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TRADE PROMOTION PROGRAMME
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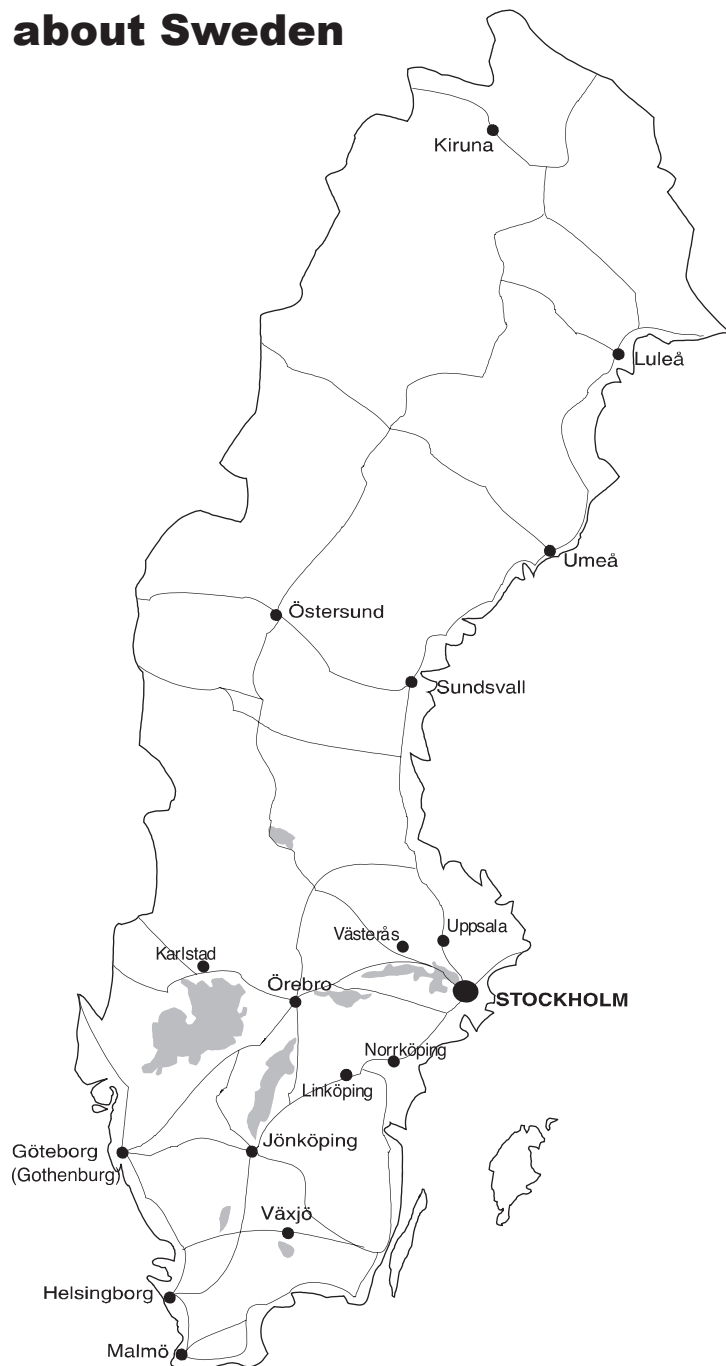
Market Brief

Focus on the Swedish Market

Furniture

May 2008

Facts about Sweden



Area: 449,964 sq.km
Population: 9.1 million

Capital: Stockholm.
Stockholm city: 780,800 inh.
Greater Stockholm: 1.9 mil. inh.

Business language:
Swedish, English

Religion:
Lutheran

Largest cities:
Stockholm city: 780,800 inh.
Gothenburg 489,400 inh.
Malmö 275,100 inh.
Uppsala 185,200 inh.
Linköping 138,400 inh.
Västerås 132,800 inh.
Örebro 128,700 inh.
Norrköping 125,300 inh.
Helsingborg 123,100 inh.
Jönköping 121,300 inh.

Form of government:
Constitutional monarchy,
parliamentary democracy

Some distances:
Stockholm-Malmö 640 km
Stockholm-Gothenburg 490 km
Stockholm-Sundsvall 400 km
Stockholm-Kiruna 1310 km

Currency:
1 krona (SEK) = 100 öre

The European Union

- Austria
- Belgium
- Bulgaria
- Cyprus
- Czech Rep.
- Denmark
- Estonia
- Finland
- France
- Germany
- Great Britain
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxemburg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovak Rep.
- Slovenia
- Spain
- Sweden

The EES/EEA area
EU-countries, Iceland,
Liechtenstein and Norway

EFTA
Iceland, Liechtenstein,
Norway and Switzerland



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Published by: The Chamber of Commerce of East Sweden
May 2008



This document has been financed by the Swedish Chambers and the Swedish International Development Corporation Agency, Sida. Sida does not necessarily share the views expressed in this material. Responsibility for its contents rests entirely with the author.

1 Product Description

This market brief deals with furniture which can be almost anything but is defined here as a product mainly made of wood, or at least it has a tradition of being manufactured of wood. Further, the products are used for everyday activities such as working, sitting, resting, eating and storing things and so forth. Of interest here are therefore such items as chairs, tables, book shelves, beds and similar items, for homes, and for offices.

Included are ordinary chairs and sofas, swivel chairs for offices, tables and desks, as well as cabinets. Not included in this market brief are mattress supports, articles of bedding, such as mattresses, quilts, eiderdowns, cushions, pouffes and pillows. Specific parts of furniture are likewise not dealt with here, because they have their own market guide. Further not dealt with is very special furniture such as hospital beds, dentist chairs and the like.

In order to clarify the situation even further we refer to the so called Classification Numbers, also called the Combined Nomenclature (CN), issued by the Customs Co-operation Council (C.C.C.). In Chapter 11 of this market brief, i.e. under heading “Useful addresses and links” the Internet address to the CN-list can be found. The list for 2008 shows that furniture and other such items are sorted under chapter 94, section XX, i.e. “Miscellaneous manufactured articles”. A small part of this chapter is shown in **Appendix 2** which shows the furniture types included in this market brief. If this appendix is scrutinized it is evident that the furniture types are split according to the way they are manufactured, not into end-user categories such as hotels, restaurants or home users. Only office furniture is dealt with separately.

2 Swedish Trade of Furniture

Sweden imports a lot of furniture but has also a large domestic production, of which some in turn is exported. It is not easy to find out exactly which type of furniture is imported to Sweden and which is exported. Probably both the import and the export cover essentially the same products. The Swedish Federation of Wood and Furniture Industry (TMF) presents annually statistics on this trade (please refer to **Table 1** in **Appendix 3**). This table shows that the Swedish production slowly increases and for 2007 the value was 22 billion Swedish crowns (SEK) - or 21,000 million SEK. (For currency conversion into USD and Euro please refer to **Appendix 1**.) At the same time furniture for about 15.8 billion SEK was exported, while the import accounted for approx. 14.9 billion SEK. The total consumption of furniture ended up to 20 billion SEK during 2006 which is the latest available figure. The figures are slowly growing so the overall trend is that Swedes spend more and more money on furniture. This is so even if inflation is considered. This is also in agreement with the growing interest for refurbishment of apartments and single-family houses in Sweden nowadays. Television programmes, such as “Extreme home makeover”, have found widespread popularity and this trend has also transferred to furniture, kitchen cabinets, bath rooms and other such areas.

According to the TMF website, most of the trade is performed by participants within the countries of the European Community. About 53% of our export goes to other EU countries while import from EU countries is as large as 76%.

Approximately 11% of our import comes from Denmark. During recent years things have slightly changed and for example China and Poland now answers for 16% each of the imported products. Below we will scrutinize import statistics in order to find out which type of furniture that is of interest to Swedish customers and the companies selling it.

3 Imports

3.1 General Information about Statistical Data

The CN-numbers shown in **Appendix 2** have been used for collecting import data about the furniture market in Sweden. These numbers are also the basis for the statistics collected in Sweden. Almost all such data, shown in this market brief, have been achieved from the "Statistical databases of Sweden" published by Statistics Sweden (SCB).

For a start, let us examine the SCB data in more detail. Under the heading 9401.4000, furniture of the type “Seats other than garden seats or camping equipment, convertible into beds”, is shown. Statistics can be found for a number of years and for 256 different countries. It is not very convenient to show all these figures so instead the data have been sorted in descending order for year 2007, i.e. the year with the latest available figures. Further, no more values are included in the table when import during 2007 equals zero.

Import data under heading 9401.4000. Value in 1000 SEK

Country	2004	2005	2006	2007
Poland	25,230	19,028	19,265	36,878
China	770	3,535	8,696	29,808
Denmark	13,066	19,911	18,546	20,150
Lithuania	20,052	16,924	23,826	19,751
Romania	11,237	16,715	20,926	16,576
Germany	9,403	7,751	8,014	3,815
Turkey	3,507	3,699	4,891	1,673
Bulgaria	10,452	6,795	7,298	1,586
Russia	2	528	762	386
Ukraine	0	0	0	361
Estonia	529	388	487	337
USA	0	29	63	245
Vietnam	66	0	0	122
Italy	182	0	2,035	102
G. Britain and N. Ireland	5	19	80	96
Norway	440	790	705	92
Finland	329	353	777	58
Serbia	6	0	0	32
Thailand	0	0	0	8
France	31	37	43	5
Indonesia	0	0	0	2
Total	97,178	97,771	116,880	132,080

Of all 256 countries included in the SCB statistics, only about 20 of these exported items under heading 9401.4000 to Sweden during year 2007. Sometimes, however, there are countries which are not included in the tables even if they have exported

furniture to Sweden. For instance, Sweden imported products under this heading for 19,000 SEK from the United Arab Emirates. This was during 2006 and hence nothing is shown in the table above. In the same way Sweden imported items from Belgium for 294,000 SEK in 2004 but this is likewise not shown in the table above. If the values are added for each year, only those valid for 2007 will match the total, this because some values are not included in the shown table.

Even if the value of the imported items adds up to about 132 million SEK, this is a small figure compared to import under other headings. In order to simplify things we have grouped different kinds of furniture in larger “boxes”. For instance, upholstered furniture is shown in one table even if three CN-classes are dealt with. In order to make the text a little easier to read almost all tables are presented in one of the appendices in the end of this report.

There is also upholstered furniture under heading 9401.6100, i.e. “other seats, with wooden frames, upholstered”. In this segment we have 58 different countries exporting to Sweden. The total value for 2007 was 1,886,370,000 SEK, i.e. about 2 billion Swedish kronor. The largest exporter was Poland with a value of 561 million SEK (MSEK) while the smallest value came from Jordan with only 2,000 SEK. Because of the large number of countries and the difference in significance we have chosen to show only the five largest exporters under each “box”, see below under **Section 3.2**.

All import details are therefore shown in **Appendix 3** and the import to Sweden is shown for a number of different furniture “classes” or “boxes”. If all figures in the Appendix 3 tables are added it is evident that the figures in **Table 1** do not correspond exactly with this sum. Unfortunately, it has not been possible to exactly study the background to Table 1, and hence some discrepancies have to be accepted. From the tables below and in Appendix 3 it is evident that Denmark, Germany, Poland, Italy, i.e. mostly countries within the European Union, are the main exporters to Sweden, but in certain segments other countries, especially China, have a very large share of the trade. The statistical data have been studied in detail for a number of such CN-numbers or classes. Most of the tables are presented in Appendix 3 just for making the text easier to read.

3.2 Upholstered Furniture

Three CN-numbers show data about upholstered furniture, such as sofas, chairs and so forth. Data from these CN-classes have been collected in **Table 2** (Appendix 3). Note that camping equipment and garden seats are not included. It is obvious that the import of ordinary wooden framed chairs and sofas (CN 9401.6100) is the most dominant part answering for about 80% of the upholstered furniture segment or about 1,886 MSEK in year 2007. Furniture which can be converted to beds (CN 9401.4000) and metal framed furniture (CN 9401.7100) has only a small share of the total import.



Figure 1: A Swedish metal framed upholstered chair from JOC in Vetlanda.

Import has been growing during recent years for these types of imported furniture. The pace was about 16% between 2006 and 2007 but the pace has been smaller other years. Note that running prices are used and no adjustment has been made for inflation. Poland and China are still the largest suppliers of upholstered chairs and sofas but Norway has all of a sudden become third in rank. Earlier, in 2006, Italy had this position.

The statistical database shows the import and export to and from Sweden for 251 countries all over the world. In **Table 3** (Appendix 3) the five largest import countries of upholstered furniture to Sweden are ranked in monetary terms. Note that one category of CN-numbers, i.e. wooden framed sofas and chairs, answers for all top rankings. Most noteworthy is the large increase in import from China which is five times larger 2007 compared to 2003. Trade increased from 74 MSEK to 428 MSEK. This example shows that it is possible to significantly change the normal streams of import, even if figures on a large scale are approximately the same.

The largest exporter to Sweden in this trade segment is Poland, 561 MSEK, which probably has to do with IKEA. For a number of years factories in Poland were main trading partners to this company. Some non-European countries on the list are China, rank 2, Thailand rank 10 with an export to Sweden of 38 MSEK, USA rank 11 with 17 MSEK, and Malaysia rank 12 with 16 MSEK.

3.3 Kitchen Furniture

Kitchen furniture is found under two CN-numbers, 9403.4010 and 9403.4090. The first number refers to kitchen fittings, such as cabinets and shelves while the other shows other types of kitchen furniture e.g. tables used in kitchens. Furniture for seating is not included here. The total import of these types of furniture is shown in

Table 4 (Appendix 3). It is obvious that kitchen fittings are dominant with an import of about 590 MSEK during 2007.

Furniture for kitchens is a growing segment in Swedish import. A closer look at the statistics shows that this kitchen furniture comes from Denmark, Lithuania, Italy, Germany, Poland and China, see **Table 5** (Appendix 3). For kitchen import there is one actor that dominates the market in Sweden, i.e. Denmark which answers for more than half of the import (compare Tables 4 and 5). One of the countries with growing import to Sweden in this segment is Lithuania which now is second in rank. Among the non-European countries, noteworthy are China rank 6 with 20.0 MSEK, Lebanon rank 23 with 0.9 MSEK and Malaysia rank 25 with approx. 0.8 MSEK. In the market brief for 2006 China had rank 12 so trade from that country has increased significantly.

3.4 Office Furniture

This category includes so called swivel chairs with variable height adjustment, see **Table 6** in Appendix 3. Under CN-number 9401.3010 upholstered such chairs, equipped with back rests and wheels, are presented and they have the largest importance among office furniture, with a total value of 458.5 MSEK.



Figure 2: A Swedish upholstered swivel chair, type rh.

Other types are classified under number 9401.3090 but have much less value. Both types of chairs are manufactured in Norway, 245.8 MSEK, but China, 121.9 MSEK, Denmark and Poland are also important exporters to us. Further on we have office furniture of metal, such as drawing tables (CN 9403.1010) which probably are out of fashion nowadays. Total trade in this segment is only 1.6 MSEK and almost all such tables come from Denmark, 1.1 MSEK.

Metal furniture lower than 80 cm in height such as desks (CN 9403.1051) shows some increase, however from a low level, 0.9 MSEK 2005 to about 1.8 MSEK, 2007. Other type of such furniture, e.g. shelves (CN 9403.1059) has a value of 36.9 MSEK and most of these items come from China, 10.4 MSEK. Furniture higher than 80 cm, such as cabinets with roll-fronts or doors is found under CN 9403.1091 where trade is slightly increasing. During 2007 it totalled to 37.0 MSEK and the largest exporter to Sweden was Slovakia with 16.7 MSEK.

The import of filing cabinets higher than 80 cm (CN 9403.1093) is slightly increasing, from 7.9 MSEK to 11.8 MSEK from 2004 to 2007. Also here the largest exporter was Slovakia with 2.3 MSEK while China was second in rank. Metal shelves higher than 80 cm answers for 43.8 MSEK in 2007 and Holland with 7.3 MSEK was the largest supplier of such items under CN 9403.1099 and Finland

was number two with 6.7 MSEK. Office furniture of metal had a total value of 132.8 MSEK in 2007.

Furniture made of wood, aimed for offices, is likewise split into those lower than 80 cm (CN 9403.3011), i.e. desks, and others (CN 9403.3019). The first product group, had a value of 105.5 MSEK for 2007 and most of the import came from Germany, 31.3 MSEK and Finland, 29.8 MSEK. In the “others” segment are shelves and lower furniture, desks and chairs excluded. Swedish import for 2007 was 92 MSEK and most came from Slovakia 21.8 MSEK and Poland, 20.9 MSEK. Higher furniture of wood, such as cabinets (CN 9403.3091), showed a significant decrease a number of years but now some recovery is noticed. Trade doubled between 2006 and 2007 from 6.6 MSEK to 11.6 MSEK. Finland and Denmark were the largest exporters. Also here we have an “other” segment which presumably contains higher wooden shelves (CN 9403.3099). Swedish import is now 72.0 MSEK and most of these items came from Denmark and Finland, 22.7 MSEK and 15.8 MSEK respectively.

From **Table 6** (Appendix 3) it is obvious that swivel chairs, valued at 458.5 MSEK in year 2007, dominate the import for office furniture and of these almost all are upholstered and equipped with wheels. The next type in magnitude is office desks of wood valued at 105.5 MSEK. In total, Sweden imported office furniture for 923.5 MSEK during 2007.

The countries that exported all these items to Sweden during 2007 were mainly Norway, Italy and Denmark (see **Table 7** in Appendix 3), but also China had a large market share. Almost 50% of the upholstered swivel chairs came from Norway, but Italy and China are main exporters of such furniture to Sweden. Denmark also exports desks, cabinets and as well as other types of low height furniture. Noteworthy is that Swedish import of metal drawing tables has more than tripled from 2002 to 2003, but for 2004 the import has decreased again to half the value of 2002.

3.5 Dining Room Furniture

Furniture of wood for dining and living rooms has only one CN-number (9403.6010) and furniture for seating is excluded under this heading. The import is very large, for example 1,560 MSEK for 2007, see **Table 8** in Appendix 3, and furthermore it is growing. The main import originates from China with a value of 337.6 MSEK, but not long ago Denmark had the first position. The ten largest exporting countries to Sweden in 2007 are:

Import in MSEK	
China	337.6
Poland	234.1
Denmark	217.5
Lithuania	145.8
Germany	91.5
Italy	88.1
Romania	41.4
Finland	77.0
Slovenia	41.3
Ukraine	40.4

Most noteworthy is that in this segment China has more than six doubled its export to Sweden since 2002, from 53.6 MSEK to 337.6 MSEK while the other countries show fairly constant, or even declining, figures. More than 60 countries exported items to Sweden under this heading.

3.6 Bedroom Furniture

Bedroom furniture is classified under its own CN number, 9403.5000. Chairs and similar items are also here excluded. The total import to Sweden was about 455 MSEK during 2007 (**Table 9**). Compared to the Swedish import of dining room furniture this import is rather small. Noteworthy here is that the import from Lithuania has almost tripled from 35.9 MSEK to 105.2 MSEK in only three years. The main import countries were:

	Import in MSEK
Poland	145.1
Lithuania	93.3
Denmark	62.4
China	28.4
Finland	21.8

About 50 countries contribute to the trade.

3.7 Non-upholstered Chairs

This category includes three CN-numbers:

- 9401.6900 i.e. other not upholstered seating furniture with wooden frames;
- 9401.7900, metal framed non-upholstered furniture;
- 9401.8000, and other seating furniture.

The total import to Sweden of these types of chairs was calculated to approx. 1,160 MSEK for 2007. Earlier, in 2004, more than 50% of the import value was in the form of "other not upholstered seating furniture with wooden frames" but during recent years metal framed such furniture has increased in importance, from 226 MSEK to 473 MSEK, see **Table 10** (Appendix 3). The furniture under this heading was mainly imported from China, 151.2 MSEK, Vietnam, 65.7MSEK and Denmark, 51.8 MSEK as can be found in **Table 11** in Appendix 3.

3.8 Furniture Made of Cane, Osier, Bamboo and Similar Material

Two CN-numbers show such furniture, 9401.5000 and 9403.8000. The first number handles seating furniture while the other deals with furniture not used for that purpose. Strangely, no trade is registered under these numbers for year 2007 but 30 MSEK and 80.7 MSEK was found for 2006. The reason for the lacking figures is probably due to the fact that new CN classes have been invented. Seating furniture of rattan and similar material now has CN 9401.5100. The import figures for 1999-2007 are shown in **Table 12** and the import value of this kind of furniture amounted to 111 MSEK in 2006 which is the highest registered figure for many years. The main suppliers of such furniture are located in China, Indonesia and Taiwan, please refer to **Table 13** (Appendix 3). The reason for this is of course that the basis for the manufacturing process grows in those countries. Note however that Germany takes part in the list.

3.9 Furniture of Plastic

Plastic furniture was a rapidly growing import item in Sweden and it was, and still is, used in gardens, smaller outdoor restaurants and so forth. The import of this

kind of furniture took a major leap between 2000 and 2002 when trade increased about four times, see **Table 14**. Between 2002 and 2005 this trend seems to have vanished and now a decline is shown, from 160 to 104.6 MSEK. No registrations are available for 2006 and 2007 under heading 9403.7090 but from 2006 they emerge under CN number 9403.7000. These types of furniture were earlier mainly imported from Denmark, Italy and Germany but during 2007 Italy with 15.5 MSEK and Holland with 13.0 MSEK have passed Germany:

Import in MSEK	
Italy	15.5
Holland	13.0
Germany	11.8
China	9.7
Denmark	8.6

3.10 Furniture for Shops

Furniture for shops is classified under CN 9403.6030, and the import during 2007 amounted to 58.1 MSEK which seems to be a constant level during recent years (**Table 15**). Again Denmark was found to be the main supplier and the import adds up to 20.7 MSEK or about 40% of the total trade in this segment.

Import in MSEK	
Denmark	20.7
China	16.1
Poland	4.7
Norway	3.0
Germany	2.4

3.11 Metal Furniture

Furniture of metal, such as beds (CN 9403.2091) was imported for about 85.2 MSEK during 2005 but after that year no trade is registered. Instead CN no. 9403.2020 seems to be used. The largest value is shown for China, 31.3 MSEK, while Czech Republic comes on second place with 12.9 MSEK. Other metal furniture is imported for eight times the value of beds, or 662 MSEK for 2005, please refer to **Table 16** (Appendix 3). Also here the classification numbers are changed and now number 9403.2080 is used. Under this heading import goes over 1 billion SEK and seems to be still increasing. For 2006, 793 MSEK was registered but 1,105 MSEK for 2007. These furniture types were imported from China, 310.8 MSEK, Norway, 212.1 MSEK and Poland, 109.4 MSEK. (**Table 17**). More than 50 countries export to Sweden under this heading.

3.12 Other Types of Furniture

One large group of furniture is not classified in a detailed way (CN 9403.6090) which shows “Other wooden furniture”. This number answers for an import of about 1,568 MSEK for 2007, an import which has increased from about 500 MSEK in 1999 (see **Table 18** in Appendix 3). This type of furniture came from about 60 different countries with Poland as the largest exporter:

	Import in MSEK
Poland	284.5
Denmark	220.8
China	183.4
Lithuania	149.3
Germany	116.1
Italy	85.5
Slovakia	61.9
Indonesia	60.3
Vietnam	57.0
Romania	50.7
France	33.4
Latvia	24.2
Czech Republic	23.7
Thailand	22.0
Malaysia	19.4
India	16.2
Finland	16.1
Norway	14.6
Estonia	14.3
Croatia	14.1

4 Market Characteristics and Trends

The Swedish furniture market has earlier been characterized by a very strong and viable domestic industry. During recent years, however, many small furniture manufacturers have been forced to reduce or even wind up their production because of poor profitability. Fortunately for Sweden, there are some big companies left which produce furniture in an impressive pace. Most noteworthy is perhaps IKEA which nowadays owns a number of large furniture factories. IKEA starts own factories all around the world and with the latest production technology. In **Figure 3**, an example is shown from the small Swedish town Hultsfred where IKEA now builds a new factory for one single product, Pax cabinets, neighbouring the Swedspan particle board factory.



Figure 3. The new Pax factory under construction in Hultsfred, Sweden.

Other manufacturers are Kinnarps AB with three factories and 1,900 employees, and European Furniture Group (EFG). Many of these companies sell furniture under their own name. There are, however, many smaller companies which act more in the back ground, e. g. Totebo AB with 175 employees. These less known factories often produce furniture for the larger companies mentioned above, but it is not possible for the ordinary customer to reveal this fact.

IKEA introduced so called knock-down form furniture, i.e. the end customer must assemble the table or chair at home. At the same time freight costs has decreased significantly which makes it cheaper to send furniture for example to Sweden from all over the world.

For the moment, Swedish customers seem to prefer light coloured wooden species, such as birch, beech, oak and pine. Furniture is, however, a product where fashion has a tremendous importance. For more exclusive types of dining room furniture, office desks etc., darker types have a share of the market but the bulk seems to be light coloured types for a long time ahead. There is also a big interest for "designed" furniture. Perhaps this is the reason for the popularity of Danish furniture. Designers like Jacobsen, Wegner and others have had a very strong influence on what the Swedish market prefers. There are also Swedish designers, such as Carl Malmsten, Jonas Bohlin and Åke Axelsson, just to mention a few, which had and have the skill and reputation needed to change and set a new trend. Another such famous Swedish designer was Yngve Ekström, who is the father of the Lamino chair, designed 1956, prized as the chair of the century in 1999, see **Figure 4** below.



Figure 4: The chair of the century.

Ekström owned the company Swedese and Lamino chairs are still produced by the same company but, of course, with other owners.

One trend for the past 10-15 years is that many companies produce furniture parts abroad where woodworker wages are lower than in Sweden. The companies, therefore, only assemble the parts and many times they only resell the packages to the end-user. This trend gives further opportunities for countries with skilled labour and suitable raw material.

Furniture of rattan, cane and even metal has a stable share of the market. For example, plastic chairs for outdoor use has gained a tremendous popularity and can be seen everywhere. Furniture of hard-wood for use outdoors has also found a large share of the customers. Import to Sweden is large but one thing to note is that many people hesitate to buy furniture manufactured of rain-forest wood species. To a part this fact has changed. For instance, when it comes to garden furniture the term "hardwood" nowadays is a strong argument. These hardwood chairs and tables are many times equipped with a certificate saying that the wood comes from cultivated forests and does not originate from natural forests which are worth protection according to the global community; see below on the rain-forest issue in **Section 8**. During recent years, garden and beach furniture of light weight aluminium and so called Textilene, which is a "textile" of PVC-coated polyester, have gained a wide-spread popularity and some of the declined use of plastics furniture might be explained by this trend. The trend observed under heading 3.7 might also be a result of this.

5 Distribution Channels and Market Access

There are, of course, a number of small independent furniture shops but the main stream channel is through large companies or retailers. Once again **IKEA** is the most important one, but also **MIO** which is a company with a number of furniture sellers with more than 70 shops around Sweden. Another large retailer is Europamöbler AB or **EM** (European Furniture Ltd) which also has about 70 shops in Sweden and Finland. **Svenska Hem AB** (Swedish Homes Ltd) has 43 big shops while **Möbelmästarna AB** (Masters of Furniture Ltd) has 34 such shops.

One trend during recent years is that furniture retailer chains from our neighbouring countries have set up many shops in Sweden. We have e.g. the Jysk Bæddlager company from Denmark with about 100 shops. The former Norwegian company Skeidar AB is nowadays part of MIO. There are also building material chains, e.g. Bauhaus, COOP Forum, ICA hypermarkets and K-Rauta which, however, mostly sell furniture for outdoor use.

Most furniture is sold by the large retailer chains mentioned above but there are also about 100 shops that do not belong to such chains. However, they very seldom import furniture by their own but instead via about 30 independent importers. Many of these belong to MIBO, the Furniture Importers' Trade Organization with 26 members. MIBO in turn is a part of Sveriges Möbelhandlare, i.e. Swedish Furniture Retailers' Association (SMC) where 275 furniture retailers are members. Note also that there is a European organization, FENA or European Federation of Furniture Retailers.

6 Prices and Price Structures

There is no way to find out applicable prices for furniture sold between the importer and the exporter from open sources. Such prices are always subject to negotiations and one importer does not want to tell all others the result of these agreements. Instead it is necessary to contact each importer and go into serious discussions on the price level and quality of each item. IKEA has reached its dominant position today because of cheap furniture with at least reasonable high quality.

IKEA is also today a world-wide company selling identical products in many countries. The prices might, however, vary significantly. For instance, some years ago the sofa Karlanda, 3 seats, with fabric “Gobo red”, cost 699 USD in United States while the same sofa in Sweden was priced 4,795 SEK then equalling approximately 600 USD. These price levels are also, of course, dependent on the currency exchange rate. In Sweden the VAT (Value Added Tax) of 25% is included. Therefore it seems that the same article can have very different price to the consumer depending on the country it is sold in. According to the IKEA website the company has more than 2,000 suppliers in more than 50 countries, so it is not necessary that all Karlanda sofas come from the same supplier.

Many other furniture retailers deal with significantly higher price standards. A 3-seats sofa from a high prestige manufacturer can cost 30,000 SEK. However, it is not certain that the price difference reflects a quality that is 6 times higher than the cheaper IKEA product, only that some customers are willing to pay the higher price for, perhaps, the more prestigious brand.

7 Commercial Practices

7.1 Home Furniture

A foreign exporter has a few options for selling furniture to Sweden. The first, and maybe simplest, is to sell directly to a large company, such as IKEA, which imports its own furniture. Another way is to sell to a furniture retailer chain such as MIO. These chains, however, also buy from independent importers or agents, and it might be a good idea to trade with those instead. The agent usually expects a commission of at least 10%. There are a number of wholesalers but most of them seem to deal with furniture from one or two specific countries only, or they have a much specialized assortment. It is also common practice that the importer, at least if it is a furniture chain, wants an exclusive agreement which means that the exporter cannot sell the products to several different companies. If the exporting company is represented by a commission agent, this agent can sell to many Swedish companies if the product is of interest to them. For a new and unknown manufacturer, direct sales might be the best alternative while a well-established furniture factory may prefer an agent.

7.2 Contract Market

There is also another way to sell furniture, i.e. via a large contract. This is common practice when e.g. a hospital or a large hotel shall be equipped with a lot of furniture at the same time. The exporting company must then be able to deliver large orders at a precise time schedule. For instance one such contract might deal with furnishing of 450 hotel rooms with beds, tables, cabinets and other furniture.

Such large end-users often buy directly from the manufacturer, which in turn shows its furniture on exhibitions and show rooms.

There are also many so called interior decorating stores which specialize in furniture for public buildings, such as libraries, day nurseries and the like. Many times, there are also architects involved who play a very important role in selecting which furniture to be used. All such larger public contract actors, like municipalities and government departments and ministries, must follow the rules for public procurement according to the EU regulations. Other actors, such as private companies, normally prefer less formal negotiations. A foreign manufacturer, who wants a successful result, must have a very active agent or sales representative, for example a large decoration store. The architects, and other important persons holding key positions, must be provided with up-to-date price lists, catalogues and brochures.

7.3 Kitchen Cupboards and Wardrobes

A very different market is the one which deals with kitchen cupboards, wardrobes, bathroom furniture and such items. In Sweden such furniture is part of the dwelling and normally one tenant or house owner leave such equipment in the apartment even if the family moves away. Kitchen cabinets, benches and other furniture is integrated in the dwelling and nailed or screwed firmly to the walls, floors or ceiling. In order to take part in this market the exporting company must deal directly with the construction companies dealing with new housing. There are also prefabricated housing manufacturers selling single family or detached houses directly to the end-user. During recent years this market has declined substantially but nonetheless it still exists and for the moment a small recovery is present.

The private home and apartment owner has therefore come into focus for kitchen manufacturers and today, larger Swedish companies have their own buildings and use them for exhibitions and advertisement. It is possible to buy an almost complete kitchen from IKEA or other furniture retailers. In this segment it is also necessary to mention refurbishment parts, such as new doors, drawer fronts etc. which can be replaced without replacing the whole cupboard.

Foreign manufacturers, however, have difficulties to enter this market. The main reason for this is that Sweden has a strict standard on how kitchen cupboards, benches and other such items must be designed in order to fit into this "normal" kitchen. This is also the reason for the dominating position of Denmark in this market segment, see **Table 5**. One of the main actors on this market is a large Swedish company which owns three Danish factories, and one factory in England, all of which export products to Sweden. There is also a small market segment for luxury kitchens, designed by architects, because many of those types were built before the Swedish standard came into common practice. These facts indicate that the only segment that probably could be successfully introduced is replacement of doors to cupboards and similar items.

7.4 Market Access

Most of the Swedish importers of furniture are located in southern parts of Sweden. For instance, IKEA has its main office in Älmhult, Europamöbler in Jönköping and MIO in Tibro. It is therefore necessary to travel, not only to Stockholm, but also in the area around Jönköping which is located approx. 350 km south of Stockholm. Even if most places can be reached by train or other public transport, it is advisable to go to these sites by car, perhaps with Jönköping as a starting point.

About ten weeks from order to delivery can be expected within Europe, while at least three months or more are needed for trade with a company in the Far East. The most important season for furniture shopping is the autumn which means that importers must place their orders in late spring or early summer in order to provide the retailers with furniture. July and August are vacation months in Sweden and, hence, it might be difficult to arrange transport or other things in the middle of the summer. Swedish customers are used to timely deliveries. Furniture is both bulky and expensive to keep in stock and neither the importer, nor the retailer, can store furniture for longer periods of time. If, however, the certain piece of furniture is not available when the customer comes into the store the retailer is likely to lose that sale. When people have decided to replace e.g. a sofa they do not want to wait very long for delivery. In most cases they want to take the sofa with them at once or have it delivered within one week. If this is not possible the customer walks into another store. Payment between importer and exporter is in most occasions on 30 days net terms, at least within Europe, and then by use of an invoice. In Central and Eastern Europe special contracts seem to be common while a letter of Credit (L/C) is in use when buying from the Far East.

Trade margins and mark-ups seem to vary significantly but a rule of thumb is that the ex-factory price must be doubled to achieve the retailer's price to the consumer. There is also a so called Value Added Tax (VAT) which must be paid by the consumer as well as all other participants. The VAT is for the moment 25% of the retailers' price.

According to the MIBO organization, see the following, with 270 furniture shops as members, the ten largest importers of furniture 2005 were:

Company	Turnover in MSEK
BITC Möbel AB	374.0
Furninova AB	285.0
Harbo Fritid AB	198.0
Scapa Inter AB	196.7
Kontinent Möbel AB	108.0
Handelshuset Rowico	107.0
Möbelteam AB	106.4
Furnimex AB	105.0
Torkelsson Möbel AB	103.5
Mouse Trading AB	90.0

8 Customs Duties and Import Regulations

8.1 Customs Duties

Since 1995, Sweden is a part of the European Community and hence follows the same regulations as this Union.

Most furniture types included in this market brief are not subject to customs duties according to the Taric website. However, "furniture of cane", and "furniture of other materials" (CN 9401.5100 and 9403.8900) have a 5.6% rate of duty. For kitchen furniture, 2.7% applied (CN 9403.4010 and 9403.4090) but as today these CN-numbers are lacking in the Taric database. Earlier, imports from so called

GSP-countries (Generalized System of Preferences) and ACP-countries (Africa, Caribbean and Pacific) were duty-free as well as some countries with a handicraft agreement with the EU. Import from Norway, Iceland and Switzerland as well as countries around the Mediterranean Sea were also duty-free. Nowadays, these rules seem to have changed. Consult the Taric website in order to find latest regulations.

8.2 Import Regulations

Mentioned above are so called phyto-sanitary certificates that might be needed for some imported products. This to ensure that endangered trees, or forests, are not in hazard because of furniture import to the EU. The certificates must be issued by the authorities in the exporting countries after a thorough investigation of the cargo.

The Convention on International Trade in Endangered Species of Wild Fauna and Flora, CITES, might also restrict the trade in question. This is also known as the Washington convention. As from October 2003, Swedish importers of products covered by CITES must have an import license. Some species are not possible to sell without a so called FSC-certificate, Forest Stewardship Council.

8.3 Open Trade Gate Sweden

In order to facilitate for exporters from non-EU countries to enter the Swedish market the Swedish government decided to create Open Trade Gate Sweden, located at the National Board of Trade which is Sweden's governmental agency for foreign trade and trade policy.

The purpose with Open Trade Gate is to provide exporters with information about rules and regulations, to investigate and try to solve barriers to trade, as well as influencing Swedish and EU trade policies and development strategies.

9 Quality Standards

Since many years there is a Swedish system for testing furniture called *Möbelfakta*, (approx. facts about furniture). This system has been developed by the Swedish Furniture Industry Association and co-operating companies. In order to use the Möbelfakta symbol the piece of furniture must have undergone an extensive testing programme where the quality is scrutinized. Nowadays these tests are made by, for example, the Swedish National Testing and Research Institute (SP). Safety, strength and durability (performance), fire resistance (flammability), surface resistance and upholstery covers are tested, and if the product passes this examination it can be awarded with such a Möbelfakta label. Imported furniture is usually sent for testing by the importer. It must be mentioned that similar tests are made by other certified test institutes all over Europe. In order to achieve a Möbelfakta label one must apply for this at "Furniture Industry Development AB", who issues such labels, i.e. if the quality is high enough. The label is valid for five years.

There are also other regulations to take into consideration such as the Swedish Consumers Agency which sets standards for consumer products. For example, upholstered furniture must be made of flame-proof material so they do not catch fire from a dropped cigarette. Foam plastic products made by use of freon gas is prohibited as well as too high formaldehyde levels in paints and glues. There is also a Product Safety Act which makes the importer/manufacturer responsible for damages to the user or a third party, i.e. if the product malfunctions. This law is

also valid for furniture. Further, the Swedish Consumer Sales Act states a two year limit for complaints which applies to the relationship between the retailer and the consumer. This is not the same as a warranty but the consumer has a legal right to complain, and if he can prove that the product was damaged or bad, he is entitled to compensation. Many retailers therefore include a corresponding rule in their contract with the exporting company just in case they become liable to claims from the consumer.

Even if it is the responsibility of the importing company to comply with all these legislation it is indeed recommended that the exporter gets familiar with all rules in order to avoid surprises and disputes later on.

10 Market Opportunities and Trade Fairs

The most important trade fair in Sweden is the International Swedish Furniture Fair in Stockholm held in the beginning of February each year. During recent years more than 500 companies annually have used this event in order to show their products to Swedish importers and end-use consumers.



Figure 5: A view from the Swedish furniture fair.

Another important market place, in spite of its location abroad, is the Scandinavian Furniture Fair in Copenhagen. Information about fairs and exhibitions in Scandinavia can be found on the Internet via Fairlink (please refer to **Section 11**).

Swedish importers are always interested in finding new suppliers. Import rates therefore increase as shown under the statistics heading in this market brief. The independent importers often act as partners to the exporters and hence supply the exporting company with market information, design trends and so forth. They can also participate in finding new types of furniture they are interested to sell. Important is the fact that deliveries must be very reliable. The fact that sales are concentrated to some autumn months implies that late deliveries cannot be accepted, because such furniture cannot be sold until next autumn and by then they might be out of fashion. A tasteful design, for Swedish customers, and competitive prices are likewise a prerequisite for successful trade.

11 Useful Addresses and Links

Under each heading above a number of internet addresses have been mentioned. Here we will add also some ordinary surface addresses and telephone numbers to the importers' organizations from where it should be possible to get in contact with all importers.

Furniture Business Organizations

Swedish Furniture Retailers' Association

Sveriges Möbelhandlares Centraförbund, SMC
P. O. Box 17559, SE-118 91 Stockholm
Phone: + 46 8 505 970 10
Fax: + 46 8 505 970 19
E-mail: str@sverigesmobelhandlare.org
Internet: www.moblermiljo.se/sm/hem/data.shtml

The Furniture Importers' Trade Organisation

Möbelimportörernas Branschorganisation, MIBO
P. O. Box 17559, SE-118 91 Stockholm
Phone: + 46 8 505 970 12
Fax: + 46 8 505 970 19
E-mail: miboimp@swipnet.se
Internet: www.mibo.se

Swedish Federation of Wood and Furniture Industry

Trä- och Möbelindustriförbundet
P. O. Box 55525, SE-102 04 Stockholm
Phone: + 46 8 762 72 50
Fax: + 46 8 762 72 24
E-mail: info@tmf.se
Internet: www.tmf.se

Other Organisations

Association of Swedish Chambers of Commerce and Industry

P.O. Box 16050, SE-103 21 Stockholm
Phone: +46 8 555 100 00
Fax: +46 8 556 316 30
E-mail: tradeoffice@chamber.se
Internet: www.cci.se/trade

The Swedish Association of Agents

P. O. Box 3146, SE-103 62 Stockholm
Phone: +46 8 411 00 22
Fax: +46 8 411 00 23
E-mail: mail@agenturforetagen.se
Internet: www.agenturforetagen.se

Swedish Federation of Trade

SE-103 29 Stockholm
Phone: +46 8 762 77 00
Fax: +46 8 762 77 77
E-mail: info@svenskhandel.se
Internet: www.svenskhandel.se

Authorities

National Board of Trade

P. O. Box 6803, SE-113 86 Stockholm
Phone: +46 8 690 48 00
Fax: +46 8 30 67 59
E-mail: kommerskollegium@kommers.se
Internet: www.kommers.se

Swedish Consumer Agency

Lagergrens gata 8, P.O. Box 48, SE-651 02 Karlstad
Phone: +46 771 423 300
Fax: +46 54 194195
Internet: www.konsumentverket.se

SP Technical Research Institute of Sweden

P. O. Box 857, SE-501 15 Borås
Phone: +46 10 516 50 00
Fax: +46 33 13 55 20
E-mail: info@sp.se
Internet: www.sp.se

Statistics Sweden

P. O. Box 24300, SE-104 51 Stockholm
Phone: +46 8 5069 4801
Fax: +46 8 661 5261
E-mail: Contact form via website
Internet: www.scb.se

Swedish Customs

P. O. Box 12 854, SE-112 98 Stockholm
Phone: +46 771 520 520
Fax: +46 8 20 80 12
E-post: Contact form via webpage
Internet: www.tullverket.se
Customs tariffs: <http://taric.tullverket.se>

Useful Links

Furniture Companies

IKEA	www.ikea.com / www.ikea.se
MIO	www.mio.se
Europamöbler AB	www.em.com / www.europamobler.se
Svenska Hem AB	www.svenskahem.se
Möbelmästarna AB	www.mobelmastarna.se
Totebo AB	www.toteboab.se
Kinnarps AB	www.kinnarps.se
EFG	www.efg.se
Jysk Bæddlager (Danish)	www.jysk.se

Others

Möbelfakta	www.mobelfakta.mobelindustrin.se
Fairlink	www.fairlink.se
FENA	www.fena-furniture.com
CITES	www.cites.org
FSC, Forest Stewardship Council	www.fsc.org / www.fsc-sweden.org
Official Gateway to Sweden	www.sweden.se
Open Trade Gate Sweden	www.opentradegate.se
eMarketServices (electronic market places)	http://www.emarketservices.com
European Union	http://europa.eu
European Commission	http://ec.europa.eu
European Customs	http://ec.europa.eu/taxation_customs/customs/index_en.htm
m	
European Statistics - EuroStat	http://europa.eu.int/comm/eurostat
Combined Nomenclature	http://ec.europa.eu/eurostat/ramon
Exporting to the EU	
- Advice for Developing Countries	http://exporthelp.europa.eu

Appendix 1 - Currency Conversion

Exchange rate of the Swedish currency SEK.

Currency	Exchange rate in SEK							
	2001	2002	2003	2004	2005	2006	2007	2008*
1 US Dollar	10.08	9.72	8.15	7.25	7.48	7.38	6.76	6.28
1 Euro	9.06	9.16	9.13	9.13	9.28	9.25	9.25	9.40

* Average rate January-March 2008

Source: Sveriges Riksbank

Appendix 2 - Classification Numbers for Included Furniture

CN-number			Product Description
9401			Seats (other than those of heading 9402), whether or not convertible into beds, and parts thereof
	30		Swivel seats with variable height adjustment
		10	Upholstered, with backrest and fitted with castors or glides
		90	Other swivel chairs
	40	00	Seats other than garden seats or camping equipment, convertible into beds
	50	00	Seats of cane, osier, bamboo or similar materials
	61		Other seats, with wooden frames
		00	Upholstered
	69	00	Other
	71		Other seats, with metal frames
		00	Upholstered
	79	00	Other
	80	00	Other seats
9403			Other furniture and parts thereof
	10		Metal furniture of a kind used in offices
		10	Drawing tables (other than those of heading 9017, i.e. drawing instruments)
	10	51	Other: Not exceeding 80 cm in height. Desks
		59	Other: Not exceeding 80 cm in height.
		91	Exceeding 80 cm in height Cupboards with doors, shutters or flaps
		93	Filing, card-index and other cabinets
		99	Other
	20		Other metal furniture
		91	Beds
		99	Other
	30		Wooden furniture of a kind used in offices Not exceeding 80 cm in height
		11	Desks
		19	Other
		91	Exceeding 80 cm in height. Cupboards with doors, shutters or flaps; filing, card-index and other cabinets
		99	Exceeding 80 cm in height. Other.
	40		Wooden furniture of a kind used in the kitchen
		10	Fitted kitchen units
		90	Other
	50		Wooden furniture of a kind used in the bedroom
	60		Other wooden furniture
		10	Wooden furniture of a kind used in the dining room and the living room
		30	Wooden furniture of a kind used in shops
		90	Other wooden furniture
	70	90	Furniture of plastics, but not aimed for aircraft.
	80	00	Furniture of other mat., incl. cane, osier, bamboo or similar materials.

Appendix 3 – Swedish Furniture Trade

Table 1 - Swedish production, export and import of furniture year 2003-2007. (Billion SEK.)

Year	2003	2004	2005	2006	2007*
Production	20.2	20.2	20.5	21.6	22.0
Export	11.3	12.0	12.8	14.3	15.8
Import	10.2	10.7	11.4	12.8	14.9
Consumption	19.1	18,9	19.1	20.4	---

Source: Swedish Federation of Wood and Furniture Industry. *) Estimate

Table 2 - Import of upholstered furniture 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9401.4000	101,085	97,150	97,771	116,880	132,080
9401.6100	1,441,621	1,413,604	1,480,708	1,624,875	1,886,370
9401.7100	135,272	144,829	186,332	262,015	306,158
Sum	1,677,978	1,655,583	1,764,811	2,003,770	2,324,608

Table 3 - Main import countries of upholstered furniture 2007

Country	CN no.	Type of Furniture	Import in MSEK
Poland	9401.6100	Sofas and chairs, wooden frames	561.1
China	9401.6100	Sofas and chairs, wooden frames	428.4
Norway	9401.6100	Sofas and chairs, wooden frames	162.5
Estonia	9401.6100	Sofas and chairs, wooden frames	133.0
Denmark	9401.6100	Sofas and chairs, wooden frames	122.6

Table 4 - Import of kitchen furniture 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9403.4010	335,341	392,396	437,669	510,451	589,597
9403.4090	58,558	72,022	77,969	82,852	49,092
Sum	393,899	464,418	515,638	593,303	638,689

Table 5 - Main import countries of kitchen furniture 2007

Country	CN no.	Type of furniture	Import in MSEK
Denmark	9403.4010	Kitchen fittings	331.5
Lithuania	9403.4010	Kitchen fittings	108.3
Italy	9403.4010	Kitchen fittings	36.5
Germany	9403.4010	Kitchen fittings	30.6
Poland	9403.4010	Kitchen fittings	26.1
China	9403.4010	Kitchen fittings	20.0

Table 6 - Import of office furniture 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9401.3010	140,751	185,123	264,976	381,667	458,546
9401.3090	25,770	55,941	45,550	51,414	50,943
9401.30	166,521	241,064	310,526	433,081	509,489
9403.1010	1,323	201	1,883	2,044	1,562
9403.1051	820	1,667	912	1,833	1,817
9403.1059	22,797	25,204	27,975	28,291	36,861
9403.1091	24,270	27,225	28,993	35,072	37,018
9403.1093	5,086	7,931	11,745	11,162	11,815
9403.1099	31,676	35,024	24,232	44,483	43,773
9403.10	85,972	97,251	95,740	122,885	132,846
9403.3011	63,404	60,953	92,998	72,783	105,530
9403.3019	84,277	54,837	61,944	77,940	92,021
9403.3091	27,570	8,064	8,164	6,589	11,613
9403.3099	22,467	45,690	54,142	52,113	71,989
9403.30	197,718	169,545	217,248	209,425	281,153
Sum	450,211	507,860	623,514	765,391	923,488

Table 7 - Main import countries of office furniture 2007

Country	CN no.	Type of furniture	Import in MSEK
Norway	9401.3010	Upholstered swivel chairs	230.8
China	9401.3010	Upholstered swivel chairs	110.7
Germany	9403.3011	Wooden desks	31.3
Denmark	9403.3011	Wooden desks	29.8
Denmark	9403.3010	Upholstered swivel chairs	28.3

Table 8 - Import of dining and living room furniture for 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9403.6010	1,347,505	1,353,520	1,366,635	1,490,639	1,560,002

Table 9 - Import of bedroom furniture 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9403.5000	318,737	371,533	410,877	396,249	455,366

Table 10 - Import of non-upholstered seating furniture 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9401.6900	425,011	428,011	415,257	476,367	466,295
9401.7900	210,922	226,077	292,056	339,645	473,391
9401.8000	188,007	179,663	189,670	208,118	220,851
Sum	823,940	833,751	896,983	1,024,130	1,160,537

Table 11 - Main import countries of non-upholstered chairs 2007

Country	CN no.	Type of furniture	Import in MSEK
China	9401.7900	Metal chairs	262.9
China	9401.6900	Wooden chairs	151.2
Vietnam	9401.6900	Wooden chairs	65.7
Denmark	9401.6900	Wooden chairs	51.8
Denmark	9401.7900	Metal chairs	49.0

Table 12 - Import of furniture made of cane, osier etc. 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9401.5000	37,431	26,463	23,361	30,323	-
9403.8000	65,937	65,893	66,342	80,693	-
9401.5100	-	-	-	-	23.833
9401.5900	-	-	-	-	4,063
9403.8100	-	-	-	-	17,911
9403.8900	-	-	-	-	74,189
Sum	103,368	92,356	89,703	111,016	119,996

Table 13 - Main import countries of cane, osier etc. 2006 and 2007

Country	CN no.	Type of furniture	Import in MSEK
China	9403.8900	Other furniture of cane (2007)	26.7
China	9403.8000	Other furniture of cane (2006)	23.1
Indonesia	9401.5000	Chairs and sofas of cane etc. (2006)	17.7
Taiwan	9403.8900	Other furniture of cane (2007)	17.1
Taiwan	9403.8000	Other furniture of cane (2006)	10.5
Indonesia	9401.5100	Seating furniture of rattan (2007)	10.4
Vietnam	9403.8900	Other furniture of cane (2007)	10.2
Vietnam	9401.8000	Chairs and sofas of cane etc. (2006)	8.7
Germany	9403.8000	Other furniture of cane (2006)	7.7

Table 14 - Import of plastic furniture 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9403.7090	177,850	117,275	104,606	0	0
9403.7000	-	-	-	92,410	81,034

Table 15 - Import of furniture for shops 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
403.6030	60,177	49,248	53,877	59,143	58,071

Table 16 - Import of furniture made of metal 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9403.2091	63,885	72,261	85,165	-	-
9403.2099	455,596	513,490	662,062	-	-
9403.2020	-	-	-	96,785	83,400
9403.2080	-	-	-	793,289	1,105,312
Sum	519,481	585,751	747,227	890,074	1,188,712

Table 17 - Main import countries of metal furniture 2007

Country	CN no.	Type of furniture	Import in MSEK
China	9403.2080	Other furniture of metal	310.8
Norway	9403.2099	Other furniture of metal	212.1
Poland	9403.2099	Other furniture of metal	109.4
Denmark	9403.2099	Other furniture of metal	83.3
Germany	9403.2099	Other furniture of metal	44.0

Table 18 - Import of "other types of furniture" 2003-2007 (1000 SEK)

CN no.	2003	2004	2005	2006	2007
9403.6090	948,733	1,074,489	1,206,471	1,360,488	1,567,546

Source: Statistics Sweden (SCB)

The Scandinavian Market

There are many similarities among the Scandinavian countries with regard to culture, language, political and social systems etc. Also when it comes to consumer behaviour and product preferences you find many similarities.

When entering one of the Scandinavian markets it therefore might be relevant to consider the possibilities in the other Scandinavian countries as well.

All three Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden who have jointly published "Exporting to Scandinavia - a guide for exporters from developing countries".

Inhabitants:	Denmark	5.4 million
	Norway	4.7 million
	Sweden	9.1 million



Denmark

The Danish Import Promotion Programme (DIPP) is integrated in the Danish Chamber of Commerce and operates under a contract between the Danish International Development Assistance (DANIDA) and the Danish Chamber of Commerce.

The objective of DIPP is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPP's website www.dipp.eu you can read more about DIPP and its activities, download or order market information material regarding the Danish market or register your business offer to be advertised on the website.

Contact details:

The Danish Chamber of Commerce / DIPP
Boersen, Slotsholmsgade
DK-1217 Copenhagen K, Denmark
Phone: +45-3374 6000
Fax: +45-3374 6080
E-mail: dipp@danskerhverv.com
Internet: www.dipp.eu

Norway

Department of international trade cooperation (DITC), is established according to an agreement between NORAD (Norwegian Agency for Development Cooperation) and HSH (Federation of Norwegian Commercial and Service enterprises). DITC is integrated in HSH - but is fully sponsored by NORAD. DITC promotes imports from developing countries.

From the website www.hsh-org.no you can read more about the programme. Through the website you can also access a database where suppliers in developing countries interested in the Norwegian market can register. Studies of the Norwegian market for specific sectors can be downloaded from the website.

Contact details:

HSH – Department of International Trade Promotion
P.O. Box 2900 Solli,
NO-0230 Oslo, Norway
Tel: +47-2254 1700
Direct tel: +47-2254 1752
Fax: +47-2256 1700
E-mail: edg@hsh-org.no
Internet: www.hsh-org.no

Sweden

Within the trade promotion programme of the Swedish Chambers assistance is provided to exporters from Africa, Asia and Latin America. The overall aim of the programme is to contribute to sustainable economic growth in developing countries by strengthening the capacity and competitiveness of exporters.

From the website www.cci.se/trade you can learn more about the programme, download or order market reports as well as register your business inquiry free of charge in the database Chamber Trade (www.chambertrade.com).

The programme is funded by the Swedish International Development Cooperation Agency (Sida) and the Swedish Chambers of Commerce.

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