



# CBI Product Factsheet: Vases in Europe

## 'Practical market insights on your product'

Due to changes in lifestyles of European consumers, vases are increasingly becoming a staple accessory in interiors. Also trends in garden, including 'out is in', have opened up outdoors for the vase as well. Vases have impact in both the consumer and project markets. In the latter mentioned, DC exporters can find opportunities in especially larger and more statement pieces. For exporters in ceramics or glass, or in table- or kitchenware, it may be prudent to incorporate lines of vases into their collections. In hand-made segment, opportunities can be found in recycling or use of renewable materials.

### Product definition

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

A vase is an open container often used to hold cut flowers. It can be made from different materials such as ceramics, glass, metal, paper, synthetics, rubber, wood or any recycled material or composites.

There are 2 types of vases: water-resistant and non-water resistant. The first one has both a decorative and a functional use. Non-water resistant vases have a more restricted market in Europe as their use is only decorative. Over the years, vases have evolved from conventional shapes to modern designs or art.

Vases are classified as 'decorative accessories' under the product category of 'home accessories'. As such they are often grouped together with items such as statuettes and figurines, wall decoration or candles.

Refer to Annex I for the classification of vases.

### Product specification

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

**Quality** of vases, primarily refers to functionality, material and aesthetic quality. But basic health and safety norms always have to be met in terms of glazes, breakage etc.

- **Functionality:** As vases are containers to display cut flowers, they need to hold water. For glazed ceramics and glass this is a given, but other materials (e.g. wood or paper) may need an inner coating or a glass tube inserted. Increasingly, artificial flowers are used in interiors, or vases are

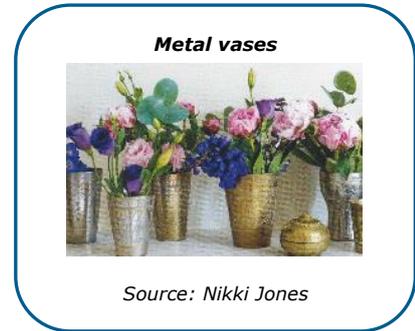
### Vases in a setting



Source: NORR11

seen as purely decorative objects (see section 'Trends'). For this type of vases, coatings are not important as they will not hold water. Shapes can vary, according to whether vases are to hold bunches or single flowers, and according to consumer taste. In general, garden vases need to be light and durable.

- **Material:** the main materials of vases are glass and ceramics. However, the need for design flexibility and varying consumer preferences has been the appearance of any type of material being applied. Different materials create a different look, feel and customer appeal.
- **Aesthetic quality:** The vase has become a valued home accessory in its own right and needs to appeal to different market segments, with different aesthetic requirements in terms of shape and decoration. Generally, levels of innovation rise as the segments move up.



### Labelling

- Information on the outer packaging of vases should correspond to the packing list sent to the importer. Labels for vases on the outer box should include the following information:
  - Producer
  - Consignee
  - Material used
  - Quantity
  - Size
  - Volume
  - Caution signs
- On the product label, EAN or Barcodes are widely used within Europe.
- Please note, your buyer will specify what information they need on 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

- Vases 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 vases can **minimise the risk of breaks and scratches through shocks**. The fragility determines the packing of the products for export. Packing should prevent that individual vases items inside a carton damage each other and the cartons themselves when they are stacked inside the container.
- 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.
- In packing materials, the balance is 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 standardising the sizes of each,

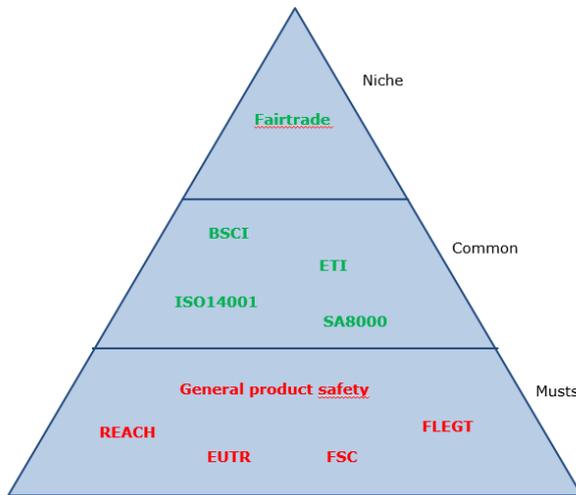


- by considering packing and logistical requirements already at the design stage of the products
  - asking their buyer for alternatives.
- Consumer packaging can be simple cardboard-based wrappings for lower-end sets or individual vases or gift boxes for luxury items.

## Buyer Requirements

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

**Figure 1: Buyer requirements for vases**



## 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 of compliance to legal requirements. You can read more about the [General Product Safety Directive in the EU Export Helpdesk](#).

**CONSIDERATIONS FOR ACTION:** For a full overview of legislative requirements for vases, please consult the [EU Export helpdesk](#) where you can select your specific product code.

**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 Chemical (REACH) lists restricted chemicals in products that are marketed in the EU. In order to market your vases on the EU market, you need

to make sure that your products do not contain hazardous substances as defined by REACH.

**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](#).

#### **Timber-specific regulation**

For the production of wooden vases explicitly, several specific regulations must be considered:

**Timber:** Under the [EU Timber Regulation](#) (EUTR), placing illegally harvested timber and products on the EU market is prohibited. Only when your timber is accredited as legal, 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 EU's Forest Law Enforcement, Governance and Trade (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. The FLEGT licence provides evidence that the timber has been legally harvested.

**CONSIDERATIONS FOR ACTION:** Check whether your country has a VPA with the EU and, if so, whether your product is covered under this VPA before exporting your products to the EU. If your country is part of the VPA make sure you comply with the set requirements to verify the legality of your timber product before entering the EU.

**Sustainable forest management:** for sustainable timber products FSC-certification of timber is the most common label. This standard is applied to certify sustainable forest and timber management. 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.

**CONSIDERATIONS FOR ACTION:** [FSC](#) or similar norms for the sustainable management of wood 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.

**CONSIDERATIONS FOR ACTION:** For more information on buyer requirements for vases, please refer to the [CBI EU Buyer requirements for Home Decoration and Home Textiles](#).

**CONSIDERATIONS FOR ACTION:** For more information on timber specific regulation, refer to [CBI EU Buyer Requirements for Timber and Timber Products](#).

### **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 with an audit at the request of the importer.
- The [Ethical Trading Initiative \(ETI\)](#) is a Code of Conduct developed to improve the working lives of people across the globe 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 compliance with these specific standards will be demanded.

**CONSIDERATIONS FOR ACTION:** For more information on buyer requirements for vases, please refer to the [CBI EU Buyer requirements for Home Decoration and Home Textiles](#).

**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 certification schemes will give you an idea of what to focus on regarding sustainability.

**CONSIDERATIONS FOR ACTION:** For more information on sustainable design, and sustainability please refer to [CBI's Tailored intelligence: the Sustainable Design market for Home Decoration and Home Textiles](#).

## Niche requirements

**Fairtrade products:** Among the niche initiatives, the 'fair trade' concept, which supports fair pricing and improved social conditions for producers and their communities, is the best known, with a relatively large market presence (including several sectors). Often, producers are assessed by shops (e.g. so called 'world shops') or brands (e.g. [FairForward](#)) rather than certified by the [Fairtrade](#) Labelling association (which may be interesting fair-trade certified cotton). These 'world shops' or brands often label their products with fairtrade, which is not the same as the certification fair-trade.

**CONSIDERATIONS FOR ACTION:** Ask buyers what they are exactly looking for; and possibly look for collaboration with a company in the fair trade segment to use the story behind the product for marketing purposes.

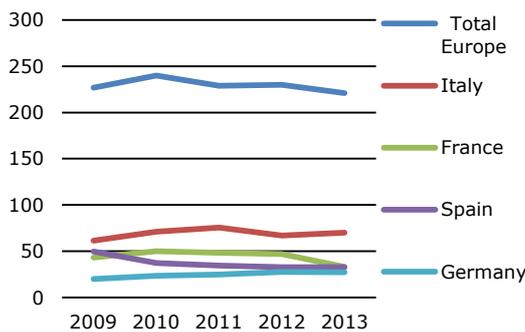
**CONSIDERATIONS FOR ACTION:** Please refer to the [ITC Standards map database](#) for more information on different voluntary standards and their requirements, including fair production.

## Trade and Macro-Economic Statistics

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

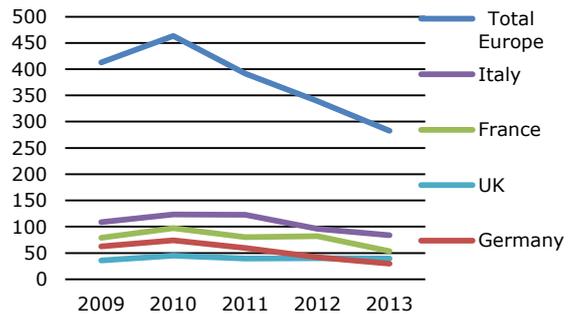
(!) Please note that data presented below only gives an indication of production and consumption data of vases. Figures below cover a wide product range including statuettes and other ornamental ceramic articles. Therefore, care should be taken when drawing conclusions based on the figures below. In this section, this product group is referred as 'ceramic statuettes and ornamentals'.

**Figure 2:** European production of ceramic statuettes and ornamentals, in € million



Source: Eurostat 2014

**Figure 3:** Apparent total European consumption of ceramic statuettes and ornamentals, in € million



Source: Constructed on Eurostat data, 2014

Between 2009 and 2013, **European production of ceramic statuettes and ornamentals** remained at a fairly stable value, as indicated by an average annual change of 0.7%, amounting € 221 million in 2013.

Italy is the EU leading producer of ceramic statuettes and ornamentals, accounting for 32% of the total EU production in 2013. These products consist mainly of ceramic statuettes and ornamentals with more added value in terms of material, design and finishing. Other important European producers include France (15% of total EU production), Spain (15%) and Italy (12%).

**Production developments** of the individual leading countries show some divergence over the period 2009 to 2013. Italy and Germany have expanded their production values, at an average annual rate of 3.3% and 8.0% respectively. Contrarily, Spain and France witness a gradual decline, at an average annual rate of 9.8% and 6.3% respectively.

Currently, **East European countries** play a marginal role in total European production. In 2013, Estonia, Lithuania, Czech Republic and Bulgaria together accounted for only 2.3% of total European production. Nevertheless, average annual growth of the Czech Republic (28%) and Estonia (23%) indicate a potential change in future East European production. Due to its nearness, favourable prices and the available production infrastructure, Eastern European production will undoubtedly grow in volume in the coming period. It will replace part of the industrialized volume business currently supplied by China. DC exporters do well to remain a firm focus on added-value (refer to section "market trends").

**CONSIDERATIONS FOR ACTION:** To maintain a competitive position in the European market, invest in long-term relationships with your buyers, giving

them less incentive to switch to (leading) European competitors (refer to CBI Buyers' Black Box Home Decoration and Home Textiles).

From 2009 to 2010, total **European consumption of ceramic statuettes and ornamentals** increased by 12%, amounting to € 413 million. However, since 2010 European consumption significantly declined to € 283 million in 2013, at an average annual rate of 15%.

Even though Italian consumption of ceramic statuettes and ornamentals decreased at an annual rate of 6.3%, Italy remains the leading consuming country, accounting for 30% of total European consumption in 2013. Other key consuming countries are France (19%), the UK (14%) and Germany (10%). Also Germany and France witnessed a considerable decline, at an average rate of 17% and 10% respectively. Only the UK and Estonia form an exception to this trend. Consumption of the UK and Estonia gradually increased during this period, at an average annual rate of 2.6% and 15% respectively.

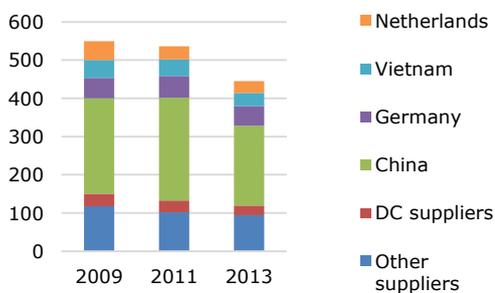
**CONSIDERATIONS FOR ACTION:** Given the large share of Italy, France, the UK and Germany in total European consumption, it is advised to consider the needs of these consumers specifically in your marketing strategies.

**CONSIDERATIONS FOR ACTION:** Despite the depreciating trend in European consumption, GDP & consumer confidence are expected to increase in 2014, as mentioned in the [CBI Trade Statistics for Home Decoration](#). Additionally, consumption expenditure on flowers and plants has gradually started to increase again since the beginning of 2014. This trend is expected to carry forth in purchases of vases as well, boosting vases consumption in the European market. For more information on cut flowers, refer to CBI market survey on [cut flowers and foliage](#).

**CONSIDERATIONS FOR ACTION:** Carefully watch GDP & consumer confidence in the near future, to be able to quickly anticipate to increased expenditure opportunities.

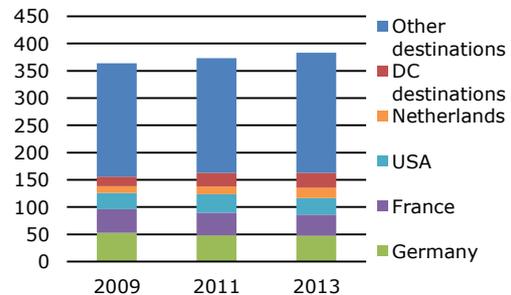
**CONSIDERATIONS FOR ACTION:** Please refer to [CBI Home Decoration Market Trends](#) for more information on trends in home accessories and kitchenware.

**Figure 4:** Leading suppliers of European imports of ceramic statuettes and ornamentals, in € million



Note: DC suppliers excl. China  
Source: Eurostat 2014

**Figure 5:** Leading export destinations of ceramic statuettes and ornamentals, in € million



Source: Eurostat 2014

In 2013, total **European imports of ceramic statuettes and ornamentals** amounted to € 445 million, indicating an average annual decline of more than 5.0% between 2009 and 2013. Major European importers include Germany (21% of total European imports), the Netherlands (13%), France (11%), Italy (10%) and the UK (9.8%).

Despite an average annual decline of 4.4% over the period 2009 to 2013, China remains, by far, the leading supplier of European imports of ceramic statuettes and ornamentals. In 2013, Chinese imports accounted to a share of 47% of total imports. Other, smaller but still top ranking, suppliers in 2013 include Germany (12%), Vietnam (8.0%) the Netherlands (7.0%). Germany and The Netherlands have a large role in re-exports.

In 2013, developing countries, excluding China and Vietnam, accounted for only 5.6% of total European imports. Other DC suppliers include Thailand, Indonesia and Morocco.

**CONSIDERATIONS FOR ACTION:** Given the large share of West-European countries in total European imports, it is advised to consider the demands of West-European buyers specifically in your marketing strategies.

**CONSIDERATIONS FOR ACTION:** In order to compete with China and other top ranking supplying countries, it is important to distinguish yourself and market the exclusivity of your product. Make sure that you stand out from the crowd by offering added value, i.e. hand-made or recycled products. Refer to the Market Trends for more information.

**CONSIDERATIONS FOR ACTION:** Be aware of the current competition from European producers of vases who are mostly located in Western Europe.

**CONSIDERATIONS FOR ACTION:** Be aware of the potential future competition from East European countries, including Romania, the Czech Republic and Latvia. Their current share in supply is still marginal, but showed significant growth rates in recent years.

In 2013, **European exports of ceramic statuettes and ornamentals** amounted to a total value of € 383 million, indicating a modest but gradual annual growth of 1.3% since 2009. The leading European exporter of ceramic statuettes and ornamentals is Germany, accounting for 24% (€ 92 million) of the total value of European exports. Other key exporters include Spain (15%), the Netherlands (12%) and Portugal (10%).

Germany is also the leading destination of European exports, accounting for 12% of total European exports.

Other major destination countries include France 10%), the USA (7.9%) and the Netherlands (4.9%). Additionally, DC countries together account as destination for 7.1% of European exports.

## Market trends

*This section provides an overview of relevant market trends and forecasts in the market for vases.*

### Objects of desire

A major development in this product group is the 'emancipation' of the vase. From a functional, almost anonymous flower vessel, it has become an object of desire in its own right. Consumers take pride in choosing the right vase for their interior; designers are seeing the vase as a vehicle for displaying their innovative skills.

**CONSIDERATIONS FOR ACTION:** Design becomes increasingly important in a category that is moving away from basic everyday use towards centre-piece status. Find ways to add value: intricate techniques, a more expressive use of materials and decoration, combinations of materials, innovative shapes and the like. In moving up your design, you will find prices becoming less sensitive.

### Objects of desire



Source: Kate Hume, Conran shop

### Combination of materials



Source: Bloomingville

**CONSIDERATIONS FOR ACTION:** As with all home accessories – from stools to wall deco – consumers increasingly express their identity (taste, style) through their home purchases. Develop a strong own 'signature' in your offer to attract specific consumer, or offer sufficient variety to cater for a wide range of consumer tastes. Study the big brands in vases to understand more about signature, creating coherent collections and positioning in the market. This can be done online and by visiting trade fairs and brick-and-mortar retail.

**CONSIDERATIONS FOR ACTION:** Be aware of 'vases that don't work'. In a bid to push the design levels upwards, designers and brands are experimenting with the 'concept of the vase', even to the extent that some vases have lost their basic functionality as water containers for flowers. Vases in wood or paper, for instance, can only hold artificial flowers or need a glass container fitted inside. The extreme side to this trend is where vases become 'applied art', rather than home decoration, are produced as limited-edition collector's items. If you have reached the level of design, consider offering a small top line of purely decorative vases to supplement your more commercial, functional lines.

#### Nature inside the home

In line with what is described in garden furniture and accessories (see CBI [Trend Special The Garden](#) and PFS [Garden Furniture](#) and [Garden Pots](#)), consumers want to feel closer to nature, feel more healthy and relaxed, even in their compact urban homes. Besides plants, European consumers will use cut, or even artificial, flowers to brighten up their homes. Vases are increasingly becoming a staple accessory in European interiors.

**CONSIDERATIONS FOR ACTION:** Manufacturers in ceramics or glass, or in tableware or kitchenware, may consider it prudent to incorporate lines of vases into their collections.

**CONSIDERATIONS FOR ACTION:** Study trends in cut and artificial flower use and decoration in interiors, to learn about colours, flower arrangement (big bunches or single flowers) and the use of flowers at specific occasions. Developments in the flower market may provide valuable pointers about flower vases and vessels.

#### Expanding markets

Vases have impact both in the consumer and project markets. Regarding the latter, the hospitality sector (hotels, resorts as well as the catering sector) and retail and event decoration, and private homes have demand for vases, especially larger, more statement pieces. It is making the potential market for vases quite wide and interesting.

As mentioned earlier, the vase has become increasingly prominent as a decorative object for the home, rather than a functional vessel for flower display. This has made more segments than floral-related available. In Home, general lifestyle distributors or brands now also offer vases, especially in mid-high segments.

**CONSIDERATIONS FOR ACTION:** In sourcing new importers, consider the project and 'lifestyle' segments. Look for opportunities to market to these segments by choosing relevant trade fairs. Do realise that both types of market require different marketing mixes: different product characteristics, pricing, distribution and order cycles, and communication strategies.

#### Coherent collections



Source: Sam Barton for bosa

#### Vases that don't work



Source: Maya Selway

#### Vases and home



Source: John Lewis

#### Vases for the project market



Source: Aangenaam XL

### Out is in

The garden has become an extension of the interior (see [Trend Special The Garden](#)). Any space outside – the garden, the veranda, or even just the balcony – is being decorated and coordinated in style with the *look and feel* maintained indoors. This has opened up outdoors for the vase as well, and places demands on the design level of the outdoor vase.

**CONSIDERATIONS FOR ACTION:** Study trends in gardening and garden decoration to stay abreast of developments relevant to vases.

**CONSIDERATIONS FOR ACTION:** Diversify your offer, to include vases that are weather proof, planters, or even bird feeders and other garden features that are possible in your core materials and techniques.

### Green

Consumers and the industry in home decoration are more open to the option of adding value by means of sustainable design. In the mainstream market of industrially-produced glass and ceramic vases, manufacturers are increasingly certified (esp. BSCI). In the hand-made segment, experimentation with recycling or the use of renewable materials is quite frequent.

**CONSIDERATIONS FOR ACTION:** If your process or product has clear, demonstrable green features, do mention it to your distributors, who are then able to use it in their marketing communication.

**CONSIDERATIONS FOR ACTION:** Consider a green or fairtrade positioning.

**CONSIDERATIONS FOR ACTION:** For more information on sustainability, refer to [CBI Trends Overview Home Textile and Decoration](#) and to [Trend Special Sustainability](#).

#### For in and outdoors



Source: De Castelli

#### Fairtrade vase



Source: Fair Forward

## Market Channels and Segments

### Market channels

As market channels and segments for vases do not differ significantly from the Home Decoration sector, please refer to [CBI Market Channels and Segments for Home Decoration](#) for a general overview.

In Europe, all major retailers and department stores have online business-to-consumer platforms. Vases are a standard element in online collections in Home Decoration.

**CONSIDERATIONS FOR ACTION:** Consider targeting online retailers, in order to reach a broader range of customers. This means, however, supplying small batches/ individually packed items, prepared to pre-stock and offering more just-in-time supply concepts. Since e-commerce is expected to grow considerably in the coming years, this is a strategy for exporters with the possibility to scale up in a short span of time. This is more so, since brick-and-mortar retailers (companies that have a physical presence and offer face-to-face customer experiences) are rapidly adopting multi-channel marketing strategies, including e- and m-commerce. For more information refer to [CBI Trend Special "E-commerce in the 21<sup>st</sup> Century"](#).

**CONSIDERATIONS FOR ACTION:** Vases items are available at different levels in the market, from high to low (see 'Market Segments') and various in-between positions. Each position has its own marketing mix, a cocktail of product features, price elements, with a matching communication strategy and the right

choice of distributor. If you have your own 4Ps in focus, sourcing and connecting to distributors will be more effective.

**Market segments**

The consumer market for vases segments into low, mid and high-end markets. The characteristics of each segment are:

- Low-end market: Every-day basics, functional, affordable, more for less (often in sets) and available around the corner: e.g. hypermarkets, general interior stores and online.
- Mid-end market: Products are trendy. Design focuses on texture or decoration (sometimes hand-painted). Shapes are familiar. These products, which are friendly priced, are mainly sold at general interior stores and mid-segment department stores. In mid-high, design and craftsmanship are more prominent and innovative.
- High-end/premium market: A very small segment: in vases, the mid-high segment is where it usually ends in the commercial market. However, there is a small luxury top-segment, which characterises itself by premium materials (e.g. crystal, aluminium) and techniques (hand-made!) and innovative (provocative) shapes. Often, vases in premium end are distributed by brands with heritage, or top-end designers. In this segment, the timeless 'modern classics' such as the Aalto or Savoy Vase (Iittala), or the Sotsass Vase (Bitossi Ceramiche) are found. Outlets, here, typically are brand stores or high-end department stores, as well as online.



As market channels and segments for vases do not differ significantly from the Home Decoration sector, please refer to [CBI Market Channels and Segments for Home Decoration](#) for a general overview.

**Table 1:** Market segments for vases

Low-end: Functional Basics	Mid-end: Trendy and Accessible	High-end: Premium Crafts and Brands
 <p data-bbox="327 1541 568 1568">Source: Hutschenreuther</p>	 <p data-bbox="671 1532 847 1559">Source: Orla Kiely</p>	 <p data-bbox="943 1525 1150 1552">Source: Poole Pottery</p>
 <p data-bbox="384 1854 509 1881">Source: IKEA</p>	 <p data-bbox="651 1850 863 1877">Source: Le Bonmarché</p>	 <p data-bbox="1129 1823 1182 1850">droog</p> <p data-bbox="943 1845 1150 1872">Source: Droog Design</p>

## Prices

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

**Table 2:** Indicative consumer prices of vases

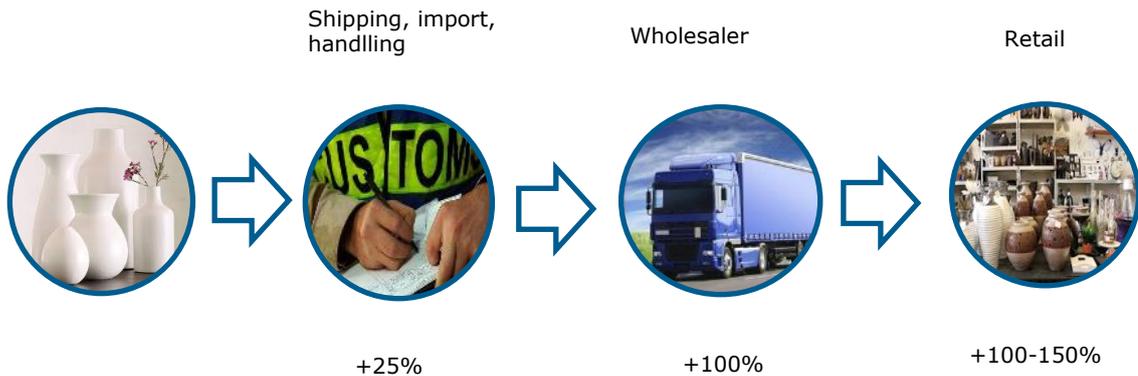
Vases	Low-end	Mid-end	High-end
Vase ceramics 25 cms	Up to € 20	€ 20 to 50	€ 50 and over

**Prices of vases** corresponding to the low, middle and high positions are given in Table 2. Pricing is a function of the integrated marketing mix. This means that products features (a.o. material, design, size) and target market (distribution) very much influence the value, and therefore price, of the item.

**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 the segment in terms of (aesthetic) quality of your vases, at a price that matches similar products. To determine your price, study the range of consumer prices in your target segment and adjust your cost accordingly.

The following figure gives an indication of a price breakdown for vases in the supply chain, which will not differ essentially from vases in general.

**Figure 6:** Indicative price breakdown for vases, 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://www.iucab.com).

## Field of Competition

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

## Useful sources

*Useful sources provides an overview of valuable references for DC exporters relevant for vases.*

- [EFTA](#), European Fair Trade Organization
- [WFTO](#), World Fair Trade Organization
- [ICC](#), chamber of commerce for international trade and business

## Trade fairs

Visiting and more importantly 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 vases are:

- [Maison et Objet](#), every January and September; Paris, France
- [Christmas World](#), January; Frankfurt, Germany
- [Ambiente](#), February; Frankfurt, Germany
- [Tendence](#), August, Frankfurt, Germany

## Annex I: Classification of vases

**Harmonised System (HS):** within the EU / EFTA, the following HS codes are used for trade in vases:

- 7013.3110: Glassware of lead crystal, of a kind used for table or kitchen purposes, gathered by hand (excl. Articles of heading 7018, drinking glasses, glass preserving jars "sterilising jars", vacuum flasks and other vacuum vessels).
- 7013.4110: Glassware of lead crystal, of a kind used for table or kitchen purposes, gathered by hand (excl. Articles of heading 7018, drinking glasses, glass preserving jars "sterilising jars", vacuum flasks and other vacuum vessels).
- 7013.4991: Glassware of a kind used for table or kitchen purposes, gathered by hand (excl. Toughened glass and glass having a linear coefficient of expansion  $\leq 5 \times 10^{-6}$  per kelvin within a temperature range of 0 to 300°C, glassware of glass ceramics or lead crystal, articles of heading 7018, drinking glasses, glass preserving jars "sterilising jars", vacuum flasks and other vacuum vessels).
- 7013.9110: Glassware of lead crystal, of a kind used for toilet, office, indoor decoration or similar purposes, gathered by hand (excl. Glassware of a kind used for table or kitchen purposes, drinking glasses, articles of heading 7018, mirrors, leaded lights and the like, lighting fittings and parts thereof, atomizers for perfume and the like).
- 7013.3190: Glassware of lead crystal, of a kind used for table or kitchen purposes, gathered mechanically (excl. Articles of heading 7018, drinking glasses, glass preserving jars "sterilising jars", vacuum flasks and other vacuum vessels).
- 7013.4190: Glassware of lead crystal, of a kind used for table or kitchen purposes, gathered mechanically (excl. Articles of heading 7018, drinking glasses, glass preserving jars "sterilising jars", vacuum flasks and other vacuum vessels).
- 7013.4999: Glassware of a kind used for table or kitchen purposes, gathered mechanically (excl. Toughened glass and glass having a linear coefficient of expansion  $\leq 5 \times 10^{-6}$  per kelvin within a temperature range of 0 to 300°C, glassware of glass ceramics or lead crystal, articles of heading 7018, drinking glasses, glass preserving jars "sterilising jars", vacuum flasks and other vacuum vessels).
- 7013.9190: Glassware of lead crystal, of a kind used for toilet, office, indoor decoration or similar purposes, gathered mechanically (excl. Glassware of a kind used for table or kitchen purposes, articles of heading 7018, mirrors, leaded lights and the like, lighting fittings and parts thereof, atomizers for perfume and the like).
- 6913.1000: Statuettes and other ornamental ceramic articles of porcelain or china N.E.S.
- 6913.9010: Other statuettes and other ornamental ceramic articles
- 6914.1000: Ceramic articles of porcelain or china, n.e.s.
- 6914.9000: Ceramic articles n.e.s. (excl. of porcelain or china)
- 3926.40: Statuettes and other ornamental articles, of plastics
- 8306.2100: Statuettes and other ornaments, of base metal, plated with precious metal (excl. works of art, collector's pieces and antiques)
- 8306.2910: Statuettes and other ornaments, of copper not plated with precious metals (excl. works of art, collector's pieces and antiques)
- 4420.1011: Statuettes and other ornaments, of okoumé, obeche, sapelli, sipo, acajou, d'afrique, makoré, iroko, tiama, tiama, mansonia, ilomba, dibétou, limba, azobé, dark red meranti, light red meranti, meranti bakau, white lauan, white meranti, white seraya, yellow meranti, alan, keruing, ramin, kapur, teak, jongkong, merbau, jelutong, kempas, virola, mahogany "swietenia spp.", imbuia, balsa, palissandre

de rio, palissandre de para and palissandre de rose (excl. wood marquetry and inlaid wood)

- 4420.1019: Statuettes and other ornaments, of wood (excl. okoumé, obeche, sapelli, sipo, acajou, d'afrique, makoré, iroko, tiama, tiama, mansonia, ilomba, dibétou, limba, azobé, dark red meranti, light red meranti, meranti bakau, white lauan, white meranti, white seraya, yellow meranti, alan, keruing, ramin, kapur, teak, jongkong, merbau, jelutong, kempas, virola, mahogany {swietenia spp.}, imbuia, balsa, palissandre de rio, palissandre de para and palissandre de rose; wood marquetry and inlaid wood
- **Prodcom:** the following prodcom codes are used to indicate European production of vases:
  - 2313.1310: Table or kitchen glassware of lead crystal gathered by hand (excluding of glass-ceramics, of toughened glass, drinking glasses).
  - 2313.1330: Table or kitchen glassware of lead crystal gathered mechanically (excluding of glass ceramics, of toughened glass, drinking glasses).
  - 2313.1350: Table/kitchen glassware with linear coefficient of expansion  $\leq 5 \times 10^{-6}/K$ , temperature range of 0 °C to 300 °C excluding of glass-ceramics, lead crystal/toughened glass, drinking glasses.
  - 2341.1330: Statuettes and other ornamental articles, of porcelain or china
  - 2341.1350: Ceramic statuettes and other ornamental articles
  - 2349.1230: Other ceramic articles of porcelain/china including non-refractory firebrick cheeks, parts of stoves/fireplaces, flower-pots, handles and knobs, signs/motifs for shops, radiator humidifiers
  - 2349.1250: Ceramic articles, n.e.s. (excl. of porcelain or china)
  - 2229.2620: Statuettes and other ornamental articles of plastic (including photograph, picture and similar frames)
  - 2599.2400: Statuettes, frames, mirrors and other ornaments of base metal
  - 1629.1300: Wood marquetry and inlaid wood; caskets and cases for jewellery or cutlery and similar articles; statuettes and other ornaments; coat or hat racks; office letter trays, ash trays, pen-trays, ink stands

This survey was compiled for CBI by ProFound – Advisers In Development, and

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