

Japanese Furniture

Industry Analysis Report

2013.08



Made-in-China.com



Produced by IAR Team
Focus Technology Co., Ltd.

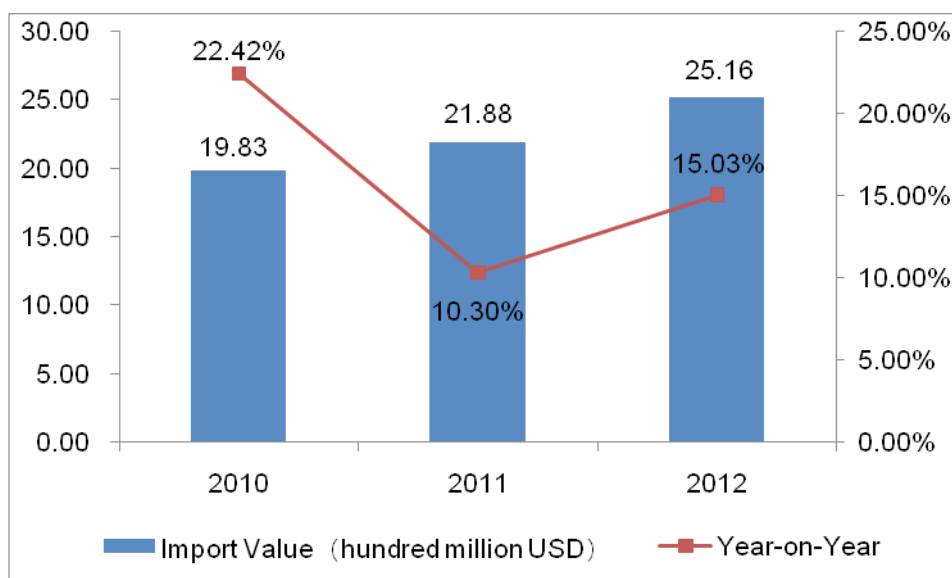
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1. Japanese Imports of Furniture Industry from 2010 to 2012

1.1. Japanese Imports of Seats and Parts (HS: 9401) Industry from 2010 to 2012

1.1.1. Japanese Annual Imports Trend of Seats and Parts from 2010 to 2012



The imports of seats and parts increased year by year from 2010 to 2012. The import value in the three years amounted respectively to \$ 1.983 billion (an increase of 22.42%), \$ 2.188 billion (down by 10.30%) and \$ 2.516 billion (down by 15.03%).

1.1.2. The Major Origin Countries / Regions of Japanese Seats and Parts Imports from 2010 to 2012

(Unit: Thousand Dollars)

Countries/Regions	2010	2011	2012
China	1,212,544	1,359,099	1,593,517
Mexico	178,748	167,541	165,401
Thailand	96,117	109,281	122,198
Vietnam	65,651	76,848	106,725
Taiwan	73,885	81,607	89,467
USA	36,077	42,430	54,371
Italy	40,324	48,567	51,866
Germany	35,668	37,762	50,057
Indonesia	39,122	41,502	46,487
Malaysia	36,029	34,320	38,846
United Kingdom	25,346	27,534	28,669
Canada	36,821	22,974	25,662
France	12,393	35,282	23,225
Denmark	13,585	14,899	18,477

Countries/Regions	2010	2011	2012
Korea	9,817	16,863	17,332
Norway	13,265	14,351	16,934
Philippine	13,774	12,005	12,143
South Africa	5,412	5,116	5,398
Austria	2,398	3,070	5,010
Sweden	3,107	4,519	4,578

1.1.3. The Market Share Trend of Major Origin Countries / Regions of Japanese Seats and Parts Imports from 2010 to 2012

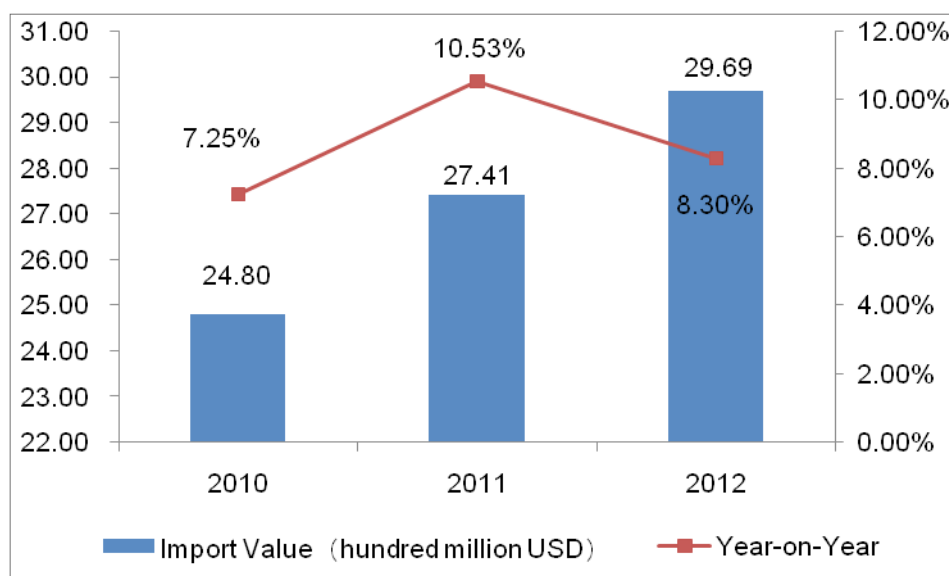
Countries/Regions	2010	2011	2012
China ↑	61.14%	62.13%	63.33%
Mexico ↓	9.01%	7.66%	6.57%
Thailand	4.85%	5.00%	4.86%
Vietnam ↑	3.31%	3.51%	4.24%
Taiwan	3.73%	3.73%	3.56%
USA ↑	1.82%	1.94%	2.16%
Italy	2.03%	2.22%	2.06%
Germany	1.80%	1.73%	1.99%
Indonesia ↓	1.97%	1.90%	1.85%
Malaysia ↓	1.82%	1.57%	1.54%
United Kingdom ↓	1.28%	1.26%	1.14%
Canada ↓	1.86%	1.05%	1.02%
France	0.62%	1.61%	0.92%
Denmark	0.68%	0.68%	0.73%
Korea	0.49%	0.77%	0.69%
Norway	0.67%	0.66%	0.67%
Philippine ↓	0.69%	0.55%	0.48%
South Africa ↓	0.27%	0.23%	0.21%
Austria ↑	0.12%	0.14%	0.20%
Sweden	0.16%	0.21%	0.18%

Note: ↑ represents the amount of imports from the country in 2010-2012 accounted for the proportion of Chinese total exports kept rising. ↓ represents the amount of imports from the country in 2010-2012 accounted for the proportion of Chinese total exports continued to decline.

The changes trend in market share from 2010 to 2012 shows that the countries to which the market share continued to rise are: China, Vietnam, USA and Austria; And the countries to which the market share continued to decline are: Mexico, Indonesia, Malaysia, United Kingdom, Canada, Philippine and South Africa.

1.2. Japanese Imports of Other Furniture and Parts (HS: 9403) Industry from 2010 to 2012

1.2.1. Japanese Annual Imports Trend of Other Furniture and Parts from 2010 to 2012



Japanese import value of other furniture and parts declined year after year from 2010 to 2012. The imports in the three years amounted respectively to \$ 2.48 billion (an increase of 7.25%), \$ 2.741 billion (an increase of 10.53%) and \$ 2.969 billion (an increase of 8.30%).

1.2.2. The Major Origin Countries / Regions of Japanese Other Furniture and Parts Imports from 2010 to 2012

(Unit: Thousand Dollars)

Countries/Regions	2010	2011	2012
China	1,183,484	1,299,725	1,388,954
Vietnam	281,013	322,486	369,724
Taiwan	155,345	189,361	222,058
Malaysia	178,483	176,474	220,907
Indonesia	196,987	209,714	217,466
Thailand	127,889	130,514	117,184
Austria	70,412	90,314	86,611
Philippine	59,674	78,139	83,789
Italy	41,553	48,979	49,244
Germany	35,611	32,526	37,422
USA	30,903	31,924	32,913
Poland	21,919	28,770	30,302
Korea	21,154	22,426	23,846
United Kingdom	9,918	10,056	12,093
Denmark	9,012	9,775	9,963
Portugal	8,353	8,972	7,711
Sweden	6,085	8,128	7,154

Countries/Regions	2010	2011	2012
Turkey	3,941	4,401	6,628
France	3,513	5,125	5,405
Spain	1,975	2,712	5,177

1.2.3. The Market Share Trend of Major Origin Countries / Regions of Japanese Other Furniture and Parts Imports from 2010 to 2012

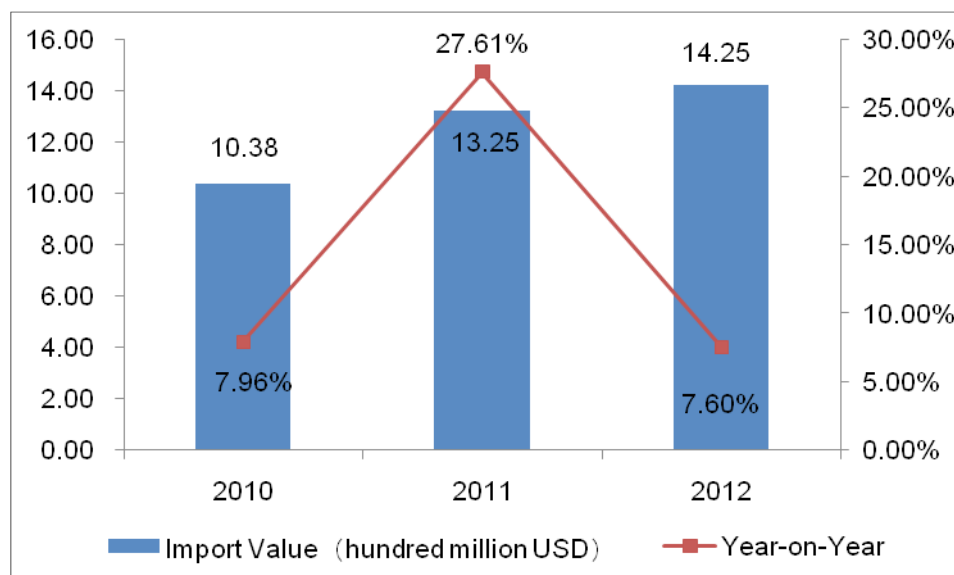
Countries/Regions	2010	2011	2012
China ↓	47.72%	47.41%	46.78%
Vietnam ↑	11.33%	11.76%	12.45%
Taiwan ↑	6.26%	6.91%	7.48%
Malaysia	7.20%	6.44%	7.44%
Indonesia ↓	7.94%	7.65%	7.32%
Thailand ↓	5.16%	4.76%	3.95%
Austria	2.84%	3.29%	2.92%
Philippine	2.41%	2.85%	2.82%
Italy	1.68%	1.79%	1.66%
Germany	1.44%	1.19%	1.26%
USA ↓	1.25%	1.16%	1.11%
Poland	0.88%	1.05%	1.02%
Korea ↓	0.85%	0.82%	0.80%
United Kingdom	0.40%	0.37%	0.41%
Denmark	0.36%	0.36%	0.34%
Portugal ↓	0.34%	0.33%	0.26%
Sweden	0.25%	0.30%	0.24%
Turkey	0.16%	0.16%	0.22%
France	0.14%	0.19%	0.18%
Spain ↑	0.08%	0.10%	0.17%

Note: ↑ represents the amount of imports from the country in 2010-2012 accounted for the proportion of Chinese total exports kept rising. ↓ represents the amount of imports from the country in 2010-2012 accounted for the proportion of Chinese total exports continued to decline.

The changes trend in market share from 2010 to 2012 shows that the countries to which the market share continued to rise are: Vietnam, Taiwan and Spain; And the countries to which the market share continued to decline are: China, Indonesia, Thailand, USA, Korea and Portugal.

1.3. Japanese Imports of Spring Mattress, Bedding and Similar Products (HS: 9404) Industry from 2010 to 2012

1.3.1. Japanese Annual Imports Trend of Spring Mattress, Bedding and Similar Products from 2010 to 2012



Japanese import value of spring mattress, bedding and similar products declined year after year from 2010 to 2012. The imports in the three years amounted respectively to \$ 11.218 billion (an increase of 15.59%), \$ 12.657 billion (an increase of 12.83%) and \$ 12.905 billion (an increase of 1.95%).

1.3.2. The Major Origin Countries / Regions of Japanese Spring Mattress, Bedding and Similar Products Imports from 2010 to 2012

(Unit: Thousand Dollars)

Countries/Regions	2010	2011	2012
China	900,278	1,163,067	1,243,427
Vietnam	28,571	36,973	45,616
Denmark	17,193	21,064	27,646
Italy	15,384	23,234	27,373
USA	18,977	17,533	20,540
Germany	10,665	11,105	11,462
Malaysia	8,301	9,193	8,683
Taiwan	6,590	8,077	7,565
Thailand	4,188	4,680	6,375
Korea	3,156	4,819	4,327
Canada	3,980	4,753	3,238
India	1,309	1,715	2,834
Poland	1,534	1,317	2,191
Indonesia	1,931	2,639	1,694
Sri Lanka	748	1,041	1,487

Countries/Regions	2010	2011	2012
Estonia	2,111	1,356	1,473
Norway	530	458	1,438
Brazil	4,490	3,843	1,391
Sweden	1,230	1,112	1,130
Swiss	858	856	1,006

1.3.3. The Market Share Trend of Major Origin Countries / Regions of Japanese Spring Mattress, Bedding and Similar Products Imports from 2010 to 2012

Countries/Regions	2010	2011	2012
China	86.74%	87.81%	87.25%
Vietnam ↑	2.75%	2.79%	3.20%
Denmark	1.66%	1.59%	1.94%
Italy ↑	1.48%	1.75%	1.92%
USA	1.83%	1.32%	1.44%
Germany ↓	1.03%	0.84%	0.80%
Malaysia ↓	0.80%	0.69%	0.61%
Taiwan ↓	0.63%	0.61%	0.53%
Thailand	0.40%	0.35%	0.45%
Korea	0.30%	0.36%	0.30%
Canada ↓	0.38%	0.36%	0.23%
India	0.13%	0.13%	0.20%
Poland	0.15%	0.10%	0.15%
Indonesia	0.19%	0.20%	0.12%
Sri Lanka ↑	0.07%	0.08%	0.10%
Estonia	0.20%	0.10%	0.10%
Norway	0.05%	0.03%	0.10%
Brazil ↓	0.43%	0.29%	0.10%
Sweden	0.12%	0.08%	0.08%
Swiss	0.08%	0.06%	0.07%

Note: ↑ represents the amount of imports from the country in 2010-2012 accounted for the proportion of Chinese total exports kept rising. ↓ represents the amount of imports from the country in 2010-2012 accounted for the proportion of Chinese total exports continued to decline.

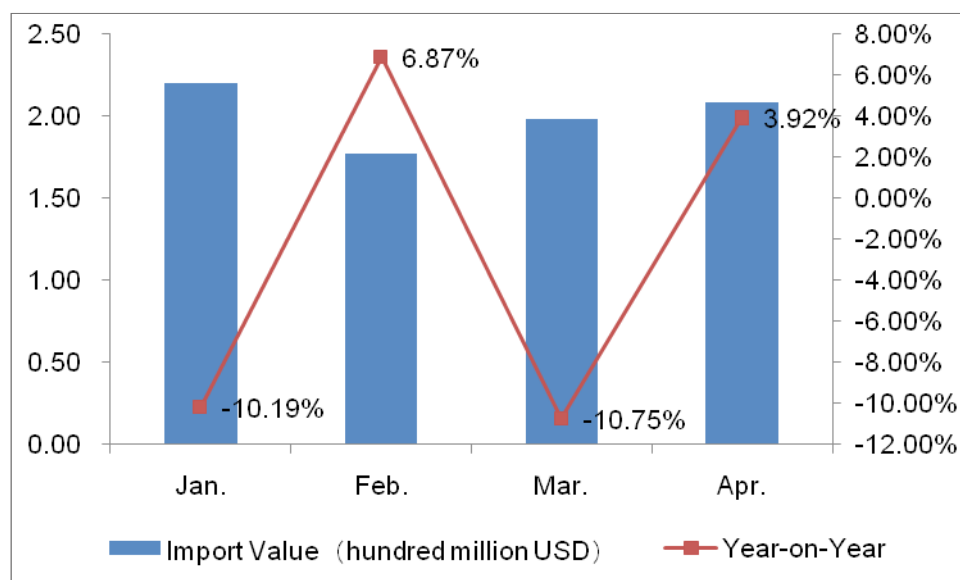
The changes trend in market share from 2010 to 2012 shows that the countries to which the market share continued to rise are: Vietnam, Italy and Sri Lanka; And the countries to which the market share continued to decline are: Germany, Malaysia, Taiwan, USA, Canada and Brazil.

Source: UN COMTRADE

2. Japanese Imports of Furniture from Jan. to Apr. in 2013

2.1. Japanese Imports of Seats and Parts (HS: 9401) from Jan. to Apr. in 2013

2.1.1. Japanese Imports Value of Seats and Parts from Jan. to Apr. in 2013



Month	Amount (Hundred Million Dollars)	Year on Year
January	2.20	-10.19%
February	1.77	6.87%
March	1.98	-10.75%
April	2.08	3.92%
Total	8.02	-3.55%

Japanese imports of seats and parts cumulatively amounted to \$ 802 million from Jan. to Apr. in 2013, decreased by 3.55% year on year.

2.1.2. The Major Origin Countries / Regions of Japanese Seats and Parts Imports from Jan. to Apr. in 2013

(Unit: Thousand Dollars)

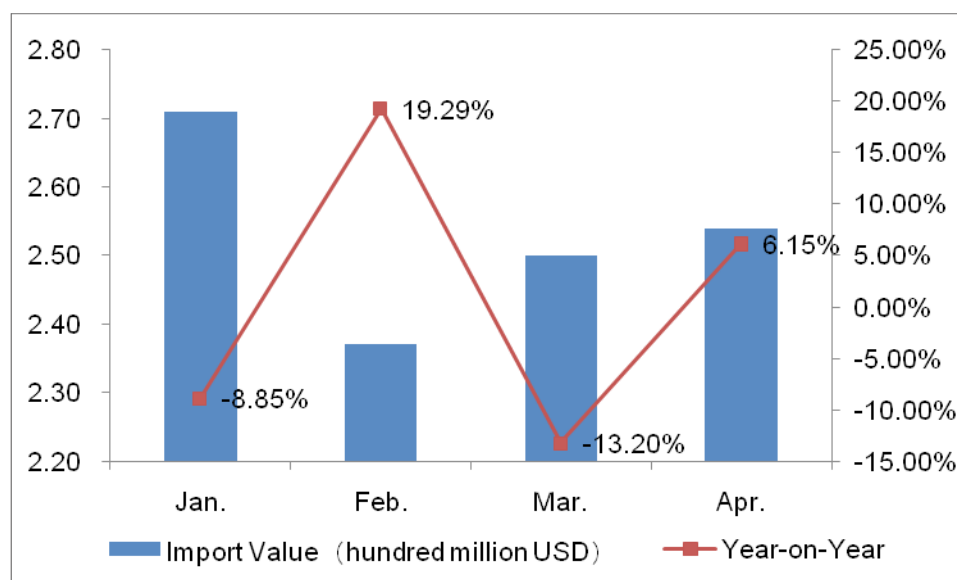
Countries/Regions	Amount	Year on Year
China	483,557	-5.24%
Mexico	49,292	-28.52%
Thailand	43,241	11.20%
Vietnam	35,380	1.55%
Taiwan	33,619	-1.26%
Italy	20,229	16.78%
Germany	19,128	23.84%
Indonesia	19,067	11.54%

Countries/Regions	Amount	Year on Year
USA	13,809	-15.58%
United Kingdom	13,237	47.55%
Malaysia	12,921	-4.06%
France	12,652	49.67%
Korea	8,303	74.80%
Denmark	5,818	-9.48%
Norway	4,703	6.07%
Canada	4,340	-58.10%
Philippine	2,972	-34.28%
South Africa	1,971	1.03%
Spain	1,883	124.43%
India	1,772	735.85%

Among the top ten import origin countries / regions, the largest increase of value was in India (increased by 735.85%) from Jan. to Apr. in 2013, followed by Spain (increased by 124.43%). China is the major origin country for Japanese seats and parts imports and the imports value was \$ 484 million from Jan. to Apr. in 2013.

2.2. Japanese Imports of Other Furniture and Parts (HS: 9403) from Jan. to Apr. in 2013

2.2.1. Japanese Imports Value of Other Furniture and Parts from Jan. to Apr. in 2013



Month	Amount (Hundred Million Dollars)	Year on Year
January	2.71	-8.85%
February	2.37	19.29%
March	2.50	-13.20%
April	2.54	6.15%
Total	10.13	-1.10%

Japanese imports of other furniture and parts cumulatively amounted to \$ 1.013 billion from Jan. to Apr. in 2013, decreased by 1.10% year on year.

2.2.2. The Major Origin Countries / Regions of Japanese Other Furniture and Parts Imports from Jan. to Apr. in 2013

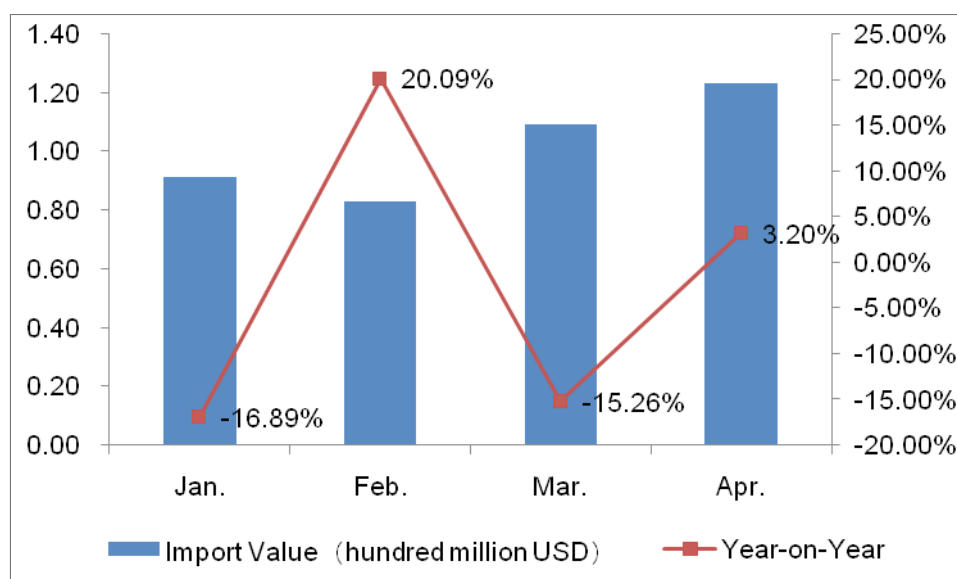
(Unit: Thousand Dollars)

Countries/Regions	Amount	Year on Year
China	486,320	-0.80%
Vietnam	128,058	5.06%
Taiwan	82,555	4.92%
Malaysia	70,153	-14.51%
Indonesia	64,421	-15.19%
Thailand	38,090	-8.69%
Philippine	31,582	35.27%
Austria	25,898	15.27%
Italy	17,855	3.36%
Germany	12,842	-0.48%
USA	9,677	-19.03%
Korea	7,929	8.56%
Poland	6,813	-20.05%
United Kingdom	3,807	-8.24%
Turkey	3,703	59.06%
France	3,513	86.37%
Denmark	3,064	-16.26%
Portugal	2,279	-19.78%
Sweden	2,247	-2.94%
Swiss	1,760	23.08%

Among the top ten import origin countries / regions, the largest increase of value was in France (increased by 86.37%) from Jan. to Apr. in 2013, followed by Turkey (increased by 59.06%). China is the major origin country for Japanese seats and parts imports and the imports value was \$ 486 million from Jan. to Apr. in 2013.

2.3. Japanese Imports of Spring Mattress, Bedding and Similar Products (HS: 9404) from Jan. to Apr. in 2013

2.3.1. Japanese Imports Value of Spring Mattress, Bedding and Similar Products from Jan. to Apr. in 2013



Month	Amount (Hundred Million Dollars)	Year on Year
January	0.91	-16.89%
February	0.83	20.09%
March	1.09	-15.26%
April	1.23	3.20%
Total	4.06	-4.81%

Japanese imports of spring mattress, bedding and similar products cumulatively amounted to \$ 406 million from Jan. to Apr. in 2013, decreased by 4.81% year on year.

2.3.2. The Major Origin Countries / Regions of Japanese Spring Mattress, Bedding and Similar Products Imports from Jan. to Apr. in 2013

(Unit: Thousand Dollars)

Countries/Regions	Amount	Year on Year
China	347,533	-6.60%
Vietnam	11,281	22.35%
Italy	9,743	3.19%
Denmark	9,008	16.56%
USA	7,905	-3.01%
Germany	3,315	-3.01%
Malaysia	3,292	-4.25%
Taiwan	3,231	-2.42%
Thailand	2,100	28.60%

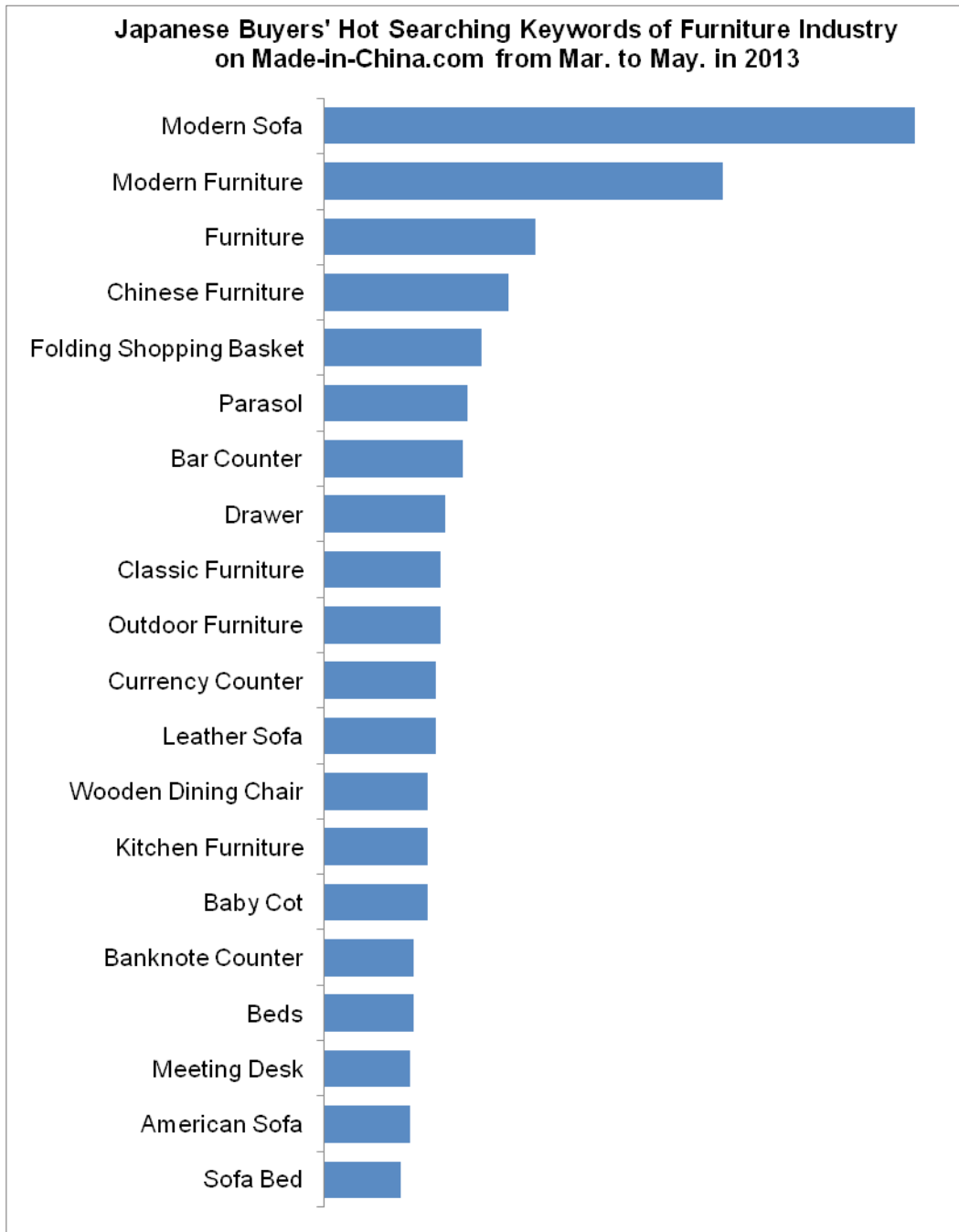
Countries/Regions	Amount	Year on Year
Canada	1,322	-12.22%
Canada	1,079	17.67%
Brazil	825	3337.50%
Korea	788	-50.87%
Estonia	692	72.57%
Turkey	687	5184.62%
Swiss	548	-0.72%
Indonesia	343	61.03%
Poland	334	-56.23%
Norway	284	628.21%
Austria	255	14.86%

Among the top ten import origin countries / regions, the largest increase of value was in Turkey (increased by 5184.62%) from Jan. to Apr. in 2013, followed by Brazil (increased by 3337.50%). China is the major origin country for Japanese spring mattress, bedding and similar products imports and the imports value was \$ 348 million from Jan. to Apr. in 2013.

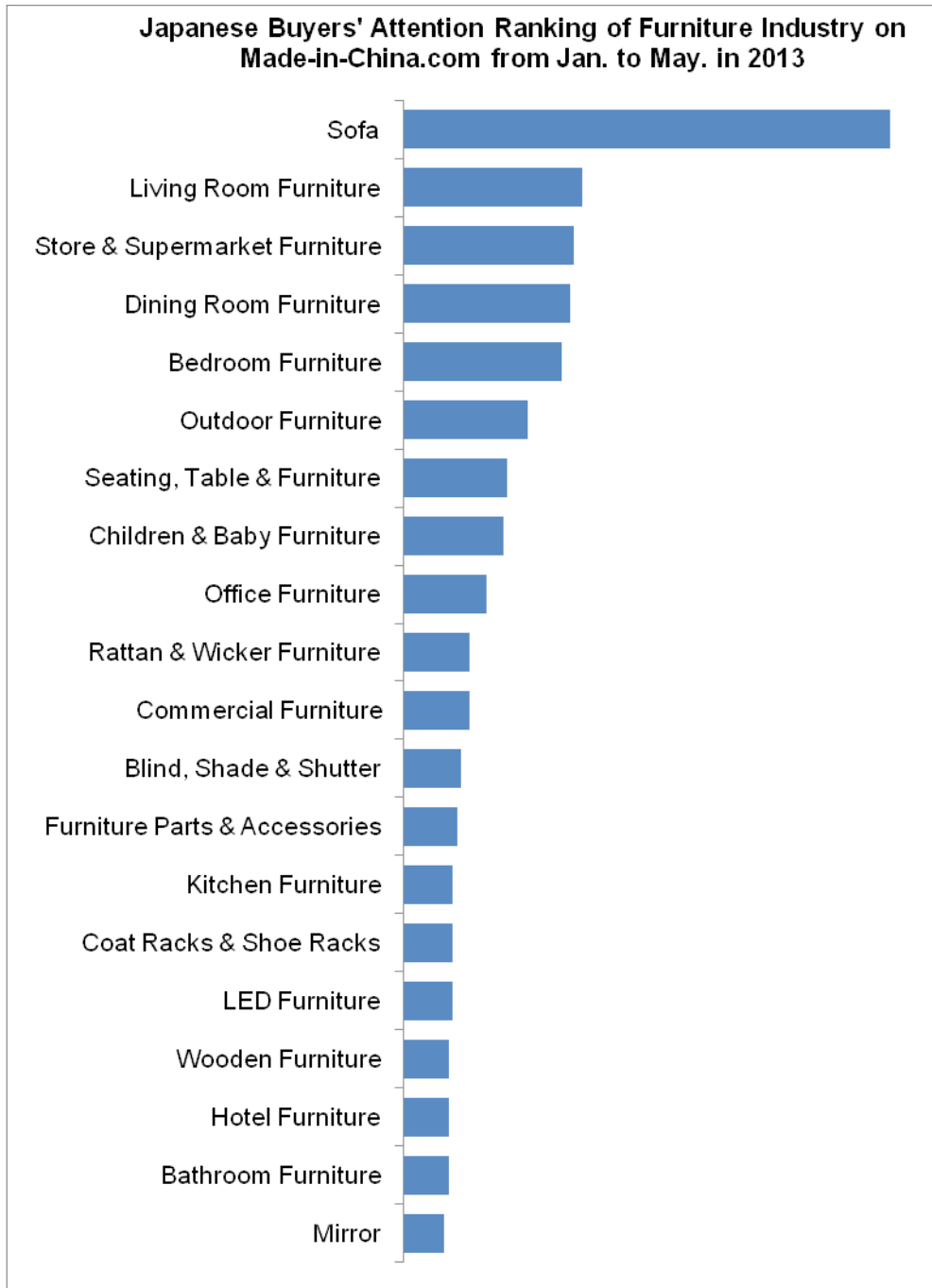
Source: UN COMTRADE

3. Japanese Buyers' Attention Analysis of Furniture Industry on Made-in-China.com

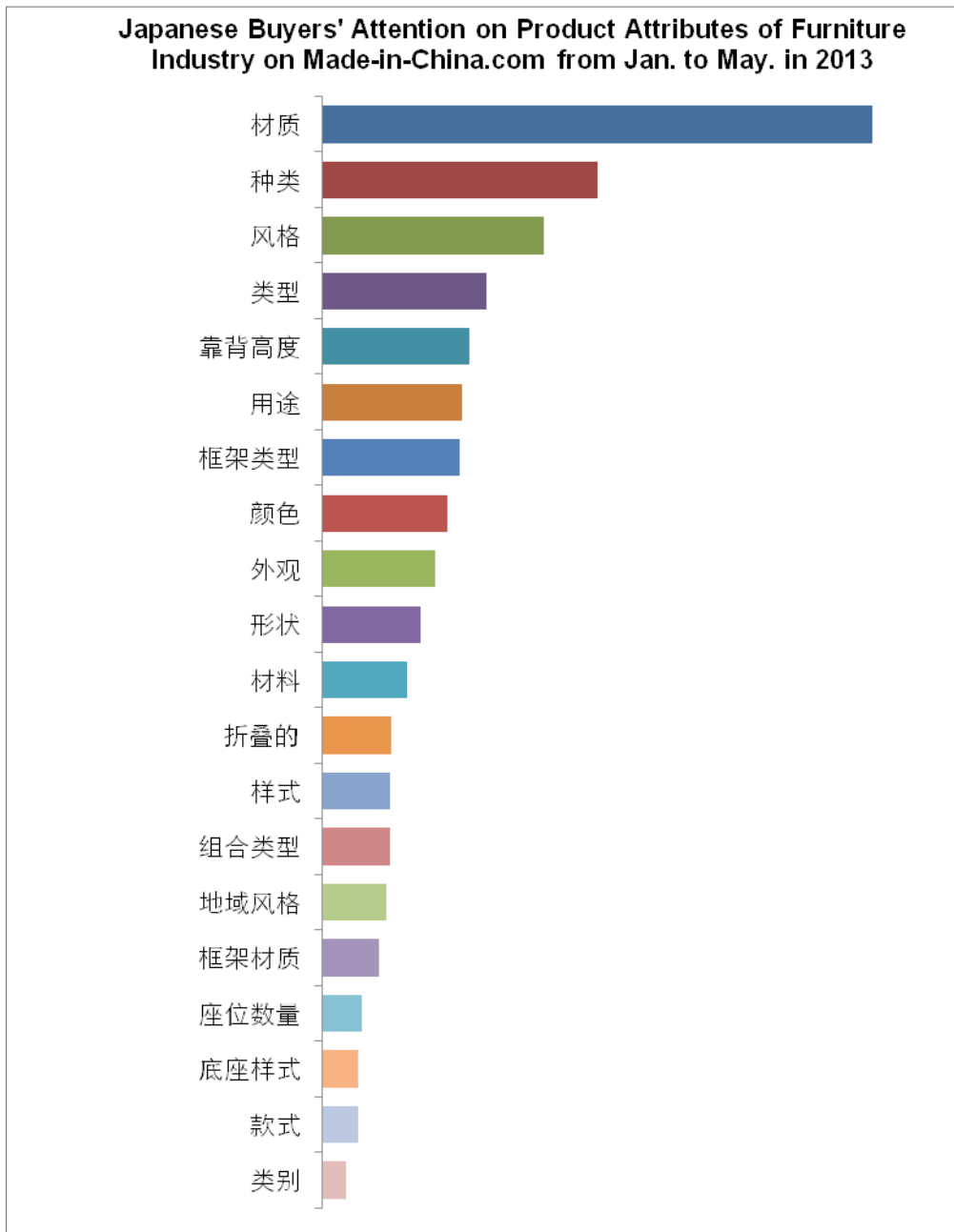
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3.3. Japanese Buyers' Attention on Product Attributes of Furniture Industry on Made-in-China.com from Jan. to May. in 2013



Source: Made-in-China.com

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Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

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