



CBI Product Factsheet Hammocks

'Practical market insights into your product'

The European market for hammocks offers opportunities to exporters in developing countries. Despite the stability in demand in the higher segments of the market, opportunities arise in the middle and lower segments, where exporters can differentiate their design and offer handmade products. The trends of sustainability and outdoor living are prevalent in the European market for hammocks which provide sustainable materials and elegant fabrics. Finally, due to the spread of manufacturers of hammocks being widely scattered around the world, E-commerce is considered very important.

Product definition

This section provides an overview of the products within the range of the general product view, as well as mentioning the common trade names of the product.

A hammock is a sling made of fabric, rope, or netting which is fixed between two points. Hammocks are mostly used for sleeping, resting and lounging. They usually consist of one or more cloth panels, plus a rope which is stretched between two firm points such as trees. Hammocks are popular for relaxation and play an important role as a decorative article in the garden, as well as indoor spaces.

Classification of hammocks:

- **Harmonised System (HS)** Within the EU / EFTA, the following HS codes are used to indicate trade in hammocks:
 - 5608.9000: knotted netting of twine, cordage or rope
 - 6307.9000: other made up textile articles
- **Prodcom**: the following prodcom code is used to indicate European production of hammocks:
 - 1394.1259: knotted netting of textile materials (excluding made-up fishing nets of man-made textiles, other made-up nets of nylon or other polyamides)

Product specification

This section gives an overview of the product's key specifications regarding quality requirements, labelling, materials, design and packaging.

Quality:

- **Functionality:** There is a wide variety of hammocks available in the European market, depending on the hammocks' different functions. Hammocks designed specifically for back-packing, for example, include mosquito netting for protection along with pockets for storage. Hammocks

Examples of hammocks



Source: furniturefashion.com









Source:
handmadehammocks.blogspot.com

designed for daytrips are made out of thin and lightweight material. Other hammocks can include self-standing metal or wood structures which support the hammock. The latter structures are mostly used in the garden, since it is not easy to move them around.

- **Raw material quality:** The hammocks available today do not differ significantly in style, but they differ considerably in materials. The different styles include the Spreader-bar hammock, the Mayan hammock, the Brazilian hammock, the naval hammock, the Nicaraguan hammock and the Venezuelan hammock. Accordingly, the Mayan and Nicaraguan hammocks are made of either cotton or nylon. Brazilian hammocks are made of cotton fabric, usually being more durable than the string varieties. Naval hammocks are usually made of canvas or strong cotton. Venezuelan or Jungle hammocks are generally made of breathable nylon or polyester.

Table 1: different hammock styles

Spreader-bar hammock	Mayan hammock	Brazilian hammock	Naval hammock	Nicaraguan hammock	Venezuelan hammock
					

- **Durability:** Hammocks should be easy to clean. Hammocks without spreader bars should be easily cleaned in the washing machine, while hammocks with non-removable spreader bars need to be washed by hand. Materials which provide greater durability include cotton, canvas and polyester.
- **Design:** Hammocks are constructed in a variety of colours, usually depending on their function. Therefore, the hammocks used for camping have more vivid colours, or even fluorescent tones. On the contrary, hammocks used in the home or garden fulfil a more decorative role and usually have more soft/pastel colours.
- **Size:** Hammock sizes range from one person capacity (110kg-160kg) to two or three person capacity (180kg-270kg). Common dimensions for hammocks are 0.9m wide to 4.2m long and 1.8m wide to 3.3m long. Other sizes are also possible; it is therefore wise to communicate your size (range) to potential EU buyers during the early stages of collaboration.

Labelling:

- Labels for transport should include information on the producer, consignee, composition of the product and the size of the product, number of pieces, box identification and total number of boxes, net and gross weight.
- The most important information on the product or packing labels of hammocks is: composition, size, origin and care labelling. For more information and illustrations of product labelling, please refer to the labelling-specific rules for textiles under buyer requirements.

Packaging:

- When shipping your product to a client, the hammocks should be packed according to the instructions of your buyer. The packaging usually consists of plastic wrapping to protect the fabric from water, solar radiation and staining.
- The packaging should also be in dimensions and weight, which are easy to handle. Standards in Europe are often related to labour regulations at

Example of consumer labelling



Source: enterwild.blogspot.com

Examples of consumer packaging



Source: islandbeachgear.com



Source: techcrunch.com

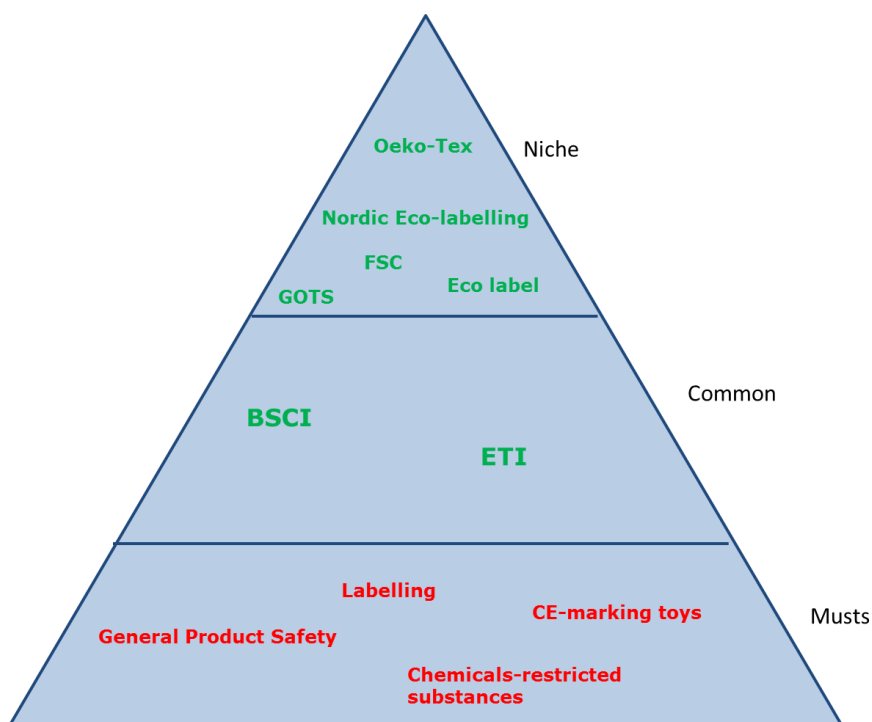
point of destination and will have to be specified by the buyer. Cartons are usually palletised for air or sea transport and exporters are requested to maximise pallet space.

- Hammocks are displayed unpacked and are usually sold in a bag for storage purposes. In general, this bag follows the hammock's design and its material.

Buyer Requirements

This section provides an overview and analysis of requirements that DC exporters face in the market for hammocks. The analysis includes legal requirements and non-legislative requirements.

Figure 1: Buyer requirements



Requirements you must meet

General Product Safety: The general product Safety directive states that all products marketed in the EU must be safe to use and forms a network for all specific legislation established for specific products and issues. If no specific legal requirements have been established for your product and its uses, the General Product Safety Directive still applies. If there are specific requirements applicable to hammocks, the general Product Safety Directive applies in addition, covering all other safety aspects which may not have been described specifically.

CFA¹: Study the specific legal requirements listed to ensure the product does not cause any danger in its normal use. Most buyers will require proof that the DC exporter complies with legal requirements and most large retailers have

¹ Consideration for action

their Codes of Conducts. You can read more about the [General Product Safety Directive in the EU Export Helpdesk](#).

Chemicals-Restricted Substances: The EU has restricted a great number of chemicals in products which are marketed in the EU. These are listed in the so-called REACH regulation (Regulation (EC) 1907/2006). If you dye your hammocks, make sure you do not use any of the [azo dyes](#) that release any of the 22 aromatic amines which are prohibited. EU legislation lists the aromatic amines, but not the azo dyes which release them. The vast majority of azo dyes is therefore legally acceptable. Furthermore, the [flame retardants](#) which can be used have been restricted, where Tris (2,3 dibromopropyl) phosphate (TRIS); Tris (aziridinyl) phosphineoxide (TEPA) and; Polybromobiphenyles (PBB) have been prohibited in products intended to come into contact with the skin.

CFA: In the case of dyeing: Make sure your products do not contain any of the [azo dyes](#) which release the forbidden aromatic amines. This includes checking your own suppliers. To test your products, use the official tests. You can find the tests on the [CEN website](#): CEN Textiles – Methods for the determination of certain aromatic amines derived from azo-colourants – Part 1: Detection of the use of certain azo-colourants accessible without extraction. Reference: EN 14362:2003 / EN 14362-1:2012.

CFA: Follow developments in the field of [flame retardants](#), as new alternatives are being developed. You can do so for instance through the [European Flame Retardants Association \(EFRA\)](#). Familiarise yourself with the full list of restricted substances in products marketed in the EU by checking out [restricted chemicals in textile products in the EU Export Helpdesk](#).

Wood: If you produce hammocks with wooden spreader bars, and the wood is impregnated, know that the EU prohibits creosote substances and arsenic in wood products.

CFA: If this category applies to your product, find out (perhaps through your supplier) which substances are used and make sure these are not in conflict with the EU restrictions. Read more in [Regulation \(EC\) 1907/2006 \(REACH\), Annex XVII](#) (scroll down to page 222 (arsenic) or 233 (creosote) or search 'creosote' and 'arsenic' respectively).



Labelling-specific rules for textiles: Textiles should be labelled or marked indicating fibre composition whenever they are made available on the market and should be durable, easily legible, visible and accessible. The main purpose of the EU Regulation is to ensure that consumers, when purchasing textile products, are given an accurate indication of their fibre composition. There is no EU-wide legislation on the use of symbols for washing instructions and other care aspect of textile articles. However, note that consumers consider care information the second most important information on a product's label (after size). You are therefore advised to follow ISO standards on this matter.

CFA: Know your own product and study the EU labelling rules to find out how it should be labelled in the EU. For example, if you use a cotton name, trademark, or other term which implies the presence of a type of cotton, the generic fibre name "cotton" must be used with it. Find out more about [textile labelling rules in the EU Export Helpdesk](#). You are advised to follow [ISO 3758: 2012](#) on care labelling code using symbols for textiles.



CE-marking toys: A baby hammock can be considered a toy. Therefore, your product needs to be affixed with the CE-marking in order to be marketed in the EU if it is intended for babies. CE-marking shows that a product is assessed before being placed on the market and that it meets EU safety, health and

environmental protection requirements. The requirements have been set for a variety of categories, including toys ([Toys Safety Directive 2009/48/EC](#)). The safety requirements are set out in the directives and standards have been developed to show compliance with them.

CFA: If CE-marking is relevant to your products, you can follow the steps as outlined [here](#). You can also use this link to find out whether your product falls within the definition of CE-marking.

Common requirements

Social performance: Companies/producers can differentiate themselves by introducing sustainability. The means of offering sustainable products are numerous, ranging from recycling to certification and use of labels. Two retail initiatives have gained quite some ground, especially in West-European countries:



The [Business Social Compliance Initiative \(BSCI\)](#) has been developed by European retailers to improve social conditions in sourcing countries. Suppliers to BSCI participants are expected to comply with the BSCI Code of conduct. To prove compliance, your production process can be audited at the request of the importer. Once a company is audited, it will be included in a database which can be used by all BSCI participants.



The [Ethical Trading Initiative \(ETI\)](#) is an alliance of companies, trade unions and voluntary organisations working in partnership to improve the working lives of people across the globe who make or grow consumer goods.

CFA: Since more and more European importers participate in BSCI and ETI, you can expect that complying with the BSCI and ETI codes of conducts will be seen as a basic requirement. If you haven't done so already, you may want to look into the opportunities for improving your sustainability performance. This may not always include immediate certification or application of a label, but familiarising yourself with issues included in the initiatives will give you an idea of what to focus on. Also see CBI's publication '[CBI Tailored Intelligence: the Sustainable Design market for Home Decoration and Home Textiles](#)'.

Niche requirements

While sustainability is gaining ground, the actual use of certification is still a niche in this sector. Nevertheless, there are several eco-labels used for textiles, including hammocks. As this is a means of demonstrating sustainability, there is an increasing interest from buyers. [The Global Organic Textile Standard \(GOTS\)](#) is a textile processing standard for organic fibres; [FSC](#) ensures responsibly managed wooden products; [OEKO-TEX](#) stands for no use of hazardous chemicals; and the [EU Ecolabel](#) also looks to chemicals environmentally-friendly options. The voluntary [Nordic Swan eco-label](#) is used in Sweden, Norway, Finland, Denmark and Iceland for textile products.

CFA: Check the possibility of sourcing organic cotton for your hammocks. Textile products which contain a minimum of 70% organic fibres can become GOTS certified.

CFA: If you produce hammocks with wooden spreader bars, consider the FSC certification for your product.

CFA: Consider the Oeko-Tex® Standard 100 for your product. The certification provides textile and clothing companies with more transparent supplier relationships and facilitates the flow of information regarding potential problematic substances.



CFA: Consider the EU Ecolabel for your product. The label is awarded only to products with the lowest environmental impact in a product range.

CFA: Consider the Swan eco-label when targeting the Nordic Countries.

For a complete overview of certifications for textiles please turn to [ITC's Standards Map](#)

Trade and Macro-Economic Statistics

No specific trade data is available for hammocks. Therefore, an overview is given on the main market developments of hammocks in the European market based on competing products and interviews with industry sources (importers and retailers).

Garden seats: Products similar to hammocks which can provide complementary information on the market developments of outdoor articles are garden seats. Total production of garden seats in the EU has been decreasing, indicating that production opportunities lie outside of the EU. EU Demand for garden seats is expected to increase, due to a positive development of consumer confidence and an increasing importance of the outdoor living trend. For more information on garden seats, please refer to the [CBI Product Factsheet Garden Furniture](#).

Suppliers: According to industry sources, Brazil, Colombia, Mexico and Venezuela are the main producers of hammocks, mostly supplying the high-end and middle-high segments of the market. China and India are the main producers of lower quality hammocks. Other producing countries supplying the low-end of the market include Thailand and Indonesia.

European production: Most hammocks are imported from outside Europe. European production is negligible compared to DCs, according to industry sources. Italy is one of the few European producers of hammocks. However, because of the high production costs, the volume of its production is very small and the end product mostly relates to the high market segment.

Market development: Industry sources have indicated differentiated developments in demand for the European market for hammocks depending on the segments. Demand for the high-end market has stagnated, whereas demand has been increasing for the low-end and middle market. Industry sources have indicated that there are no expectations of major changes in demand in either segment (low-end or high-end) for the next few years.

Market Trends

The trends provide an overview of relevant market trends and forecasts in the market for hammocks. In the European market for hammocks sustainability, outdoor living and e-commerce are the prevailing trends among designers and consumers.

Sustainability

Consumers find it increasingly important to avoid negative impacts on the environment, due to their consumption. Consequently, designers and producers focus on minimising that in their production. Moreover, alternative materials are very popular for hammock construction, such as organic cotton, hemp and certified wood for the spreader bars.

CFA: Consider sourcing organic cotton or other alternative textiles for your hammocks. Sustainable materials are very popular among consumers, but

Example of better business: Organic cotton



Source: social.eu

carry a higher price tag. Therefore, they are more relevant when you are targeting the higher segments of the market.

CFA: For more information on trends in sustainable home decoration and textile products, please read the CBI Trend Special on Sustainability.

Outdoor living

The outdoor space is now considered to be an extension of the home. The desire to expand outside leads consumers to shop for products which combine elegance and durability. A hammock is no longer just a swing for the garden, but has become a trendy piece of furniture for an outdoor living room. Consequently, designs of hammocks have shifted significantly from a camping accessory to an elegant space to relax. Fabrics and colours follow fashion trends, transforming the back yard into an outdoor oasis.

CFA: Consider elegant materials such as soft cotton and designs which can be matched with living room furniture, especially when you are targeting the high and middle-high ends of the market.

E-commerce

Online shopping has become a growing trend in the textile industry, together with the increasing importance of social media among consumers. Customers expect products to be available for purchase at all times and companies which satisfy that need will benefit from it. Furthermore, companies are currently sourcing via the web, creating opportunities for direct sales to business partners online. Particularly for hammocks, web shops are already popular, targeting a more international audience. In maturing markets, E-commerce has already widely been established. On the contrary, the trend of E-commerce is still less developed in emerging markets although the companies with web shops are rapidly increasing in number.

CFA: Consider approaching these European online companies, in order to supply them directly with your products. Please refer to the trend special for E-commerce for more information.

CFA: For more information on trends for E-commerce in the home sector, please read the CBI Trend Special E-commerce.

Please refer to [CBI Trends for Home Decoration & Textiles](#) for more information on general trends in home textiles.

Market Channels and Segments

A description of the characteristics of different segments within the channel will be given.

To illustrate the different segments in hammocks, examples are presented in Table 1. In the low segment, simple and practical hammocks are common. In the middle segment, hammocks are more stylish and are more functional compared to the low end segment. In the high segment, designer's quality is common, while sustainable raw materials are prevalent, such as organic certified cotton.

Example of outdoor living



Source: lovethispic.com

Example of e-commerce



Source: whathammock.com

Table 1: Channels and segments in the hammocks market

Low: affordable and practical	Middle: stylish and functional	High: conceptual
 <p>Source: dreamgym.wordpress</p>	 <p>Source: styleathome.com</p>	 <p>Source: interiordesign-world.com</p>

Please refer to [CBI Home Textile Channels and Segments](#) for a general overview of market segments, as market segments for hammocks do not differ significantly from this general overview.

Prices

This section provides an overview of the product's consumer prices on the European market.

There is a wide price range within the European market for hammocks. Hammock retail prices can vary from €20 to €120 or more. The prices vary based on the size, fabric and composition of the product, as well as the brand of the hammock.

Table 2: Indicative consumer prices

	Low end	Middle-low end	Middle-high end	High end
Hammocks	€20-€40	€45-€67	€70-€85	€120 or more

CFA: Although the European market is still struggling with the economic crisis, consumption of hammocks is increasing, especially in the middle and low end of the market. Therefore you are recommended to target these segments of the market, as the high end market has been stagnating in terms of consumption.

Your products will be sold to European consumers for a price that is significantly higher than your selling price. The consumer price is approximately 4-7.5 times the FOB price in the country of origin. Besides energy, labour and transport costs, FOB prices depend heavily on the availability and prices of the raw materials. Incidental price hikes of raw materials cannot be directly passed on to the consumer, but they exert pressure on exporters, importers and retailers' margins.

Figure 1: Indicative price breakdown

Source: ProFound (2014)

Field of Competition

Please refer to [CBI Home Textile Field of Competition](#), as the competitive field for hammocks does not differ significantly from this general overview.

Useful sources

Useful sources provides an overview of valuable references for DC exporters relevant to hammocks.

Trade fairs

Visiting and especially participating in trade fairs is highly recommended as one of the most efficient methods for testing market receptivity, obtaining market information and finding prospective business partners. The most relevant trade fairs in Europe for exporters of oilcloths are:

- [Maison & Objet](#) - Paris, France
- [Heimtextil](#) - Frankfurt, Germany
- [Ambiente](#) - Frankfurt, Germany
- [Haus - Garten - Freizeit](#) - Leipzig, Germany
- [Countryside](#) - Ghent, Belgium

More information

CBI market information: Promising EU export markets.

EU Expanding Exports Helpdesk - <http://exporthelp.europa.eu> - go to 'trade statistics'.

Eurostat - <http://epp.eurostat.ec.europa.eu/newxtweb> - statistical database of the EU.

Several queries are possible. For trade, choose 'EU27 Trade Since 1995 By CN8'. Use the guide 'Understanding Eurostat: Quick guide to easy comext'

(http://epp.eurostat.ec.europa.eu/newxtweb/assets/User_guide_Easy_Comext_20090513.pdf) for instructions.

International Trade Statistics - <http://www.trademap.org> - you have to register

This survey was compiled for CBI by
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