


Product Portfolio		
Product: Gifts, Decors & Housewares	Document Number:	
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SECTOR	Gifts, Decors & Housewares (GDH)
SUBSECTOR:	<p><b>Giftwares</b> include Collection and collectors pieces of micrometric interest, zoological, botanical, mineralogical anatomical, historical ethnographic; postage or revenue stamps; lithographs/original sculptures, statuary original engravings; paintings, drawings and pastels executed entirely by hand; tailor dummies used for window dressings; vacuum flasks and other vacuum vessels; carved articles of wax, natural gum, resins and worked vegetables; worked capiz shells, ivory, bone tortoise shells, horn, antlers, coral, mother of pearls and other animal carving materials; wrist watches and pocket watches.</p> <p><b><u>Gifts Sector and Its Sub-sectors:</u></b></p> <p><b>6-Digit HS Code/Description/Product Line</b></p> <p>970500 Collections and collectors pieces of micrometric interest  970500 Zoological, botanical mineralogical, anatomical, historical ethnographic  970400 Postage or revenue stamps  970200 <i>Prints and</i> Lithographs/original sculptures and statuary / original engravings  970190 <i>Collages, similar decorative plaques</i>  Paintings /drawings and pastels executed entirely by hand  961800 Tailors dummies and other lay figures, other animated displays used for shop window dressing  961700 Vacuum flasks and other vacuum vessels  960200 Worked vegetable or carving material/molded or carved articles of wax, natural gum/resins  960190 Worked capiz shells/ ivory, bone, tortoise-shell, horn, antlers, coral, mother-of-pearl and other animal carving material  <i>Wrist-watches, pocket watches</i></p> <p><b>Housewares</b>, meanwhile comprise of artificial flowers, plants, trees; basketworks, wicker works; ceramics, glass (decorative items); kitchenware/tableware shellcrafts; woodwares; statuettes and other ornamental ceramics</p>
DESCRIPTION:	Gifts and Housewares fall under the bigger umbrella of the design and lifestyle industry. The Department of Trade and Industry defines “gifts”

	<p>as premiums such as corporate gifts, gift boxes/ packaging boxes, musical boxes, souvenirs, magnetic articles, clocks, ribbons/ wrappers, potpourri, and picture frames, to name a few. Housewares, meanwhile, include product groups such as basketworks, shellcrafts, woodcrafts, ceramics/ stonewares, artificial flowers, metalwares, and articles of glass.</p> <p><b><u>Housewares Sector and Its Sub-sectors:</u></b></p> <p><b>6-Digit HS Code/Description/Product Line</b></p> <p>670290 Artificial flower plants/trees  460290 Basketworks/wicker works  691490 Ceramics  701399 Glass ( decorative items)  392400 Kitchenware/tableware  960100 Shellcrafts  442190 Woodwares  830629 Statuettes and other ornamental ceramics  460210 Basketwork, wickerwork products of vegetable material  460211 Basketwork, wickerwork and other articles, made directly to shape from bamboo  460212 Basketwork, wickerwork and other articles, made directly to shape from rattan  460219 Basketwork, wickerwork and other articles, made directly to shape from vegetable materials other than bamboo and rattan; articles of loofah</p> <p>Handicraft production is a major form of employment in many developing nations. In these areas, artisans have been identified as the second largest sector of rural employment after agriculture (USAID, 2006). In some countries, like the Philippines, it is a major export commodity.</p> <p>Gifts and Housewares are mostly handcrafted and are considered unique expressions of a particular culture or community through local craftsmanship and materials. As such, they are also broadly called “handicrafts” or “artisanal products,” which the United Nations Educational, Scientific, and Cultural Organization (UNESCO) defines as:</p> <p><i>“...those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. These are produced without restriction in terms of quantity and using raw materials from sustainable resources. The special nature</i></p>
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	<i>of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant. ”</i> (UNESCO, 1997)
<b>2018 Total Philippine Exports</b>	<b>US\$ 398.89M</b>
<b>2018 Top three (3) Export Market</b>	<b>Top Markets</b> 1) Japan 2) USA 3) China 4) Hong Kong 5) South Korea
<b>Known Brands</b>	<b>Top Brands</b> • None
<b>Known Exporters</b>	<b>Top 5 Exporters</b> 1) HS Craft Mfg. Corporation 2) Durus Industries Corporation 3) Heinimex Import and Export 4) Baskets & Weaves Manufacturing 5) 33 Point 3 Exports