

Trade Analysis - Furniture in Brazil - 2009

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: In 2008, Brazil imported USD 619,52 million from the World in Furniture and Decoration products, a 45,47% growth over the previous year, USD 425,87 million. The main suppliers for Brazil in this sector were China, United States, Germany, France and Japan. The Arab Countries, when considered as one, were the 24th supplier for Brazil exporting USD 2,74 million in that year, that amount showed an outstanding growth of 143,77% when compared to 2007, USD 1,12 million. The main Arab Countries suppliers in that year were Egypt, Saudi Arabia and United Arab Emirates.

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Brazilian Imports from the World
USD Million
January - December

HS	Description				% Share			% Change
		2006	2007	2008	2006	2007	2008	- 08/07 -
	World	277,15	425,88	619,53	100	100	100	45,47
	Furniture and Decoration	277,15	425,88	619,53	100,00	100,00	100,00	45,47
9401	Seats (Except Barber, Dental, Etc), And Parts	161,03	233,72	340,32	58,10	54,88	54,93	45,61
9403	Furniture Nesoi And Parts Thereof	31,86	49,49	66,46	11,50	11,62	10,73	34,30
57	Textile Floor Coverings	21,92	30,84	51,49	7,91	7,24	8,31	66,95
7013	Glassware For Table, Kitchen, Toilet Etc Use Nesoi	20,48	33,21	48,61	7,39	7,80	7,85	46,38
6911	Ceramic Tableware Etc. Of Porcelain Or China	11,88	21,51	32,77	4,29	5,05	5,29	52,36
9404	Mattress Supports; Articles Of Bedding Etc.	9,25	16,35	23,42	3,34	3,84	3,78	43,22
970600	Antiques Of An Age Exceeding One Hundred Years	3,88	13,38	13,36	1,40	3,14	2,16	(0,18)
6912	Ceramic Tablewre, Kitchnwre Etc, Earthenware Etc	3,53	7,25	9,44	1,27	1,70	1,52	30,27

Source of data: SECEX - Foreign Trade Secretariat

Brazilian Imports from the Arab Countries
USD Millions
January - December

HS	Description				% Share			% Change
		2006	2007	2008	2006	2007	2008	- 08/07 -
	Arab Countries	1,07	1,13	2,75	0	0	0	143,77
	Furniture and Decoration	1,07	1,13	2,75	100,00	100,00	100,00	143,77
57	Textile Floor Coverings	0,88	0,85	2,43	81,68	75,83	88,34	183,98
7013	Glassware For Table, Kitchen, Toilet Etc Use Nesoi	0,05	0,13	0,12	4,54	11,65	4,40	(7,91)
9403	Furniture Nesoi And Parts Thereof	0,05	0,04	0,12	4,54	3,49	4,38	205,91
9401	Seats (Except Barber, Dental, Etc), And Parts	0,05	0,02	0,06	4,46	1,80	2,02	173,54
8306	Bells Etc (Nonelec), Ornaments, Ph Frames Etc Brmpt	0,02	0,07	0,01	2,01	6,16	0,34	(86,60)
6913	Statuettes And Other Ornamental Ceramic Articles	0,01	0,00	0,01	0,82	0,42	0,23	34,01
6911	Ceramic Tableware Etc. Of Porcelain Or China	7,40E-05	0,00	0,00	0,01	0,19	0,09	16,37
44201000	Statuettes and other objects	0,00	0,00	0,00	0,07	0,07	0,08	184,86

Source of data: SECEX - Foreign Trade Secretariat



Brazilian Imports from the Arab Countries
Furniture and Decoration
USD Million

January - December

Rank	Country				% Share			% Change
		2006	2007	2008	2006	2007	2008	- 08/07 -
0	World	277,15	425,88	619,53	100,00	100,00	100,00	45,47
1	Arab Countries	1,07	1,13	2,75	0,39	0,26	0,44	143,77
2	Egypt	0,96	0,88	1,79	0,35	0,21	0,29	103,48
3	Saudi Arabia	0,00	0,01	0,60	-	-	0,10	4.722,37
4	United Arab Emirates	0,01	0,12	0,28	-	0,03	0,05	130,82
5	Morocco	0,04	0,02	0,03	0,01	-	-	54,83
6	Tunisia	0,04	0,01	0,02	0,02	-	-	55,61
7	Syria	0,02	0,07	0,02	0,01	0,02	-	(73,76)
8	Lebanon	0,00	0,02	0,01	-	-	-	(24,13)
9	Bahrain	-	-	0,00	-	-	-	-

Source of data: SECEX - Foreign Trade Secretariat

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.

More Information

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والصناعة والزراعة
للبلاد العربية

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