

# Seats and Parts

## Industry Analysis Report

2013.07



**Made-in-China.com**



Produced by IAR Team  
Focus Technology Co., Ltd.

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### Summary:

China is the world's largest exporting country in furniture industry; the foreign-trade dependence remained about 25%. According to the latest data released by customs, in the first quarter of 2013, China's total export of furniture and the parts reached \$ 12.306 billion, with an increase of 34.2%. In March, China's furniture and the parts export amounting to \$ 3.49 billion. According to the regional export distribution of China's furniture industry, the United States is the largest importer, which is accounting for 40%.

### 1. Furniture Industry Overview

China is the world's largest furniture exporting country; the foreign-trade dependence remained about 25%. In 2012 the export amount of furniture and the parts reached \$ 48.824 billion, from 2002 to 2012, the furniture exports grew at a CAGR of 24.7%.

From the regional export distribution of China's furniture industry, the United States is the largest importer, which is accounting for about 40%. According to the new and existing house sales data in the USA, the housing transaction status continued to be warming. As of February 2013, the new houses sales arrived 64 thousand units, with an increase of 20.75%, while the higher sales proportion of existing houses arrived 9.9 million units, with an increase of 9.63%, both are in good level.

The USA real estate become warming with international economic recovery, China's furniture exports also keep warming since last year's negative growth. The latest data shows that as of February 2013, the cumulative export amount of China's furniture is \$ 8.813 billion, with an increase of 60.20%.

From January to February 2013, the United States is the largest importer of Chinese furniture, with total imports of \$ 2.37 billion, which is accounting for China's total furniture exports of 26.9%; the followed is Malaysia, with exports of \$ 430 million, which is accounting for China's total furniture exports of 4.9%; Japan ranked the third with exports of \$ 420 million, which is accounting for China's furniture exports of 4.7%; Britain and Germany are in fourth and fifth, with exports of \$ 390 million and \$ 370 million, which are accounting for China's total furniture exports of 4.4% and 4.2%.

According to the latest data released by customs, in the first quarter of 2013, China's total export of furniture and the parts reached \$ 12.306 billion, with an increase of 34.2%. In March, China's furniture and the parts export amounting to \$ 3.49 billion, with a year-on-year decrease of 4.8% and a ring growth of 3.0%.

Chinese furniture is gradually transforming from past wooden and steel furniture to the new types of board furniture, easy disassembly furniture, environmental protection paper furniture and etc. Besides, Chinese furniture is upgrading current technology and strives to improve product quality, so that can meet the technical standards and consumption habits from Europe and other major export markets.

(Source: [www.365f.com](http://www.365f.com))

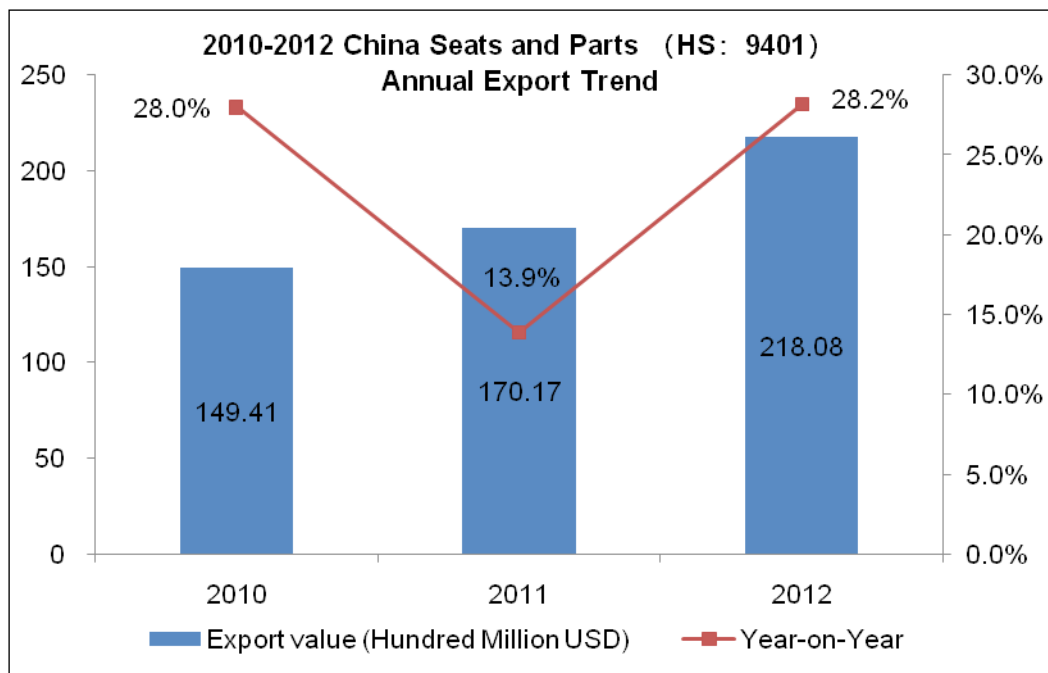
## 2. China Seats and Parts Industry Export Trend Analysis

Note:

HS Code: 9401, Seats (including dual-use as a bed chair, except item HS Code: 9402) and the parts, hereinafter referred to as "Seats and parts."

### 2.1. 2010-2012 China Seats and Parts (HS: 9401) Export Trend Analysis

#### 2.1.1. 2010-2012 China Seats and Parts (HS: 9401) Export Amount Trend Analysis



From 2010 to 2012, China's total export of seats and parts is growing year by year, in 2012; the total export amount is approximately \$ 21.808 billion, with an increase of 28.2%.

### 2.1.2. 2010-2012 China Seats and Parts (HS: 9401) Export Market Analysis

No.	Export Country/ Region	Export Amount (USD)			Export Growth in 2012 than in 2010
		Year 2010	Year 2011	Year 2012	
1	The USA	5,165,835,416	5,653,635,761	6,466,995,347	25.19%
2	Japan	987,806,671	1,135,488,742	1,365,209,946	38.21%
3	Britain	928,333,229	960,563,259	1,141,469,351	22.96%
4	Germany	788,537,042	982,592,433	1,095,090,066	38.88%
5	Canada	671,807,474	729,968,278	886,064,624	31.89%
6	Australia	536,469,259	675,884,281	829,578,927	54.64%
7	France	488,054,761	546,817,442	631,489,816	29.39%
8	The Netherlands	454,695,376	487,134,946	575,938,392	26.66%
9	Malaysia	198,480,340	243,933,059	465,666,785	134.62%
10	South Korea	341,230,650	394,586,344	458,053,714	34.24%
11	Saudi Arabia	153,539,858	219,897,630	446,358,288	190.71%
12	UAE	172,874,885	225,628,413	380,981,226	120.38%
13	Singapore	154,363,253	172,705,260	380,949,567	146.79%
14	Hong Kong	207,683,460	254,417,986	330,247,590	59.01%
15	Spain	277,802,523	307,385,120	315,940,234	13.73%
16	South Africa	108,138,522	148,588,039	313,969,322	190.34%
17	Brazil	104,026,814	127,521,365	276,090,796	165.40%
18	Italy	269,646,347	278,526,703	275,465,538	2.16%
19	Belgium	213,257,440	240,142,983	255,116,082	19.63%
20	India	128,310,889	150,313,380	231,127,831	80.13%

### 2.1.3. 2010-2012 China Seats and Parts (HS: 9401) Export Market Share Analysis

No.	Export Country/Region	Proportion of Export Amount		
		2010	2011	2012
1	The USA ↓	34.57%	33.22%	29.65%
2	Japan	6.61%	6.67%	6.26%
3	Britain ↓	6.21%	5.64%	5.23%
4	Germany	5.28%	5.77%	5.02%
5	Canada ↓	4.50%	4.29%	4.06%
6	Australia	3.59%	3.97%	3.80%
7	France ↓	3.27%	3.21%	2.90%
8	The Netherlands ↓	3.04%	2.86%	2.64%
9	Malaysia ↑	1.33%	1.43%	2.14%
10	South Korea	2.28%	2.32%	2.10%
11	Saudi Arabia ↑	1.03%	1.29%	2.05%
12	UAE ↑	1.16%	1.33%	1.75%
13	Singapore	1.03%	1.01%	1.75%
14	Hong Kong ↑	1.39%	1.50%	1.51%
15	Spain ↓	1.86%	1.81%	1.45%
16	South Africa ↑	0.72%	0.87%	1.44%
17	Brazil ↑	0.70%	0.75%	1.27%
18	Italy ↓	1.80%	1.64%	1.26%
19	Belgium ↓	1.43%	1.41%	1.17%
20	India ↑	0.86%	0.88%	1.06%

Note: ↑ mean that from 2010 to 2012, the proportion of imports is keep rising accounted for China's total export amount. ↓ mean that from 2010 to 2012, the proportion of imports continued to decline accounted for China's total export amount.

(Source: China Customs network)

### 3. 2013 China Seats and Parts Exports

#### 3.1. 2013 China Seats and Parts (HS: 9401) Exports

##### 3.1.1. Jan.-Apr. 2013 China Seats and Parts (HS: 9401) Export Quantity and Amount

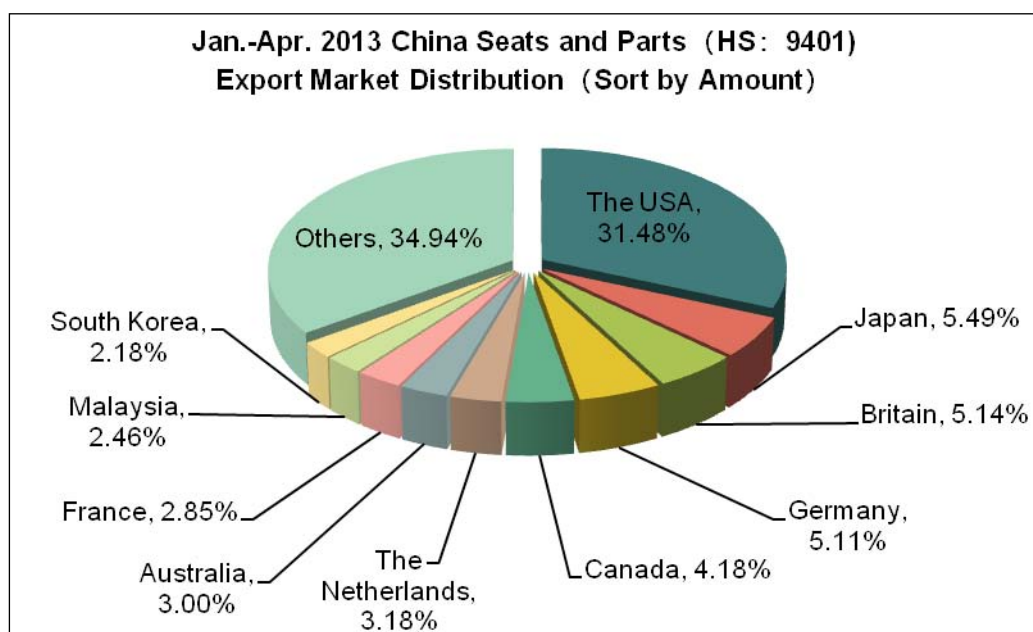
Month	Quantity (-)	Amount (USD)	Compared with the same period last year	
			Quantity	Amount
Jan.	113,407,256	2,412,352,779	7.7%	47.2%
Feb.	73,228,076	1,526,859,565	13.4%	48.9%
Mar.	90,386,070	1,664,357,555	-16.2%	-5.1%
Apr.	98,311,276	1,950,507,720	-2.6%	3.2%
Cumulatively Jan. - Apr.	375,332,678	7,554,077,619	-0.9%	19.7%

From Jan. to Apr. 2013, China seats and parts exports amounted to \$ 7.554 billion, with an increase of 19.7%.



### 3.1.2. Jan.-Apr. 2013 China Seats and Parts (HS: 9401) Major Export Country/Region

NO.	Country	Quantity (-)	Amount (USD)	Compared with the same period last year	
				Quantity	Amount
1	The USA	133,089,567	2,378,307,633	-2.4%	8.4%
2	Japan	23,781,952	414,373,261	-8.8%	-3.7%
3	Britain	14,632,960	388,235,789	-4%	1.8%
4	Germany	21,512,721	386,204,130	-4%	-4.5%
5	Canada	15,084,354	315,398,667	/	5.7%
6	The Netherlands	6,844,016	240,093,455	-11.4%	12.7%
7	Australia	6,597,010	226,352,684	-1.1%	23%
8	France	8,615,550	215,056,286	-14.1%	-5.1%
9	Malaysia	5,813,115	185,625,975	-4.9%	125.5%
10	South Korea	8,053,850	164,740,032	4.7%	32.4%



From Jan. to April in 2013, among the top ten export destination countries, the export value of seats and parts to seven of the countries increased. Seen from the export value year on year, the largest increase was in Malaysia (with an increase of 125.5%), followed by South Korea (with an increase of 32.4%).

### 3.1.3. Jan.-Apr. 2013 China Seats and Parts (HS: 9401) Manufacturing Enterprises Distribution

No.	Region	Quantity (-)	Amount (USD)	Compared with the same period last year	
				Quantity	Amount
1	Guangdong Province	99,971,722	3,154,465,252	-3.6%	38.9%
2	Zhejiang Province	144,873,057	2,160,940,426	2.5%	5.2%
3	Jiangsu Province	43,716,164	566,279,679	-4%	3.1%
4	Shanghai	27,787,229	426,110,010	-15.4%	-5.5%
5	Fujian Province	23,451,070	313,956,037	-3.3%	5.4%
6	Shandong Province	9,518,305	169,925,119	5.4%	8.8%
7	Jiangxi Province	2,219,273	126,877,331	20.7%	63.1%
8	Anhui Province	2,051,335	112,129,622	90.1%	470.4%
9	Hebei Province	7,097,716	100,409,120	6.6%	28.5%
10	Liaoning Province	2,764,153	90,238,524	16.7%	111.7%

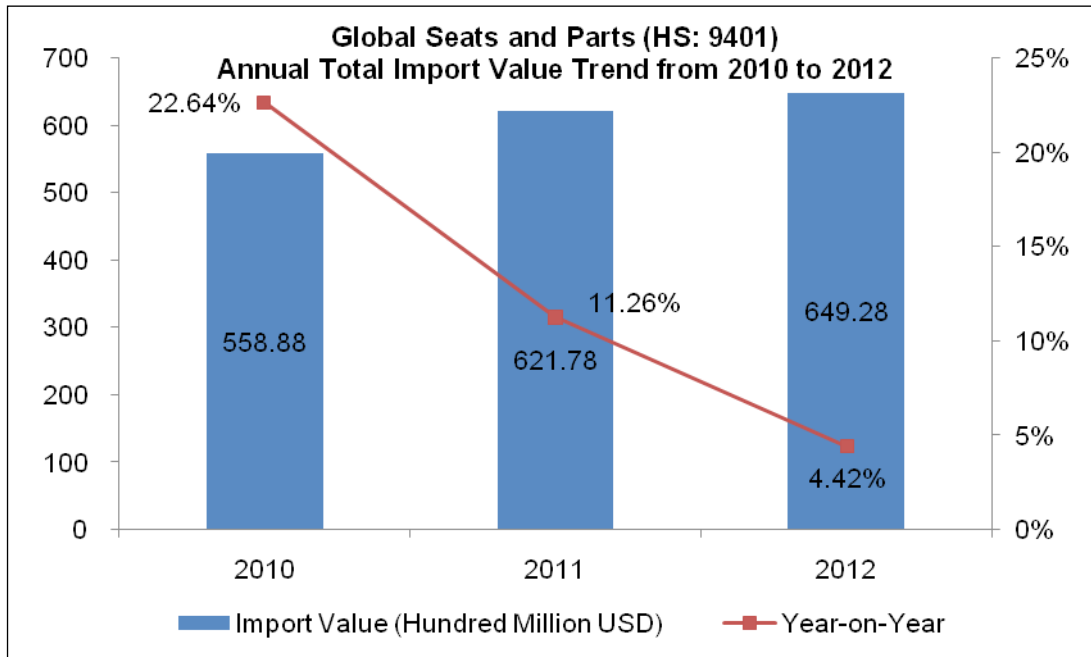
Guangdong and Zhejiang are our country's main original places of seats and parts. From Jan. to April in 2013, the export volume of the two provinces mentioned above accounted for 65.23% of the total export volume of our country, and the export value accounted for 70.36% of the total export value. Among the top ten original places of seats and parts, the export volume and value of Anhui province increased the largest, with an increase of 90.1% of the export volume and 470.4% of the export value year on year.

(Source: China Customs Network)

## 4. Global Seats and Parts Industry Imports and Exports and Analysis

### 4.1. Global Seats and Parts (HS: 9401) Annual Import and Export Trend Analysis from 2010 to 2012

#### 4.1.1. Global Seats and Parts (HS: 9401) Annual Total Import Value Trend from 2010 to 2012



The total import value of global seats and parts from 2010 to 2012 increased year by year. The total import value of 2012 amounted to 64.928 billion US dollars, with an increase of 4.42% year on year.

### 4.1.2. Global Seats and Parts (HS: 9401) Import Value of Main Demanding Country/Region from 2010 to 2012

No.	Import Country/Region	Import Amount (Thousand USD)			Import Growth in 2012 than in 2010
		2010	2011	2012	
1	USA	15,426,392	16,214,533	18,408,985	19.33%
2	Germany	6,550,150	7,691,194	7,027,125	7.28%
3	France	3,433,248	3,794,400	3,502,656	2.02%
4	Canada	2,926,256	3,050,553	3,383,245	15.62%
5	UK	2,979,466	3,092,899	3,113,638	4.50%
6	Japan	1,983,248	2,187,549	2,516,296	26.88%
7	Mexico	1,097,983	1,291,923	1,580,856	43.98%
8	China	1,162,292	1,481,724	1,484,153	27.69%
9	The Russian Federation	821,087	1,172,609	1,390,501	69.35%
10	Belgium	1,299,733	1,478,759	1,337,064	2.87%
11	Australia	957,714	1,149,622	1,206,509	25.98%
12	Spain	1,564,170	1,466,262	1,175,879	-24.82%
13	Netherlands	1,273,266	1,294,692	1,145,543	-10.03%
14	Switzerland	894,159	1,030,750	967,421	8.19%
15	Italy	998,938	1,052,880	914,912	-8.41%
16	Austria	834,969	982,365	903,623	8.22%
17	Czech	730,701	897,517	874,992	19.75%
18	South Korea	780,731	815,054	793,447	1.63%
19	Sweden	717,418	772,275	676,883	-5.65%
20	Slovakia	444,353	574,046	632,718	42.39%

The United States is the world's largest import country of seats and parts. The import value of 2012 amounted to about 1.849 billion US dollars, with an increase of 19.33% compared to 2010. Germany and France ranked the second and the third respectively, and the import value of 2012 increased by 7.28% and 2.02% year on year. From 2010 to 2012, among the world's top twenty import countries/regions of seats and parts, the import value of the Russian Federation increased the largest compared 2010 to 2012, with an increase of 69.35%.

### 4.1.3. Global Seats and Parts (HS: 9401) Main Demanding Country/Region Market Share from 2010 to 2012

No.	Import Country/Region	Import Amount Percentage		
		2010	2011	2012
1	USA	27.60%	26.08%	28.35%
2	Germany	11.72%	12.37%	10.82%
3	France ↓	6.14%	6.10%	5.39%
4	Canada	5.24%	4.91%	5.21%
5	UK ↓	5.33%	4.97%	4.80%
6	Japan	3.55%	3.52%	3.88%
7	Mexico ↑	1.96%	2.08%	2.43%
8	China	2.08%	2.38%	2.29%
9	The Russian Federation ↑	1.47%	1.89%	2.14%
10	Belgium	2.33%	2.38%	2.06%
11	Australia ↑	1.71%	1.85%	1.86%
12	Spain ↓	2.80%	2.36%	1.81%
13	Netherlands ↓	2.28%	2.08%	1.76%
14	Switzerland	1.60%	1.66%	1.49%
15	Italy ↓	1.79%	1.69%	1.41%
16	Austria	1.49%	1.58%	1.39%
17	Czech	1.31%	1.44%	1.35%
18	South Korea ↓	1.40%	1.31%	1.22%
19	Sweden ↓	1.28%	1.24%	1.04%
20	Slovakia ↑	0.80%	0.92%	0.97%

Note: ↑ means that from 2010 to 2012, the proportion of imports is keep rising accounted for global total export amount, ↓ means that from 2010 to 2012, the proportion of imports continued to decline accounted for global total export amount.

Judging from three years of market share, the import value percentage of Mexico, the Russian Federation, Australia and Slovakia continued to rise, and that of France, the United Kingdom, Spain, the Netherlands, Italy, South Korea, and Sweden continued to decrease.

### 4.1.4. Global Seats and Parts (HS: 9401) Export Value of Main Exporting Country/Region from 2010 to 2012

No.	Export Country/ Region	Export Amount (Thousand USD)			Export Growth in 2012 than in 2010
		2010	2011	2012	
1	China	14,941,056	17,017,294	21,807,779	45.96%
2	Mexico	3,350,276	3,777,848	4,649,265	38.77%
3	Poland	4,031,700	4,867,907	4,525,024	12.24%
4	Germany	3,596,339	4,502,091	4,160,755	15.69%
5	USA	2,959,926	3,186,037	3,688,055	24.60%
6	Italy	3,162,154	3,416,846	3,158,177	-0.13%
7	Czech	1,660,168	1,969,944	1,792,733	7.99%
8	Canada	1,412,988	1,559,760	1,655,717	17.18%
9	Vietnam	755,416	785,674	1,250,575	65.55%
10	France	1,146,059	1,316,035	1,218,255	6.30%
11	Japan	1,306,794	1,250,880	1,200,509	-8.13%
12	UK	820,206	1,052,297	1,072,066	30.71%
13	Romania	813,834	1,030,433	1,018,123	25.10%
14	Hungary	746,029	900,066	900,464	20.70%
15	South Korea	540,011	736,693	883,204	63.55%
16	Netherlands	679,195	797,656	736,925	8.50%
17	Portugal	671,628	744,229	651,651	-2.97%
18	Turkey	541,828	632,150	646,238	19.27%
19	Slovakia	527,263	630,235	623,442	18.24%
20	Malaysia	631,732	590,379	572,753	-9.34%

China is the world's largest export country of seats and parts. The export value of China's seats and parts in 2012 accounted for 33.96% of the total export value of the world's same product. From 2010 to 2012, among the world's top twenty export countries of seats and parts, the export value of Vietnam increased the largest compared 2010 to 2012, with an increase of 65.55%.

### 4.1.5. Global Seats and Parts (HS: 9401) Main Exporting Country/Region Market Share from 2010 to 2012

No.	Export Country/Region	Export Amount Percentage		
		2010	2011	2012
1	China ↑	28.67%	28.76%	33.96%
2	Mexico	6.43%	6.38%	7.24%
3	Poland	7.74%	8.23%	7.05%
4	Germany	6.90%	7.61%	6.48%
5	USA	5.68%	5.38%	5.74%
6	Italy ↓	6.07%	5.77%	4.92%
7	Czech	3.19%	3.33%	2.79%
8	Canada ↓	2.71%	2.64%	2.58%
9	Vietnam	1.45%	1.33%	1.95%
10	France	2.20%	2.22%	1.90%
11	Japan ↓	2.51%	2.11%	1.87%
12	UK	1.57%	1.78%	1.67%
13	Romania	1.56%	1.74%	1.59%
14	Hungary	1.43%	1.52%	1.40%
15	South Korea ↑	1.04%	1.25%	1.38%
16	Netherlands	1.30%	1.35%	1.15%
17	Portugal ↓	1.29%	1.26%	1.01%
18	Turkey	1.04%	1.07%	1.01%
19	Slovakia	1.01%	1.07%	0.97%
20	Malaysia ↓	1.21%	1.00%	0.89%

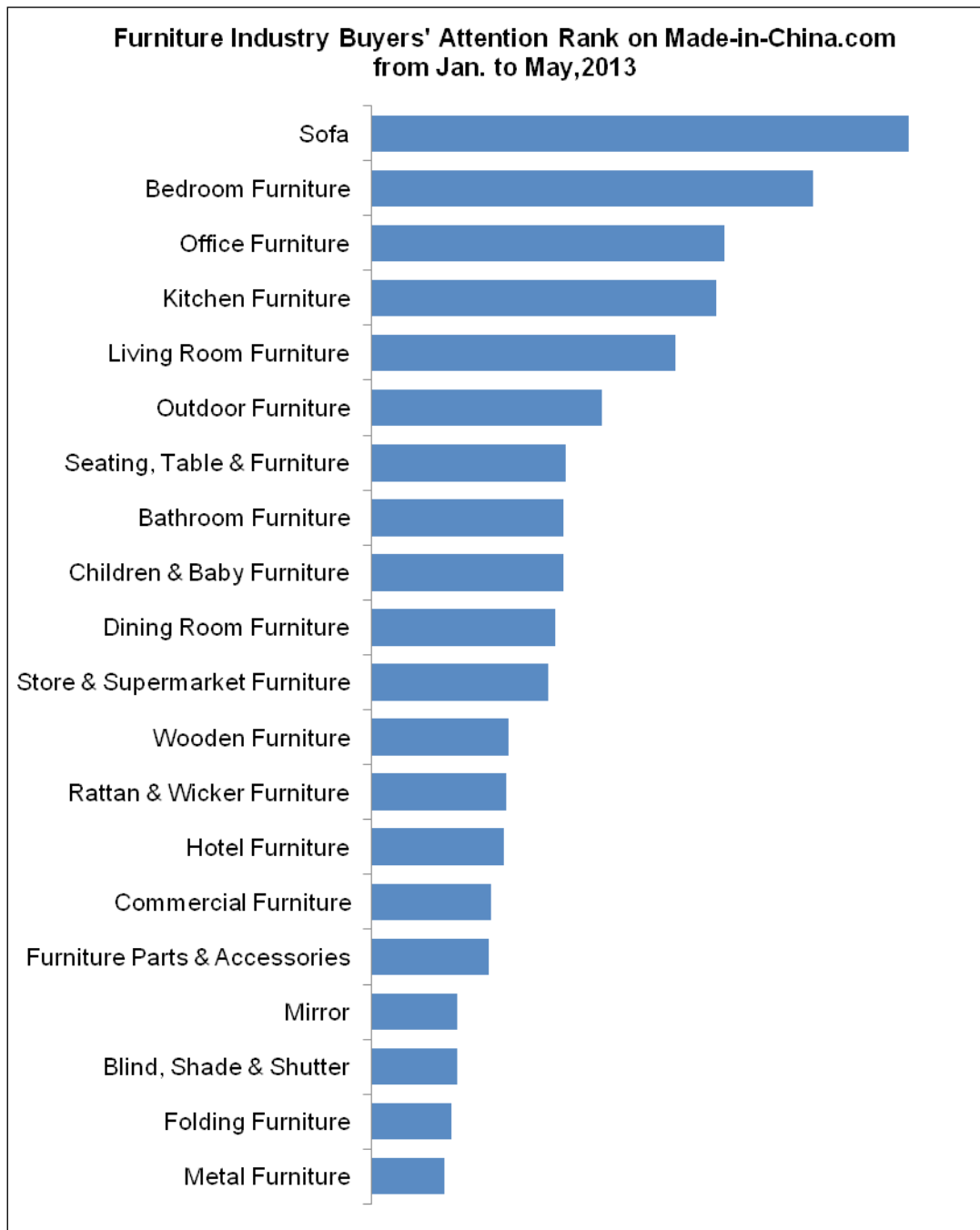
Note: ↑ means that from 2010 to 2012, the proportion of exports is keep rising accounted for global total export amount, ↓ means that from 2010 to 2012, the proportion of exports continued to decline accounted for global total export amount.

Judging from three years of market share, the export value percentage of China and South Korea continued to rise, and that of Italy, Canada, Japan, Portugal and Malaysia continued to decrease.

(Source: UN COMTRADE)

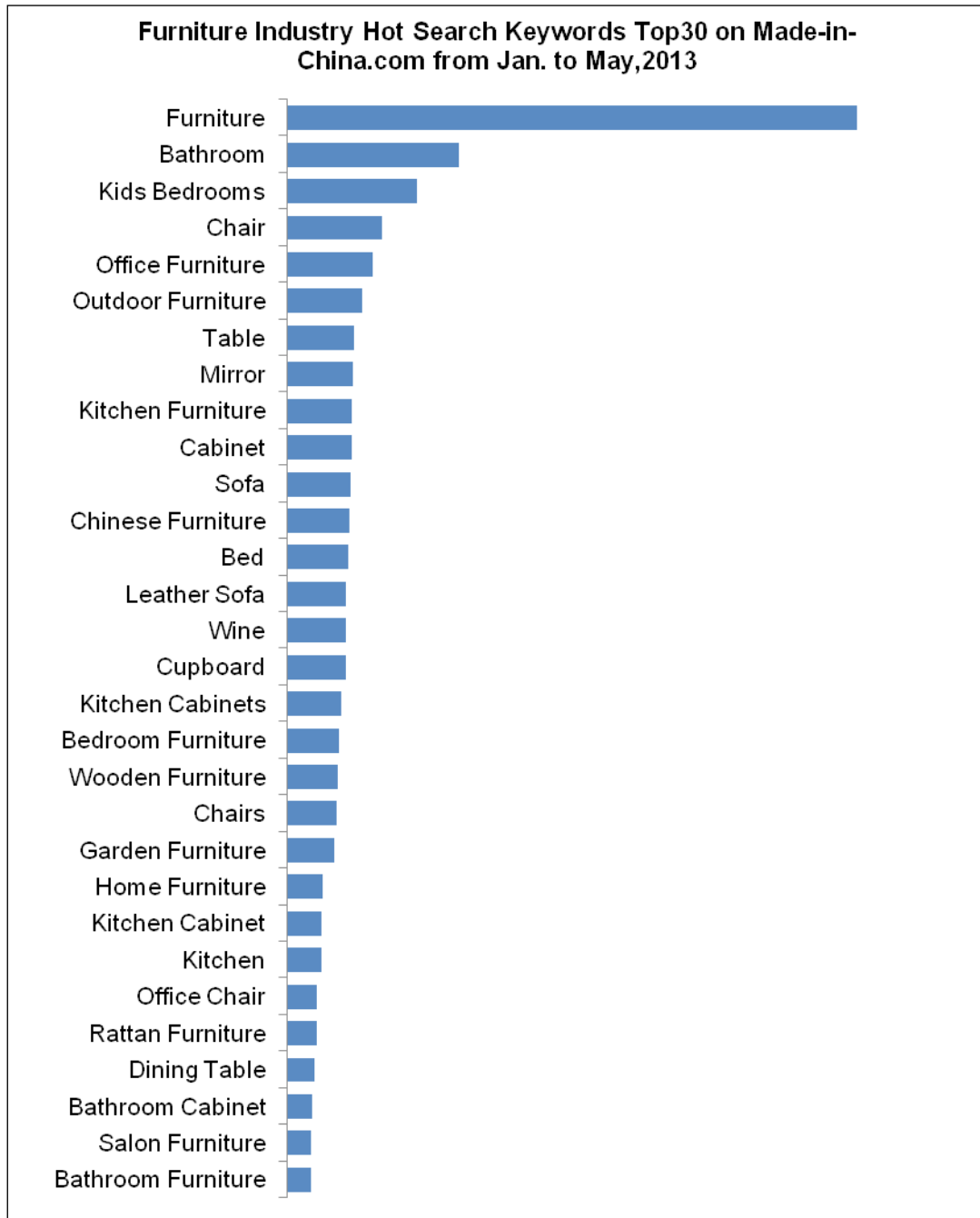
## 5. Furniture Industry Data Analysis on Made-in-China.com

### 5.1. Furniture Industry Buyers' Attention Rank on Made-in-China.com





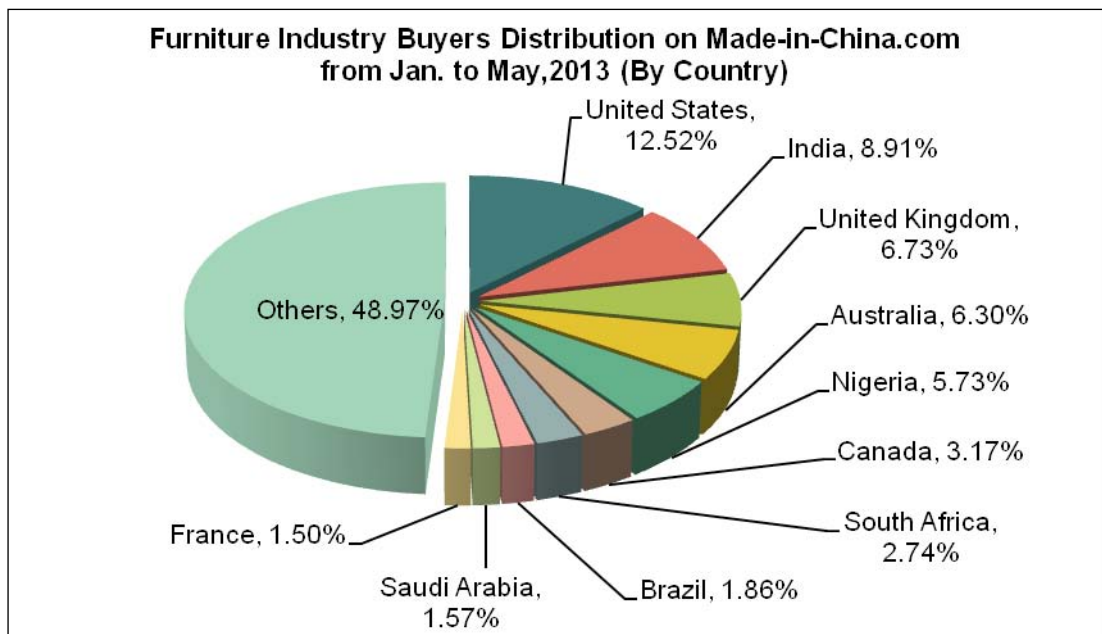
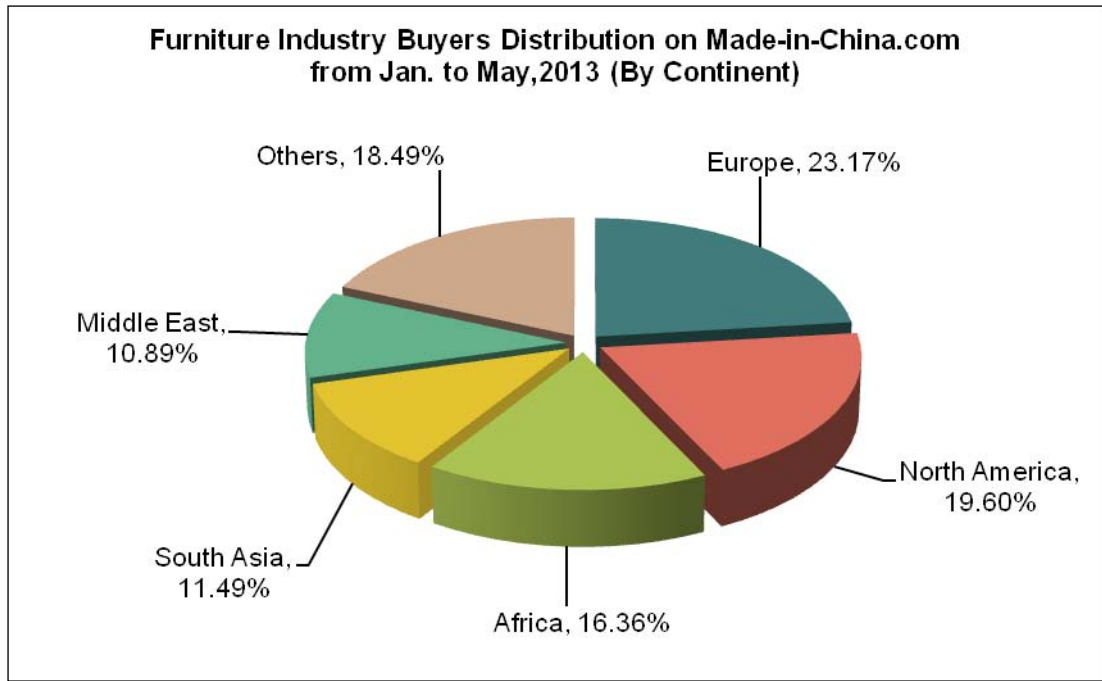
## 5.2. Furniture Industry Hot Search Keywords Top30 on Made-in-China.com



## 5.2. Furniture Industry Buyers Distribution on Made-in-China.com

The following statistics Time: 2013/1/1-2013/5/31

By Continent



(Source: Made-in-China.Com)

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

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

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