



CBI Product Factsheet Bedspreads

'Practical market insights into your product'

The European market for bedspreads still offers good opportunities to exporters in developing countries (DCs), despite recent fluctuations in consumption. Producers are advised to differentiate their products, by focusing on design and raw material quality. Producers should take the general consumer trends for bedspreads into consideration, namely patterns that resemble nature and a continuing shift towards sustainable and durable raw materials.

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 bedspread is a piece of fabric designed to cover the bed, from top to bottom and from side to side. Although bedspreads can be used for warmth, they are primarily used as a decorative article for the bed.

Classification of bedspreads:

- **Harmonised System (HS)** Within the EU / EFTA, the following HS codes are used as indications for trade in bedspreads:
 - 6304.11: bedspreads-knitted or crocheted
 - 6304.19: bedspread-others
- **Prodcom:** the following prodcom code is used to indicated EU/ EFTA production of bedspreads:
 - 1392.1640: bedspreads (excluding eiderdowns)

Product specification

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

Quality:

- **Functionality:** Bedspreads serve primarily as decorative articles for the bed, but can also be used as blankets, providing warmth to the user. They can provide an easy way to change the decoration of the bedroom, since the bed is the most important part of it.
- **Raw material quality:** Bedspreads are available in a variety of fabrics. Some of them include cotton, linen, wool. In many cases, blended yarns and mixed fabrics are used for bedspreads.

Examples of bedspreads



Source: dollsofindia.com



Source: thecomficottage.com

- **Sizes:** Sizes of bedspreads can vary, depending on the size of the bed. The most common sizes for bedspreads in Europe are:
 - 140cm x 200cm
 - 173cm x 220cm
 - 200cm x 280cm
 - 240cm x 280cm
 - 210cm x 270cm
 - 260cm x 290cmOther sizes are also possible. Therefore, during the early stages of collaboration, it is a good idea to communicate to your potential European buyer the sizes that you are able to produce.
- **Design:** Bedspreads come in a wide variety of designs, styles and patterns. Colourful or plain: the variety of bedspreads can match every personal taste. Please refer to the Trends section for more information on the latest fashion trends for bedspreads.

Labelling:

- Labels for transport should include information about 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 bedspreads 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.

Packing and packaging:

- When shipping your product to a client, the bedspreads 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 weights, which are easy to handle. Standards are often related to labour regulations at the 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.
- Bedspreads are commonly displayed in stores without any packaging. However, especially in the high-end segment, bedspreads come with gift packing, making consumer packaging of minor importance. For the middle and low end segments, consumer packaging can be simple in design, for example a simple paper or plastic wrapping.

Examples of consumer packaging



Source: briteideas.squidoo.com

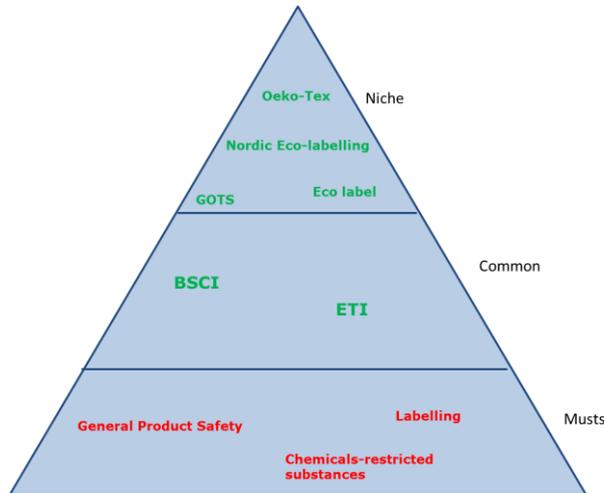


Source: lyndseyyoung.co.uk

Buyer Requirements

This section provides an overview of requirements that DC exporters face in the market for bedspreads. 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. It also forms a framework for all 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 bedspreads, the General Product Safety Directive applies in addition, covering all other safety aspects which may not have been described exclusively in the product's specific legal requirements.

CFA¹: Study the specific legal requirements listed to ensure the product does not cause any danger under normal use. Most buyers will require proof of the DC exporter's compliance with legal requirements and most large retailers have their Codes of Conducts. You can read more about the [General Product Safety Directive in the EU Export Helpdesk](#).

CFA: For a full list of legal requirements applicable to your product see the [EU Export Helpdesk](#) where you can identify your product code to obtain a list of applicable requirements.

Chemicals - Restricted Substances: The EU has restricted a great number of chemicals in products that are marketed in the EU. These are listed in the so-called REACH regulation (Regulation (EC) 1907/2006). If you dye your bedspreads, make sure you do not use any of the [azo dyes](#) that release any of the 22 aromatic amines which are prohibited. The EU legislation lists the

¹ Consideration for action

aromatic amines, not the azo dyes which release them. The vast majority of azo dyes are, therefore, legally acceptable.

Especially for professional use, e.g. in the hospitality sector, bedspreads need to be fireproof. However, several flame retardants have been restricted by the EU. The *flame retardants* which have been restricted include Tris (2,3-dibromopropyl) phosphate (TRIS); Tris (aziridiny) phosphineoxide (TEPA) and; Polybromobiphenyles (PBB) which have been prohibited in products intended to come into contact with the skin.

CFA: In relation to dyeing: Make sure your products do not contain any of the *azo dyes* which release the forbidden aromatic amines. Since the liability rests on the exporter, you have to ensure that your supply chain is in order with regard to dyes and chemicals. This includes checking your 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 any new 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 \(EFRA\)](#). The addition of other flame retardants and proofing agents is permitted only for products intended for use in commercial buildings where they are subject to, and fulfil, the appropriate fire protection regulations. 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](#).



Labelling - specific rules for textiles: Textiles should be labelled or marked, indicating their fibre composition. Textile labels should be durable and tear resistant, 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 aspects of textile articles, despite the importance given to that information by European consumers. You are advised, therefore, to follow ISO standards in this matter.

CFA: Know your own product and study the EU labelling standards to find out how your product should be labelled in the EU. For example, if you use a cotton name, trademark, or other term that 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.

Common requirements

Social performance: Companies can differentiate themselves by introducing sustainability into their business practices. The means of offering sustainable products are numerous, ranging from recycling to certification and the 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 will be audited at the request of the importer. Once a company has been 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, compliance with the BSCI and ETI codes of conduct is currently seen as a basic requirement. You may want to look into the possibilities of improving your sustainability performance. 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 not widespread in this sector. Nevertheless, there are several eco-labels used for textiles, including bedspreads. As this is a means of demonstrating sustainable practices, there is an increasing interest from buyers. [The Global Organic Textile Standard \(GOTS\)](#) is a textile processing standard for organic fibres; [OEKO-TEX](#) stands for no use of hazardous chemicals; and the [EU Ecolabel](#) also looks at chemicals environmentally-friendly chemical options.

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

CFA: Consider obtaining the Oeko-Tex® Standard 100 for your product since it is the world's leading eco-label for testing textiles for harmful substances and is quite popular among European producers.

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



Trade and Macro-Economic Statistics

A statistical analysis of the major product developments and forecasts is given, based on trade and macro-economic statistics. The statistical indicators analysed are import, export, production and consumption statistics for bedspreads.

Figure 2: Leading producing countries of bedspreads in EU/EFTA, in € million

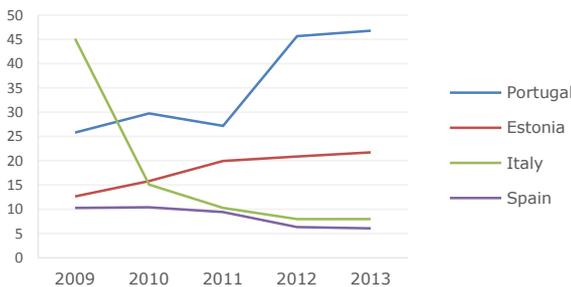
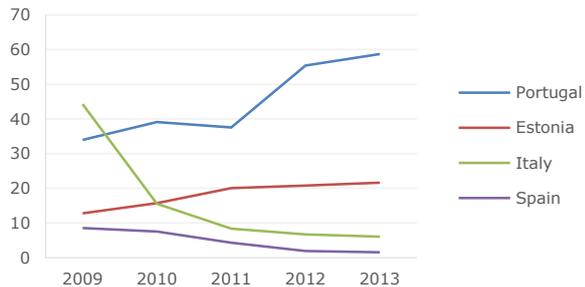


Figure 3: European apparent consumption of bedspreads, in € million



(*) Production data for Estonia in 2012 is an average between 2011 and 2013

Source: Eurostat Prodcom (2014)

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Source: Eurostat Prodcom (2014)

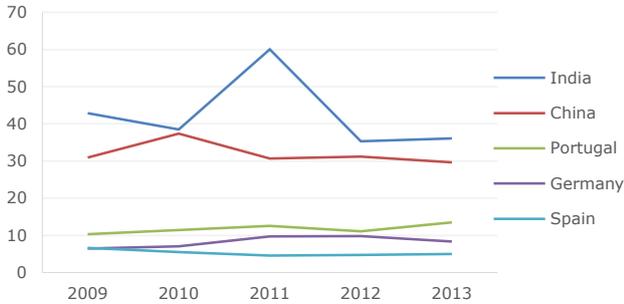
Between 2009 and 2013, **European production of bedspreads** fluctuated significantly, amounting to more than € 88 million in 2013. After 2009, production decreased and only started rising again after 2011. Finally, European production of bedspreads decreased during the period 2012 and 2013. Portugal was the main European producer, with a production amounting to almost € 46 million in 2013, followed by Estonia, Italy and Spain. In recent years, Portuguese producers have been increasingly recognised as reliable partners for the middle market, which want to link up with fast fashion. They can offer relative low production costs and have close proximity to the EU end market.

CFA: Be aware that you can expect competition from European suppliers of bedspreads, located mostly in Southern and Eastern Europe.

Total European consumption of bedspreads also decreased during the period between 2009 and 2013, amounting to almost € 81 million. European consumption fluctuated significantly, decreasing between 2009 and 2011. In 2012, consumption increased, but was followed by another decrease in 2013. The largest consuming countries of bedspreads have been European countries mainly in the South, namely Portugal, Estonia, Italy and Spain.

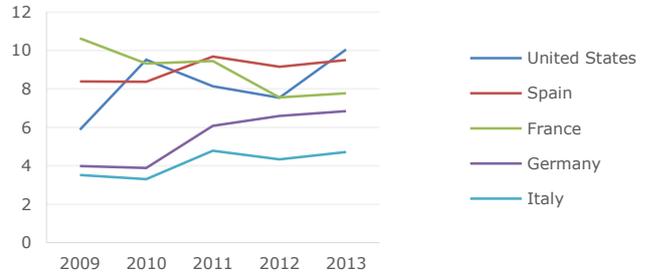
CFA: GDP and consumer confidence are expected to increase in 2014, as mentioned in the [CBI Trade Statistics for Home Textiles](#). As GDP and consumer confidence grow, consumers are more willing to spend money on non-essential home products or gifts; this can affect consumption of bedspreads in a positive direction.

Figure 4: Leading suppliers of bedspreads to Europe, in € million



Source: Eurostat (2014)

Figure 5: Leading EU export destinations of bedspreads, in € million



Source: Eurostat (2014)

European imports of bedspreads decreased slightly during the period between 2009 and 2013, amounting to almost € 129 million in 2013. After an increase in 2009 and 2011, the value of imports has been decreasing ever since. Almost 60% of total imports originated in DCs. The share of Indian imports, which accounted for 28% of total imports, amounted to € 36 million in 2013, followed by Chinese imports amounting to almost € 30 million in 2013. Imports from East-European countries have been increasing substantially, with Serbia, Bulgaria and Slovakia as the biggest suppliers of bedspreads.

Between 2009 and 2013, European exports of bedspreads increased slightly, amounting to € 84 million in 2013. The main destinations were other European countries in Western Europe as well as the US.

CFA: Competition among developing country exporters is growing. Make sure that you stand out from the crowd by offering added value, i.e. craftsmanship and hand-made products.

Market Trends

The trends provide an overview of relevant market trends and forecasts in the market for bedspreads. In the European market for bedspreads, sustainability and a natural look are prevailing trends among designers and consumers.

Sustainability

Consumers and designers are shifting their preferences towards more sustainable choices, wanting to avoid a negative environmental impact as a result of their consumption and production. The more conscious consumption patterns are gradually shifting producers’ choices towards sustainable raw materials, such as organic cotton, hemp and bamboo for the manufacture of bedspreads.

CFA: Consider sourcing sustainably produced fabrics for your bedspreads, especially when you are targeting the higher segments of the market, since sustainable materials can demand a higher price.

CFA: For more information on trends for sustainable home textile products, please refer to the CBI Trend Special Sustainability. For more information on

Example of sustainability



Source: *motherearthliving.com*

sustainable materials, please refer to the CBI Factsheet Alternative Materials on CBI’s website.

Natural look

The feeling of wanting to escape to nature, combined with a lack of time in busy city life, has inspired designers to merge outdoor imagery with indoor decoration. Flowers or leaf patterns, green colours and print combinations which relate to natural habitats are becoming increasingly popular.

CFA: Provide solutions that match this trend by offering bedspreads with a natural look. Natural colours with patterns which resemble nature can give this look to your bedspreads.

CFA: Consider using elegant materials and designs, especially when you are targeting the high and middle-high ends of the market. For more information on fashion trends, please refer to the [CBI Fashion Forecast 2015](#).



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.

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

To illustrate the different segments in the European market for bedspreads, examples are presented in Table 1. In the low segment, simple and inexpensive bedspreads are common. In the middle segment, bedspreads are manufactured with sustainable raw materials and are more fashionable compared to the low-end segment. In the high segment, designer’s quality is common and private labels are the standard.

Table 1: Channels and segments in the bedspread market

Low: affordable and simple	Middle: fashionable & higher quality	High: designers’ quality
 <p>Source: ikea.com</p>	 <p>Source: houzz.com</p>	 <p>Source: giesendesign.com</p>

Prices

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

There is a very wide price range within the European market for bedspreads. Bedspread retail prices can vary from €10 to €100 or more. The prices vary based on the size, fabric and composition of the product, as well as the brand of the bedspread.

Table 2: Indicative consumer prices of bedspreads

	Low end	Middle-low end	Middle-high end	High end
Bedspreads	€10-€20	€20-€35	€35-€75	€100 or more

CFA: The European market is still struggling with the economic crisis and is facing a reduction in the consumption of bedspreads. Therefore, producers are recommended to focus on the middle or high-end segment if you can add value through handmade craftsmanship. If you focus on the lower segments of the market, make sure you can provide high volumes and manage advanced logistics.

Rising raw material prices put pressure on margins

Besides energy, labour and transport costs, FOB prices depend heavily on the availability and cost of raw materials. In 2013, the average prices for many of the raw materials used for bedspreads, such as cotton, noted a moderate decrease. In the first months of 2014, this trend changed and the prices have since continued to increase. These developments show the fluctuating character of the raw materials’ market. Incidental price hikes of raw materials cannot directly be passed on to the consumer, but do exert pressure on exporters, importers and retailers’ margins.

CFA: Carefully calculate your prices regularly, especially when you know that prices of your raw materials are regularly fluctuating. When the prices of your raw materials are putting pressure on your profit margin for an extended period, you might want to consider increasing your prices.

Figure 6: Indicative price breakdown



Source: ProFound (2014)

Useful sources

This section provides an overview of valuable references for DC exporters relevant to bedspreads.

Trade fairs

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

- [Maison & Objet](#) - Paris, France
- [Heimtextil](#) - Frankfurt, Germany
- [Ambiente](#) - Frankfurt, Germany
- [Stoffen Spektakel](#)-Metz, France
- [INNATEX](#)- Hofheim, Germany

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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