



# Garden Furniture in Europe

## 'Practical market insights on your product'

As consumers use their garden as an extended living space, they want their garden furniture to give them the same benefits as their indoor furniture. This leaves room for innovations in design and material use. In the broad range of garden furniture products, in terms of raw materials used and type of product, ample opportunities exist for producers in developing countries (DCs).

### Product definition

Garden furniture is a very wide product group, including garden seats, tables of varying sizes, sofas and benches, swing seats, day beds, sun loungers and stools. Additionally, garden furniture can be made of various raw materials. These include wood, such as teak or oak, metal, rattan, bamboo, cane, various synthetic materials, as well as fabrics.

Classification of garden furniture:

- **Harmonised System (HS):** within the EU / EFTA, the following HS codes are used as indications for trade in garden furniture:
  - 9401.5100: seats of bamboo or rattan
  - 9401.5900: seats of cane, osier or similar materials (excl. of bamboo or rattan)
  - 9403.8100: furniture of bamboo or rattan (excl. seats and medical, surgical, dental or veterinary furniture)
  - 9403.8900: furniture of cane, osier or similar materials (excl. of bamboo, rattan, metal, wood and plastics, and seats and medical, surgical, dental or veterinary furniture)
- **Prodcom:** the following prodcom code is used to indicated European production of garden furniture:
  - 3100.1230: seats of cane, osier, bamboo or similar materials

### Product specification

#### Product Categories and Consumer Needs

- For the consumer, the garden is a place to relax and sunbathe, but also to eat and entertain. This is reflected in the furniture for the garden: it can be split into active and passive seating (see examples on top right). On the one hand, the furniture for active sitting is formal, ergonomically designed, permanent (not intended to be moved around) and usually comes in sets. Examples include dining tables with chairs and sets with a couch, sofas and table. On the other hand, passive sitting furniture is lightweight and can be moved around with the sun. Examples include lazy chairs, loungers and deckchairs.
- Convenience is a central need for consumers buying garden furniture. Low-maintenance, easy-to-clean, climate-proof are all highly-valued features for the modern-day consumer. This has worked in favour of the tropical hardwoods and synthetic or high-tech materials.

#### Examples of garden furniture



Source: Sika Design



Source: Bhousedesain.com

- Increasingly, the consumer considers the garden as an extension of the interior. As such, the garden is subject to the same underlying needs that we are familiar with from the home: the need to show one's style and taste, and the need to derive pleasure from a purchase. This has boosted garden furniture with high levels of craftsmanship, a brand, luxury status, or trend appeal.

**Quality**

- Functionality:** For garden furniture, functionality is seen as a basic quality requirement. Garden furniture needs to be safe to use and have the right solidness and dimensions, whether as table, chairs or sofas. Seating furniture range from 30 to 45-50 cm in height, while tables are much higher, commonly at 75 cm. Europeans are generally taller than in the countries where the garden furniture is produced, therefore, care must be taken to study average dimensions of specific garden furniture products and to communicate with buyers regarding their requirements. Additionally, in the design of garden furniture, producers need to keep standard cushion sizes in mind: on average 46cm by 48cm for normal chairs but larger for lounge chairs and sofas; 60x60cm or 70x70cm.
- Raw material quality:** Aside from design quality requirements, quality of the raw material and finishing of the product are important quality determinants as well.
- Durability:** As garden furniture is placed outside, it needs to be able to withstand changing weather, from high levels of sun to rain and snow. Other options to protect garden furniture from weather conditions include protective covers.
- Design:** The aesthetic value of garden furniture is high, especially in the upper segments of this product group. Innovation is increasingly important in terms of new materials and design, while still providing comfort and durability. For more information please refer to the sections on Market Trends and Market Segments in this factsheet.

**Labelling**

Information on the outer packaging of garden furniture should correspond to the packing list sent to the importer. Labels for garden furniture on the outer box should include the following information:

- Producer
- Consignee
- Material used
- Quantity
- Size
- Volume
- Caution signs

EAN or barcodes on the product label are widely used within Europe.

Please note, your buyer will specify what information they need on the product labels or on the item itself (logos, 'made in..'). This forms part of the order specifications.

Use the English language for labelling unless your buyer has indicated otherwise.

**Packing and packaging**

- Garden furniture should be packed in agreement with the importer's instructions. Every importer will have their own specific requirements related to the use of packing materials, the filling of cartons, palletisation, and the stowing of containers. Always ask for the importer's order specifications, which are part of the purchase order.
- Proper packing of garden furniture can minimize the risk of damaging through shocks. The fragility determines the packing of the products for

**Example of labelling**

**Example of packaging**

export. Packing should prevent that individual items inside a carton damage each other and the cartons themselves when they are stacked inside the container. Packing therefore usually consists of inner and outer cardboard boxes, with appropriate materials to protect the products inside the inner boxes (this may involve materials such as bubble wrap or paper, depending on the preferences of the buyer).

- Packing needs to be of easy-to-handle dimensions and weight. Standards here are often related to labour regulations at 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.
- Cost reductions can be achieved by nesting, stacking or flat-packing the items inside the container. Such considerations should preferably be part of the design phase of this product group.
- In packing materials, the balance lies between using maximum protection and avoiding excess materials (waste removal is a cost to buyers) or shipping 'air'. Exporters can reduce the amount and diversity of packing materials by:
  - partitioning inside the cartons with the help of folded cardboard,
  - matching inner boxes and outer cartons better and standardizing the sizes of each,
  - by considering packing and logistical requirements already at the design stage of the products,
  - asking their buyer for alternatives.
- In terms of material, wooden crating and packing are increasingly banned by importers. This is a result of their unsustainability and high cost of the material and disposal. Alternative packing materials that are economical and sustainable are more popular. Using biodegradable materials in packing may form a market opportunity or can be demanded by buyers.
- In the case of wooden garden furniture, special care should be taken to properly dry the wood after production since wooden items can mould or crack. Mould can appear during transport due to condensation inside the container, caused by air at high levels of humidity that becomes colder and warmer due to day-to-night fluctuations in temperature. Proper air ventilation inside the container is vital to prevent this and containers must be inspected for air holes before shipment; products to reduce humidity are available to place amongst the cargo. Make sure the importer's instructions are followed here.

## Requirements you must meet

**General product safety:** The General Product Safety Directive applies to all consumer products. It states that all products marketed in the EU should be safe to use and forms a framework for all specific legislation on specific products and issues.

**Considerations for action:** Study the specific legal requirements listed, but also use your common sense to ensure the product does not cause any danger in its normal use. Most buyers will require proof of the DC exporter's compliance with legal requirements. You can read more about the [General Product Safety Directive in the EU Export Helpdesk](#).

**Considerations for action:** Check the rapid alert system for non-food dangerous products ([RAPEX](#)), a database with information on safety risks in consumer products notified by European countries and the measures taken to alleviate these risks.

**REACH:** The Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) lists restricted chemicals in products that are marketed in the EU. In order to market your garden furniture on the EU market, you need to make sure that your products do not contain hazardous substances

as defined by REACH. Chemicals relevant to you depend on the materials used for your garden furniture. For example, the EU has restricted the use of arsenic and creosotes as wood preservatives.

**Considerations for action:** For more information on the use and restrictions of chemicals on the EU market, please refer to Annex XVII in the REACH legislation [EC Regulation 1907/2006](#). In the case of wooden garden furniture, use safer alternatives to creosote or arsenic compounds as wood preservatives (such as using heat or vacuum treatments).

**Considerations for action:** SME producers of wooden garden furniture can also link up with companies that are specialised in wood preservation to prevent the use of creosotes or arsenic.

**CITES:** The Convention on International Trade in Endangered Species ([CITES](#)) lays down provisions for international trade of endangered species. The EU has set additional import restrictions.

**Considerations for action:** If you are not certain whether or not your products fall within CITES, you need to verify this. You can read more about the legislation in [CITES in the EU Export Helpdesk](#) and check whether or not CITES is relevant to you. The EU Export Helpdesk also provides information on the different procedures applicable to the different categories within CITES.

### Wooden garden furniture

Specifically for wooden garden furniture, additional legislation applies.

**Timber:** Under the [EU Timber Regulation](#) (EUTR), placing illegally harvested timber and products on the EU market is prohibited. Only when your timber is proven legally, it is allowed to be imported into the EU. Wood carrying a FLEGT license, or a CITES permit, is considered to comply with the EUTR.

**Considerations for action:** As the responsibility of compliance with legal sourcing lies with your importing company, you can expect an increase in requests for information on products' details, origin, the legality etc.

**FLEGT:** The FLEGT action plan is designed to control the entry of timber into the EU from those countries that have entered into Voluntary Partnership Agreements (VPA) with the EU. It makes it illegal to import certain types of timber from these countries unless that timber has a FLEGT licence, which provides evidence that the timber has been legally harvested.

**Considerations for action:** Check if your country has a VPA with the EU and if your product is covered by this VPA before exporting your products to the EU. If your country is part of the VPA make sure you comply with their requirements to verify the legality of your timber product before entering the EU.

### Common requirements

**Sustainability:** Social and environmental sustainability offers ways for companies to differentiate their products on the European market. Opportunities range from sustainable raw materials, production, certification and use of labels (see Niche requirements). The following certification schemes are increasingly demanded by buyers:

- The [Business Social Compliance Initiative \(BSCI\)](#) has been developed by European retailers to improve social conditions in sourcing countries. Suppliers of BSCI participants are expected to comply with the BSCI Code of conduct, which can be proved by an audit at the request of the importer.

- The [Ethical Trading Initiative \(ETI\)](#) is a code of conduct developed to improve, across the globe, the working lives of people who make or grow consumer goods. ETI is particularly common in the UK.
- Standards such as [ISO 14001](#) and [SA 8000](#) can be used to meet buyer demands for sustainability. However, only in niche markets will compliance with these specific standards be demanded.

**Considerations for action:** You can expect that compliance with the BSCI Code of Conduct will be seen as a basic requirement as more and more European importers participate in BSCI. Because it can harm your position on the market if you are far from complying with this initiative, you are advised to anticipate by performing a self-assessment, which is available at the website of [BSCI](#).

**Considerations for action:** Look into the possibilities for improving your performance in sustainability. Even if immediate compliance with certifications is beyond your scope, familiarising yourself with issues included in these will give you an idea of what to focus on regarding sustainability.

**Considerations for action:** For more information on sustainable design, please refer to the [CBI Tailored intelligence: the Sustainable Design market for Home Decoration and Home Textiles](#).

**Forest Stewardship Council (FSC):** For sustainable wooden products, including garden furniture, FSC-certification of timber is the most common label. This standard is used to certify forests that are sustainably managed. Wood from certified forests is labelled throughout the value chain and as final products. FSC-certified products are especially popular in West-European markets, such as the Netherlands, Germany and the UK. In many of these markets, it is difficult to market wooden products without this label.

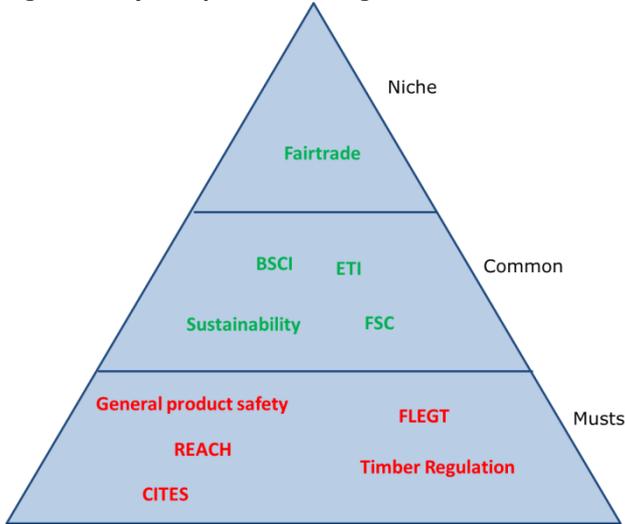
**Considerations for action:** [FSC](#) or similar norms for the sustainable management of wood or other raw materials will increasingly adopt a legal character or become a way to influence consumer choice. In order to anticipate future demand, exporters should build such values into their offer, even at the stage when they are optional in trade.

### Niche requirements

**Fairtrade:** Besides social and environmental aspects of production, [Fairtrade](#) certification also covers a fair wage to labourers involved in the production of garden furniture.

**Considerations for action:** Acquire Fairtrade certification to enter the fair trade segment. Compliance with fair trade norms will also make it easier to acquire other social and environmental norms, as it is the most integrated system for sustainability.

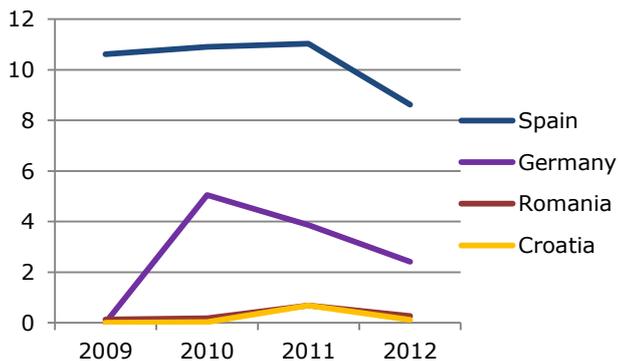
**Figure 1: Buyer requirements for garden furniture**



### Trade and Macro-Economic Statistics

(!) Please note that data presented below only gives an indication of production data for garden furniture. As no separate production statistics are available for garden furniture, the figure below covers "seats of cane, osier, bamboo or similar materials". Other furniture and furniture of different materials are not included as available statistics are too limited. Therefore, care should be taken when drawing conclusions based on the figure below.

**Figure 2: Production of garden furniture in the EU, € million**



Source: Eurostat (2014)

**Total European production** of garden seats decreased annually by 2% in 2009-2012, amounting to € 17 million in 2012, according to Eurostat. However, it is important to note that in 2010 and 2011 production was actually much higher (resp. € 23 million and € 21 million).

**Main European producers** of garden furniture are Spain, Germany, Romania and Croatia. Of these, Spain and Germany decreased production in 2009-2012. Romania and Croatia are small producers of garden furniture and increased annual production (+27% and +257%, respectively) in the same time frame, with a peak in 2011.

**Considerations for action:** Determine your options to export garden furniture to European countries. A decrease in production in Western Europe has opened the market. Be aware that you can expect competition from East European suppliers.

**Consumption of garden furniture** in Europe is highest in Germany, followed by France, the UK and Italy, according to market research by World Furniture Online. Additionally, in 2000-2011, sales growth of outdoor furniture was relatively higher than for the total furniture market.

**Growth in consumption of garden furniture** is expected to pick up in the first quarter of 2014, according to industry sources. The main cause of current growth is the favourable weather conditions.

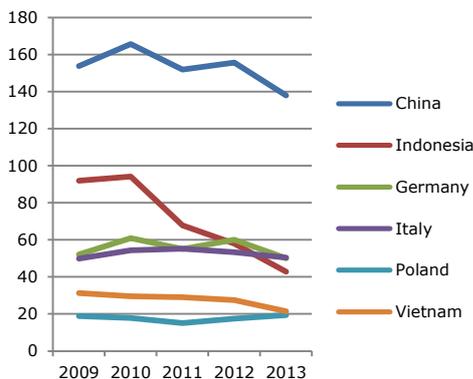
**GDP & consumer confidence** are expected to increase in 2014, as mentioned in the CBI Trade statistics for Home Decoration. This will affect consumption of garden furniture positively.

**Future growth** in the garden furniture sector is expected to be the result of home decoration and lifestyle trends. Other drivers of growth include demographic changes, housing sales, outdoor renovation and environmental concerns. For more information, please refer to "CBI Home Decoration and Textile Trends" and "Trend Special: Garden".

**Considerations for action:** Determine your capacity to export garden furniture to the European market, as both the short and longer term prospects for garden furniture in the European market appear to be optimistic. Be aware that you can expect competition from East-European exporters regarding opportunities to enter the market.

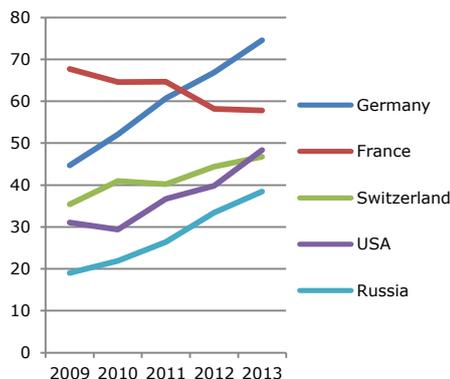
*(!) Please note that data presented below (Eurostat, 2014) only gives an indication of trade in garden furniture. No specific trade statistics are available for garden furniture, instead these are included in data on overall furniture. Therefore, care should be taken when drawing conclusions based on the figures below.*

**Figure 3: Suppliers of garden furniture to the EU, € million**



Source: Eurostat (2014)

**Figure 4: Destinations of EU exports of garden furniture, € million**



Source: Eurostat (2014)

**Total European imports** (EU + EFTA) decreased annually in 2009-2013 by 4% in value. With a peak in 2010, imports amounted to € 454 million in 2013. In this year, the main European importers were France, Germany, the UK, Italy,

Spain and Switzerland, together accounting for 64% of the value of imports of garden furniture. Highest annual growth in value of imports stems from Norway (+10%), the Czech Republic (+9%) and Slovakia (+26%), but please note that these three countries only account for 9% of total imports.

**Imports from DCs** accounted for 47% of total imports of garden furniture in 2013 (value). In 2009-2013, imports from DCs decreased by 8% in value. Of DC suppliers, China and Indonesia were the largest suppliers to Europe in this time frame. Both experienced a decrease in exports to Europe from 2009-2013, with Indonesia experiencing the highest fall in exports, especially from 2010-2013. Growing importers from DCs are Norway, Sweden, Bulgaria, Malta and Lithuania.

**Considerations for action:** Consider focusing your exports on Northern and Eastern European countries as these countries increased imports from DCs by 10-30% annually between 2009 and 2013.

**High-increasing suppliers**, though still small, originate in Eastern Europe, including Romania, Bulgaria and Hungary. In these countries, mostly wooden garden furniture products are manufactured, at a good balance between price and quality. As such, East European countries represent a threat for countries such as Indonesia that also produce wooden garden furniture.

**Considerations for action:** Refer to CBI Field of Competition for Home Decoration for more information.

**Total European exports** (EU + EFTA) increased annually in 2009-2013 by 7%, to € 635 million in 2013. Poland and Italy are the main European exporters, followed by Germany. Poland mainly exports low-valued products, while Italy and Germany export high-valued products. Increasing European exporters in the time frame included Sweden (+23%), Romania (+28%), Czech Republic (+30%) and Lithuania (+91%). Please note that these countries together only represent a small portion of total exports.

**Main destinations** of European exports of garden furniture are other European countries, and the USA. Of the European destinations, highest growth of exports from 2009-2013 were destined to Sweden, Russia, Germany, Austria and Slovakia. Growing destinations outside of Europe included Algeria, Mexico, Australia, Israel and Qatar.

**Considerations for action:** Consider fast-growing destination markets, such as Sweden and Russia, for the exports of your garden furniture products. Be aware that you also have to compete with East European countries. For more information, refer to CBI Field of Competition for Home Decoration.

## Market trends

**Outdoor living:** An ongoing trend is that the garden is becoming part of the living area. Consequently, outdoor furniture and decoration respond to the same needs as in indoor furniture: the need for comfort, a coherent style, and the ability of the homeowners to express their taste. Additionally, the popularity of outdoor kitchens continues to grow as well, moving beyond simple barbecues.

**Considerations for action:** As the outside living area is increasingly turning into a second living room, comfort and luxury need to be part of your product design, especially if you target high-end segments. Use indoor furniture for inspiration and discuss design options with your buyers.

### **Indoor inspired garden furniture**



Source: 4Seasons outdoor

**Considerations for action:** Design your furniture to be fit for both indoor and outdoor use. This can be done by using durable and light-weight materials, as well as specific finishes.

**Considerations for action:** Create concepts in garden furniture; complete ranges or offers in garden furniture. For example, match sofas with luxurious cushions, tables and other decorations to fill the needs of customers for a completely decorated outdoor space.

**Considerations for action:** Consider the active/passive use of garden furniture (see Product Categories and Consumer Needs) and create concepts that fulfil these different needs.

**Furniture for small gardens:** In urban settings, gardens are smaller than in suburban locations, often revolving around balconies or roof terraces. Consumers also want to decorate these areas, even though they have limited space for large garden furniture items.

**Considerations for action:** In your product offering, take the demands of consumers with different sizes of outdoor space into account. In targeting urban consumers with smaller gardens, adapt your range to include smaller, adaptable or storable furniture products.

**Design:** Garden furniture can range from simple and clean styles to elaborate novelty shapes. This depends on whether the furniture is an everyday basic or a more expressive statement piece. In the higher segments, minimalistic as well as more expressive styles (see picture example) are seen, while in midmarket segments, the romantic retro classics (see picture example in Product Definition) are found. For lower-end market segments, design of garden furniture is such that the products can easily blend in with any garden decoration.

**Considerations for action:** Study your segment well and discover what overall style directions are represented as a reflection of EU consumer taste. Stay within those parameters but always add your own design features: shape, material use, techniques, colour or other values that the buyers will appreciate as new and attractive. In terms of materials, use the ones that are new to the market, have interesting properties or use a combination of materials. Work together with European designers to create a look that is desired in Europe but still makes use of your own strengths.

**Personalisation:** In Europe, customers are increasingly trying to personalise their indoor and outdoor living spaces. This trend is relevant to garden furniture as well. Products are offered in different options, to ease combinations of the product to a customer's wants and needs.

**Considerations for action:** In your design phase, take into account that consumers are looking for products they can easily personalise. Offer products in different colours and sizes that can be combined. For example, break up sofas in units which customers can combine in a sofa that fits their exact needs.

**Considerations for action:** For more information on trends in garden, please refer to the CBI Home Decoration and Textile Trend Special Garden.

**Sustainability:** Sustainability is continuing as an important trend in garden furniture. Examples include the recycling of materials, such as reclaimed teak wood or scaffolding-wood or recycled plastic. Additionally, materials such as bamboo offer a niche product in eco-design furniture. As bamboo grows very quickly, it is seen as a sustainable, renewable, option. Sustainability also poses a threat to DC suppliers as products that are 'Made in Europe' are increasingly

**Balcony furniture example**



Source: Home My Design

**Rattan Apple outdoor daybed**



Source: Internet Gardener

**Garden furniture in units**



Source: Shackletons Home & Garden

popular. In transporting these products to their end-market, CO2 emissions are lower.

**Considerations for action:** Think about sustainable production methods. Areas to tackle could be related to material purchasing and processing, production, transport, use of the product by the consumer and degradability of the product. A full cycle, where the product returns into the system and is used again as a raw material is optimal. However, if this is beyond your capacities, tackling any of the areas mentioned also improves the footprint of your product. Contact CBI for training on sustainable design.

**Considerations for action:** Consider certification when it adds value to your products in the segment of your choice.

## Market Channels and Segments

### Market channels

In Europe, garden furniture is commonly distributed through garden centres, and DIY outlets, but also by furniture and general home decor retailers, both offline and online. As market channels and segments do not differ significantly from the Home Decoration sector, please refer to [CBI Market Channels and Segments for Home Decoration](#) for a general overview.

E-commerce in home decoration items is increasing, often as a multi-channel approach combining online and offline retail. Consumers increasingly research and purchase products online. They shop around and compare prices on home decoration items, such as garden furniture. Especially for larger garden furniture items, such as sofas and dining sets, consumers use e-commerce as a source of information and a means of comparing offerings. Purchase of these larger items often still occurs in offline retail locations, such as garden centres, where consumers can assess the feel of the products. For example, consumers check how comfortable they are to sit in or what the materials used are like, thereby gaining a better perception of the products' colour, size and shape.

Market research reports by World Furniture indicated that global E-commerce sales of furniture, lightning, major appliances and furnishings have increased by more than five-fold in 2001-2011. In 2011, Europe accounted for 36% of total worldwide furniture related E-commerce sales. Growth in this product group was put at 10% in 2010, and estimated at 8% for 2011, with growth increasing again to 2012 and 2013.

**Considerations for action:** For more information on E-commerce, please refer to the Trend Special Home Decoration and Textile: E-Commerce.

**Considerations for action:** For more information on trends in gardening furniture, please refer to the Trend Special Home Decoration and Textile: Garden.

**Market segments**

**Table 1: Market segments garden furniture**

	Low: affordable and accessible	Middle: functional with style	High: 'statement'
Lazy	 <p>Source: IKEA</p>	 <p>Source: Wehkamp</p>  <p>Source: Wehkamp</p>	 <p>Source: Dedon</p>
Active	 <p>Source: Intratuin</p>	 <p>Source: John Lewis</p>	 <p>Source: Vondom</p>  <p>Source: Wehkamp</p>

Market segments in garden furniture are determined by the balance between price and value. The lower end of the market wants to keep prices friendly and design accessible, capable of fitting an average consumer profile. In the midmarket segment, functionality and style go hand-in hand for a consumer who wants value for money and a trendy or accepted style. In the higher segments of the market, supreme craftsmanship, a luxury feel and brand will provide consumers with an opportunity to express themselves.

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

For an overview of prices of garden furniture within these segments, please refer to the section of Prices below.

**Prices**

**Prices for garden furniture** cover a wide range, as the product group itself is very broad. In order to compare prices for low to high segments, a wooden dining set for 6 persons has been chosen as an exemplary product. Table 2 gives an overview of the varying prices for this product. In targeting these different segments for wooden dining sets that sit six people, these prices serve as an indication.

**Considerations for action:** Pricing is determined by the value perception of your product in the chosen segment (see Market segments). Once you have

chosen your target segment, you must offer what is expected in this segment in terms of design and other values, at a price that matches similar products. To determine your price, study the range of consumer prices in your target segment and adjust your costing accordingly.

**Considerations for action:** In the furniture business there is a higher level of retail importers than wholesale importers. Make sure your Terms of Trading and Payment reflect the different realities of wholesalers and retailers (whose value chain might be shorter). Different price lists may be needed for both types of importers (retail price is normally 2.5 to 3 times the price of wholesale). Some buyers may prefer to combine different orders in your country and will then require a different set of Terms, based on ex-works or other arrangements.

**Table 2: Indicative consumer prices wooden dining set**

Low-end	Middle-low	High-end
€ 150-400	€ 400-1,100	€ 1,100 and over

**Consumer prices** depend on the value perception of the consumer in a particular segment. This is influenced by the marketing mix: product benefits, promotion (brand or not, communication of product benefits), points of sale (reseller positioning), and a matching price. For consumers shopping at a garden centre price expectations will be different from those buying from a premium department store.

**Considerations for action:** Understand your segment and offer a correct marketing mix to meet consumer expectations. Adapt your business model to your positioning in the market.

**Figure 5: Indicative price breakdown for garden furniture, mark-ups in %**



Source: ProFound, 2014

**Agents**, if they are involved, typically receive a commission of a few (2-5) percent. However, their actual profit margin strongly depends on volumes sold and gross margin. They will normally lower their gross margin for big volumes.

**Considerations for action:** Agents are particularly interesting if you do not have a strong sales network. You can look for commercial agents at the website of [Internationally United Commercial Agents and Brokers \(IUCAB\)](http://Internationally United Commercial Agents and Brokers (IUCAB)).

### Field of Competition

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

### Useful sources

- [UEA](#), European Federation of Furniture Manufacturers
- [EFIC](#), European Furniture Industries Confederation
- [FENA](#), European Federation of Furniture Retailers
- [UNECE](#), interesting source for marketing info and general links about the wood industry
- [ICC](#), chamber of commerce for international trade and business
- [WFTO](#), World Fair Trade Organization

### 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 garden furniture are:

- [Maison et Objet](#), every January and September; Paris, France
- [Ambiente](#), February; Frankfurt, Germany
- [Salone Internazionale del Mobile](#), international salon of furniture; April; Milan, Italy
- [Spoga gafa](#), August/September; Cologne, Germany
- [IMM](#), January 2015; Cologne, Germany
- [Stockholm Furniture Fair](#), February 2015; Stockholm, Sweden

This survey was compiled for CBI by ProFound – Advisers In Development,  
in collaboration with

CBI sector expert Kees Bronk, GO! GoodOpportunity.

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