



<b>Product Portfolio</b>		 
<b>Product: Furniture</b>	Document Number:	
Document Revision:	Issue/Revision Date: 01 April 2019	
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<b>SECTOR</b>	<b>Furniture</b>
<b>SUBSECTOR:</b>	<p><b>AHTN Description (6- digit)</b></p> <p>9401.10 Seats of a kind used for aircraft</p> <p>9401.20 Seats of a kind used for motor vehicles</p> <p>9401.30 Swivel seats with variable height adjustment</p> <p>9401.40 Seats other than garden seats or camping equipment</p> <p>9401.50 Seats of cane, osier, bamboo or similar materials</p> <p>9401.61 Seats, with wooden frames, upholstered</p> <p>9401.69 Seats, with wooden frames, not upholstered</p> <p>9401.71 Seats, with metal frames, upholstered</p> <p>9401.79 Seats, with metal frames, not upholstered</p> <p>9401.80 Seats, of stone or marble</p> <p>9401.80 Seats, of wood</p> <p>9401.80 Seats, of metal</p> <p>9401.80 Seats, of plastic</p> <p>9401.80 Other seats, of other materials</p> <p>9401.90 Chair controls</p> <p>9402.10 Dentists' barbers' or similar chairs and parts thereof</p> <p>9403.10 Metal furniture of a kind used in offices</p> <p>9403.20 Other metal furniture</p> <p>9403.30 Wooden furniture of a kind used in offices</p> <p>9403.40 Wooden furniture of a kind used in the kitchen</p> <p>9403.50 Wooden furniture of a kind used in the bedroom</p> <p>9403.60 Other wooden furniture</p> <p>9403.70 Furniture of plastics</p> <p>9403.80 Furniture of other materials, including cane, osier, bamboo or similar</p> <p>Materials</p> <p>9403.90 Parts of furniture</p>
<b>DESCRIPTION:</b>	<p>The Philippine furniture industry is now at the forefront of the country's drive towards global competitiveness. The industry is reflective of a rich craft heritage, eclectic influences, variety of locally available materials, and native artisans with excellent design flair and deft hands. These, plus the Filipinos' entrepreneurial spirit are the reasons for the industry's subsequent growth and the wide acceptability of its products.</p>

	<p>The Philippine furniture industry offers a diverse range of products which vary according to function, material, size, and utility. Home furniture is the most popular functional category among manufacturers. This product line includes dining, kitchen , living room, bedroom, patio, den, home entertainment centers, home offices, garden/outdoor furniture, among others. Most furniture products may also be classified as leg items such as beds, tables and chairs; case goods, including cabinets and chests of drawers or building and home fittings. Many firms produce furniture for institutional clients such as hotel, resorts, restaurants and offices. Some also provide products for retailers such as shelves, accessories for display windows, and other visual merchandising implements.</p> <p>Local furniture is made from a variety of materials. Wood is the most common material utilized in the industry as wooden furniture makes up around half of total Philippine furniture exports.</p> <p>Most manufacturer-exporters offer “mixed-media” furniture pieces, combining two or more materials such as wood and stone, wood and leather, stainless steel and abaca/bacbac, fiberglass and so on. Other materials which may be combined with traditional base material of wood, metal or rattan, include bamboo, sea shells, vines like agsam or nito, coconut, twigs, and even by-products of animals such as the inlay of bones and horns of carabaos, goats, cows, and the like. Non-traditional textiles such as katsa and sinamay (abaca) are also used for upholstery and coverings.</p>
<b>2018 Total Philippine Exports</b>	<b>US\$ 232.08M</b>
<b>2018 Top three (3) Export Market</b>	<p><b>Top 5 Markets</b></p> <ol style="list-style-type: none"> <li>1) USA</li> <li>2) Japan</li> <li>3) Netherlands</li> <li>4) UK Great Britain &amp; Northern Ireland</li> <li>5) UAE</li> </ol>
<b>Known Brands</b>	<p><b>Top Brands</b></p> <ol style="list-style-type: none"> <li>1) Kenneth Cobonpue</li> <li>2) Dedon</li> <li>3) Durus</li> <li>4) Pacific Traders</li> </ol>
<b>Known Exporters</b>	<p><b>Top 5 Exporters</b></p> <ol style="list-style-type: none"> <li>1) SCAD Services.</li> <li>2) Imasen Philippines Mfg. Corporation</li> <li>3) Swiss Sense, Inc.</li> <li>4) Dedon Mfg., Inc.</li> <li>5) Calfum Manufacturing Philippines, Inc.</li> </ol>