



MARKET PROFILE
Tableware & Kitchenware of plastic
TO
UNITED STATES OF AMERICA



Bangladesh

June 2016

Market Profile

SMEs face difficulty in identifying potential and existing export market of a particular product. As a result, with comparative advantage in terms of raw materials or labor force, SMEs are unable to exploit these advantages by targeting a prospective foreign market. Market Analysis tools of International Trade Centre (ITC) help to identify export market opportunities. It provides data and information on international trade trends, national export performance, export markets and help to analyse market in depth. SME Foundation has taken an initiative to prepare product-wise market profile using Market Analysis Tools and Market Profile Template developed by ITC. The main objective of the project profile is to guide and help the SME entrepreneurs to analyse international market of their products.

This market profile provides data, information and analysis of a exportable product which includes HS code, production, consumption, world import and export, annual growth in value and quantity, demand and supply analysis, country trade performance, Time series analysis, graphical analysis, market screening, identify potential attractive market, competitor analysis, tariff advantage in potential markets, target market selection, PEST analysis, market access (Tariff and non-tariff measures), packaging & labeling regulations, price, distribution channels, promotion, buyer list and many other issues.

Although, the material included in this document is based on data/information gathered from various reliable sources; however, it may differ from case to case. As the data are dynamic, it is changing frequently. Further study and in some cases professional advice are required before taking any decision to act upon the information. The actual results may differ substantially from the presented information due to various factors. SME Foundation does not assume any liability for any financial or other loss resulting from this document.

The annual data in this market profile is based on COMTRADE, the world's largest trade database maintained by the United Nations Statistics Division, and monthly or quarterly data are collected by ITC from national custom offices or regional organizations. The market access data is directly retrieved from the Market Access Map application.

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Executive Summary

This market profile reviews the United States of America market for **Tableware and kitchenware of plastic** and its future prospects for new suppliers entering the market. The purpose of this market profile is to guide possible new entrants into the **Tableware and kitchenware of plastic** market.

According to Trend Economy report provided by the major exporters (USA, Netherlands, Turkey, Belgium, China, Italy, United Kingdom, Hong-Kong, France, Germany), the largest trade flows of exports of «Tableware & kitchenware, of plastics» in 2014.

In 2014, the total volume of exports of «Tableware & kitchenware, of plastics» exceeded 9.21 B USD.

In volume terms, the most important market for household plastic tableware (outdoor also) is the United States, which has become more accessible for imported products.

Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 69% in 2011-2015 while world average growth rate was 10 %.

The demand for Tableware and Kitchenware of plastic has been increased. Annual growth in value between 2011-2015 is 5 %.(its low but positive).

Bangladesh already exports this product. Export earnings from Tableware and kitchenware of plastic was 4.00 million US\$ in 2015 and 65 position in the world.

USA, Germany and France are the attractive markets for the Tableware and kitchenware of plastic exported by Bangladesh in 2015. Among these countries, USA has been selected as target market for this market profile for the following reasons:

- USA is the 1st largest importing market of Tableware and kitchenware of plastic commanding 28.6 % share of world imports.
- USA is the 1st largest importer of this product from Bangladesh (16.9% share in Bangladesh's export) .
- USA is a growing market for Bangladeshi Tableware and kitchenware of plastic
- There is a prospect for market diversification of Bangladeshi Tableware and kitchenware of plastic in the USA market (bubble graph, Bar chart).
- Tariff applied by USA to Bangladesh is 3.40% (MFN duties Applied, MacMap) for this product.

A. Product Description

This market profile illustrates the India market for Tableware and Kitchenware of plastic is intended for the use of producers and exporters of Tableware and Kitchenware of plastic in Bangladesh.

A.1 Definition and description of product and its application(s)

Tableware is the dishes or dishware used for setting a table, serving food and dining. Items of tableware include a variety of plates, bowls, Drinkware (mugs, Water/Juice glasses, hot chocolate mugs, teacups). But all have a shape that depends on the culture and the social situation in which the drink is taken.

Kitchenware: Cooking equipment is kitchen **utensil**. It is a hand-held, typically small tool that is used in the kitchen, for food/cook related functions. Usually uncountable Instruments and utensils found in a kitchen, particularly those associated with the preparation and serving of food. pots and pans, knives, forks, spoons, and other utensils used in the kitchen

HS code

Specific codes to identify the product category are as follows:
HS (Harmonized System) Code¹:

4-digit HS: 3924 6-digit HS: 392410

A.2 Consumption

Market study by Roper Starch and Modern Bride magazine estimates that U.S. brides will spend \$1.65 billion on tableware, and 95% of GenerationX brides have registered. According to the National Housewares Manufacturers Association. The tableware market represents about 7% of this total or \$7.8 billion.

Kitchenware sales in the U.S. increased from US\$10.3 billion in 2009 to US\$11.2 billion in 2013, with a CAGR of 2.0%, accounting for a global market share of 14.1% and 13.3% respectively. Between 2013 and 2014, this national market is forecasted to grow by US\$115 million (1.0%). For the five years during the forecast period (2014 to 2018), kitchenware sales in the U.S. will grow with a CAGR of 1.2% and reach US\$11.8 billion with a global market share of 12.7% in 2018.

Source: <http://www.nn.net/lash/tableware.htm>

¹ HS Codes are internationally standardized names and numbers that classify traded products that are developed and maintained by the World Customs Organization (WCO). The WCO is an independent organization of 160 countries based in Brussels, Belgium. The HS system represents almost 98 percent of world trade, which includes 200 countries. www.wcoomd.org

B. Global Trade Overview

B.1 World Trade characteristics for selected product

B.1.1 How much in total of this product is imported in the world in 2015?

Value imported in 2015 (USD thousand) **10,116,513**

B.1.2 How much in total of this product is exported to the world in 2015?

Value exported in 2015 (USD thousand) **10,263,820**

B.1.3 Have the world imports grown or declined in the last 5 years? Annual growth in value between 2011-2015 (%)

- Annual growth in value between 2011-2015 is 5%.(its low but positive)

B.1.4 Is there a difference between the world's growth rate in value and world's growth rate in quantity?

- N/A

B.1.5 Approximately how many countries import and export the selected product?

- Approximately 218 Countries import and 169 export of the product

B.2 World imports characteristics:

B.2.1 which countries are the 3 largest importers (in value in 2015) of the product?

Ranking	Importers	Share in World Imports, %
1	United States of America	28.6
2	Germany	4.7
3	France	4.6

B.2.2 What share of world total imports do the 3 main importers make up together? 37.9%

B.2.3 Does this indicate that the world demand for this product is concentrated?

no

B.2.4 Among the list of top 20 importers (in value) in 2015 is there country for which the trade balance (in value) is positive in 2015. Please account for the possible reasons that could explain this difference.

- Name of the countries: Belgium, Italy & Hong Kong China
- Reason: Exports > Imports

B.3 World Exports characteristics:

B.3.1 Which countries are the 3 largest exporters (in value in 2015) of this product? What is the value of their exports?

Ranking	Exporters	Share in World Exports, %
1	China	50.8
2	USA	4.8
3	Belgium	3.8

B.3.2 What share of world total exports do the 3 main exporters make up together?

59.8%

B.3.3 Does this indicate that the world supply for this product is concentrated?

Yes

C. Country trade performance for your selected product

C.1 Bangladesh's export performance for selected product in the world market

C.1.1 Does Bangladesh already export this product? YES

If yes, what is Bangladesh's ranking in world exports and world market share of this product in 2015?

Ranking: 65 World Market Share: 0.04%

C.1.2 How much in total of this product is exported by Bangladesh to the?

4.00 million US\$(4542 USD thousand)

C.1.3 Is Bangladesh winning or losing market share in the world market?

- Bangladesh is winning market share in the world market. Annual growth rate (in value) of Bangladesh was 69 % in 2011-2015 while world average growth rate was 10 %.

C.1.4 who are the three biggest importers for your product in 2015?

1. United States of America 2. Germany 3. Spain

Importers	Trade Indicators												
	Exported value 2015 (USD thousand)	Trade balance 2014 (USD thousand)	Share in Bangladesh's exports (%)	Exported quantity 2014	Quantity unit	Unit value (USD/unit)	Exported growth in value between 2010-2014 (% , p.a.)	Exported growth in quantity between 2010-2014 (% , p.a.)	Exported growth in value between 2013-2014 (% , p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total import growth in value of partner countries between 2010-2014 (% , p.a.)	Tariff (estimated) faced by Bangladesh (%)
Total	4542	-4745	100	0	-----		69	61	24	---	100	5	-----
United States of America	766	723	16.9	127	Tons	6031	309	246	53	1	28.6	7	4.7
Germany	615	615	13.5	111	Tons	5541	33	48	130	2	5.4	0	0
Spain	543	543	12	133	Tons	4083	149	139	-33	13	1.8	4	0
Saudi Arabia	351	351	7.7	50	Tons	7020			100	11	1.9	19	5
South Africa	246	246	5.4	78	Tons	3154		102	76	48	0.3	-3	20
Canada	183	181	4	30	Tons	6100	96	80	336	5	3.9	4	0
India	183	-645	4	91	Tons	2011	10	13	2	83	0.1	-9	7.5
Austria	178	173	3.9	34	Tons	5235	749		66	17	1.2	-1	0
Korea, Republic of	175	174	3.9	47	Tons	3723			113	16	1.3	20	0
United Kingdom	163	163	3.6	46	Tons	3543		64	-65	4	4.4	4	0

C.2 Tariff faced by Bangladesh in the world

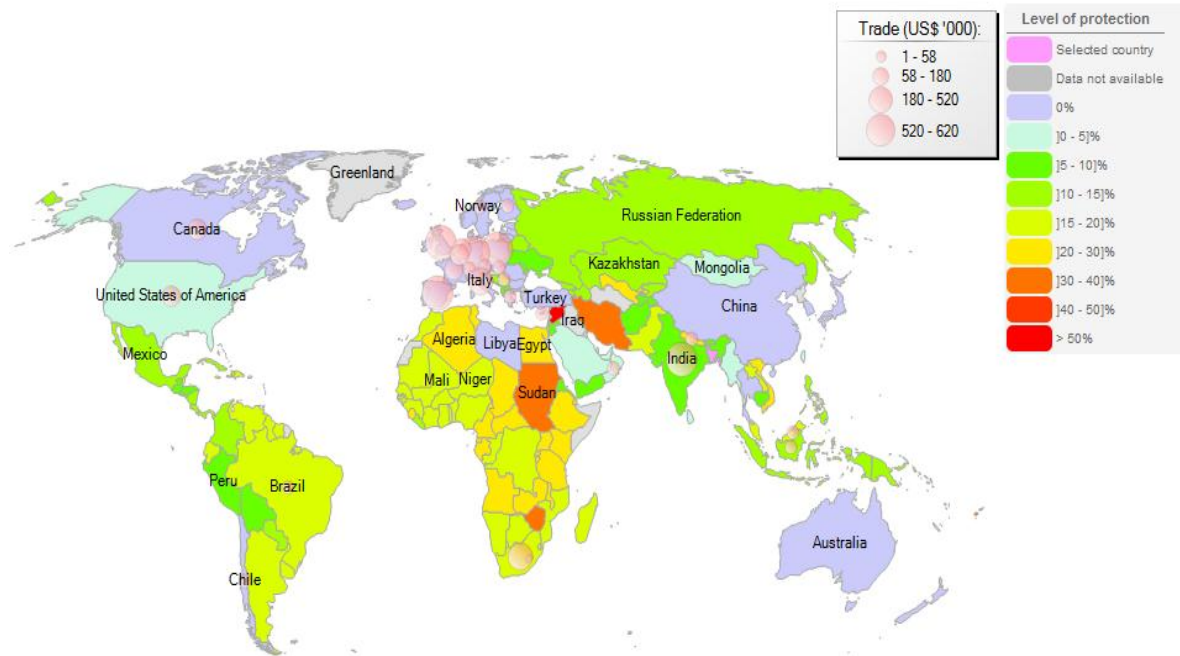
Product: 392410 - Tableware and kitchenware, of plastics

Trade year: 2013

Applied tariff data source: ITC (MAcMap) complemented by No datasource

Trade data source: ITC Normalized trade matrix

AVE Methodology: AVE based on the World Tariff Profile (WTP)



C.3 Graphic Analysis

Time Series Data

List of importing markets for a product exported by Bangladesh
Product: 392410 Tableware and kitchenware of plastics

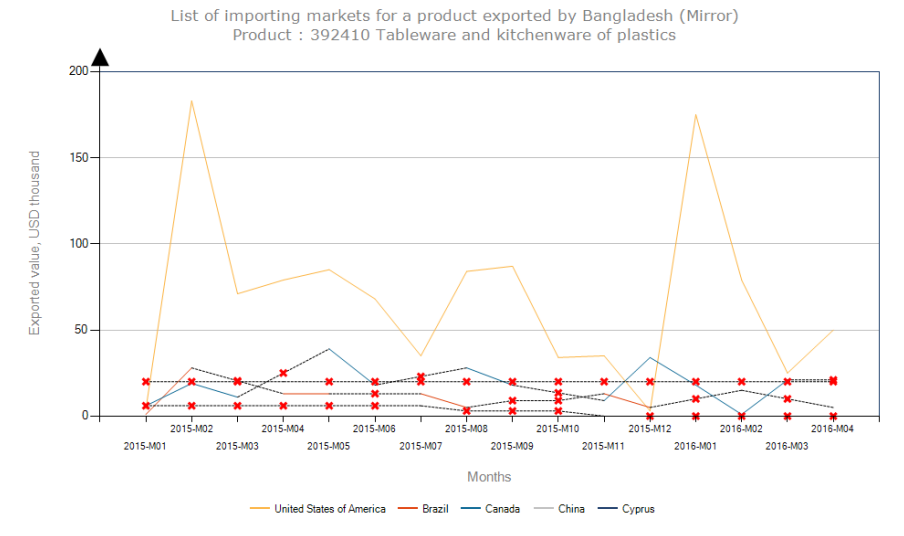
USD thousand

Table | Graph | Map | Companies | FDI data | Tariff data | Standards

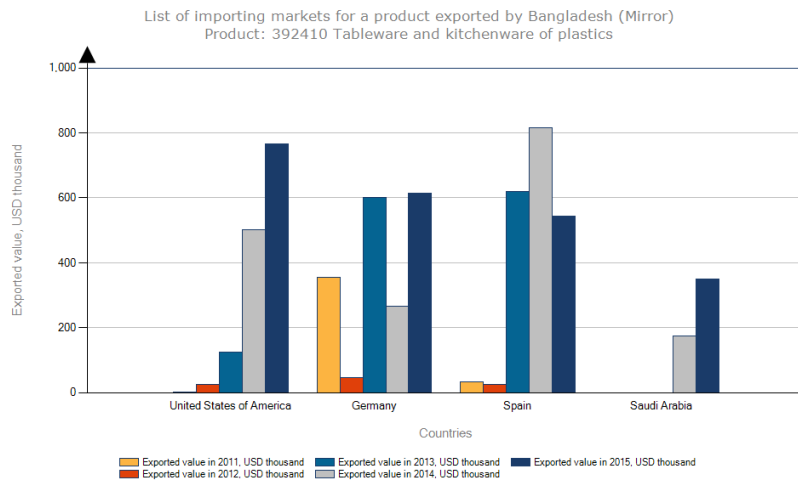
Time Period (number of columns): 5 per page | Rows per page: Default (25 per page)

Importers	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010	Exported value in 2011
World	90	74	30	84	26
United Kingdom	5	4	5	20	10
United Arab Emirates	31	9	4	19	7
United States of America	0	1	2	4	5
Italy	6	1	0	5	3
Greece	0	0	0	0	1

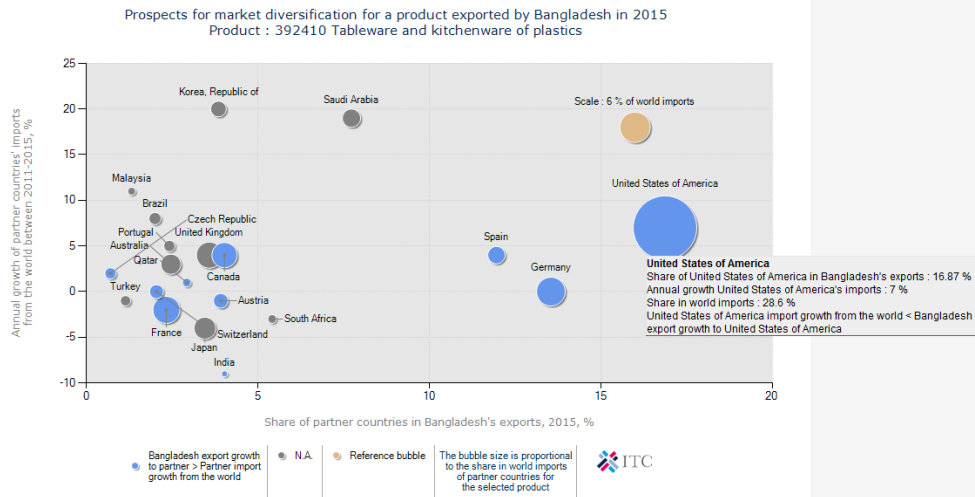
Graphic chart



Bar chart



Bubble graph



Note: When Bangladesh export growth to partner > Partner import growth from the world
That means Bangladesh is winning market share in partner countries

D. Market screening

Which importing countries have the highest imported value in 2015? And what are their respective annual growth rates in value and in quantity between 2011 and 2015, share in world import and Average tariff?

SI	Importing country	Imported value in 2015 (millions USD)	Annual growth in value between 2011-2015, %"	Annual growth in quantity between 2011-2015, %"	Share in World Imports (%)	Average tariff (estimated) applied by the country (%)
1	United States of America	2895.7	7	3	28.6	2.3
2	Germany	545.00	0	2	5.4	1.5
3	France	477.00	-2	7	4.7	1.5
4	United Kingdom	442.00	4	1	4.4	1.5
5	Canada	393.00	4	1	3.9	3.6
6	Japan	291.00	-4	0	2.9	1.5
7	Australia	228.00	3	3	2.3	3.3
8	Belgium	212.00	-8	-2	2.1	1.5
9	Italy	207.00	1	4	2	1.5
10	Netherlands	196.00	3	3	1.9	1.5

Which countries would you consider as potential attractive markets for the Wooden furniture exported by Bangladesh?

- 1 United states of America
2. Germany
3. France

D.1 Identify attractive potential markets

D.1.1 Which are three attractive markets for exporting this product?

	Target Country	Value Imported (million \$)	Unit Value (US\$/unit)	Annual Growth Rate in value 2011-15 (%)	Annual Growth Rate in quantity 2011-15 (%)	Share in World Imports (%)	Average tariff (estimated) applied by the country (%)
1	USA	2895.7	5,773	7	3	28.6	2.3
2	Germany	545.00	5,698	0	2	5.4	1.5
3	France	477.00	3,717	-2	7	4.7	1.5

D.1.2 Who would be your main competitors in these countries and why?

	Target Country	Your country's main competitor in target market	Market Share in 2015 (%)	Gaining or losing market shares
A	USA	China Mexico Taipei, Chinese	50.3% 1.4% 2.6%	Gaining by 3% Gaining by 4% losing by 0%
B	Germany	China Italy Portugal	50.3% 3% 1.1 %	losing by -13% losing by -15 % <i>losing by -25%</i>
C	France	China Italy Belgium	50.3% 3% 3.8%	<i>losing by -9%</i> <i>losing by -13%</i> <i>losing by -20%</i>

D.1.3 Identify the tariffs and tariff advantages in your potential markets?

Identify the tariffs and trade regimes that Bangladesh faces in the three attractive markets identified in the last section (question B.3.1)

	Target Country	Trade Regimes	Tariffs applied
Tariffs applied by USA, Product: 392410 - Tableware and kitchenware, of plastics Bangladesh, Year: 2014			
A	USA	MFN duties (Applied)	3.40%
Tariffs applied by Germany, Product: 392410 - Tableware and kitchenware, of plastics Bangladesh, Year: 2015			
B	Germany	Preferential tariff for Least Developed Countries MFN duties (Applied)	0% 6.50%
Tariffs applied by Belgium, Product: 940360, Year: 2015, Partner: Bangladesh			
C	France	Preferential tariff for Least Developed Countries MFN duties (Applied)	0% 6.50%

Do you have tariff advantage advantages/disadvantages vis a vis your main competitors in the three target markets?

	Target Country	Competitors	Tariffs faced by competitors average
A	USA	China- MFN duties (Applied)	3.40%
		Mexico-MFN duties (Applied)	3.40%
		Preferential tariff for Mexico	0%
		Taipei, Chinese -MFN duties (Applied)	3.40%
B	Germany	China - MFN duties (Applied)	6.50%
		Italy - European Union rate	0%
		Portugal -European Union rate	0%
C	France	China-MFN duties (Applied)	6.50%
		Italy- European Union rate	0%
		Belgium- European Union rate	0%

D.2 Target Market Selection

Taking into consideration the trade patterns that you observed in the last section and the market access considerations that you just reviewed, which of these countries should you select as a target market for this Market Profile and why?

- Target market is: United States of America
- Comments:
- USA is the 1st largest importing market of Tableware and kitchenware of plastic commanding 28.6 % share of world imports.
- USA is the 1st largest importer of this product from Bangladesh (16.9% share in Bangladesh's export).
- USA is a growing market for Bangladeshi Tableware and kitchenware of plastic
- There is a prospect for market diversification of Bangladeshi Tableware and kitchenware of plastic in the USA market (bubble graph, Bar chart).
- Tariff applied by USA to Bangladesh is 3.40% (MFN duties Applied, MacMap) for this product.

E. PEST Analysis

POLITICAL	ECONOMIC
<p>The US has a low ranking in terms of political stability and the absence of violence. The country figures high on the list of nations susceptible to terrorist attacks, while its international policies to fight terrorism have aggravated the situation.</p>	<ul style="list-style-type: none"> ▪ With a GDP of over \$16.760 trillion, the US is the largest economy in the world. The economic system is well-developed and gathers its strength from its services and manufacturing industries. ▪ Since December 2008, the central bank has decided to hold benchmark overnight rates in the 0–0.25% range. ▪ The Federal Reserve is likely to increase interest ▪ Rates as the country’s economy is expected to bounce back, with a growth rate of 2.5% forecast for 2010.
SOCIAL	TECHNOLOGICAL
<ul style="list-style-type: none"> ▪ The demographic transition of the country poses a challenge. The rapid increase of people who are 65 and over will begin in 2011, when the baby boom generation reaches age 65. This will then continue for many years. ▪ The US remains an inequitable society, with the richest quintile making six times as much money as the poorest quintile in 2007. 	<ul style="list-style-type: none"> ▪ The US’ leadership position in innovation is clear due to the fact that it is home to one third of the world’s scientists and engineers, and accounts for one third of global R&D expenditure. ▪ Technological innovation within the private and educational sector has been increasing, with each sector accounting for 70.0% and 14.0% of innovations, respectively.

Source: <https://globalbusinessjuteamavon.wikispaces.com/file/view/US+Profile.pdf>

F. People & Product

Plastic cutlery is so widely used today in USA because of some reasons i.e.

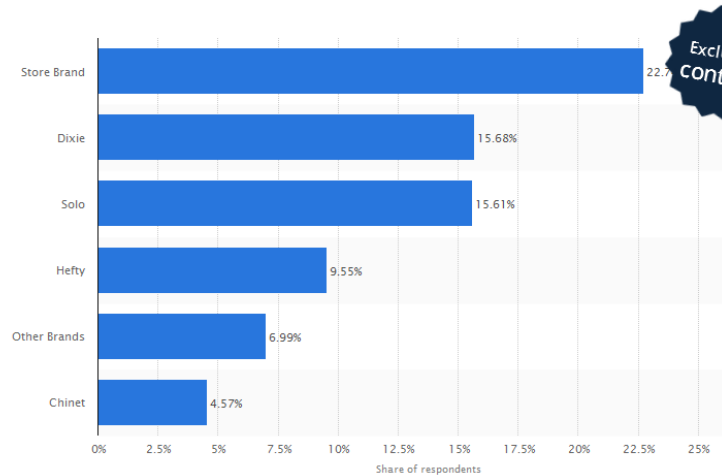
1. Cost-a case of compostable cutlery can be 3x or 4x the price of a case of plastic cutlery (\$10 for a case of 1,000 plastic forks vs \$30-\$40 for a case of 1,000 compostable forks).
2. Convenience-American people think Plastic cutlery makes life easier. They usually uses plastic forks, spoons, and knives.

It also makes life easier on consumers who are hosting events or parties with a large amount of guests. No clean-up involved – simply toss the utensils in the trash.

Most households and businesses have dishwashers that make the cleaning process very quick and efficient... and even if they don't, how long does it really take to clean a big batch of utensils?

Usually the American's uses in kitchen Dish Rack, **Kitchenware** Multi Function Fruit And Vegetable Chopper ,forks, plastic, Finger, peeler , manual onion chopper etc.

This statistic shows the results of a survey conducted from February 4, 2014 to March 11, 2015 among approximately 28,869* American adults on the most used brands of disposable cups and plates by the people living in their household. According to this survey, 15.61 percent of American households use Solo.



Source: <http://www.statista.com/statistics/275472/us-households-most-used-brands-of-disposable-cups-and-plates/>

G. Permission: Market Access

G.1 Tariffs

USA

	Market share	Tariff (estimated applied by USA%)	Tariffs faced	Total ad valorem equivalent Tariff	Trade Regime	
Bangladesh	0.04%	4.7%	3.40%	3.40%	MFN duties (Applied)	
<<Bangladesh's>> main competitors in target market	Market share	Tariff (estimated applied by USA (%))	Tariffs faced by competitors	Total ad valorem equivalent Tariff	Trade Regime	Tariff advantage for Bangladesh (yes or no)
1. Chania	50.3	4.7%	3.40%	3.40%	MFN duties (Applied)	
2. Mexico	1.4	0%	0%	0%	Preferential tariff for Mexico	
3. Taipei, Chinese	2.6	4.7%	3.40%	3.40%	MFN duties (Applied)	

G.2 Non-tariff measures

Technical barriers to trade

Important link: <http://exporthelp.europa.eu/thdapp/index.htm>

H. Packaging and Labelling Regulations

Packaging and Labelling: Uniform Packaging and Labeling Regulation (UPLR), have been adopted into law in 45 of the 50 U.S. states. The purpose of these regulations is to provide accurate and adequate information as to the identity and quantity of contents of packages so that purchasers can make price and quantity comparisons. UPLR requires that consumer packaging bear a label specifying the identity of the commodity.

The name and place of business of the manufacturer, packer, or distributor; and the net quantity of contents in terms of weight or mass measure , or numerical count in a uniform location upon the principal display panel.

Toxics in Packaging Legislation: This legislation was originally drafted by the Source Reduction Council of the Coalition of Northeastern Governors (CONEG) in 1989. It was developed in an effort to reduce the amount of heavy metals in packaging and packaging components that are sold or distributed throughout the United States. The law is designed to phase out the use and presence of mercury, lead, cadmium, and hexavalent chromium in packaging. The legislation has been successfully adopted by nineteen states.

Important links:

1. <http://www.chinainportal.com/blog/product-labeling-regulations-us-eu-australia/>
2. <https://www.law.cornell.edu/uscode/text/15/chapter-39>

I. Price

Consumer prices: Average prices of various types of footwear, €

Hot selling kitchenware 3 set plastic container	US \$1-2.8 / Set 5000 Pieces (Min. Order)
Box lunchbox kitchenware	US \$0.01-2.06 / Set 1 Set (Min. Order)
Plastic kitchenware product	US \$0.5-0.8 / Piece 3000 Pieces (Min. Order)
Plastic Kitchenware 3 in 1 Round Plastic Container Box	US \$1.5-2 / Piece 5000 Pieces (Min. Order)
Peeler	US \$0.1-0.5 / Piece 5000 Pieces (Min. Order)
Disposable plastic plate	US \$0.03-0.07 / Piece 10000 Pieces (Min. Order)
Small dishes snack plate	US \$0.2-0.26 / Piece 480 Pieces (Min. Order)
Home Party 4PCS Plastic Dish Plate Snack Bowl Candy Plate	US \$0.5-3 / Set 500 Sets (Min. Order)
Quality thick plastic tube Drain chopsticks chopsticks cage Drain kitchen cutlery rack storage box J1614	US \$15.45 / piece Min. Order: 1 piece

Source: Allibaba.com, price, when.com and Walmart.com

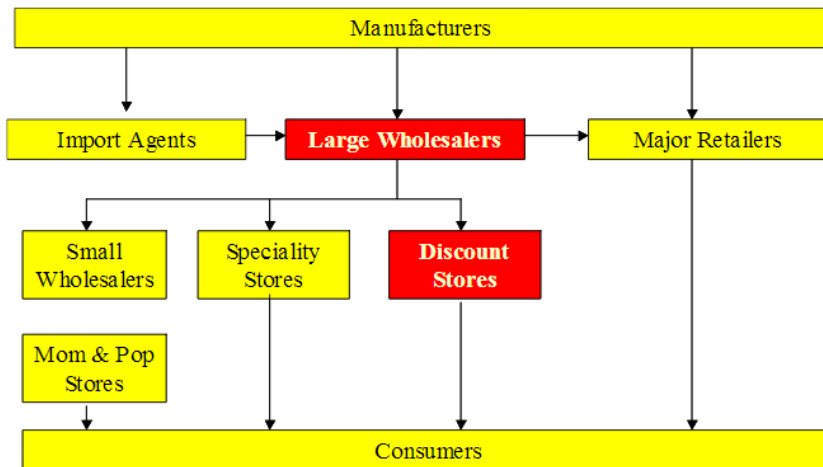
J. Placement: Distribution Channels

Geographical areas of Import by USA - Los Angeles CA, New York NY, Chicago IL, Buffalo NY, Seattle WA, Detroit IL, San Francisco CA, Savannah GA

Distribution Channel analysis: The structure for distribution channel is fairly complex due to the various forms of retail outlets available to the consumers. However the major retail outlets are departmental stores, discount stores and specialty stores.

The Importing agents or the distributors source the products from the overseas manufacturers. Besides them, only the larger retailers deal directly along with the manufacturers. Both distributors and large retailers have their centralized warehouses from where the product is distributed to the next level in the chain.

The diagram below elucidates the distribution structure for plastic consumer products in USA.



The point of initial interaction is most often through International Shows and exhibitions that specialize in specific product lines. They also source through their overseas export consolidator.

See detail: http://smallb.sidbi.in/sites/default/files/knowledge_base/reports/StrategicAnalysisandRoadMap.pdf

K. Promotion

Through International Shows and exhibitions that specialize in specific product lines. They also source through their overseas export consolidator.

Trade Fairs

International Home + Housewares Show
International Home + Housewares Show- 18 - 21 Mar 2017

Important links: http://www.eventseye.com/fairs/cy1_trade-shows-orlando-fl.html

L. Potential Prospects

List of importing company's in USA for the Wooden furniture is not available.