

# InfoBiz

INFORMAÇÕES DE MERCADO

معلومات السوق

MARKET INFORMATION

## Brazil

### Furniture and Decoration



**Câmara de Comércio Árabe Brasileira**  
**الغرفة التجارية العربية البرازيلية**  
**ArabBrazilian Chamber of Commerce**

Reprodução somente com autorização da Câmara de Comércio Árabe Brasileira (Lei nº 9610/98). Desenvolvimento de Mercado: infobiz@ccab.org.br - www.ccab.org.br

تحظر إعادة الإنتاج إلا بموجب موافقة الغرفة التجارية العربية البرازيلية (القانون رقم 9610/98).

تنمية السوق: infobiz@ccab.org.br - www.ccab.org.br

Reproduction only with authorization of the Arab Brazilian Chamber of Commerce (Law 9610/98). Market Development: infobiz@ccab.org.br - www.ccab.org.br



**Salim Taufic Schahin**  
President

**Wladimir Freua**  
International Trade Vice President

**Michel Alaby**  
Secretary General

Technical Team

**Rodrigo Solano**  
Market Development Manager

**Fábio Ottaiano**

**Marcus Vinícius Pillon**

**Patrícia Migueres**

**Venâncio Goulart**  
Market Development Analysts

Email: [infobiz@ccab.org.br](mailto:infobiz@ccab.org.br)

Phone: + 55 11 31474074



## Summary

<b>General Context .....</b>	<b>1</b>
<b>International Trade .....</b>	<b>1</b>
<b>Opportunities for Arab Suppliers .....</b>	<b>3</b>



## General Context

Credit concession, an environment of inflation control, sustainable exchange rate, makes the forecast period one of best for quite some time ever, presenting new enterprises and capital investments in Brazil. Due to credit concession and loan, besides public housing constructions, Brazilians are having good opportunities of buying a house, representing opportunities to different segments like Furniture and Decoration, which has a relevant domestic production and high imports taxes, increasing year by year.

## International Trade

### Brazilian Imports

January - December

Group of products: Furniture and Decoration

Arab Brazilian Chamber of Commerce

Source: SECEX (May/2010)

Market Development Department

Amount in millions of US\$ FOB

Share %

Growth %

Rank	Countries   Groups	2008	2009	2008	2009	2008/2009
	World Total	173.196,63	127.647,33	100,00	100,00	-26,30
	World	721,82	576,16	0,42	0,45	-20,18
1	CHINA	204,70	183,53	28,36	31,85	-10,35
2	UNITED STATES OF AMERICA	175,84	126,65	24,36	21,98	-27,98
3	GERMANY	69,07	49,16	9,57	8,53	-28,83
4	FRANCE	39,81	26,99	5,52	4,68	-32,21
5	JAPAN	26,37	24,18	3,65	4,20	-8,28
25	Arab Countries	2,84	2,90	0,39	0,50	2,00
	Other countries except selection	203,19	162,76	28,26	28,39	-19,90

1

### Brazilian Imports

January - December

Group of products: Furniture and Decoration

Arab Brazilian Chamber of Commerce

Source: SECEX (May/2010)

Market Development Department

Amount in millions of US\$ FOB

Share %

Growth %

Rank	Countries   Groups	2008	2009	2008	2009	2008/2009
	World Total	173.196,63	127.647,33	100,00	100,00	-26,30
	World	721,82	576,16	0,42	0,45	-20,18
	Arab Countries	2,84	2,90	0,39	0,50	2,00
	Other countries except selection	0,00	0,00	0,04	0,03	0,00
	Other countries except query	718,98	573,26	99,61	99,50	-20,27
1	EGYPT	1,87	1,23	65,92	42,46	-34,29
2	UNITED ARAB EMIRATES	0,29	0,77	10,14	26,65	168,10
3	SAUDI ARABIA	0,60	0,77	21,07	26,43	27,98
4	MOROCCO	0,03	0,07	1,01	2,32	135,05
5	TUNISIA	0,02	0,03	0,77	1,03	36,07
6	LEBANON	0,01	0,03	0,41	0,89	118,51
7	SYRIA	0,02	0,01	0,67	0,19	-71,44



## Brazilian Imports

January - December

Detail: World

Arab Brazilian Chamber of  
Commerce

Source: SECEX (May/2010)

Market Development  
Department  
Growth %

Rank	HS	Query Products	Amount in millions of US\$ FOB		Share %		2008/2009
			2008	2009	2008	2009	
		World Total	173.196,63	127.647,33	100,00	100,00	-26,30
		Other products except selection	35,60	17,26	4,93	2,99	-51,52
		World	721,82	576,16	0,42	0,45	-20,18
		Other products except selection	35,60	17,26	4,93	2,99	-51,52
		Furniture and Decoration	721,82	576,16	100,00	100,00	-20,18
1	9401	Seat (o/t dentists' & barbers' chairs, etc), & part thereof	340,32	258,45	47,15	44,86	-24,06
2	9405	Lamps & lighting fittings nes; signs, nameplates illuminated	100,07	87,72	13,86	15,23	-12,34
3	9403	Other furniture and parts thereof	66,46	58,45	9,21	10,15	-12,06
4	7013	Glassware used for table,kitchen,toilet office, etc	48,61	42,53	6,74	7,38	-12,51
5	57	TEXTILE FLOOR COVERINGS	51,49	41,03	7,13	7,12	-20,31
6	6911	CERAMIC PRODUCTS	32,77	29,22	4,54	5,07	-10,84
7	9404	FURNITURE AND BEDDING	23,42	19,62	3,24	3,41	-16,23
8	6912	CERAMIC PRODUCTS	9,44	10,37	1,31	1,80	9,85
9	3926 40	Statuettes and other ornamental articles, of plastics	8,59	6,84	1,19	1,19	-20,42
10	8306	MISC ART OF BASE METAL	5,05	4,68	0,70	0,81	-7,25



## Brazilian Imports

January - December

Group of countries: Arab Countries

Arab Brazilian Chamber of Commerce

Source: SECEX (May/2010)

Market Development Department

Rank	HS	Query Products	Amount in millions of US\$ FOB		Share %		Market Development Department Growth %
			2008	2009	2008	2009	2008/2009
		World Total	173.196,63	127.647,33	100,00	100,00	-26,30
		World	721,82	576,16	0,42	0,45	-20,18
		Arab Countries	10.473,29	5.220,48	6,05	4,09	-50,15
		Other products except selection	0,01	0,01	0,25	0,34	42,86
		Furniture and Decoration	2,84	2,90	0,03	0,06	2,00
		Other products except query	10.470,44	5.217,58	99,97	99,94	-50,17
<b>1</b>	57	TEXTILE FLOOR COVERINGS	2,43	1,74	85,31	60,02	-28,23
<b>2</b>	9405	Lamps & lighting fittings nes; signs, nameplates illuminated	0,10	0,73	3,43	25,09	646,51
<b>3</b>	9403	Other furniture and parts thereof	0,12	0,18	4,23	6,21	49,78
<b>4</b>	7013	Glassware used for table, kitchen, toilet office, etc	0,12	0,12	4,25	4,00	-3,95
<b>5</b>	9401	Seat (o/t dentists' & barbers' chairs, etc), & part thereof	0,06	0,06	1,95	2,12	11,05
<b>6</b>	6912	CERAMIC PRODUCTS	0,00	0,02	0,04	0,76	2158,82
<b>7</b>	9706 00	ART AND ANTIQUES	0,00	0,02	0,00	0,71	0,00
<b>8</b>	6913	CERAMIC PRODUCTS	0,01	0,01	0,22	0,44	98,77
<b>9</b>	8306	MISC ART OF BASE METAL	0,01	0,01	0,33	0,28	-12,69

3

## Opportunities for Arab Suppliers

In general, there is no market awareness of Arab products in Brazil for most of furniture and decoration items. Some of the niches which may be explored are:

- **Ethnic products** – As Brazil has a great variety of products in its local market due to its industry know-how as well as access to North American and European products, typical Arab Style with innovation may find its niche in different scales. It is always important to know that furniture in Brazil tend to be in smaller sizes than the Arab ones, thus the “Arab Style” furniture may need to be adapted to the market;
- **Carpets and Rugs** – The product is already the most consolidated among the furniture and decoration items. Persian carpet has an excellent reputation in the country. Labeled as “oriental carpet” products may be regarded as superior quality. Arabesques and Arab art constitute a good differential;
- **Miscellaneous adornments** – Various adornments also linked with oriental style aggregate sufficient features to neutralize competitor since it is original. A good example is the smoking pipe known as “Arguile” or “Narguile” in Brazil. Nowadays may Brazilians have found out the flavor of it, but a considering number of them is believed to purchase the item as an oriental decorative item.