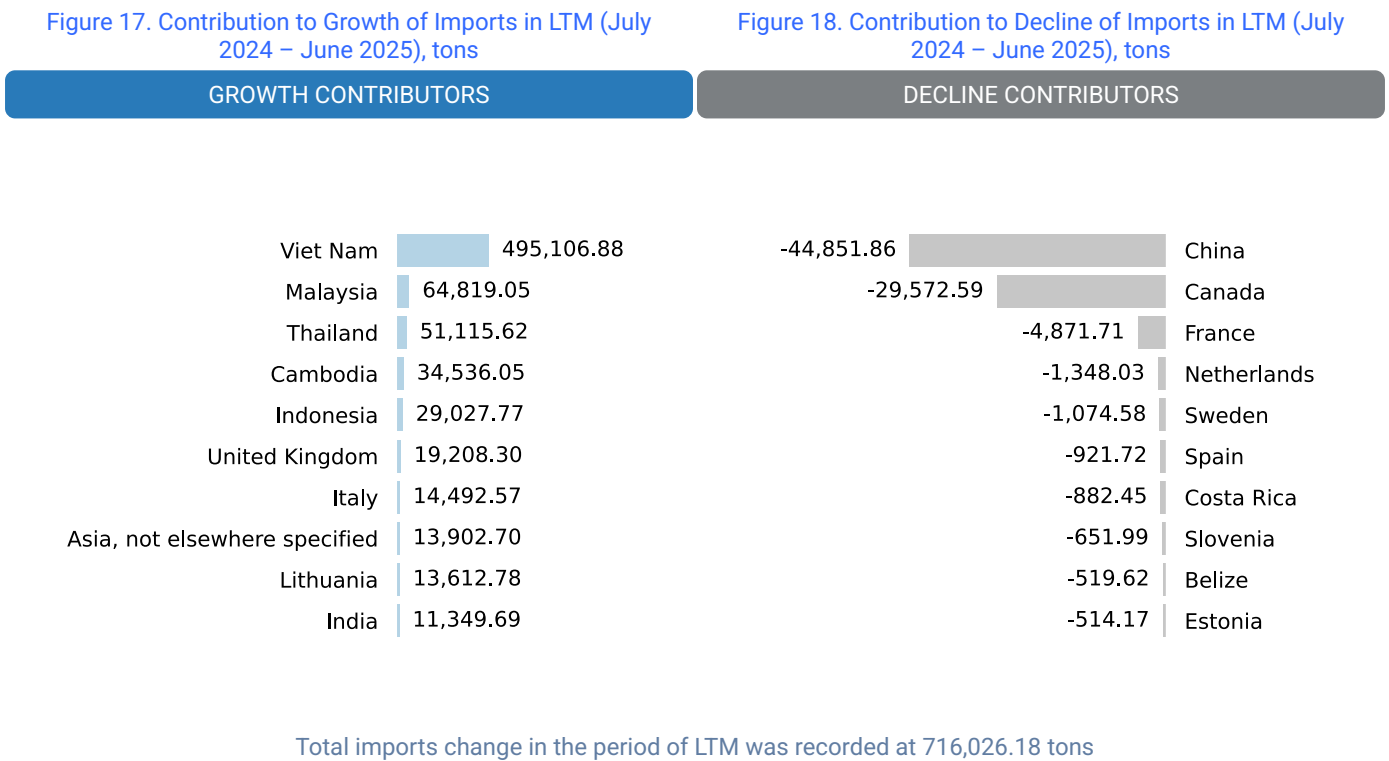
# COMPETITION LANDSCAPE: VOLUME TERMS

This section offers insights into major suppliers of the selected product to a particular country within the last 12 months. A tree-map chart is used to facilitate the identification and better visualization of primary competitors, illustrating market shares in Ktons. Additionally, a diagram highlighting suppliers who experienced significant increases or decreases in market shares during the last 12 months complements the analysis. These are winners or losers from the market share perspective.

Figure 16. Largest Trade Partners of USA in 2024, tons



The chart shows largest supplying countries and their shares in imports of Other furniture to USA in 2024 in volume terms (tons). Different colors depict geographic regions.



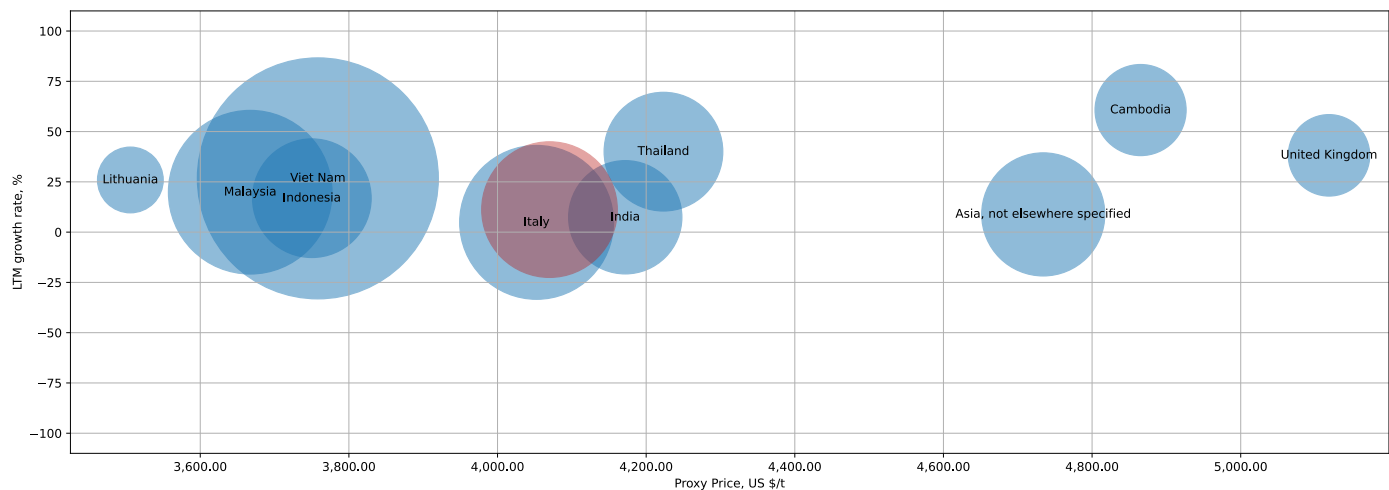
The charts show Top-10 countries with positive and negative contribution to the growth of imports of Other furniture to USA in the period of LTM (July 2024 – June 2025 compared to July 2023 – June 2024).

# COMPETITION LANDSCAPE: CONTRIBUTORS TO GROWTH

This section presents information about the most successful exporters who managed to significantly increase their supplies over last 12 months. The upper-left corner of the chart highlights countries deemed the most aggressive competitors in the market. The horizontal axis measures the proxy price level offered by suppliers, the vertical axis portrays the growth rate of supplies in volume terms, and the bubble size indicates the extent at which a country-supplier contributed to the growth of imports. The chart encompasses the most recent data spanning the past 12 months.

Figure 19. Top suppliers-contributors to growth of imports of to USA in LTM (winners)

Average Imports Parameters:  
LTM growth rate = 11.2%  
Proxy Price = 4,069.95 US\$ / t



The chart shows the classification of countries who were among the greatest growth contributors in terms of supply of Other furniture to USA:

- Bubble size depicts the volume of imports from each country to USA in the period of LTM (July 2024 – June 2025).
- Bubble's position on X axis depicts the average level of proxy price on imports of Other furniture to USA from each country in the period of LTM (July 2024 – June 2025).
- Bubble's position on Y axis depicts growth rate of imports of Other furniture to USA from each country (in tons) in the period of LTM (July 2024 – June 2025) compared to the corresponding period a year before.
- Red Bubble represents a theoretical "average" country supplier out of the top-10 countries shown in the Chart.

Various factors may cause these 10 countries to increase supply of Other furniture to USA in LTM. Some may be due to the growth of comparative advantages price wise, others may be related to higher quality or better trade conditions. Below is a list of countries, whose proxy price level of supply of Other furniture to USA seemed to be a significant factor contributing to the supply growth:

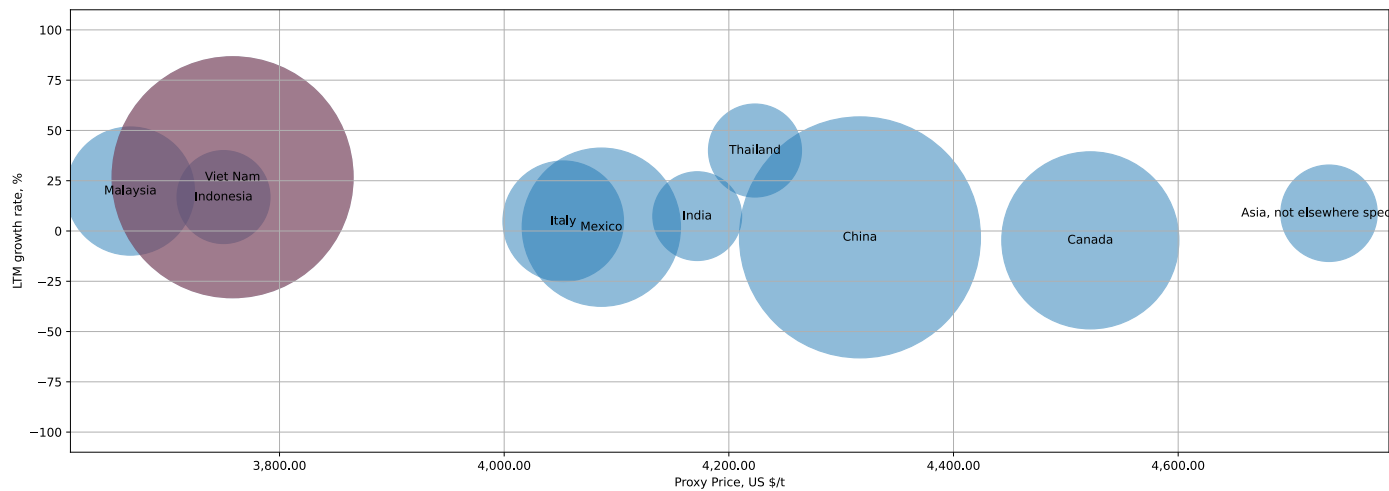
1. Poland;
2. Lithuania;
3. Indonesia;
4. Malaysia;
5. Viet Nam;

# COMPETITION LANDSCAPE: TOP COMPETITORS

This section provides details about the primary exporters of a particular product to a designated country. To present a comprehensive view, a bubble-chart is employed, showcasing a country's position relative to others. It simultaneously utilizes three indicators: the horizontal axis measures the proxy price level provided by suppliers, the vertical axis indicates the market share growth rate, and the size of the bubble denotes the volume of imports from a country-supplier. Countries positioned in the upper-left corner of the chart are considered the most competitive players in the market. The chart includes the most recent data spanning the past 12 months.

Figure 20. Top-10 Supplying Countries to USA in LTM (July 2024 – June 2025)

Total share of identified TOP-10 supplying countries in USA's imports in US\$-terms in LTM was 87.72%



The chart shows the classification of countries who are strong competitors in terms of supplies of Other furniture to USA:

- Bubble size depicts market share of each country in total imports of USA in the period of LTM (July 2024 – June 2025).
- Bubble's position on X axis depicts the average level of proxy price on imports of Other furniture to USA from each country in the period of LTM (July 2024 – June 2025).
- Bubble's position on Y axis depicts growth rate of imports Other furniture to USA from each country (in tons) in the period of LTM (July 2024 – June 2025) compared to the corresponding period a year before.
- Red Bubble represents the country with the largest market share.

## COMPETITION LANDSCAPE: TOP COMPETITORS

This section focuses on competition among suppliers and includes a ranking of countries-exporters that are regarded as the most competitive within the last 12 months.

a) In US\$-terms, the largest supplying countries of Other furniture to USA in LTM (07.2024 - 06.2025) were:

1. Viet Nam (8,821.84 M US\$, or 30.5% share in total imports);
2. China (5,910.45 M US\$, or 20.43% share in total imports);
3. Canada (2,740.25 M US\$, or 9.47% share in total imports);
4. Mexico (2,187.77 M US\$, or 7.56% share in total imports);
5. Malaysia (1,435.18 M US\$, or 4.96% share in total imports);

b) Countries who increased their imports the most (top-5 contributors to total growth in imports in US \$ terms) during the LTM period (07.2024 - 06.2025) were:

1. Viet Nam (1,529.02 M US\$ contribution to growth of imports in LTM);
2. Thailand (230.33 M US\$ contribution to growth of imports in LTM);
3. Malaysia (198.4 M US\$ contribution to growth of imports in LTM);
4. Cambodia (163.19 M US\$ contribution to growth of imports in LTM);
5. United Kingdom (87.34 M US\$ contribution to growth of imports in LTM);

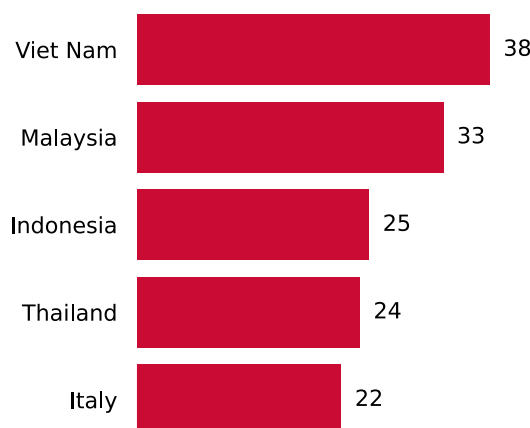
c) Countries whose price level of imports may have been a significant factor of the growth of supply (out of Top-10 contributors to growth of total imports):

1. Poland (3,737 US\$ per ton, 1.39% in total imports, and 6.33% growth in LTM);
2. Lithuania (3,506 US\$ per ton, 0.8% in total imports, and 14.39% growth in LTM);
3. Indonesia (3,750 US\$ per ton, 2.61% in total imports, and 9.84% growth in LTM);
4. Malaysia (3,667 US\$ per ton, 4.96% in total imports, and 16.04% growth in LTM);
5. Viet Nam (3,758 US\$ per ton, 30.5% in total imports, and 20.97% growth in LTM);

d) Top-3 high-ranked competitors in the LTM period:

1. Viet Nam (8,821.84 M US\$, or 30.5% share in total imports);
2. Malaysia (1,435.18 M US\$, or 4.96% share in total imports);
3. Indonesia (754.32 M US\$, or 2.61% share in total imports);

Figure 21. Ranking of TOP-5 Countries - Competitors



The ranking is a cumulative value of 4 parameters, with the maximum possible score of 40 points. For more information on the methodology, refer to the "Methodology" section.

# 6

## LIST OF COMPANIES

# LIST OF COMPANIES: DISCLAIMER

This section provides a list of companies generated using Google's Gemini AI model to help identify potential exporters and buyers in the global market.



**AI-Generated Content Notice:** This list of companies has been generated using Google's Gemini AI model. While we've made efforts to ensure accuracy, the information may contain errors or omissions. We recommend verifying critical details through additional sources before making business decisions based on this data.

## Data and Sources:

The company data presented in this section is generated by Google's Gemini AI model based on the product and market parameters provided. The AI analyzes various public sources including company websites, industry reports, business directories, and market databases to identify relevant exporters and buyers. However, this information should be considered as a starting point for further research rather than definitive market intelligence.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## Man Wah Holdings Limited

Revenue 2,000,000,000\$

**Website:** <https://www.manwah.com/>

**Country:** China

**Nature of Business:** Leading furniture manufacturer, specializing in upholstered furniture

**Product Focus & Scale:** Sofas, recliners, beds, and mattresses. Global exporter with a significant presence in the US market.

**Operations in Importing Country:** Operates multiple manufacturing facilities in Vietnam and China, with extensive distribution channels and retail partnerships across the US. Has a strong brand presence (e.g., Cheers sofas).

**Ownership Structure:** Publicly listed company

### COMPANY PROFILE

Man Wah Holdings Limited is a globally recognized furniture manufacturer, headquartered in Hong Kong with extensive manufacturing operations primarily in China and Vietnam. The company is a dominant force in the upholstered furniture sector, particularly renowned for its motion sofas and recliners. Man Wah operates on a massive scale, integrating design, manufacturing, and distribution to serve a vast international customer base. Man Wah's product focus is centered on upholstered furniture, including a wide array of sofas, recliners, beds, and mattresses, marketed under popular brands such as 'Cheers'. The company's production capacity is among the largest in the world, enabling it to export significant volumes globally. The United States represents a critical market for Man Wah, where its products are widely distributed and recognized. Man Wah has a substantial and deeply integrated presence in the United States. Beyond exporting from its Asian facilities, the company has established extensive distribution channels and forged strong retail partnerships across the US. Its 'Cheers' brand is well-known among American consumers, and Man Wah actively participates in major US furniture trade shows, demonstrating a long-term commitment to the American market. Man Wah Holdings Limited is a publicly listed company on the Hong Kong Stock Exchange (HKEX: 1999). The company boasts an impressive annual revenue exceeding \$2 billion USD, underscoring its market leadership. The company is led by Mr. Wong Man Li, who serves as Chairman and CEO. In recent news, Man Wah continues to expand its retail footprint and enhance its e-commerce presence in the US, leveraging its strong brand recognition and adapting to evolving consumer purchasing habits to further solidify its market position.

### MANAGEMENT TEAM

- Mr. Wong Man Li (Chairman & CEO)

### RECENT NEWS

Man Wah continues to expand its retail footprint and e-commerce presence in the US, leveraging its strong brand recognition and adapting to evolving consumer purchasing habits.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## Kuka Home (Zhejiang Kuka Home Technology Co., Ltd.)

Revenue 1,500,000,000\$

**Website:** <https://www.kukahome.com/>

**Country:** China

**Nature of Business:** Large-scale furniture manufacturer, primarily focusing on upholstered furniture

**Product Focus & Scale:** Modern and contemporary sofas, recliners, dining chairs, and beds. Exports globally, with a substantial portion going to the US.

**Operations in Importing Country:** Supplies major US furniture retailers and has established distribution networks.

**Ownership Structure:** Publicly listed company

### COMPANY PROFILE

Kuka Home, officially Zhejiang Kuka Home Technology Co., Ltd., is one of China's largest and most influential furniture manufacturers. The company specializes in the production of upholstered furniture, particularly sofas and mattresses, and has a strong focus on modern and contemporary designs. Kuka Home integrates research and development, manufacturing, and sales, operating a vast production base and a wide distribution network. Kuka Home's product portfolio includes a diverse range of upholstered sofas, recliners, dining chairs, beds, and mattresses. The company is known for its innovative designs and commitment to quality. Kuka Home exports its products to over 120 countries and regions globally, with a substantial portion of its international sales directed towards the United States market, making it a key supplier for many American furniture retailers. Kuka Home has a significant presence in the United States, primarily through its extensive supply chain relationships with major US furniture retailers and distributors. While it does not operate direct retail stores under its own brand in the US, its products are widely available through its partners. The company actively participates in major US furniture trade shows to connect with American buyers and showcase its latest collections. Kuka Home is a publicly listed company on the Shanghai Stock Exchange (SSE: 603816). The company's approximate annual revenue is in the range of \$1.5 billion USD, reflecting its substantial market share and global reach. The company's leadership includes Mr. Gu Jiangsheng as Chairman. In recent developments, Kuka Home has been focusing on enhancing its smart manufacturing capabilities and expanding its global supply chain to better serve international markets, including the US, by improving efficiency and responsiveness to market demands.

### MANAGEMENT TEAM

- Mr. Gu Jiangsheng (Chairman)

### RECENT NEWS

Kuka Home has been focusing on enhancing its smart manufacturing capabilities and expanding its global supply chain to better serve international markets, including the US, by improving efficiency and responsiveness to market demands.



# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## HTL International Holdings Ltd.

Revenue 500,000,000\$

**Website:** <https://www.htl.com.sg/>

**Country:** China

**Nature of Business:** Global leather upholstery manufacturer and exporter

**Product Focus & Scale:** Leather upholstered sofas, recliners, and chairs. Exports to over 50 countries worldwide, with a strong and long-standing presence in the United States market.

**Operations in Importing Country:** Key supplier to numerous major US furniture retailers and wholesalers; participates regularly in US furniture markets and trade shows.

**Ownership Structure:** Privately held company

### COMPANY PROFILE

HTL International Holdings Ltd. is a prominent global leather upholstery manufacturer and exporter, with significant manufacturing operations in China and other Asian countries. Although headquartered in Singapore, its primary production base and export volume originate from its Chinese facilities. HTL is recognized for its vertically integrated operations, controlling the entire process from raw leather processing to finished furniture production, ensuring quality and efficiency. HTL's product focus is primarily on leather upholstered sofas, recliners, and chairs, known for their craftsmanship and quality materials. The company offers a wide range of designs, from classic to contemporary, catering to diverse consumer preferences. HTL exports its products to over 50 countries worldwide, with a strong and long-standing presence in the United States market, supplying major furniture retailers and distributors. HTL International has a well-established presence in the United States, serving as a key supplier to numerous major US furniture retailers and wholesalers. The company has built strong relationships with American buyers over decades, participating regularly in US furniture markets and trade shows to maintain and expand its network. While it does not have direct retail stores in the US, its products are widely available through its extensive distribution partnerships. HTL International Holdings Ltd. is a privately held company, having been delisted from the Singapore Exchange. Its approximate annual revenue is estimated to be in the hundreds of millions of USD, reflecting its significant global export volume. The company's leadership includes Mr. Phua Yong Pin, who serves as CEO. In recent news, HTL has been focusing on optimizing its global supply chain and production efficiencies to better meet the demands of key markets like the US, emphasizing timely delivery and product innovation to maintain its competitive edge.

### MANAGEMENT TEAM

- Mr. Phua Yong Pin (CEO)

### RECENT NEWS

HTL has been focusing on optimizing its global supply chain and production efficiencies to better meet the demands of key markets like the US, emphasizing timely delivery and product innovation.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## Lacquer Craft Mfg. Co., Ltd.

Revenue 500,000,000\$

**Website:** <https://www.lacquercraft.com/>

**Country:** China

**Nature of Business:** Prominent Chinese furniture manufacturer and exporter

**Product Focus & Scale:** Wide range of wooden furniture for bedrooms, dining rooms, living rooms, and home offices, particularly case goods and occasional furniture. Exports significant volumes to major markets worldwide, with the US being a primary destination.

**Operations in Importing Country:** Key supplier to many of the largest US furniture retailers, distributors, and e-commerce platforms; maintains strong relationships with American buyers.

**Ownership Structure:** Privately owned Chinese company

### COMPANY PROFILE

Lacquer Craft Mfg. Co., Ltd. is a prominent Chinese furniture manufacturer and exporter, specializing in high-quality wooden furniture. Established in 1991, the company has grown to become one of the largest furniture producers in Asia, known for its extensive production capabilities and diverse product offerings. Lacquer Craft operates large-scale manufacturing facilities that integrate advanced technology with traditional craftsmanship. Lacquer Craft's product focus includes a wide range of wooden furniture for bedrooms, dining rooms, living rooms, and home offices. They are particularly known for their case goods and occasional furniture, often featuring intricate finishes and designs. The company exports significant volumes to major markets worldwide, with the United States being a primary destination for its products, supplying both mass-market and mid-to-high-end segments. Lacquer Craft has a well-established and long-standing presence in the United States market. They are a key supplier to many of the largest US furniture retailers, distributors, and e-commerce platforms. The company maintains strong relationships with American buyers, often collaborating on product development to meet specific market trends and consumer demands. Their products are widely available across the US through these partnerships. Lacquer Craft Mfg. Co., Ltd. is a privately owned Chinese company. While specific revenue figures are not publicly disclosed, its scale of operations and market penetration suggest annual revenues in the hundreds of millions of USD. The company's leadership includes Mr. David Chang, who serves as President. In recent news, Lacquer Craft has continued to invest in automation and sustainable manufacturing practices to enhance efficiency and meet the evolving demands of its international clientele, particularly focusing on maintaining its competitive edge in the US market through innovation and quality.

### MANAGEMENT TEAM

- Mr. David Chang (President)

### RECENT NEWS

Lacquer Craft has continued to invest in automation and sustainable manufacturing practices to enhance efficiency and meet the evolving demands of its international clientele, particularly focusing on maintaining its competitive edge in the US market through innovation and quality.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## DeRUCCI (DeRUCCI Global Ltd.)

Revenue 300,000,000\$

**Website:** <https://www.derucci.com/>

**Country:** China

**Nature of Business:** Leading Chinese manufacturer and retailer of high-end sleep systems and furniture

**Product Focus & Scale:** Luxury sleep systems, including mattresses, beds, and related bedroom furniture, as well as a selection of living room furniture. Exports to various international markets, with a growing presence in the US, targeting luxury and high-end segments.

**Operations in Importing Country:** Established a presence in the United States through a network of authorized dealers and showrooms in key metropolitan areas; supplies to high-end furniture retailers and interior designers.

**Ownership Structure:** Privately owned Chinese company

### COMPANY PROFILE

DeRUCCI, operating as DeRUCCI Global Ltd., is a leading Chinese manufacturer and retailer of high-end sleep systems and furniture. While primarily known for its domestic retail presence in China, DeRUCCI has significantly expanded its international export operations, particularly focusing on premium markets. The company emphasizes research and development in sleep science, integrating advanced technology and ergonomic design into its products. DeRUCCI's product focus is on luxury sleep systems, including mattresses, beds, and related bedroom furniture, as well as a selection of living room furniture. Their products are characterized by innovative materials, smart technology integration, and sophisticated design. The company exports its premium furniture to various international markets, with a growing presence in the United States, targeting the luxury and high-end segments. DeRUCCI has established a presence in the United States through a network of authorized dealers and showrooms in key metropolitan areas, indicating a direct strategy to reach American consumers. They also supply to high-end furniture retailers and interior designers. This direct engagement allows them to showcase their premium offerings and provide specialized customer service to the US market. DeRUCCI Global Ltd. is a privately owned Chinese company, though it has a strong brand presence globally. Its approximate annual revenue is estimated to be in the hundreds of millions of USD, reflecting its premium market positioning and extensive retail network. The company's leadership includes Mr. Wang Bingkun, who serves as Chairman. In recent news, DeRUCCI has been actively expanding its international retail footprint, including opening new showrooms in strategic US locations, and enhancing its e-commerce capabilities to better serve the growing demand for luxury sleep products in the American market.

### MANAGEMENT TEAM

- Mr. Wang Bingkun (Chairman)

### RECENT NEWS

DeRUCCI has been actively expanding its international retail footprint, including opening new showrooms in strategic US locations, and enhancing its e-commerce capabilities to better serve the growing demand for luxury sleep products in the American market.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## Woodland Global

Revenue 100,000,000\$

**Website:** <https://woodland.vn/>

**Country:** Viet Nam

**Nature of Business:** Large-scale furniture manufacturer and exporter

**Product Focus & Scale:** Indoor and outdoor wooden furniture, including dining sets, bedroom furniture, and living room pieces. Exports primarily to North America and Europe, handling large-volume orders.

**Operations in Importing Country:** Strong distribution network and long-standing relationships with major US retailers; products widely available through partners.

**Ownership Structure:** Privately owned Vietnamese company

### COMPANY PROFILE

Woodland Global, operating under Woodland Corporation, is a prominent Vietnamese furniture manufacturer and exporter. The company has established itself as a key player in the global furniture market, known for its high-quality wooden furniture. Woodland Global's operations encompass the entire production process, from raw material sourcing to finished product manufacturing, ensuring consistent quality and adherence to international standards. The company emphasizes sustainable practices in its wood sourcing and production. Woodland Global's product portfolio is extensive, focusing on both indoor and outdoor wooden furniture. This includes a wide array of dining sets, bedroom furniture, living room pieces, and garden furniture. The scale of its exports is significant, with North America and Europe being primary target markets. The company's production capabilities allow for large-volume orders, catering to major retailers and distributors worldwide. Woodland Global maintains a strong presence in the United States through established distribution networks and long-standing relationships with major US retailers. While it does not operate direct retail stores in the US, its products are widely available through its partners. The company's strategic focus on the US market is evident in its product development and compliance with US market standards. Woodland Global is a privately owned Vietnamese company. Its approximate annual revenue is estimated to be over \$100 million USD, reflecting its substantial export volume and market reach. The company is led by Mr. Nguyen Chien Thang, who serves as Chairman and CEO, guiding its strategic direction and international expansion efforts. In recent months, Woodland Global has continued to invest in new production lines and technologies to enhance efficiency and meet the increasing demand from its key export markets, particularly the US and Europe, demonstrating a commitment to scaling its operations to serve its international clientele.

### MANAGEMENT TEAM

- Mr. Nguyen Chien Thang (Chairman & CEO)

### RECENT NEWS

Woodland Global has continued to invest in new production lines and technologies to enhance efficiency and meet the increasing demand from its key export markets, particularly the US and Europe.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## ScanCom International A/S

Revenue 100,000,000\$

**Website:** <https://www.scancom.com/>

**Country:** Viet Nam

**Nature of Business:** Global manufacturer of outdoor furniture

**Product Focus & Scale:** Sustainable outdoor furniture made from wood, aluminum, and other materials. Exports worldwide, with a strong presence in the US market.

**Operations in Importing Country:** Supplies major US retailers and has a US sales office.

**Ownership Structure:** Danish-owned, part of Lars Larsen Group

### COMPANY PROFILE

ScanCom International A/S is a global leader in the manufacturing of outdoor furniture, with significant production facilities strategically located in Vietnam. As a key entity within the Lars Larsen Group, ScanCom leverages extensive resources and a global supply chain to produce high-quality, sustainable outdoor living solutions. The company is renowned for its commitment to environmental responsibility and ethical production, holding various certifications for sustainable forestry and social compliance. ScanCom's product focus is exclusively on outdoor furniture, utilizing a diverse range of materials including wood (FSC-certified), aluminum, and recycled plastics. The company's extensive product lines cater to various styles and market segments, from contemporary designs to classic pieces. ScanCom exports its products worldwide, with a particularly strong and established presence in the US market, supplying major retailers and garden centers. In the United States, ScanCom maintains a robust presence through its extensive supply to major US retailers and a dedicated US sales office. This direct engagement ensures close collaboration with American buyers, facilitating tailored product offerings and efficient logistics. The company's focus on sustainability resonates well with the growing demand for eco-friendly products in the US market. ScanCom International A/S is a Danish-owned company, operating as a significant part of the Lars Larsen Group, a diversified retail conglomerate. While ScanCom's specific revenue figures are not publicly detailed, the Lars Larsen Group's global revenue is in the billions of USD, indicating ScanCom's substantial contribution. The company's leadership includes Mr. Stig Maasbøl as CEO, who oversees its global operations and strategic initiatives. Recent activities include a continued emphasis on sustainable practices and certifications, which are increasingly vital for securing and expanding business with environmentally conscious US buyers, reinforcing its market position.

### GROUP DESCRIPTION

Lars Larsen Group is a diversified retail conglomerate based in Denmark, with interests in home furnishings, retail, and other sectors.

### MANAGEMENT TEAM

- Mr. Stig Maasbøl (CEO)

### RECENT NEWS

ScanCom continues to focus on sustainable practices and certifications, which are increasingly important for US buyers, reinforcing its market position.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## Kaiser Furniture Vietnam

Revenue 50,000,000\$

**Website:** <https://kaiser.vn/>

**Country:** Viet Nam

**Nature of Business:** Manufacturer and exporter of wooden furniture

**Product Focus & Scale:** Specializes in bedroom, dining, and living room furniture, primarily from rubberwood and acacia. Exports mainly to the US, Europe, and Australia.

**Operations in Importing Country:** Long-term supplier to several large US furniture distributors and retailers.

**Ownership Structure:** Privately owned Vietnamese company

### COMPANY PROFILE

Kaiser Furniture Vietnam is a well-established manufacturer and exporter of wooden furniture, based in Vietnam. The company has built a reputation for producing high-quality, durable furniture pieces, primarily utilizing sustainable wood sources such as rubberwood and acacia. Kaiser Furniture operates with a focus on efficiency and quality control throughout its manufacturing processes, from timber processing to finishing. Kaiser Furniture's product range primarily includes bedroom, dining, and living room furniture. Their offerings are designed to meet diverse aesthetic preferences, from classic to contemporary styles. The company's export scale is significant, with its main markets being the United States, Europe, and Australia. They are capable of fulfilling large orders for wholesale distributors and major retail chains. Kaiser Furniture has cultivated a strong and consistent presence in the United States market, serving as a long-term supplier to several large US furniture distributors and retailers. While they do not have direct retail operations in the US, their established B2B relationships ensure a steady flow of their products into the American consumer market. This direct engagement with US buyers underscores their commitment to the market. Kaiser Furniture Vietnam is a privately owned Vietnamese company. While specific revenue figures are not publicly disclosed, its status as a significant exporter suggests annual revenues likely in the tens of millions of USD. The company's operations are overseen by Mr. Nguyen Van Hung, who serves as Director. In recent developments, Kaiser Furniture has been actively expanding its production capacity to accommodate the growing volume of international orders, particularly those originating from the United States, indicating a robust demand for their products in the American market.

### MANAGEMENT TEAM

- Mr. Nguyen Van Hung (Director)

### RECENT NEWS

Kaiser Furniture has been actively expanding its production capacity to accommodate the growing volume of international orders, particularly those originating from the United States.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## AA Corporation

Revenue 50,000,000\$

**Website:** <https://www.aacorporation.com/>

**Country:** Viet Nam

**Nature of Business:** Manufacturer of high-end furniture and interior fit-out contractor

**Product Focus & Scale:** Custom-made furniture for hotels, resorts, and luxury residences, as well as standard furniture lines. Exports globally, including to the US, undertaking complex, large-volume projects.

**Operations in Importing Country:** Completed numerous projects for major hotel chains and luxury residences in the US, indicating direct engagement.

**Ownership Structure:** Privately owned Vietnamese company

### COMPANY PROFILE

AA Corporation is a leading Vietnamese manufacturer of high-end furniture and a prominent interior fit-out contractor, particularly renowned for its work in the hospitality and luxury residential sectors. The company is distinguished by its ability to deliver bespoke furniture solutions and comprehensive interior design and construction services for large-scale projects. AA Corporation emphasizes craftsmanship, quality materials, and adherence to international design standards. AA Corporation's product focus includes custom-made furniture for hotels, resorts, and luxury residences, alongside a range of standard furniture lines. Their expertise extends to case goods, upholstered items, and architectural millwork. The company exports its products and services globally, with a significant portfolio of completed projects in the United States, Europe, and the Middle East. Their scale of operations allows them to undertake complex, large-volume projects. AA Corporation has a substantial and direct presence in the United States, having completed numerous high-profile projects for major hotel chains, luxury residential developments, and private clients across the country. This direct engagement signifies their capability to manage complex logistics and meet the stringent quality requirements of the US market. Their project-based approach means they are actively involved in the US construction and design industry. AA Corporation is a privately owned Vietnamese company. Its approximate annual revenue is estimated to be in the tens of millions of USD, reflecting its specialization in high-value projects. The company is led by Mr. Nguyen Quoc Khanh, who serves as Chairman and CEO, driving its strategic vision and international expansion. In recent news, AA Corporation continues to secure contracts for high-profile hospitality and luxury residential projects in the US and other international markets, underscoring its continued growth and reputation in the global design and furniture industry.

### MANAGEMENT TEAM

- Mr. Nguyen Quoc Khanh (Chairman & CEO)

### RECENT NEWS

AA Corporation continues to secure contracts for high-profile hospitality and luxury residential projects in the US and other international markets.

# KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

## Truong Thanh Furniture Corporation (TTF)

Revenue 50,000,000\$

**Website:** <https://ttf.vn/>

**Country:** Viet Nam

**Nature of Business:** Large-scale wooden furniture manufacturer and exporter

**Product Focus & Scale:** Wide range of indoor and outdoor wooden furniture, including kitchen cabinets, flooring, and doors. Exports to over 50 countries, with the US being a key market.

**Operations in Importing Country:** Established relationships with major US retailers and distributors.

**Ownership Structure:** Publicly traded Vietnamese company

### COMPANY PROFILE

Truong Thanh Furniture Corporation (TTF) is one of Vietnam's largest and most established wooden furniture manufacturers and exporters. Founded in 1995, TTF has grown into a significant player in the global furniture industry, known for its diverse product offerings and extensive production capabilities. The company is publicly listed on the Ho Chi Minh Stock Exchange, reflecting its scale and transparency. TTF's product focus is broad, encompassing a wide range of indoor and outdoor wooden furniture, including kitchen cabinets, flooring, doors, and various home furnishings. The company utilizes a variety of wood species and production techniques to cater to different market demands. TTF exports to over 50 countries worldwide, with the United States consistently being one of its most important and largest export markets, contributing significantly to its overall sales volume. TTF has a well-established presence in the United States, built on long-term relationships with major US retailers, distributors, and wholesalers. While it does not operate its own retail stores in the US, its products are widely distributed through these partnerships, making them accessible to American consumers. The company actively participates in international trade shows to strengthen its ties with US buyers. Truong Thanh Furniture Corporation is a publicly traded Vietnamese company (HOSE: TTF). Its approximate annual revenue is in the tens of millions of USD, though it has faced financial restructuring in recent years. The company's leadership includes Mr. Mai Huu Tin as Chairman. In recent news, TTF has been undergoing significant restructuring efforts and forming strategic partnerships aimed at enhancing its export capabilities and expanding its market share in key international markets, particularly focusing on strengthening its position within the US market.

### MANAGEMENT TEAM

- Mr. Mai Huu Tin (Chairman)

### RECENT NEWS

TTF has been undergoing significant restructuring efforts and forming strategic partnerships aimed at enhancing its export capabilities and expanding its market share in key international markets, particularly focusing on strengthening its position within the US market.



# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Ashley Furniture Industries, LLC

Revenue 8,000,000,000\$

*Manufacturer, wholesaler, and retail chain*

**Website:** <https://www.ashleyfurniture.com/>

**Country:** USA

**Product Usage:** Resale through retail stores (Ashley HomeStore) and other authorized dealers; components for domestic manufacturing.

**Ownership Structure:** Privately owned (Wanek family)

### COMPANY PROFILE

Ashley Furniture Industries, LLC is the largest furniture manufacturer and retailer in the United States, and one of the largest in the world. Headquartered in Arcadia, Wisconsin, the company operates a vast network of retail stores under the Ashley HomeStore brand, alongside its wholesale and manufacturing divisions. Ashley is known for its vertically integrated business model, which allows it to control various aspects of its supply chain, from design and manufacturing to distribution and retail. As a major player in the furniture industry, Ashley Furniture is a significant importer of furniture and furniture components. The imported products, which include a wide range of finished furniture pieces (such as sofas, dining sets, bedroom furniture, and occasional tables) and raw materials, are primarily used for resale through its extensive retail network of Ashley HomeStore locations and other authorized dealers. They also import components for their domestic manufacturing operations. Ashley Furniture Industries is a privately held company, owned by the Wanek family. Its approximate annual revenue is estimated to be over \$8 billion USD, making it a dominant force in the furniture market. The company's leadership includes Todd Wanek as CEO and Chairman of the Board. Recent news indicates Ashley Furniture's continued focus on expanding its e-commerce capabilities and optimizing its global supply chain to enhance efficiency and meet consumer demand, including leveraging international sourcing to offer competitive pricing and product variety.

### MANAGEMENT TEAM

- Todd Wanek (CEO & Chairman)

### RECENT NEWS

Ashley Furniture continues to focus on expanding its e-commerce capabilities and optimizing its global supply chain to enhance efficiency and meet consumer demand, including leveraging international sourcing to offer competitive pricing and product variety.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Wayfair Inc.

Revenue 12,000,000,000\$

Online retail (e-commerce)

Website: <https://www.wayfair.com/>

Country: USA

Product Usage: Direct-to-consumer resale through various branded websites.

Ownership Structure: Publicly traded company

### COMPANY PROFILE

Wayfair Inc. is one of the largest online retailers of home goods in the United States, offering a vast selection of furniture, decor, housewares, and more. Headquartered in Boston, Massachusetts, Wayfair operates a unique e-commerce platform that connects suppliers directly with consumers, leveraging a drop-shipping model for a significant portion of its inventory. This model allows for an extensive product catalog without the need for large physical warehouses for every item. Wayfair is a massive importer of furniture and home furnishings, sourcing products from thousands of suppliers globally. The imported furniture, which spans all categories from living room and bedroom sets to outdoor furniture and office furniture, is primarily for direct-to-consumer resale through its various branded websites (Wayfair.com, Joss & Main, AllModern, Birch Lane, Perigold). Their business model relies heavily on efficient international logistics and supply chain management to deliver products directly to customers. Wayfair Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: W). Its approximate annual revenue is over \$12 billion USD, solidifying its position as a leader in online home furnishings retail. The company's leadership includes Niraj Shah as CEO, Co-Chairman, and Co-Founder, and Steve Conine as Co-Chairman and Co-Founder. Recent news highlights Wayfair's continued investment in supply chain optimization, including expanding its fulfillment network and improving delivery speeds, as well as enhancing its digital shopping experience to drive sales and customer satisfaction in the competitive online furniture market.

### MANAGEMENT TEAM

- Niraj Shah (CEO, Co-Chairman, Co-Founder)
- Steve Conine (Co-Chairman, Co-Founder)

### RECENT NEWS

Wayfair continues to invest in supply chain optimization, including expanding its fulfillment network and improving delivery speeds, as well as enhancing its digital shopping experience to drive sales and customer satisfaction.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## IKEA North America Services, LLC

Revenue 40,000,000,000\$

### Retail chain

Website: <https://www.ikea.com/us/en/>

Country: USA

Product Usage: Resale through retail stores and online channels.

Ownership Structure: Part of Ingka Group (largest franchisee of IKEA, owned by Stichting INGKA Foundation)

### COMPANY PROFILE

IKEA North America Services, LLC is the US arm of IKEA, the Swedish multinational conglomerate that designs and sells ready-to-assemble furniture, kitchen appliances, and home accessories. IKEA is globally recognized for its modern designs, affordable prices, and flat-pack furniture concept. Its operations in the US include a network of large retail stores, distribution centers, and a growing e-commerce presence. IKEA is one of the world's largest furniture retailers and, consequently, a massive importer of furniture and furniture components into the United States. The imported products, which range from sofas, beds, tables, and chairs to storage units and kitchen systems, are primarily used for resale through its retail stores and online channels. IKEA's unique supply chain model involves sourcing from a global network of suppliers and then distributing these products to its stores for customer self-assembly. IKEA North America Services, LLC is part of Ingka Group, the largest franchisee of the IKEA brand, which is owned by the Stichting INGKA Foundation. The global IKEA system's approximate annual revenue is over \$40 billion USD, with North America contributing a significant portion. The leadership for IKEA US includes Javier Quiñones as CEO and Chief Sustainability Officer. Recent news indicates IKEA's continued investment in expanding its fulfillment capabilities, including new distribution centers and smaller format stores, to improve accessibility and delivery times for US customers, while also focusing on sustainability initiatives across its product range and supply chain.

### GROUP DESCRIPTION

Ingka Group is the largest franchisee of the IKEA brand, operating the majority of IKEA stores worldwide. It is owned by the Stichting INGKA Foundation, a charitable foundation.

### MANAGEMENT TEAM

- Javier Quiñones (CEO & Chief Sustainability Officer, IKEA US)

### RECENT NEWS

IKEA continues to invest in expanding its fulfillment capabilities, including new distribution centers and smaller format stores, to improve accessibility and delivery times for US customers, while also focusing on sustainability initiatives.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Williams-Sonoma, Inc.

Revenue 8,000,000,000\$

Specialty retail chain

Website: <https://www.williams-sonomainc.com/>

Country: USA

Product Usage: Resale through its various branded retail stores and online platforms.

Ownership Structure: Publicly traded company

### COMPANY PROFILE

Williams-Sonoma, Inc. is a leading specialty retailer of high-quality home furnishings and kitchenware. Headquartered in San Francisco, California, the company operates a portfolio of well-known brands including Williams Sonoma, Pottery Barn, Pottery Barn Kids, Pottery Barn Teen, West Elm, Rejuvenation, and Mark and Graham. Williams-Sonoma is recognized for its curated collections, design expertise, and multi-channel retail strategy, encompassing brick-and-mortar stores, e-commerce, and catalogs. Williams-Sonoma is a significant importer of furniture and home decor products for its various brands. The imported furniture, which includes a wide range of styles and categories from upholstered seating and dining tables to bedroom furniture and outdoor pieces, is primarily used for resale through its extensive network of retail stores and robust online platforms. The company's sourcing strategy focuses on quality, design, and ethical production practices from a global supplier base. Williams-Sonoma, Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: WSM). Its approximate annual revenue is over \$8 billion USD, reflecting its strong market position in the premium home furnishings segment. The company's leadership includes Laura Alber as President and CEO. Recent news indicates Williams-Sonoma's continued focus on enhancing its digital capabilities, expanding its design services, and optimizing its supply chain to meet evolving consumer preferences and improve efficiency, including strategic international sourcing to maintain product exclusivity and quality.

### MANAGEMENT TEAM

- Laura Alber (President & CEO)

### RECENT NEWS

Williams-Sonoma continues to focus on enhancing its digital capabilities, expanding its design services, and optimizing its supply chain to meet evolving consumer preferences and improve efficiency, including strategic international sourcing.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Rooms To Go

Revenue 2,000,000,000\$

Retail chain

Website: <https://www.roomstogo.com/>

Country: USA

**Product Usage:** Resale through retail showrooms and e-commerce platform, often as complete room packages.

**Ownership Structure:** Privately owned

### COMPANY PROFILE

Rooms To Go is one of the largest independent furniture retailers in the United States, known for its unique concept of selling furniture in complete room packages. Headquartered in Seffner, Florida, the company operates a large chain of showrooms across the Southern and Southeastern US, as well as a robust online presence. Rooms To Go emphasizes convenience and value, offering coordinated furniture sets that simplify the buying process for consumers. Rooms To Go is a major importer of furniture, sourcing a wide variety of products from international manufacturers to assemble its distinctive room packages. The imported furniture, which includes living room sets, bedroom sets, dining room sets, and kids' furniture, is primarily used for resale through its extensive network of retail showrooms and its e-commerce platform. Their business model relies heavily on efficient logistics and inventory management to support their high-volume sales. Rooms To Go is a privately owned company. While specific revenue figures are not publicly disclosed, its significant market presence and large number of stores suggest approximate annual revenues in the billions of USD. The company's leadership includes Jeffrey Seaman as CEO. Recent news indicates Rooms To Go's continued expansion of its retail footprint and investment in supply chain efficiencies to support its growth, including optimizing its international sourcing strategies to maintain competitive pricing and product availability for its unique room package offerings.

### MANAGEMENT TEAM

- Jeffrey Seaman (CEO)

### RECENT NEWS

Rooms To Go continues to expand its retail footprint and invest in supply chain efficiencies to support its growth, including optimizing its international sourcing strategies to maintain competitive pricing and product availability.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## La-Z-Boy Incorporated

Revenue 2,000,000,000\$

Manufacturer and retail chain

Website: <https://www.la-z-boy.com/>

Country: USA

**Product Usage:** Resale through branded retail stores and wholesale distribution channels; to supplement domestically manufactured offerings.

**Ownership Structure:** Publicly traded company

### COMPANY PROFILE

La-Z-Boy Incorporated is a leading American manufacturer and retailer of upholstered furniture, best known for its recliners. Headquartered in Monroe, Michigan, the company operates through two main segments: the wholesale segment, which manufactures and sells furniture to a network of dealers and retailers, and the retail segment, which operates La-Z-Boy Furniture Galleries stores. La-Z-Boy emphasizes comfort, quality, and American craftsmanship. While La-Z-Boy has significant domestic manufacturing, it also acts as an importer of certain furniture products and components to supplement its offerings and meet diverse consumer demands. The imported furniture, which may include specific styles of upholstered seating, motion furniture, or case goods, is used for resale through its branded retail stores and its wholesale distribution channels. This allows La-Z-Boy to offer a broader product assortment beyond its core domestically manufactured recliners and sofas. La-Z-Boy Incorporated is a publicly traded company listed on the New York Stock Exchange (NYSE: LZB). Its approximate annual revenue is over \$2 billion USD. The company's leadership includes Melinda D. Whittington as President and CEO. Recent news indicates La-Z-Boy's strategic focus on enhancing its retail experience, expanding its product categories, and optimizing its supply chain, including leveraging international sourcing where appropriate, to improve efficiency and responsiveness to market trends while maintaining its brand reputation for comfort and quality.

### MANAGEMENT TEAM

- Melinda D. Whittington (President & CEO)

### RECENT NEWS

La-Z-Boy continues to focus on enhancing its retail experience, expanding its product categories, and optimizing its supply chain, including leveraging international sourcing where appropriate, to improve efficiency and responsiveness to market trends.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## RH (Restoration Hardware)

Revenue 3,000,000,000\$

Luxury retail chain

Website: <https://rh.com/>

Country: USA

Product Usage: Resale through luxury retail galleries and direct-to-consumer channels.

Ownership Structure: Publicly traded company

### COMPANY PROFILE

RH, formerly known as Restoration Hardware, is a luxury home furnishings company headquartered in Corte Madera, California. RH operates an integrated business model that includes retail galleries, outlet stores, and an online platform, offering a curated collection of furniture, lighting, textiles, bathware, decor, and outdoor furnishings. The company is known for its distinctive aesthetic, high-quality materials, and immersive retail experiences. RH is a significant importer of high-end furniture and home goods, sourcing unique and often oversized pieces from a global network of manufacturers. The imported furniture, which includes upholstered seating, dining tables, beds, and outdoor collections, is primarily used for resale through its luxury retail galleries and direct-to-consumer channels. RH's sourcing strategy emphasizes craftsmanship, unique design, and premium materials, often requiring specialized international logistics. RH is a publicly traded company listed on the New York Stock Exchange (NYSE: RH). Its approximate annual revenue is over \$3 billion USD, reflecting its strong position in the luxury home furnishings market. The company's leadership includes Gary Friedman as Chairman and CEO. Recent news indicates RH's continued expansion of its gallery concept, including opening new design-focused locations, and its strategic focus on global expansion, which inherently involves optimizing its international supply chain for high-value, custom-sourced furniture to maintain its exclusive product offerings.

### MANAGEMENT TEAM

- Gary Friedman (Chairman & CEO)

### RECENT NEWS

RH continues to expand its gallery concept, including opening new design-focused locations, and its strategic focus on global expansion, which involves optimizing its international supply chain for high-value, custom-sourced furniture.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Bob's Discount Furniture

Revenue 1,500,000,000\$

*Retail chain*

**Website:** <https://www.mybobs.com/>

**Country:** USA

**Product Usage:** Direct resale to consumers through showrooms and e-commerce platform.

**Ownership Structure:** Privately owned (backed by Bain Capital)

### COMPANY PROFILE

Bob's Discount Furniture is a rapidly growing furniture retailer in the United States, known for offering a wide selection of furniture at competitive prices. Headquartered in Manchester, Connecticut, the company operates numerous showrooms across the country and maintains a strong online presence. Bob's is characterized by its no-frills, value-oriented approach, providing immediate availability of products from its extensive inventory. Bob's Discount Furniture is a substantial importer of furniture, sourcing a diverse range of products from international manufacturers to maintain its vast inventory and competitive pricing. The imported furniture, which includes living room sets, bedroom furniture, dining sets, and mattresses, is primarily used for direct resale to consumers through its showrooms and e-commerce platform. Their business model relies on high-volume purchasing and efficient logistics to pass savings onto customers. Bob's Discount Furniture is a privately owned company, backed by private equity firm Bain Capital. While specific revenue figures are not publicly disclosed, its extensive store count and high sales volume suggest approximate annual revenues in the billions of USD. The company's leadership includes Bill Barton as CEO. Recent news indicates Bob's Discount Furniture's continued expansion into new markets and investment in its supply chain infrastructure to support its growth, including optimizing its international sourcing and distribution networks to ensure a steady flow of affordable furniture to its customers.

### GROUP DESCRIPTION

Bain Capital is a leading global private investment firm that invests across a range of asset classes, including private equity, public equity, fixed income, and credit.

### MANAGEMENT TEAM

- Bill Barton (CEO)

### RECENT NEWS

Bob's Discount Furniture continues to expand into new markets and invest in its supply chain infrastructure to support its growth, including optimizing its international sourcing and distribution networks.



# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Haverty Furniture Companies, Inc.

Revenue 800,000,000\$

*Retail chain*

**Website:** <https://www.havertys.com/>

**Country:** USA

**Product Usage:** Resale through its network of retail stores and e-commerce platform.

**Ownership Structure:** Publicly traded company

### COMPANY PROFILE

Haverty Furniture Companies, Inc. is a full-service home furnishings retailer operating primarily in the Southern and Midwestern United States. Headquartered in Atlanta, Georgia, Havertys offers a wide selection of furniture, accessories, and mattresses, along with interior design services. The company emphasizes quality products, customer service, and a comfortable shopping experience in its showrooms. Haverty's is a significant importer of furniture, sourcing a substantial portion of its product offerings from international manufacturers to complement its domestic supply. The imported furniture, which includes upholstered seating, bedroom sets, dining room furniture, and occasional pieces, is primarily used for resale through its network of retail stores and its e-commerce platform. Their sourcing strategy focuses on acquiring stylish and durable furniture that meets their quality standards. Haverty Furniture Companies, Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: HVT). Its approximate annual revenue is in the hundreds of millions of USD. The company's leadership includes Clarence H. Smith as Chairman, President, and CEO. Recent news indicates Haverty's continued investment in enhancing its digital presence and optimizing its supply chain to improve inventory management and delivery efficiency, including strategic international sourcing to ensure a diverse and appealing product assortment for its customers.

### MANAGEMENT TEAM

- Clarence H. Smith (Chairman, President & CEO)

### RECENT NEWS

Haverty's continues to invest in enhancing its digital presence and optimizing its supply chain to improve inventory management and delivery efficiency, including strategic international sourcing to ensure a diverse and appealing product assortment.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Ethan Allen Interiors Inc.

Revenue 700,000,000\$

*Manufacturer, retailer, and interior design company*

**Website:** <https://www.ethanallen.com/>

**Country:** USA

**Product Usage:** Resale through design centers and online platform; to complement domestically produced offerings and expand product range.

**Ownership Structure:** Publicly traded company

### COMPANY PROFILE

Ethan Allen Interiors Inc. is a leading interior design company and manufacturer and retailer of home furnishings. Headquartered in Danbury, Connecticut, Ethan Allen operates a network of design centers across North America and internationally, offering a personalized design experience alongside its extensive product line. The company is known for its classic and contemporary styles, quality craftsmanship, and custom options. Ethan Allen is both a manufacturer and a significant importer of furniture and home accents. While a substantial portion of its upholstered furniture and case goods are manufactured in its North American workshops, the company also imports specialized furniture pieces, unique materials, and certain product categories from international suppliers. The imported furniture is used for resale through its design centers and online platform, complementing its domestically produced offerings and expanding its product range. Ethan Allen Interiors Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: ETD). Its approximate annual revenue is in the hundreds of millions of USD. The company's leadership includes Farooq Kathwari as Chairman, President, and CEO. Recent news indicates Ethan Allen's continued focus on integrating its retail and digital experiences, enhancing its design services, and optimizing its global supply chain to ensure product availability and efficient delivery, including strategic international sourcing to offer a comprehensive and diverse collection to its discerning clientele.

### MANAGEMENT TEAM

- Farooq Kathwari (Chairman, President & CEO)

### RECENT NEWS

Ethan Allen continues to focus on integrating its retail and digital experiences, enhancing its design services, and optimizing its global supply chain to ensure product availability and efficient delivery, including strategic international sourcing.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Living Spaces Furniture

Revenue 900,000,000\$

Retail chain

Website: <https://www.livingspaces.com/>

Country: USA

Product Usage: Direct resale to consumers through showrooms and distribution centers.

Ownership Structure: Privately owned

### COMPANY PROFILE

Living Spaces Furniture is a prominent furniture retailer primarily serving the Western United States. Headquartered in La Mirada, California, the company operates large showrooms that offer a vast selection of furniture and accessories for every room in the home. Living Spaces is known for its expansive inventory, competitive pricing, and commitment to immediate delivery, often from its own distribution centers. Living Spaces is a major importer of furniture, sourcing a wide array of products from international manufacturers to fill its large showrooms and distribution centers. The imported furniture, which includes upholstered seating, dining sets, bedroom furniture, and outdoor pieces, is primarily used for direct resale to consumers. Their business model relies on high-volume purchasing and efficient logistics to maintain a diverse and readily available inventory for quick customer fulfillment. Living Spaces Furniture is a privately owned company. While specific revenue figures are not publicly disclosed, its significant market presence in key Western US states and large-format stores suggest approximate annual revenues in the hundreds of millions of USD. The company's leadership includes Grover Geiselman as CEO. Recent news indicates Living Spaces' continued investment in expanding its physical footprint and enhancing its supply chain capabilities, including optimizing its international sourcing and warehousing operations, to support its growth and maintain its promise of immediate product availability to customers.

### MANAGEMENT TEAM

- Grover Geiselman (CEO)

### RECENT NEWS

Living Spaces continues to invest in expanding its physical footprint and enhancing its supply chain capabilities, including optimizing its international sourcing and warehousing operations, to support its growth and maintain its promise of immediate product availability.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Raymour & Flanigan Furniture

Revenue 800,000,000\$

*Retail chain*

**Website:** <https://www.raymourflanigan.com/>

**Country:** USA

**Product Usage:** Direct resale to consumers through showrooms and distribution centers.

**Ownership Structure:** Privately owned

### COMPANY PROFILE

Raymour & Flanigan Furniture is one of the largest furniture retailers in the Northeastern United States. Headquartered in Liverpool, New York, the company operates a vast network of showrooms and clearance centers, offering a wide selection of furniture, mattresses, and home decor. Raymour & Flanigan is known for its extensive inventory, quick delivery, and commitment to customer service. Raymour & Flanigan is a significant importer of furniture, sourcing a diverse range of products from international manufacturers to stock its numerous showrooms and distribution centers. The imported furniture, which includes living room sets, bedroom furniture, dining sets, and home office solutions, is primarily used for direct resale to consumers. Their business model emphasizes maintaining a large, readily available inventory to facilitate fast delivery to customers. Raymour & Flanigan Furniture is a privately owned company. While specific revenue figures are not publicly disclosed, its extensive regional presence and high sales volume suggest approximate annual revenues in the hundreds of millions of USD. The company's leadership includes Seth Goldberg as President. Recent news indicates Raymour & Flanigan's continued investment in enhancing its e-commerce platform and optimizing its supply chain, including strategic international sourcing and logistics, to improve efficiency and meet the growing demand for quick delivery and a wide product assortment in its service areas.

### MANAGEMENT TEAM

- Seth Goldberg (President)

### RECENT NEWS

Raymour & Flanigan continues to invest in enhancing its e-commerce platform and optimizing its supply chain, including strategic international sourcing and logistics, to improve efficiency and meet the growing demand for quick delivery and a wide product assortment.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Crate and Barrel

Revenue 1,000,000,000\$

### Retail chain

Website: <https://www.crateandbarrel.com/>

Country: USA

Product Usage: Resale through retail stores and online channels.

Ownership Structure: Part of Otto Group

### COMPANY PROFILE

Crate and Barrel is a prominent American retail chain specializing in furniture, home decor, kitchenware, and housewares. Headquartered in Northbrook, Illinois, the company operates physical stores across the United States and Canada, along with a robust e-commerce presence. Crate and Barrel is known for its modern, contemporary, and timeless designs, offering stylish and functional products for the home. Crate and Barrel is a significant importer of furniture and home furnishings, sourcing a curated selection of products from international manufacturers to align with its design aesthetic and quality standards. The imported furniture, which includes upholstered seating, dining tables, bedroom furniture, and outdoor pieces, is primarily used for resale through its retail stores and online channels. The company's sourcing strategy focuses on unique designs and high-quality craftsmanship from a global network of suppliers. Crate and Barrel is part of the Otto Group, a German-based global retail and services group. While specific revenue for Crate and Barrel is not publicly detailed, its operations contribute to the Otto Group's multi-billion dollar global revenue. The company's leadership includes Alicia Waters as Brand President. Recent news indicates Crate and Barrel's continued focus on enhancing its digital customer experience, expanding its design services, and optimizing its global supply chain to ensure a consistent flow of unique and high-quality imported furniture and home goods to its discerning customer base.

### GROUP DESCRIPTION

Otto Group is a German-based global retail and services group with a strong focus on e-commerce and multi-channel retail.

### MANAGEMENT TEAM

- Alicia Waters (Brand President)

### RECENT NEWS

Crate and Barrel continues to focus on enhancing its digital customer experience, expanding its design services, and optimizing its global supply chain to ensure a consistent flow of unique and high-quality imported furniture and home goods.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Pottery Barn

Revenue 8,000,000,000\$

Retail chain (subsidiary of Williams-Sonoma, Inc.)

Website: <https://www.potterybarn.com/>

Country: USA

Product Usage: Resale through retail stores and online platforms.

Ownership Structure: Part of Williams-Sonoma, Inc.

### COMPANY PROFILE

Pottery Barn is a leading American home furnishings retailer, operating as a subsidiary of Williams-Sonoma, Inc. Headquartered in San Francisco, California, Pottery Barn is known for its classic, comfortable, and stylish furniture and home decor. The brand operates numerous retail stores across the United States and internationally, complemented by a strong e-commerce presence and catalog sales. Pottery Barn is a major importer of furniture and home goods, sourcing a significant portion of its product line from international manufacturers. The imported furniture, which includes upholstered seating, dining tables, bedroom furniture, and outdoor collections, is primarily used for resale through its retail stores and online platforms. The brand's sourcing strategy emphasizes quality materials, timeless design, and ethical production practices from a global network of suppliers. Pottery Barn is a key brand within the Williams-Sonoma, Inc. portfolio, a publicly traded company listed on the New York Stock Exchange (NYSE: WSM). While specific revenue for Pottery Barn is not separately disclosed, it contributes significantly to Williams-Sonoma's overall annual revenue of over \$8 billion USD. The brand's leadership includes Marta Benson as President. Recent news indicates Pottery Barn's continued focus on expanding its sustainable product offerings, enhancing its digital shopping experience, and optimizing its global supply chain to ensure a consistent flow of high-quality, stylish imported furniture to its broad customer base.

### GROUP DESCRIPTION

Williams-Sonoma, Inc. is a leading specialty retailer of high-quality home furnishings and kitchenware, operating multiple well-known brands.

### MANAGEMENT TEAM

- Marta Benson (President, Pottery Barn Brands)

### RECENT NEWS

Pottery Barn continues to focus on expanding its sustainable product offerings, enhancing its digital shopping experience, and optimizing its global supply chain to ensure a consistent flow of high-quality, stylish imported furniture.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## West Elm

Revenue 8,000,000,000\$

Retail chain (subsidiary of Williams-Sonoma, Inc.)

Website: <https://www.westelm.com/>

Country: USA

Product Usage: Resale through retail stores and online platforms.

Ownership Structure: Part of Williams-Sonoma, Inc.

### COMPANY PROFILE

West Elm is a modern furniture and home decor retailer, operating as a subsidiary of Williams-Sonoma, Inc. Headquartered in Brooklyn, New York, West Elm is known for its contemporary designs, commitment to sustainability, and focus on handcrafted and artisan-made products. The brand operates retail stores across the United States and internationally, alongside a strong e-commerce presence. West Elm is a significant importer of furniture and home goods, sourcing a substantial portion of its unique product line from international artisans and manufacturers. The imported furniture, which includes upholstered seating, dining tables, bedroom furniture, and outdoor pieces, is primarily used for resale through its retail stores and online platforms. The brand's sourcing strategy emphasizes fair trade, sustainable materials, and distinctive design from a global network of suppliers. West Elm is a key brand within the Williams-Sonoma, Inc. portfolio, a publicly traded company listed on the New York Stock Exchange (NYSE: WSM). While specific revenue for West Elm is not separately disclosed, it contributes significantly to Williams-Sonoma's overall annual revenue of over \$8 billion USD. The brand's leadership includes Alex Bellos as President. Recent news indicates West Elm's continued focus on expanding its sustainable and artisan-made product collections, enhancing its digital design tools, and optimizing its global supply chain to ensure a consistent flow of unique, ethically sourced imported furniture to its design-conscious customer base.

### GROUP DESCRIPTION

Williams-Sonoma, Inc. is a leading specialty retailer of high-quality home furnishings and kitchenware, operating multiple well-known brands.

### MANAGEMENT TEAM

- Alex Bellos (President, West Elm)

### RECENT NEWS

West Elm continues to focus on expanding its sustainable and artisan-made product collections, enhancing its digital design tools, and optimizing its global supply chain to ensure a consistent flow of unique, ethically sourced imported furniture.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Target Corporation

Revenue 100,000,000,000\$

General merchandise retail chain

Website: <https://corporate.target.com/>

Country: USA

Product Usage: Resale through retail stores and online channels.

Ownership Structure: Publicly traded company

### COMPANY PROFILE

Target Corporation is one of the largest general merchandise retailers in the United States, offering a wide range of products including apparel, home goods, electronics, groceries, and furniture. Headquartered in Minneapolis, Minnesota, Target operates a vast network of discount stores and a robust e-commerce platform. The company is known for its affordable prices, stylish private labels, and curated product assortments. Target is a massive importer across numerous product categories, including furniture and home furnishings. The imported furniture, which spans various styles and price points from accent chairs and storage units to small dining sets and outdoor furniture, is primarily used for resale through its retail stores and online channels. Target leverages its global sourcing capabilities to offer trendy and affordable furniture options to its broad customer base, often under its popular private label brands. Target Corporation is a publicly traded company listed on the New York Stock Exchange (NYSE: TGT). Its approximate annual revenue is over \$100 billion USD, making it one of the largest retailers globally. The company's leadership includes Brian Cornell as Chairman and CEO. Recent news indicates Target's continued investment in enhancing its supply chain and fulfillment capabilities, including optimizing its international logistics for imported goods, to support its growth in home categories and provide convenient shopping experiences for its customers.

### MANAGEMENT TEAM

- Brian Cornell (Chairman & CEO)

### RECENT NEWS

Target continues to invest in enhancing its supply chain and fulfillment capabilities, including optimizing its international logistics for imported goods, to support its growth in home categories and provide convenient shopping experiences for its customers.



# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Walmart Inc.

Revenue 600,000,000,000\$

General merchandise retail chain

Website: <https://corporate.walmart.com/>

Country: USA

Product Usage: Resale through physical stores and online marketplace.

Ownership Structure: Publicly traded company

### COMPANY PROFILE

Walmart Inc. is the world's largest retail company by revenue, operating a vast network of hypermarkets, discount department stores, and grocery stores globally, with a significant presence in the United States. Headquartered in Bentonville, Arkansas, Walmart offers a wide array of products at everyday low prices, including a substantial selection of furniture and home goods, both in-store and through its extensive e-commerce platform. Walmart is one of the largest importers of goods into the United States across virtually all product categories, including furniture. The imported furniture, which ranges from budget-friendly pieces for bedrooms, living rooms, and dining areas to outdoor furniture and office solutions, is primarily used for resale through its physical stores and its massive online marketplace. Walmart's global sourcing strategy is critical to maintaining its low-price leadership and offering a wide variety of products to its diverse customer base. Walmart Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: WMT). Its approximate annual revenue is over \$600 billion USD, making it the largest retailer by revenue globally. The company's leadership includes Doug McMillon as President and CEO. Recent news indicates Walmart's continued investment in expanding its e-commerce capabilities, optimizing its supply chain, and enhancing its fulfillment network, including leveraging its vast international sourcing and logistics infrastructure, to meet evolving consumer demands for convenience and affordability in furniture and other home categories.

### MANAGEMENT TEAM

- Doug McMillon (President & CEO)

### RECENT NEWS

Walmart continues to invest in expanding its e-commerce capabilities, optimizing its supply chain, and enhancing its fulfillment network, including leveraging its vast international sourcing and logistics infrastructure, to meet evolving consumer demands for convenience and affordability in furniture and other home categories.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Costco Wholesale Corporation

Revenue 240,000,000,000\$

*Membership-only warehouse club*

**Website:** <https://www.costco.com/>

**Country:** USA

**Product Usage:** Resale to members through warehouse clubs and online platform.

**Ownership Structure:** Publicly traded company

### COMPANY PROFILE

Costco Wholesale Corporation is a multinational membership-only warehouse club that provides a wide selection of merchandise, including furniture, at wholesale prices. Headquartered in Issaquah, Washington, Costco operates large warehouses across the United States and internationally, offering products in bulk or at competitive prices to its members. Its business model focuses on high sales volume and efficient inventory turnover. Costco is a significant importer of various goods, including a rotating selection of furniture and home furnishings. The imported furniture, which can include upholstered sofas, dining sets, bedroom furniture, and outdoor patio sets, is primarily used for resale to its members through its warehouse clubs and online platform. Costco's sourcing strategy involves purchasing large quantities directly from manufacturers worldwide to secure favorable pricing, which it then passes on to its members. Costco Wholesale Corporation is a publicly traded company listed on the NASDAQ (NASDAQ: COST). Its approximate annual revenue is over \$240 billion USD. The company's leadership includes Ron Vachris as President and CEO. Recent news indicates Costco's continued focus on optimizing its global supply chain and logistics to ensure efficient delivery of a diverse range of products, including imported furniture, to its warehouses and directly to members, while maintaining its value proposition and membership loyalty.

### MANAGEMENT TEAM

- Ron Vachris (President & CEO)

### RECENT NEWS

Costco continues to focus on optimizing its global supply chain and logistics to ensure efficient delivery of a diverse range of products, including imported furniture, to its warehouses and directly to members, while maintaining its value proposition and membership loyalty.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## Lowe's Companies, Inc.

Revenue 85,000,000,000\$

Home improvement retail chain

Website: <https://corporate.lowes.com/>

Country: USA

**Product Usage:** Resale to consumers and professional contractors through retail stores and online channels.

**Ownership Structure:** Publicly traded company

### COMPANY PROFILE

Lowe's Companies, Inc. is a leading home improvement retailer in the United States and Canada. Headquartered in Mooresville, North Carolina, Lowe's operates a vast network of retail stores offering products for home construction, maintenance, repair, and improvement. While primarily known for hardware and building materials, Lowe's also carries a significant selection of furniture, particularly for outdoor living, kitchens, and home offices. Lowe's is a major importer of various home improvement products, including a substantial amount of furniture and furniture components. The imported furniture, which includes patio furniture, kitchen cabinets, bathroom vanities, and some indoor furniture pieces, is primarily used for resale to consumers and professional contractors through its retail stores and online channels. Their sourcing strategy focuses on providing a wide range of products to meet diverse customer needs for home renovation and furnishing projects. Lowe's Companies, Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: LOW). Its approximate annual revenue is over \$85 billion USD. The company's leadership includes Marvin R. Ellison as Chairman, President, and CEO. Recent news indicates Lowe's continued investment in enhancing its omnichannel capabilities, optimizing its supply chain, and expanding its product assortments, including leveraging international sourcing for furniture and other home goods, to better serve both DIY customers and Pros in the home improvement market.

### MANAGEMENT TEAM

- Marvin R. Ellison (Chairman, President & CEO)

### RECENT NEWS

Lowe's continues to invest in enhancing its omnichannel capabilities, optimizing its supply chain, and expanding its product assortments, including leveraging international sourcing for furniture and other home goods, to better serve both DIY customers and Pros in the home improvement market.

# KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

## The Home Depot, Inc.

Revenue 150,000,000,000\$

Home improvement retail chain

Website: <https://corporate.homedepot.com/>

Country: USA

**Product Usage:** Resale to consumers and professional contractors through retail stores and online channels.

**Ownership Structure:** Publicly traded company

### COMPANY PROFILE

The Home Depot, Inc. is the largest home improvement retailer in the United States, Canada, and Mexico. Headquartered in Atlanta, Georgia, Home Depot operates a vast network of big-box stores offering a comprehensive range of products for home improvement, construction, and maintenance. While primarily known for building materials and tools, Home Depot also carries a significant selection of furniture, particularly for outdoor living, kitchens, and home offices. Home Depot is a massive importer of various home improvement products, including a substantial amount of furniture and furniture components. The imported furniture, which includes patio furniture, kitchen cabinets, bathroom vanities, and some indoor furniture pieces, is primarily used for resale to consumers and professional contractors through its retail stores and online channels. Their sourcing strategy focuses on providing a wide range of products to meet diverse customer needs for home renovation and furnishing projects. The Home Depot, Inc. is a publicly traded company listed on the New York Stock Exchange (NYSE: HD). Its approximate annual revenue is over \$150 billion USD. The company's leadership includes Ted Decker as Chairman, President, and CEO. Recent news indicates Home Depot's continued investment in enhancing its supply chain, expanding its product offerings, and improving its digital customer experience, including leveraging its extensive international sourcing network for furniture and other home goods, to maintain its market leadership and cater to the evolving demands of both DIY customers and professional contractors.

### MANAGEMENT TEAM

- Ted Decker (Chairman, President & CEO)

### RECENT NEWS

The Home Depot continues to invest in enhancing its supply chain, expanding its product offerings, and improving its digital customer experience, including leveraging its extensive international sourcing network for furniture and other home goods, to maintain its market leadership.

# 7

## **POLICY CHANGES AFFECTING TRADE**

## POLICY CHANGES AFFECTING TRADE

---

This section provides an overview of recent policy changes that may impact trade and investment in the country under analysis. The information is sourced from the repository maintained by the Global Trade Alert (GTA). Usage of this material is permitted, provided that proper attribution is given to the Global Trade Alert (GTA).

---

All materials presented in the following chapter of the report are sourced from the Global Trade Alert (GTA) database.

The Global Trade Alert is the world's premier repository of policy changes affecting global trade and investment. The GTA launched in June 2009, and since then, the independent team has documented tens of thousands state interventions worldwide. The evidence collected by GTA is regularly used by governments, international organizations and leading media brands around the globe.

The GTA is an initiative of the Swiss-based St. Gallen Endowment for Prosperity Through Trade, a neutral, non-profit organisation dedicated to increasing transparency of global policies affecting the digital economy, trade and investment.

For the most up-to-date information on global trade policies and regulations worldwide, we encourage you to visit the official website of the Global Trade Alert at <https://globaltradealert.org>.

**Note:** If the following pages do not include information on relevant policy measures, it indicates that no specific active policies related to the product and/or country analyzed were identified at the time of preparing this report based on the selected search criteria.

## LIST OF ABBREVIATIONS AND TERMS USED

**Ad valorem tariff:** An ad valorem duty (tariff, charge, and so on) is based on the value of the dutiable item and expressed in percentage terms. For example, a duty of 20 percent on the value of automobiles.

**Applied tariff / Applied rates:** Duties that are actually charged on imports. These can be below the bound rates.

**Aggregation:** A process that transforms microdata into aggregate-level information by using an aggregation function such as count, sum average or standard deviation.

**Aggregated data:** Data generated by aggregating non-aggregated observations according to a well-defined statistical methodology.

**Approx.:** Short for "approximation", which is a guess of a number that is not exact but that is close.

**B:** billions (e.g. US\$ 10B)

**CAGR:** For the purpose of this report, the compound annual growth rate (CAGR) is the annualized average rate of growth of a specific indicator (e.g. imports, proxy prices) between two given years, assuming growth takes place at an exponentially compounded rate. The CAGR between given years X and Z, where  $Z - X = N$ , is the number of years between the two given years, is calculated as follows:

$$CAGR_{\text{from year X to year Z}} = \left( \frac{Value_{yearZ}}{Value_{yearX}} \right)^{(1/N)} - 1$$

**Current US\$:** Data reported in current (or "nominal") prices for each year are measured in the prices for that particular year. For example, GDP for 1990 are based on 1990 prices, for 2020 are based on 2020 prices, and so on. Current price series are influenced by the effects of inflation.

**Constant US\$:** Constant (or "real") price series show the data for each year in the prices of a chosen reference year. For example, reported GDP in constant 2015 prices show data for 2019, 2022, and all other years in 2015 prices. Constant price series are used to measure the true volume growth, i.e. adjusting for the effects of price inflation.

**CPI, Inflation:** Inflation as measured by the consumer price index reflects the annual percentage change in the cost to the average consumer of acquiring a basket of goods and services that may be fixed or changed at specified intervals, such as yearly.

**Country Credit Risk Classification:** The Organization for Economic Cooperation & Development (OECD) Country Risk Classification measures the country credit risk and the likelihood that a country will service its external debt. The index uses a scale of eight risk categories to determine a country's credit risk (from 0 to 7: 0 being risk free and 7 represents the highest level of country risk to service its external debt). The country risk classifications are not sovereign risk classifications and therefore should not be compared with the sovereign risk classifications of private credit rating agencies (CRAs).

**Country Market:** For the purpose of this report, this is the total number of all goods (in US\$ or volume values) which added to the stock of material resources of a country by entering (imports) its economic territory in a certain period of time (often measured over the course of a year).

**Competitors:** Businesses/companies who compete against each other in the same good market. This may also refer to a country on a global level.

**Domestic or foreign goods:** Specification of whether the good is of domestic or foreign origin.

**Domestic goods:** Can be defined as goods originating in the economic territory of a country. In general, goods are considered as originating in the country if they have been wholly obtained in it or were substantially transformed.

**Economic territory:** The area under the effective economic control of a single government.

**Estimation:** Estimation is concerned with inference about the numerical value of unknown population values from incomplete data such as a sample.

**Foreign goods:** Are goods which originate from the rest of the world (including foreign goods in transit through the compiling country) or are obtained under the outward processing procedure, when such processing confers foreign origin (compensating products which changed origin).

**Growth rates:** refer to the percentage change of a specific variable within a specific time period.

**GDP (current US\$):** Gross Domestic Product at purchaser's prices is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products. It is calculated without making deductions for depreciation of fabricated assets or for depletion and degradation of natural resources. Data are in current U.S. dollars. Dollar figures for GDP are converted from domestic currencies using single year official exchange rates. For a few countries where the official exchange rate does not reflect the rate effectively applied to actual foreign exchange transactions, an alternative conversion factor is used.

## LIST OF ABBREVIATIONS AND TERMS USED

**GDP (constant 2015 US\$):** Gross Domestic Product at purchaser's prices is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products. It is calculated without making deductions for depreciation of fabricated assets or for depletion and degradation of natural resources. Data are in constant 2015 prices, expressed in U.S. dollars. Dollar figures for GDP are converted from domestic currencies using 2015 official exchange rates. For a few countries where the official exchange rate does not reflect the rate effectively applied to actual foreign exchange transactions, an alternative conversion factor is used.

**GDP growth (annual %):** Annual percentage growth rate of GDP at market prices based on constant local currency. An economy's growth is measured by the change in the volume of its output or in the real incomes of its residents. The 2008 United Nations System of National Accounts (2008 SNA) offers three plausible indicators for calculating growth: the volume of gross domestic product (GDP), real gross domestic income, and real gross national income. The volume of GDP is the sum of value added, measured at constant prices, by households, government, and industries operating in the economy. GDP accounts for all domestic production, regardless of whether the income accrues to domestic or foreign institutions.

**Goods (products):** For the purpose of this report the term is defined as physical, produced objects for which a demand exists, over which ownership rights can be established and whose ownership can be transferred from one institutional unit to another by engaging in transactions on markets, plus certain types of so-called knowledge-capturing products stored on physical media that can cross borders physically.

**Goods in transit:** Goods are considered as simply being transported through a country if they (a) enter and leave the compiling country solely for the purpose of being transported to another country, (b) are not subject to halts not inherent to the transportation and (c) can be identified when both entering and leaving the country.

**General imports and exports:** Are flows of goods entering/leaving the statistical territory of a country applying the general trade system and recorded in compliance with the general and specific guidelines.

### General imports consist of:

(a) Imports of foreign goods (including compensating products after outward processing which changed their origin from domestic to foreign) entering the free circulation area, premises for inward processing, industrial free zones, premises for customs warehousing or commercial free zones;

(b) Re-imports of domestic goods into the free circulation area, premises for inward processing or industrial free zones, premises for customs warehousing or commercial free zones.

### General exports consist of:

(a) Exports of domestic goods (including compensating products after inward processing which changed their origin from foreign to domestic) from any part of the statistical territory, including free zones and customs warehouses;

(b) Re-exports of foreign goods from any part of the statistical territory, including free zones and customs warehouses.

**Global Market:** For the purpose of this report, the term represents the sum of imports (either in US\$ or volume terms) of a particular good of all countries who reported these data to the UN Comtrade database. Important to mention, the term doesn't include local production of that good, which may account for a large part. Thus, the term covers only global Imports flow.

**The Harmonized Commodity Description and Coding Systems (HS, Harmonized System):** an internationally recognized commodity classification developed and maintained by The World Customs Organization (WCO). The system is used by more than 200 countries and economies as a basis for their Customs tariffs and for the collection of international trade statistics. Over 98 % of the merchandise in international trade is classified in terms of the HS. The HS comprises over 5,600 separate groups of goods identified by a 6-digit code, arranged in 99 chapters, grouped in 21 sections.

**HS Code:** At the international level, the Harmonized System for classifying goods is a six-digit code system (HS code, Commodity Code, Product Code), which can be broken down into three parts. The first two digits (HS-2) identify the chapter the goods are classified in, e.g., 01 Animals; live. The next two digits (HS-4) identify groupings within that chapter (the heading), e.g., 0104 - Sheep and goats; live. The following two digits (HS-6) are even more specific (the subheading), e.g., 010410 - Sheep; live. Up to the HS-6 digit level, all countries classify products in the same way (a few exceptions exist where some countries apply old versions of the HS).

**Imports penetration:** Import penetration ratios are defined as the ratio between the value of imports as a percentage of total domestic demand. The import penetration rate shows to what degree domestic demand D is satisfied by imports M. It is calculated as  $M/D$ , where the domestic demand is the GDP minus exports plus imports i.e.  $[D = GDP - X + M]$ . From a macroeconomic perspective, a country that produces manufactured goods with a high degree of international competitiveness will see decreasing imports. Under these circumstances, the import penetration rate will fall. Conversely, a country that produces manufactured goods with a low degree of international competitiveness will see increasing imports. In this case, the import penetration will rise. It must be noted, however, that the relationship described here does not always hold. Two factors – Import barriers and transaction costs – may interfere with it. If a country has established import barriers, another country's comparatively better manufactured goods will have little impact on its imports, and its import penetration rate will not rise. Likewise, if transportation and other transaction costs are extremely high for traded goods, differences in international competitiveness may not be reflected in the import penetration rate.



## LIST OF ABBREVIATIONS AND TERMS USED

**International merchandise trade statistics:** Refers to both foreign (or external) merchandise trade statistics as compiled by countries and international merchandise trade statistics as represented by the consolidated and standardized country data sets that are compiled and maintained by the international or regional agencies.

**Importer/exporter:** In general, refers to the party in the customs territory who signed the contract of purchase/sale and/or who is responsible for executing the contract (i.e., the agent responsible for effecting import into or export from a country). Each importer or exporter is usually assigned a unique identification number.

**Imports volume:** The number or amount of Imports in general, typically measured in kilograms.

**Imputation:** Procedure for entering a value for a specific data item where the response is missing or unusable.

**Imports value:** The price actually paid for all imported units (by quantity unit) of the given commodity (unit price multiplied by quantity), or the cost of the commodity if not sold or purchased.

**Institutional unit:** The elementary economic decision-making center characterized by uniformity of behavior and decision-making autonomy in the exercise of its principal function.

**K:** thousand (e.g. US\$ 10K)

**Ktons:** thousand tons (e.g. 1 Ktons)

**LTM:** For the purpose of this report, LTM means Last Twelve Months for which the trade data are available. This period may not coincide with calendar period though, which is often the case with the trade data.

**Long-term growth rate:** For the purpose of this report, it is a metric that is used to express the change in a variable, represented as a percentage, and is used interchangeably with CAGR.

**Long-Term:** For the purpose of this report, it is equivalent to a period used for calculation of CAGR.

**M:** million (e.g. US\$ 10M)

**Market:** For the purpose of this report the terms Market and Imports may be used interchangeably, since both refer to a particular good which is bought and sold in particular country. The distinctive feature is that the Market term includes only imports of a particular good to a particular country. It does not include domestic production of such good or anything else.

**Microdata:** Data on the characteristics of individual transactions collected by customs or other sources (such as administrative records or surveys) or estimated.

**Macrodata:** Data derived from microdata by grouping or aggregating them, such as total exports of goods classified in a particular HS subheading.

**Mirror statistics:** Mirror statistics are used to conduct bilateral comparisons of two basic measures of a trade flow and are a traditional tool for detecting the causes of asymmetries in statistics.

**Mean value:** The arithmetic mean, also known as "arithmetic average", is a measure of central tendency of a finite set of numbers: specifically, the sum of the values divided by the number of values.

**Median value:** Is the value separating the higher half from the lower half of a data sample, a population, or a probability distribution.

**Marginal Propensity to Import:** Is the amount imports increase or decrease with each unit rise or decline in disposable income. The idea is that rising income for businesses and households spurs greater demand for goods from abroad and vice versa.

**Trade Freedom Classification:** Trade freedom is a composite measure of the absence of tariff and non-tariff barriers that affect imports and exports of goods and services. The trade freedom score is based on two inputs:

The trade-weighted average tariff rate and

Non-tariff barriers (NTBs).

For more information on the methodology, please, visit: <https://www.heritage.org/index/trade-freedom>

**Market size (Market volumes):** For the purpose of this report, it refers to the total number of specific good (in US\$ or volume values) which added to the stock of relevant material resources in a certain period of time (often measured over the course of a year). This term may refer to country, region, or world (global) levels.

**Net weight (kilograms):** the net shipping weight, excluding the weight of packages or containers.

## LIST OF ABBREVIATIONS AND TERMS USED

**OECD:** The Organisation for Economic Co-operation and Development (OECD) is an intergovernmental organisation with 38 member countries, founded in 1961 to stimulate economic progress and world trade. It is a forum whose member countries describe themselves as committed to democracy and the market economy, providing a platform to compare policy experiences, seek answers to common problems, identify good practices, and coordinate domestic and international policies of its members. The majority of OECD Members are high-income economies ranked as "very high" in the Human Development Index, and are regarded as developed countries. Their collective population is 1.38 billion. As of 2017, OECD Member countries collectively comprised 62.2% of global nominal GDP (USD 49.6 trillion) and 42.8% of global GDP (Int\$54.2 trillion) at purchasing power parity.

**The OECD Country Risk Classification** measures the country credit risk and the likelihood that a country will service its external debt. The index uses a scale of eight risk categories to determine a country's credit risk, with 0 representing the lowest level of country risk. For more information, visit <https://www.oecd.org/>

**Official statistics:** Statistics produced in accordance with the Fundamental Principles of Official Statistics by a national statistical office or by another producer of official statistics that has been mandated by the national government or certified by the national statistical office to compile statistics for its specific domain.

**Proxy price:** For the purpose of this report, the term is a broad representation of actual price of a specific good in a specific market. Proxy price acts as a substitute for actual price for the reason of being calculated rather than obtained from the market directly. Proxy price implies very closer meaning as unit values used in international trade statistics.

**Prices:** For the purpose of this report the term always refers to prices on imported goods, except for explicit definitions, e.g. consumer price index.

**Production:** Economic production may be defined as an activity carried out under the control and responsibility of an institutional unit that uses inputs of labor, capital, and goods and services to produce outputs of goods or services.

**Physical volumes:** For the purpose of this report, this term indicates foreign trade (imports or exports flows) denominated in units of measure of weight, typically in kilograms.

**Quantity units (Volume terms):** refer to physical characteristics of goods. The use of appropriate quantity units may also result in more internationally comparable data on international movements of goods, because differences in quantity measurements between the importing country and the exporting country can be less significant than in value measurements. Therefore, quantities are often used in checking the reliability of the value data via the calculation of so-called unit values (value divided by quantity). It is recommended that countries collect or estimate, validate and report quantity information in the World Customs Organization (WCO) standard units of quantity (e.g. kilograms) and in net weight (i.e. not including packaging) on all trade transactions.

**RCA Index:** Revealed Comparative Advantage Index Comparative advantage underlies economists' explanations for the observed pattern of inter-industry trade. In theoretical models, comparative advantage is expressed in terms of relative prices evaluated in the absence of trade. Since these are not observed, in practice we measure comparative advantage indirectly. Revealed comparative advantage indices (RCA) use the trade pattern to identify the sectors in which an economy has a comparative advantage, by comparing the country of interests' trade profile with the world average. The RCA index is defined as the ratio of two shares. The numerator is the share of a country's total exports of the commodity of interest in its total exports. The denominator is share of world exports of the same commodity in total world exports.

$$RSA = \frac{\sum_d x_{isd} / \sum_d X_{sd}}{\sum_{wd} x_{iwd} / \sum_{wd} X_{wd}},$$

where

**s** is the country of interest,

**d** and **w** are the set of all countries in the world,

**i** is the sector of interest,

**x** is the commodity export flow and

**X** is the total export flow.

The numerator is the share of good i in the exports of country s, while the denominator is the share of good i in the exports of the world.

**Re-imports:** Are imports of domestic goods which were previously recorded as exports.

**Re-exports:** Are exports of foreign goods which were previously recorded as imports.

## LIST OF ABBREVIATIONS AND TERMS USED

**Real Effective Exchange Rate (REER):** It is an indicator of a nation's competitiveness in relation to its trading partners. It is a measure of the relative strength of a nation's currency in comparison with those of the nations it trades with. It is used to judge whether the nation's currency is undervalued or overvalued or, ideally, fairly valued. Economists use REER to evaluate a country's trade flow and analyze the impact that factors such as competition and technological changes are having on a country and its economy. An increase in a nation's REER means businesses and consumers have to pay more for the products they export, while their own people are paying less for the products that it imports. It is losing its trade competitiveness, but the environment gets more favorable to Imports.

**Short-term growth rate:** For the purpose of this report, it is a metric that is used to express the change in a variable, represented as a percentage, and used interchangeably with LTM.

**Statistical data:** Data collected, processed or disseminated by a statistical organization for statistical purposes.

**Seasonal adjustment:** Statistical method for removing the seasonal component of a time series.

**Seasonal component:** Fluctuations in a time series that exhibit a regular pattern at a particular time during the course of a year which are similar from one year to another.

**Short-Term:** For the purpose of this report, it is equivalent to the LTM period.

**T:** tons (e.g. 1T)

**Trade statistics:** For the purposes of this report, the term will be used to refer to international, foreign or external merchandise trade statistics, unless otherwise indicated, and the term "merchandise" has the same meaning as the terms, "products", "goods" and "commodities".

**Total value:** The price actually paid for all units (by quantity unit) of the given commodity (unit price multiplied by quantity), or the cost of the commodity if not sold or purchased.

**Re-exports:** Are exports of foreign goods which were previously recorded as imports.

**Time series:** A set of values of a particular variable at consecutive periods of time.

**Tariff binding:** Maximum duty level on a product listed in a member's schedule of commitments; it represents the commitment not to exceed the duty applied on the concerned product beyond the level bound in the schedule. Once a rate of duty is bound, it may not be raised without compensating the affected parties. For developed countries, the bound rates are generally the rates actually charged. Most developing countries have bound the rates somewhat higher than the actual rates charged, so the bound rates serve as ceilings.

**The terms of trade (ToT):** is the relative price of exports in terms of imports and is defined as the ratio of export prices to import prices. It can be interpreted as the amount of import goods an economy can purchase per unit of export goods. An improvement of a nation's terms of trade benefits that country in the sense that it can buy more imports for any given level of exports. The terms of trade may be influenced by the exchange rate because a rise in the value of a country's currency lowers the domestic prices of its imports but may not directly affect the prices of the commodities it exports.

**Trade Dependence, %GDP:** Is the sum of exports and imports of goods and services measured as a share of gross domestic product. This indicator shows to what extent the country's economy relies on foreign trade as compared to its GDP.

**US\$:** US dollars

**WTO:** the World Trade Organization (WTO) is an intergovernmental organization that regulates and facilitates international trade. The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to ensure that trade flows as smoothly, predictably and freely as possible. With effective cooperation in the United Nations System, governments use the organization to establish, revise, and enforce the rules that govern international trade. It officially commenced operations on 1 January 1995, pursuant to the 1994 Marrakesh Agreement, thus replacing the General Agreement on Tariffs and Trade (GATT) that had been established in 1948. The WTO is the world's largest international economic organization, with 164 member states representing over 98% of global trade and global GDP.

**Y:** year (e.g. 5Y – five years)

**Y-o-Y:** Year-over-year (YOY) is a financial term used to compare data for a specific period of time with the corresponding period from the previous year. It is a way to analyze and assess the growth or decline of a particular variable over a twelve-month period.

# METHODOLOGY

Following is a list of use cases of application of specific words combinations across the report. The selection is based on calculated values of corresponding indicators.

## 1. Country Market Trend:

- In case the calculated growth rates for the LTM period exceeded the value of 5Y CAGR by 0.5 percentage points or more, then **"surpassed"** is used, if it was 0.5 percentage points or more lower than 5Y CAGR then it is **"underperformed"**. In case, if the calculated growth rate for the LTM period was within the interval of 5Y CAGR  $\pm$  5 percentage points (including boundary values), then either **"followed"** or **"was comparable to"** is used.

## 2. Global Market Trends US\$-terms:

- If the "Global Market US\$-terms CAGR, %" value was less than 0%, the **"declining"** is used,
- If the "Global Market US\$-terms CAGR, %" value was more than or equal to 0% and less than 4%, then **"stable"** is used,
- If the "Global Market US\$-terms CAGR, %" value was more than or equal to 4% and less than 6%, then **"growing"** is used,
- If the "Global Market US\$-terms CAGR, %" value was more than 6%, then **"fast growing"** is used.

## 3. Global Market Trends t-terms:

- If the "Global Market t-terms CAGR, %" value was less than 0%, the **"declining"** is used,
- If the "Global Market t-terms CAGR, %" value was more than or equal to 0% and less than 4%, then **"stable"** is used,
- If the "Global Market t-terms CAGR, %" value was more than or equal to 4% and less than 6%, then **"growing"** is used,
- If the "Global Market t-terms CAGR, %" value was more than 6%, then **"fast growing"** is used.

## 4. Global Demand for Imports:

- If the calculation of the change in share of a specific product in the total imports of the country was more than 0.5 percentage points, then the **"growing"** was used,
- If the calculation of the change in share of a specific product in the total imports of the country was less than 0.5%, then the **"declining"** was used,
- If the calculation of the change in share of a specific product in the total imports of the country was within the range of  $\pm$  0.5% (including boundary values), then the **"remain stable"** was used,

## 5. Long-term market drivers:

- **"Growth in Prices accompanied by the growth in Demand"** is used, if the "Global Market t-terms CAGR, %" was more than 2% and the "Inflation 5Y average" was more than 0% and the "Inflation contribution to US\$-term CAGR%" was more than 50%,
- **"Growth in Demand"** is used, if the "Global Market t-terms CAGR, %" was more than 2% and the "Inflation 5Y average" was more than 0% and the "Inflation contribution to US\$-term CAGR%" was less than or equal to 50%,
- **"Growth in Prices"** is used, if the "Global Market t-terms CAGR, %" was more than 0% or less than or equal to 2%, and the "Inflation 5Y average" was more than 4%,
- **"Stable Demand and stable Prices"** is used, if the "Global Market t-terms CAGR, %" was more than or equal to 0%, and the "Inflation 5Y average" was more than of equal to 0% and less than or equal to 4%,
- **"Growth in Demand accompanied by declining Prices"** is used, if the "Global Market t-terms CAGR, %" was more than 0%, and the "Inflation 5Y average" was less than 0%,
- **"Decline in Demand accompanied by growing Prices"** is used, if the "Global Market t-terms CAGR, %" was less than 0%, and the "Inflation 5Y average" was more than 0%,
- **"Decline in Demand accompanied by declining Prices"** is used, if the "Global Market t-terms CAGR, %" was less than 0%, and the "Inflation 5Y average" was less than 0%,

## 6. Rank of the country in the World by the size of GDP:

- **"Largest economy"**, if GDP (current US\$) is more than 1,800.0 B,
- **"Large economy"**, if GDP (current US\$) is less than 1,800.0 B and more than 1,000.0 B,
- **"Midsize economy"**, if GDP (current US\$) is more than 500.0 B and less than 1,000.0 B,
- **"Small economy"**, if GDP (current US\$) is more than 50.0 B and less than 500.0 B,
- **"Smallest economy"**, if GDP (current US\$) is less than 50.0 B,
- **"Impossible to define due to lack of data"**, if the country didn't provide data.

## 7. Economy Short Term Growth Pattern:

- **"Fastest growing economy"**, if GDP growth (annual %) is more than 17%,
- **"Fast growing economy"**, if GDP growth (annual %) is less than 17% and more than 10%,
- **"Higher rates of economic growth"**, if GDP growth (annual %) is more than 5% and less than 10%,
- **"Moderate rates of economic growth"**, if GDP growth (annual %) is more than 3% and less than 5%,
- **"Slowly growing economy"**, if GDP growth (annual %) is more than 0% and less than 3%,
- **"Economic decline"**, if GDP growth (annual %) is between -5 and 0%,
- **"Economic collapse"**, if GDP growth (annual %) is less than -5%,
- **"Impossible to define due to lack of data"**, if the country didn't provide data.

## 8. Classification of countries in accordance to income level. The methodology has been provided by the World Bank, which classifies countries in the following groups:

- **low-income economies** are defined as those with a GNI per capita, calculated using the World Bank Atlas method, of \$1,135 or less in 2022,
- **lower middle-income economies** are those with a GNI per capita between \$1,136 and \$4,465,
- **upper middle-income economies** are those with a GNI per capita between \$4,466 and \$13,845,
- **high-income economies** are those with a GNI per capita of \$13,846 or more,
- **"Impossible to define due to lack of data"**, if the country didn't provide data.

For more information, visit <https://datahelpdesk.worldbank.org>

## 9. Population growth pattern:

- **"Quick growth in population"**, in case annual population growth is more than 2%,
- **"Moderate growth in population"**, in case annual population growth is more than 0% and less than 2%,
- **"Population decrease"**, in case annual population growth is less than 0% and more than -5%,
- **"Extreme slide in population"**, in case annual population growth is less than -5%,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

## 10. Short-Term Imports Growth Pattern:

- **"Extremely high growth rates"**, in case if Imports of goods and services (annual % growth) is more than 20%,
- **"High growth rates"**, in case if Imports of goods and services (annual % growth) is more than 10% and less than 20%,
- **"Stable growth rates"**, in case if Imports of goods and services (annual % growth) is more than 0% and less than 10%,
- **"Moderately decreasing growth rates"**, in case if Imports of goods and services (annual % growth) is less than 0% and more than -10%,
- **"Extremely decreasing growth rates"**, in case if Imports of goods and services (annual % growth) is less than -10%,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

## 11. Country's Short-Term Reliance on Imports:

- **"Extreme reliance"**, in case if Imports of goods and services (% of GDP) is more than 100%,
- **"High level of reliance"**, in case if Imports of goods and services (% of GDP) is more than 50% and less than 100%,
- **"Moderate reliance"**, in case if Imports of goods and services (% of GDP) is more than 30% and less than 50%,
- **"Low level of reliance"**, in case if Imports of goods and services (% of GDP) is more than 10% and less than 30%,
- **"Practically self-reliant"**, in case if Imports of goods and services (% of GDP) is more than 0% and less than 10%,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

## 12. Short-Term Inflation Profile:

- **"Extreme level of inflation"**, in case if Inflation, consumer prices (annual %) is more than 40%,
- **"High level of inflation"**, in case if Inflation, consumer prices (annual %) is more than 20% and less than 40%,
- **"Elevated level of inflation"**, in case if Inflation, consumer prices (annual %) is more than 10% and less than 20%,
- **"Moderate level of inflation"**, in case if Inflation, consumer prices (annual %) is more than 4% and less than 10%,
- **"Low level of inflation"**, in case if Inflation, consumer prices (annual %) is more than 0% and less than 4%,
- **"Deflation"**, in case if Inflation, consumer prices (annual %) is less than 0%,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

### 13. Long-Term Inflation Profile:

- **"Inadequate inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 10,000%,
- **"Extreme inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 1,000% and less than 10,000%,
- **"Highly inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 500% and less than 1,000%,
- **"Moderate inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 200% and less than 500%,
- **"Low inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 150% and less than 200%,
- **"Very low inflationary environment"**, in case if Consumer price index (2010 = 100) is more 100% and less than 150%,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

### 14. Short-term ForEx and Terms of Trade environment:

- **"More attractive for imports"**, in case if the change in Real effective exchange rate index (2010 = 100) is more than 0,
- **"Less attractive for imports"**, in case if the change in Real effective exchange rate index (2010 = 100) is less than 0,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

### 15. The OECD Country Risk Classification:

- **"Risk free country to service its external debt"**, in case if the OECD Country risk index equals to 0,
- **"The lowest level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 1,
- **"Low level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 2,
- **"Somewhat low level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 3,
- **"Moderate level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 4,
- **"Elevated level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 5,
- **"High level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 6,
- **"The highest level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 7,
- **"Micro state: not reviewed or classified"**, in case of Andorra, Morocco, San Marino, because these are very small countries that do not generally receive official export credit support.
- **"High Income OECD country": not reviewed or classified**, in case of Australia, Austria, Belgium, Croatia, Cyprus, Canada, Chile, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Rep., Latvia, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, United Kingdom, United States, because these are high income OECD countries and other high income Euro zone countries that are not typically classified.
- **"Currently not reviewed or classified"**, in case of Barbados, Belize, Brunei Darussalam, Comoros, Dominica, Grenada, Kiribati, Liechtenstein, Macao SAR, China, Marshall Islands, Micronesia, Fed. Sts., Nauru, Palau, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Samoa, Sao Tome and Principe, Seychelles, Sint Maarten, Solomon Islands, Tonga, Tuvalu, Vanuatu, because these countries haven't been classified.
- **"There are no data for the country"**, in case if the country is not being classified.

**16. Trade Freedom Classification.** The Index of Economic Freedom is a tool for analyzing 184 economies throughout the world. It measures economic freedom based on 12 quantitative and qualitative factors, grouped into four broad categories, or pillars, of economic freedom: (1) Rule of Law (property rights, government integrity, judicial effectiveness), (2) Government Size (government spending, tax burden, fiscal health), (3) Regulatory Efficiency (business freedom, labor freedom, monetary freedom), (4) Open Markets (trade freedom, investment freedom, financial freedom). For the purpose of this report we use the Trade freedom subindex to reflect country's position in the world with respect to international trade.

- **"Repressed"**, in case if the Trade freedom subindex is less than or equal to 50 and more than 0,
- **"Mostly unfree"**, in case if the Trade freedom subindex is less than or equal to 60 and more than 50,
- **"Moderately free"**, in case if the Trade freedom subindex is less than or equal to 70 and more than 60,
- **"Mostly free"**, in case if the Trade freedom subindex is less than or equal to 80 and more than 70,
- **"Free"**, in case if the Trade freedom subindex is less than or equal to 100 and more than 80,
- **"There are no data for the country"**, in case if the country is not being classified.



**17. The competition landscape / level of risk to export to the specified country:**

- **“risk free with a low level of competition from domestic producers of similar products”**, in case if the RCA index of the specified product falls into the 90th quantile,
- **“somewhat risk tolerable with a moderate level of local competition”**, in case if the RCA index of the specified product falls into the range between the 90th and 92nd quantile,
- **“risk intense with an elevated level of local competition”**, in case if the RCA index of the specified product falls into the range between the 92nd and 95th quantile,
- **“risk intense with a high level of local competition”**, in case if the RCA index of the specified product falls into the range between the 95th and 98th quantile,
- **“highly risky with extreme level of local competition or monopoly”**, in case if the RCA index of the specified product falls into the range between the 98th and 100th quantile,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

**18. Capabilities of the local businesses to produce similar competitive products:**

- **“low”**, in case the competition landscape is risk free with a low level of competition from domestic producers of similar products,
- **“moderate”**, in case the competition landscape is somewhat risk tolerable with a moderate level of local competition,
- **“promising”**, in case the competition landscape is risk intense with an elevated level of local competition or risk intense with a high level of local competition,
- **“high”**, in case the competition landscape is highly risky with extreme level of local competition or monopoly,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

**19. The strength of the effect of imports of particular product to a specified country:**

- **“low”**, in case if the share of the specific product is less than 0.1% in the total imports of the country,
- **“moderate”**, in case if the share of the specific product is more than or equal to 0.1% and less than 0.5% in the total imports of the country,
- **“high”**, in case if the share of the specific product is equal or more than 0.5% in the total imports of the country.

**20. A general trend for the change in the proxy price:**

- **“growing”**, in case if 5Y CAGR of the average proxy prices, or growth of the average proxy prices in LTM is more than 0,
- **“declining”**, in case if 5Y CAGR of the average proxy prices, or growth of the average proxy prices in LTM is less than 0,

**21. The aggregated country's ranking to determine the entry potential of this product market:**

- **Scores 1-5:** Signifying high risks associated with market entry,
- **Scores 6-8:** Indicating an uncertain probability of successful entry into the market,
- **Scores 9-11:** Suggesting relatively good chances for successful market entry,
- **Scores 12-14:** Pointing towards high chances of a successful market entry.

**22. Global market size annual growth rate, the best-performing calendar year:**

- **“Growth in Prices accompanied by the growth in Demand”** is used, if the “Country Market t-term growth rate, %” was more than 2% and the “Inflation growth rate, %” was more than 0% and the “Inflation contribution to \$-term growth rate, %” was more than 50%,
- **“Growth in Demand”** is used, if the “Country Market t-term growth rate, %” was more than 2% and the “Inflation growth rate, %” was more than 0% and the “Inflation contribution to \$-term growth rate, %” was less than or equal to 50%,
- **“Growth in Prices”** is used, if the “Country Market t-term growth rate, %” was more than 0% and less than or equal to 2%, and the “Inflation growth rate, %” was more than 4%,
- **“Stable Demand and stable Prices”** is used, if the “Country Market t-term growth rate, %” was more than or equal to 0% and less than or equal to 2%, and the “Inflation growth rate, %” was more than or equal to 0% and less than or equal to 4%,
- **“Growth in Demand accompanied by declining Prices”** is used, if the “Country Market t-term growth rate, %” was more than 0%, and the “Inflation growth rate, %” was less than 0%,
- **“Decline in Demand accompanied by growing Prices”** is used, if the “Country Market t-term growth rate, %” was less than 0%, and the “Inflation growth rate, %” was more than 0%.

## 23. Global market size annual growth rate, the worst-performing calendar year:

- **“Declining average prices”** is used if “Country Market t term growth rate, % is more than 0%, and “Inflation growth rate, %” is less than 0%
- **“Low average price growth”** is used if “Country Market t term growth rate, % is more than 0%, and “Inflation growth rate, %” is more than 0%,
- **“Biggest drop in import volumes with low average price growth”** is used if “Country Market t term growth rate, % is less than 0%, and “Inflation growth rate, %” is more than 0%,
- **“Decline in Demand accompanied by decline in Prices”** is used if “Country Market t term growth rate, % is less than 0%, and “Inflation growth rate, %” is less than 0%.

## 24. TOP-5 Countries Ranking:

Top-10 biggest suppliers in last calendar year are being ranked according to 4 components:

1. share in imports in LTM,
2. proxy price in LTM,
3. change of imports in US\$-terms in LTM, and
4. change of imports in volume terms in LTM

Each of the four components ranges from 1 to 10, with 10 being the highest. The aggregated score is being formed as a sum of scores of ranking of each component. However, in case if countries get similar scores, the ranking of the first component prevails in selection.

## 25. Export potential:

As a part of risks estimation component and business potential of export to the country, a system of ranking has been introduced. It helps to rank a country based on a set of macroeconomic and market / sectoral parameters covered in this report. Seven ranking components have been selected:

1. Long-term trends of Global Demand for Imports (refer to pages 17-20 of the report)
2. Strength of the Demand for Imports in the selected country (refer to pages 22-23 of the report)
3. Macroeconomic risks for Imports in the selected country (refer to pages 22-23 of the report)
4. Market entry barriers and domestic competition pressures for imports of the good (refer to pages 22-24 of the report)
5. Long-term trends of Country Market (refer to pages 26-29 of the report)
6. Short-term trends of Country Market, US\$-terms (refer to pages 30-31 of the report)
7. Short-term trends of Country Market, volumes and proxy prices (refer to pages 32-35 of the report)

Each component includes 4-6 specific parameters. All parameters are evaluated on a scale from 0 to 6, with 0 being the lowest/ less favorable value or characteristic. An aggregated rank is a total country's score that includes scores of each specific ranking component. Each component is evaluated on a scale from 0 to 2, with 0 being the lowest score. The highest possible aggregated country's score is 14 points (up to 2 points for each of 7 ranking components). Aggregated country's rank is a sum of points gained for each ranking component. It ranges from 0 to 14 points. An aggregated rank describes risks and imports potential of the selected country with the selected product.

## 26. Market volume that may be captured in the mid-term:

The result of the market research is an approximation of the potential supply volume for the specific product in the designated market, provided the continuation of the identified trends in the future. The potential supply volume comprises two components:

1. **Component 1** is related to the ongoing trend in market development. The calculation is based on the anticipated average monthly market growth, derived from the trend observed over the past 24 months (you can find this trend currently calculated for tons on the report page 32). The assumption is that the identified trend will remain unchanged, and the calculated average monthly increase is applied to actual data on the volume of average monthly import supplies over the last 12 months, along with the corresponding average price. Simultaneously, the computation is based on the idea that a new supplier could secure a market share equivalent to the average share held by the top 10 largest suppliers in this market over the past 12 months: The potential supply in dollars per month for a new player, according to Component 1, is calculated by multiplying the following factors: Average monthly volume of imports into the country in tons × Average monthly increase in imports over the last 24 months (month-on-month growth) × Average market share for the top 10 supplying countries × Average import price over the last 12 months Component 1 could be zero in the event of a negative short-term trend in imports of the specified product into the country over the past 24 months.
2. **Component 2** signifies the extra potential supply linked to the potential strong competitive advantage of the new supplier. Its calculation is based on the factual parameters of supplying countries that have experienced the highest growth in their supplies to the chosen country over the past 12 months. The assumption is that this increase is attributed to their respective competitive advantages. The potential supply volume in dollars per month for a new player, based on Component 2, is calculated by dividing the average increase in imports in tons over the last 12 months compared to the previous 12 months for the top 5 countries that have most increased imports into the country by 12 months. The result is then multiplied by the average import price over the last 12 months.

The total increase is determined by summing the values obtained from the two components.



# CONTACTS & FEEDBACK

We encourage you to stay with us, as we continue to develop and add new features to GTAIC. Market forecasts, global value chains research, deeper country insights, and other features are coming soon.

If you have any ideas on the scope of the report or any comment on the service, please let us know by e-mailing to [sales@gtaic.ai](mailto:sales@gtaic.ai). We are open for any comments, good or bad, since we believe any feedback will help us develop and bring more value to our clients.

Connect with us

EXPORT HUNTER, UAB  
Konstitucijos pr.15-69A, Vilnius, Lithuania

[sales@gtaic.ai](mailto:sales@gtaic.ai)

Follow us:

 **GTAIC** Global Trade Algorithmic  
Intelligence Center