

Seats

HS Code 9401

TRADE FOCUSED PRODUCT REPORTS

SEATS

HS Code 9401

APRIL 2024



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Contents

Contents	2
Chart and tables	3
Glossary of terms and abbreviations	4
Product descriptions by HS 6-digit code	6
Executive summary	8
Product overview	9
Market dynamics	12
Demand and supply trends	13
Market concentration and product complexity	14
World trade statistics by seats category on the HS6 level	15
HS 9401 in the context of Jordanian exports	17
Priority markets	18
The United States	19
United Arab Emirates	23
United Kingdom	27
Recommendations	31
Recommendations in summary	32
Reference information	33



Charts and tables

Chart 1 World seats and sofas market value by revenue in billion \$, 2023	10
Chart 2 World automotive seats market value by revenue in billion \$, 2023	10
Chart 3 Top seat exporters, HS code 9401 exporters by value in 2022, in \$'000	11
Chart 4 Top seat importers by value in 2022, in \$'000	11
Chart 5 Seats complexity on the HS6 level in 2022	14
Chart 6 Seats, (HS 9401) product complexity, 2013 to 2022	14
Chart 7 Top Jordanian export markets for seats (HS 9401), 2018 to 2022, in \$'000	17
Chart 8 United States seats imports from main supplying countries, in \$'000	19
Chart 9 United States seats imports from Jordan, in \$'000	20
Chart 10 United Arab Emirates seat import values, top exporters, 2022 – 2018, in \$'000	23
Chart 11 United Arab Emirates seats import imports from main supplying countries, in \$ per ton	24
Chart 12 United Arab Emirates seat imports from Jordan, in \$'000	24
Chart 13 United Kingdom seat imports values, top exporters, 2018 to 2022	27
Chart 14 United Kingdom seats import from main supplying countries, in \$ per ton	28
Chart 15 United Kingdom seat imports from Jordan, in in \$'000	28
Table 1 Seats, export and import statistics and Jordan export market share, 2022	15



Glossary of terms and abbreviations

Export concentration

This index measures, for each product, the degree of export market concentration by country of origin. It tells us if a large share of commodity exports is accounted for by a few countries or, on the contrary, if exports are well distributed among many countries. The index ranges from 0 to 1, with higher values indicating more market concentration.

Gulf Cooperation Council (GCC) Standardization Organization (GSO)

Gulf Cooperation Council (GCC) member countries created the GSO as a mechanism for developing food and non-food standards. GSO food-related technical regulations and standards serve as the main point of reference for food imports into the Gulf region. Codex Alimentarius, the International Organization for Standardization (ISO), the European Food Safety Agency (EFSA) and the U.S. Food and Drug Administration (FDA) serve as reference points for GSO standards and technical regulations.

HS (Harmonized System) codes

A standardised number classification system for traded goods. It is used by customs officials around the world to identify products for the purpose of applying duties and taxes, as well as for statistical purposes.

Market concentration

Market concentration determines the extent to which countries or firms hold market share. It is frequently used as a measure for the level of competitiveness. Measured on different scales and ranges, the general rule is the higher the score, the greater the level of competitiveness.

In respect to the Shannon Entropy scoring used by the Observatory of Economic Complexity and referenced in the report, the closer the number is to 1, the greater the concentration of just a small number of players and the lower the competitiveness. A score of about 4 for seats, HS code 9401—as stated in this study appears to represent a reasonably small number of competitors, reflecting exports from approximately 15 competing countries.

MFN (Most Favoured Nation) tariff

Tariffs imposed by WTO (World Trade Organization) members on importing goods from other WTO members in the lack of a preferential trade agreement.

Nes (Not elsewhere specified)

Not elsewhere specified (or indicated for NESOI) is stated for an item that is not mentioned elsewhere in a classification system.

NTM (non-tariff measure)

Import and export regulations that reflect conditions of market access other than tariffs. They include numerous regulatory requirements such as health restrictions for food quality, packaging guidelines, minimum safety standards for produced goods, etc.



PCI (Product Complexity Index)

PCI ranks the breadth and sophistication of know-how required in manufacture. High PCI scores indicate that a product requires significant expertise and particular resources for its production, such as advanced machinery. Goods with a high PCI value, representing a complexity that only a few countries can undertake, include electronics and chemicals. Conversely, a low score suggests that many countries can produce the item, like basic agricultural goods or petroleum. The score's level depends on various factors.

Preferential tariffs

A tariff applied to a product that is less than the MFN levy due to the existence of a preferential trade agreement. This could be a bilateral advantageous trading arrangement or a single system of favours, such as the United States GSP (generalised system of preferences).



Product descriptions by HS 6-digit code

HS 940161 Upholstered seats, with wooden frames (excluding convertible into beds)

Seats constructed with wooden frames and are upholstered (i.e. with the padding or cushioning covered with fabric or other materials).

HS 940199 Parts of seats, not of wood, n.e.s.

Parts of seats, not made of wood, not elsewhere specified (n.e.s.) for use in the assembly of motor vehicles.

HS 940171 Upholstered seats, with metal frames (excl. seats for aircraft or motor vehicles, swivel seats)

Seats constructed with metal frames and are upholstered (i.e., with the padding or cushioning covered with fabric or other materials).

HS 940179 Seats, with metal frames (excl. upholstered, swivel seats with variable height adjustments)

Seats constructed with metal frames. These seats do not have padding or cushioning covered with fabric or other materials. Excluded are swivel seats with variable height adjustments and medical, dental, or surgical furniture.



HS 940139 Swivel seats with variable height adjustments (excluding of wood, and medical, surgical, dental)

Seats are designed with the ability to swivel and adjust their height, excluding those made of wood, and medical, surgical, dental, or veterinary, and barbers' chairs. They typically feature a rotating base and a mechanism for changing the seat height.

HS 940180 Seats, n.e.s.

Seats other than of wooden frames whether or not convertible into beds, and parts thereof, not elsewhere specified. These seats do not have padding or cushioning covered with fabric or other materials. Excluded are those made of wood, and medical, surgical, dental, or veterinary, and barbers' chairs. Examples include office chairs, gaming chairs, bar stools, minivan middle row bench seats, and folding chairs.

HS 940169 Seats, with wooden frames (excl. upholstered)

Seats constructed with wooden frames, excluding seats with fabric or cushioned coverings. Covers wooden seating options, such as chairs, benches, and stools.

HS 940120 Seats for motor vehicles

Seats of a kind for use in motor vehicles.

HS 940110 Seats for aircraft

Seats of a kind for use in aircrafts. These seats are specifically designed for use in airplanes, helicopters, or other aircraft.



HS 940141 Seats, convertible into beds, of wood (excl. garden seats and camping equipment, and medical)

Seats, convertible into beds, of wood, excluding garden seats, camping equipment, and medical, dental, or surgical furniture. They are designed to transform into beds, providing a dual-purpose function. Examples include wooden futons, sofa beds, and sleeper chairs.

HS 940191 Parts of seats, of wood, n.e.s.

Parts of seats constructed entirely from wood, not elsewhere specified. Excludes garden seats, camping equipment, and medical furniture.

HS 940190 Parts of seats, n.e.s.

Parts of seats, not elsewhere specified, excluding parts of medical, dentist, barbers' and similar seats. Examples include: seat cushions, legs and frames, backrests, etc.

HS 940149 Seats, convertible into beds (excl. of wood, and garden seats and camping equipment, and medical, ...

Seats convertible into beds, excluding those made of wood, garden seats, camping equipment, and medical, dental, or surgical furniture.

HS 940131 Swivel seats with variable height adjustments, of wood (excl. medical, surgical, dental or ...

Swivel seats with variable height adjustments, made of wood. These seats are versatile and can be adjusted to different heights.



HS 940159 Seats of cane, osier or similar materials (excl. of bamboo or rattan)

Seats of cane, osier, or similar materials, excluding those made of bamboo or rattan. These seats are crafted from materials such as cane or osier (willow), providing a natural and rustic look. Examples include woven chairs, stools, and benches made from these materials.

HS 940153 Seats of rattan

Seats made of rattan. These seats are crafted from rattan, a natural material known for its flexibility and durability. Rattan furniture adds a rustic and tropical touch to interiors and outdoor spaces. Examples include rattan chairs, stools, and benches.

HS 940130 Swivel seats with variable height adjustments (excluding medical, surgical, dental or veterinary, ...

Swivel seats with variable height adjustments, excluding those used in medical, surgical, dental, or veterinary contexts, as well as barbers' chairs.

HS 940140 Seats, convertible into beds (excluding garden seats and camping equipment, and medical, dental ...

Seats convertible into beds, excluding those made of garden seats, camping equipment, and medical, dental, or surgical furniture.

HS 940152 Seats of bamboo

Seats made of bamboo. These seats are crafted from bamboo, a natural material known for its strength, aesthetics, and sustainability.

Explanatory note

In respect to Jordan's trade data reported in this study, significant discrepancies were identified between category exports and imports, when using the trade statistics database employed in the research, namely ITC Trade Map, which in turn accesses UNCTAD and WTO data.

Fundamentally, here, Jordan's export data varies from that recorded by importing countries—exemplified by the priority markets in this report, the United States, United Arab Emirates and United Kingdom,. It is for this reason that when it comes to assessing Jordan's exports in seats (HS 9401), import data reported by Jordan's partners (referred to as mirror data on the ITC database) is broadly – though not exclusively – utilised to maintain consistency throughout.



Executive summary

The global seats market continues to grow, driven by several factors. These include the increasing adoption of sustainable and recyclable materials in seat construction, rising demand in vehicle production applications, expanding residential construction activities, increasing disposable income, and advancements in seat heating and cooling technologies.

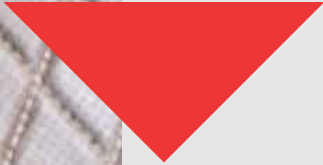
Revenues in the global seats and sofas market segment (excluding swivel seats, garden seats and camping equipment) was estimated at \$109.3 billion in 2023 and is projected to grow annually at a compound rate of 5% between 2024 and 2028, rising to \$115.5 billion in 2024 and \$140.5 billion by 2028. Separately, the global automotive seats market segment generated an estimated revenue of \$70.1 billion in 2023. The market is anticipated to grow at a rate of 6.3% between 2024 and 2028, rising to \$74.4 billion in 2024 and \$95 billion by 2028.

Worldwide exports of seats categorised under HS 9401 amounted to \$88.6 billion in 2022. China was the largest exporter that year, at \$33.1 billion, followed by Mexico at \$7.3 billion and Italy at \$4.5 billion; together accounting for 51% of category exports.

The United States at \$31 billion, Germany at \$8.9 billion and the United Kingdom at \$4.34 billion were the largest importers in 2022, together claiming 47% of global category imports in 2022.

Jordan stood 69th in the global seats export rankings during 2022, when the country's category trade was valued at \$11.4 million, reflecting a world share of around 0.01%. Notably, the Hashemite Kingdom's exports grew significantly, by 64%, between 2018 and 2022. Here, HS 940180 seats other than of wood not elsewhere specified, constituted the most traded sub-category in 2022. Saudi Arabia was the largest market for Jordanian seats, valued at \$5.2 million, followed by Palestine at \$1.3 million and Iraq at \$1.2 million; together accounting for 68% of the Hashemite Kingdom's seats exports in 2022.

Regarding the priority markets in this study, import trade saw significant growth between 2018 and 2022. Correspondingly, imports of seats grew by 19% for the United States, 47% for the United Arab Emirates and 18% for the United Kingdom over the respective five-year period. Additionally, imports remained in an upward trajectory across these key markets following a dip in trade brought on the COVID-19 pandemic in 2020. Similarly, in trade with Jordan, growth in seats shipments remained upward between 2018 and 2022. Respectively, imports increased by roughly sixfold for the United States, five times for the United Arab Emirates and about twice for the United Kingdom over the five-year period.



Product overview



Market revenue¹

Revenues in the global seats and sofas market segment (excluding swivel seats, garden seats and camping equipment) was estimated at \$109.3 billion in 2023 and is anticipated to rise to \$115.5 billion in 2024. The United States represents the largest market by revenue in the global category segment, with sales reaching \$44.6 billion in 2024.

Looking ahead, worldwide revenue in seats and sofas is forecast to grow annually at a compound rate of 5% between 2024 and 2028, rising to \$140.5 billion by 2028.² Growth is attributed to a rising demand for sustainable and eco-friendly materials, increasing disposable income, expanding residential construction activities, and technology advancements such as the integrations of smart and connected features to meeting consumer needs .

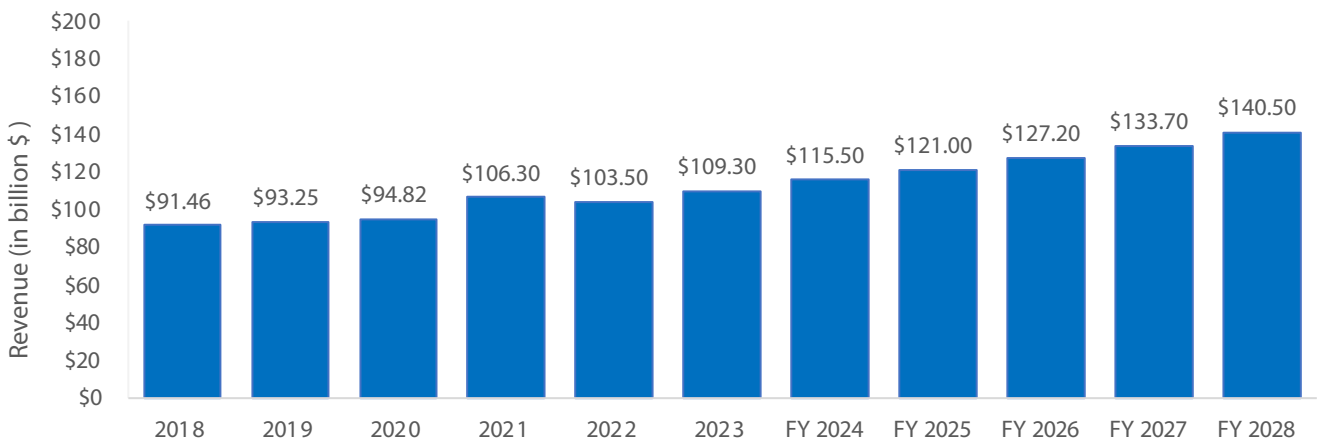


Chart 1 World seats and sofas market value by revenue in billion \$, 2023³

In addition, the global automotive seats market size was estimated at \$70.1 billion in 2023. It is forecast that the sector will exhibit an annual growth rate of 6.3% between 2024 and 2028, rising to \$74.4 billion in 2024 and \$95 billion by 2028.⁴ Growth is driven by rising demand in vehicle production, increasing adoption of sustainable and recyclable materials in seat construction, integration with autonomous vehicle features and advancements in seat heating and cooling technologies.

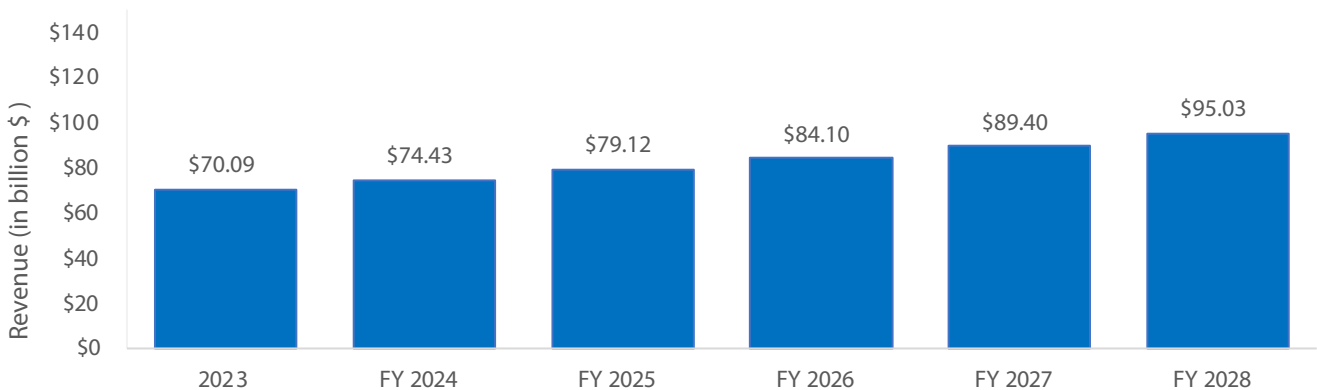


Chart 2 World automotive seats market value by revenue in billion \$, 2023

¹ Production and consumption data was not readily available at the time of reporting, hence the provision of industry revenues.

² Statista (2024) Seats & Sofas - Worldwide [online] Accessed: April 18, 2024 at: <https://www.statista.com/outlook/cmo/furniture/living-room-furniture/seats-sofas/worldwide#revenue>

³ FY in Chart 1 and in Chart 2 refers to forecast year.

⁴ The Business Research Company (2024) Automotive seats market report 2024 [online] Accessed: April 18, 2024 at: <https://www.thebusinessresearchcompany.com/report/automotive-seats-global-market-report>



Market dynamics



Demand and supply trends

Increasing preference of sustainable and recyclable materials in seat construction

Younger generations, like millennials and Gen Z, are driving growth in demand for products with a minimal environmental footprint. In countries with a strong ecological awareness, like the United Kingdom or Germany for example, this translates to a pronounced preference for sustainable furniture. This generational shift is fuelling the market for durable and eco-friendly wood products, a trend expected to continue and propel market growth in the coming years.⁸

Popularity with e-commerce and furniture at different stages of assembly

The rise in furniture sales on e-commerce platforms has resulted in the purchase of aesthetically pleasing designs, where products come assembled, partially assembled, or need in need of assembly - in compact packaging - deriving cost savings.⁹

Expanding residential construction activities to add to demand for seats and sofas

Increasing global demand for housing and rising middle income households will continue add to demand for seats and sofas in for home furnishings. It is expected this trend will add to increased demand of the category segment, fuelling growth of the global seats markets.

Aesthetics driving demand

Due to their inclination towards contemporary infrastructure, consumers prioritise visual appeal over cost-effectiveness when selecting a product. In response to this demand, manufacturers have developed products featuring unique aesthetics. Presently, modular, foldable, and expeditiously assembled office furniture are the most popular items on the office furniture market. As a result of these consumer preferences, new developments in reasonably priced furniture are driving market expansion.¹⁰

Demand for garden seats

A deep-rooted culture of outdoor living in countries like the United States and the United Kingdom contributes to high demand for garden seats – a trend that is expected to continue as urbanisation increases. In the regional context, such as in the United Arab Emirates, demand has strengthened through the accelerated supply of residential properties, for example townhouses, promoting opportunities for outdoor living space. Moreover, there is an ever-growing tourism sector requiring outdoor furniture.

⁸ Straits Research (2022). Home Office Furniture Market Size, Growth and Forecast to 2031. [online] Accessed; March 28, 2024 at: <https://straitresearch.com/report/home-office-furniture-market>

⁹ Mordor Intelligence, Multifunctional Market Size & Share Analysis - Growth Trend & Forecasts (2024 - 2029). [online] Accessed: July 29, 2024 at: <https://www.mordorintelligence.com/industry-reports/global-multifunctional-furniture-market>

¹⁰ Factmr.com. (2023). Fact.MR – Office Furniture Market Analysis – Global Market Insights 2023 to 2033. [online] Accessed; March 28, 2024 at: <https://www.factmr.com/report/280/office-furniture-market>



Market concentration and product complexity

Market concentration.

A Shannon Entropy value of 3.92 in 2022 for seats, HS code 9401 as stated in this study appears to represent a reasonably small number of competitors, reflecting exports from approximately 15 competing countries.¹¹

Product complexity score.

The product complexity score of 0.074 for seats in 2022, ranking it 531 out of 1033 in the HS 4 classifications, indicates that the products are moderately complex to produce. Product complexity scores at the HS6 levels in 2022 ranged from -0.61 for HS 940180 seats not elsewhere specified to 0.94 for HS 940110 seats of a kind used for aircraft.¹²

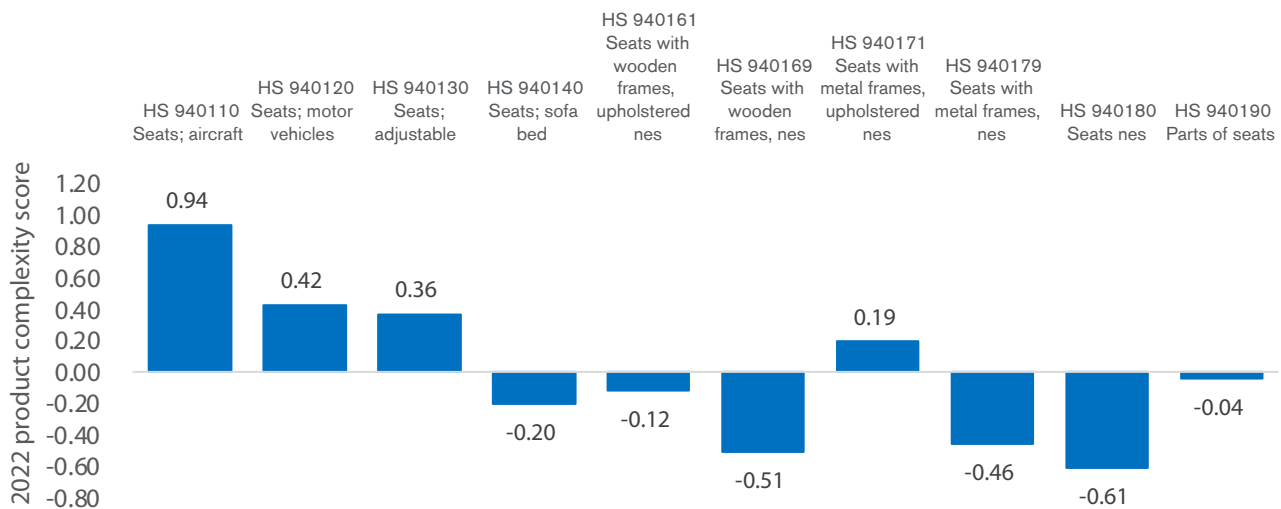


Chart 5 Seats complexity on the HS6 level in 2022

Regarding historical progress in the Product Complexity Index (PCI) on the H4 level, seats, HS 9401 scores shifted from 0.32 to 0.074 between 2013 and 2022 suggesting a decrease in product complexity over the period.¹³

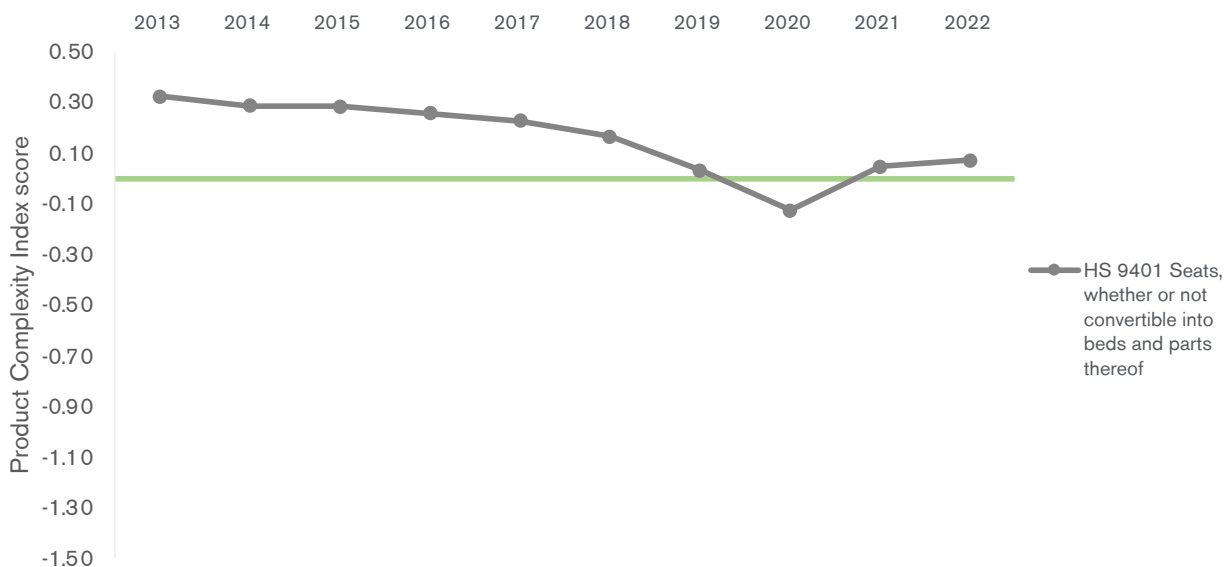


Chart 6 Seats, (HS 9401) product complexity, 2013 to 2022

¹¹ OEC (2022). HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical,). [online] Accessed; April 16, 2024 at: <https://oec.world/en/profile/hs/seats>

¹² OEC (2022). 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical,). [online] Accessed; April 16, 2024 at: <https://oec.world/en/rankings/pci/hs6/hs92?tab=ranking>

¹³ OEC (2022). Product Rankings, [online] Accessed; April 16 2024 at: <https://oec.world/en/rankings/pci/hs6/hs92?tab=ranking>

World trade statistics by seats category¹⁴ on the HS6 level

Colour key
Jordan represents > 10% of 2022 world exports
Jordan represents > 1% and <5% of 2022 world exports
Jordan represents > 0% and <1% of 2022 world exports
Exports from Jordan not in evidence in 2022

HS Code	2022 world exports	2022 top export value and territory	2022 top import value and territory	Jordan 2022 export value	Jordan's share in global export markets
940161 Upholstered seats, with wooden frames not convertible into beds	\$21.7 billion	\$7.9 billion China	\$9.6 billion United States	\$1.6 million	0.0072%
940199 Parts of seats, not of wood, n.e.s.	\$19.8 billion	\$4.5 billion China	\$10 billion United States	\$52,000	0.0003%
940171 Upholstered seats, with metal frames excluding seats for aircraft or motor vehicles, swivel seats	\$12.4 billion	\$8.6 billion China	\$2 billion United States	\$169,000	0.0014%
940179 Seats, with metal frames excluding upholstered, swivel seats with variable height adjustments	\$7 billion	\$4.3 billion China	\$3.8 billion United States	\$43,000	0.0006%
940139 Swivel seats with variable height adjustments excluding of wood, and medical, surgical, dental	\$5.4 billion	\$3.5 billion China	\$1.4 billion United States	\$174,000	0.0032%
940180 Seats, n.e.s.	\$5 billion	\$2.2 million China	\$1.7 billion United States	\$4.4 million	0.0916%
940169 Seats, with wooden frames excluding upholstered	\$3.9 billion	\$854.8 million China	\$1.1 billion United States	\$0	0%
940120 Seats for motor vehicles	\$3.3 billion	\$468.3 million Germany	\$339.9 million United States	\$0	0%
940110 Seats for aircraft	\$917.8 million	\$372.4 million United Kingdom	\$270.1 million United States	\$285,000	0.0311%
940141 Seats, convertible into beds, of wood excluding garden seats and camping equipment, and medical	\$854.3 million	\$279.7 million China	\$273 million United States	\$0	0%
940191 Parts of seats, of wood, n.e.s.	\$709.4 million	\$141.4 million China	\$220.7 million United States	\$18,000	0.0025%
940190 Parts of seats, n.e.s.	\$664.6 billion	\$163.7 million Tunisia	\$175 million Argentina	\$0	0%
940149 Seats, convertible into beds excluding of wood, and garden seats and camping equipment, and medical.	\$561 million	\$263.7 million China	\$189.1 billion United States	\$29,000	0.0052%

Table 1 Seats, export and import statistics and Jordan export market share, 2022

¹⁴Where the methodology in this report has been to utilise partner country data for Jordan's trade statistics, this is not available with HS6 classifications in Table 1 above. Export statistics reported for Jordan are as such the ones provided by Jordan's Customs Department and displayed on ITC Trade Map. The sum of the export values for the HS6 level will therefore not equal the overall export data reported for Jordan.



HS Code	2022 world exports	2022 top export value and territory	2022 top import value and territory	Jordan 2022 export value	Jordan's share in global export markets
<u>940131</u> Swivel seats with variable height adjustments, of wood excluding medical, surgical, dental	\$237.3 million	\$46.7 million China	\$107.9 million United States	\$0	0%
<u>940159</u> Seats of cane, osier or similar materials excluding of bamboo or rattan	\$140.4 million	\$39.4 million Cambodia	\$32 million United States	\$32,000	0.0228%
<u>940153</u> Seats of rattan	\$114.8 million	\$80.7 million Indonesia	\$82.7 million United States	\$0	0%
<u>940130</u> Swivel seats with variable height adjustments excluding medical, surgical, dental or veterinary.	\$93.1 million	\$69.5 million Taiwan	\$30.8 million Philippines	\$0	0%
<u>940140</u> Seats, convertible into beds (excluding garden seats and camping equipment, and medical, dental	\$51.6 million	\$47.2 million Ukraine	\$5.9 million Philippines	\$0	0%
<u>940152</u> Seats of bamboo	\$46 million	\$27.2 million China	\$16.6 million Germany	\$0	0%



HS 9401 in the context of Jordanian exports

Jordan's overall seats exports grew by 64% between 2018 and 2022, increasing from \$6.95 million in 2018 to \$11.4 million in 2022. Saudi Arabia led markets for Jordanian seats from 2018 to 2022, with trade valued at \$5.2 million in 2022, accounting for 45% of the category exports that year. Palestine at \$1.31 million, Iraq at \$1.26 and Kuwait at \$1.2 million were the second, third and fourth largest markets in 2022; together accounting for 33% of the category exports. The United Kingdom was also among the main exports markets in 2022, valued at \$514,000.¹⁵

At the product category level HS 940180, seats not elsewhere specified were Jordan's largest export in the category in 2022, valued at \$4.5 million.¹⁶

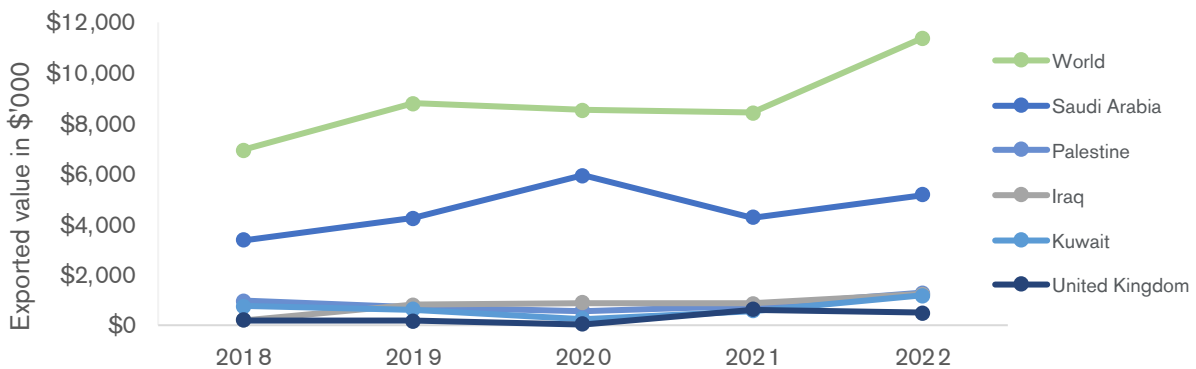
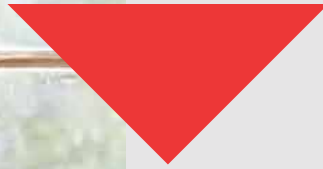


Chart 7 Top Jordanian export markets for seats (HS 9401), 2018 to 2022, in \$'000

¹⁵ ITC (2022). Trade Map - List of importing markets for a product exported by Jordan (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical,)). [online] Accessed; April 16, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9401%7c%7c%7c4%7c1%7c2%7c2%7c2%7c1%7c2%7c1%7c1%7c1

¹⁶ ITC (2022). Trade Map - List of products exported by Jordan (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical,)). [online] Accessed; April 16, 2024 at: https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm=1%7c400%7c%7c%7c%7c9401%7c%7c%7c6%7c1%7c1%7c2%7c2%7c1%7c1%7c1%7c1%7c1



Priority markets



The United States

United States macroeconomic overview

Representing the world's largest economy at \$27 trillion in 2023, real GDP in the United States is reported to have grown 2.5% in 2023, compared with 1.9% in 2022, reflecting growth in consumer spending, exports, government spending and investment. Imports in the meantime also increased.¹⁷ Per capita GDP in 2022 was registered at \$76,330.¹⁸

United States seats market size

The revenue in the seats and sofas market segment (excluding swivel seats, garden seats and camping equipment) in the United States stood at \$42.9 billion in 2023 and is anticipated to rise to \$44.6 billion in 2024. The market is projected to grow at a rate of 3.8% between 2024 and 2028, reaching \$51.8 billion by 2028. Growth is driven by increasing in demand for ergonomic seats and sofas, as consumers prioritise comfort and support in their home furnishings.¹⁹

United States seats imports

In 2022, United States' seats (HS 9401) imports were valued at \$31 billion, representing growth of 19% between 2018 and 2022. Consistent since 2018, China, Mexico and Vietnam remained the largest suppliers with shipments to the United States in 2022 valued at about \$11.2 billion, \$7.7 billion and \$5.2 billion, respectively. Also, among the top five supplying countries to the United States in 2022 were Canada at \$1.5 billion, and Italy at \$728.4 million.²⁰

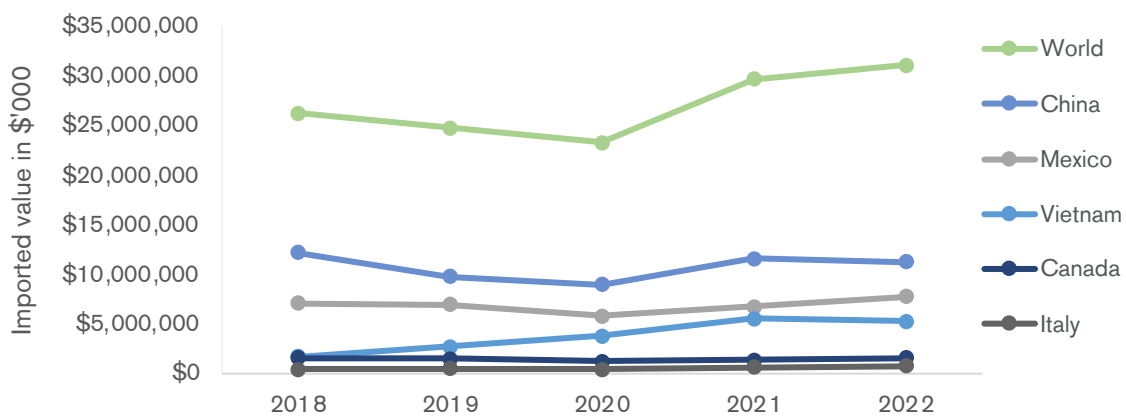


Chart 8 United States seats imports from main supplying countries, in \$'000

¹⁷ Bureau of Economic Analysis (BEA), Gross Domestic Product, Fourth Quarter and Year 2023 (Advance Estimate). [Online]. Accessed; April 6 2024 at: <https://www.bea.gov/news/2024/gross-domestic-product-fourth-quarter-and-year-2023-advance-estimate>.

¹⁸ The World Bank, GDP per capita (current US\$) - United States. [Online]. Accessed; April 6 2024 at: <https://data.worldbank.org/indicator/NY.GDP.PCAP.CD?locations=US>.

¹⁹ Statista (2024) Seats & Sofas – United States [online] Accessed: April 18, 2024 at: <https://www.statista.com/outlook/cmo/furniture/living-room-furniture/seats-sofas/united-states>

²⁰ ITC (2022). Trade Map - List of supplying markets for a product imported by the United States of America in 2022 (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical, ...)). [online] Accessed; April 16, 2024 at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c%7c%7c%7c9401%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1%7c



At the time of research, accurate unit values for United States' imports of seats in \$ per ton were broadly not identified.²¹ Imports however, reported by partner country, China (the largest supplier in 2022) were valued at \$6,646 per ton.²²

United States seats imports from Jordan

United States' imports of Jordanian seats have been increasing since 2020, following a decline from \$47,000 in 2018 to \$36,000 in 2019. Overall, shipments between 2018 and 2022 increased about six times, reaching \$287,000 in 2022.²³

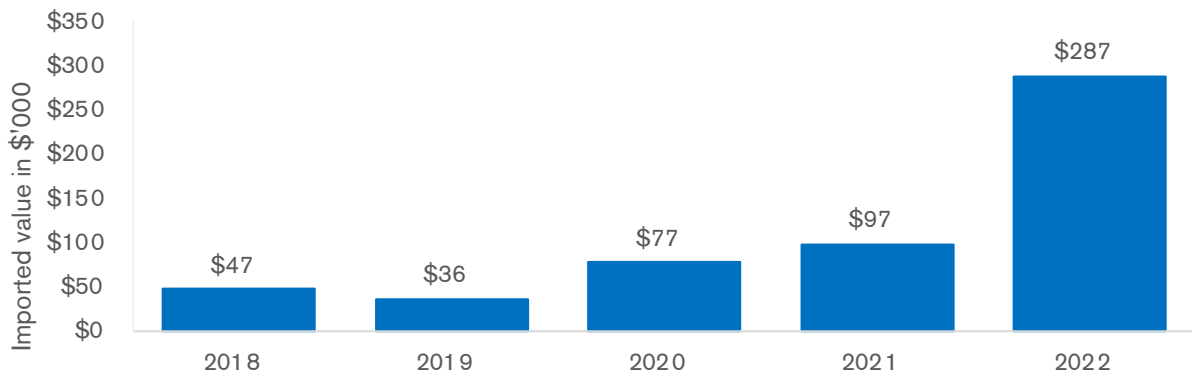


Chart 9 United States seats imports from Jordan, in \$'000

United States trade agreements with Jordan

United States-Jordan Free Trade Agreement. This agreement entered into force on December 17, 2001, and was fully implemented on January 1, 2010. Under this FTA, products can enter the United States duty-free if manufactured in Jordan.²⁴

Qualifying Industrial Zones (QIZs). The QIZ initiative, established in 1996, allows qualifying industrial zones in Jordan and Egypt, in addition to the West Bank and Gaza, to export products based on United States qualifying criteria, without tariff or quota restrictions.²⁵

²¹ Unit values are given on per item basis in the United States, which differs from reporting in the United Arab Emirates and the United Kingdom, which report in \$ per ton ITC (2022). Trade Map - List of supplying markets for a product imported by the United States in 2022 (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical, ...)). [online] Accessed; April 16 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c9%7c9%7c9401%7c9%7c9%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

²² ITC (2022). Trade Map - List of supplying markets for a product imported by the United States in 2022 (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical, ...)). [online] Accessed; April 16 2024 at:

https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c842%7c9%7c9%7c9401%7c9%7c9%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c2%7c3%7c1%7c1

²³ TC (2022). Trade Map - Bilateral trade between the United States and Jordan (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical, ...)). [online] Accessed; April 16, 2024

at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c9%7c400%7c9%7c9401%7c9%7c9%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1

²⁴ Office of the United States Trade Representative - Jordan Free Trade Agreement. [online] Accessed; December 28, 2023 at:

<https://ustr.gov/trade-agreements/free-trade-agreements/jordan-fta>

²⁵ "Qiz Jordan." International Trade Administration | Trade.Gov, 21 Nov. 1996, www.trade.gov/qiz-jordan



United States of America PESTEL analysis

Politics

The United States is a federal republic with a presidential system of government. It consists of 50 states, each with its own government, and a federal government that oversees the entire country. The President serves as both the head of state and government, and there is a bicameral Congress composed of the Senate and the House of Representatives.

The United States and Jordan maintain strong political relations, characterised by mutual cooperation on regional and global issues. Both nations work closely together within the framework of regional and international organisations to foster peace, stability, and development in the Middle East.

Economics

The United States has the world's largest economy, with a nominal GDP of approximately 25.4 trillion in 2022. It is defined by a diverse and advanced economy, with key sectors including technology, healthcare, finance, manufacturing, and energy. The US economy is driven by strong consumer spending, innovation, and a robust financial system.

The United States is a significant trading partner with Jordan. A key factor in the relationship between both countries is the United States-Jordan Free Trade Agreement (FTA), entered on 17 December 2001 and removing duties starting 1 January 2010. The total trade in goods and services between the two countries reached \$6.3 billion in 2022, with Jordan's exports to the United States amounting to around \$3.9 billion. In addition to direct investment, the United States provides development aid to Jordan, focusing on economic reform, governance, education, and infrastructure development.

Social

The United States has a population of around 333 million people, with a diverse cultural and ethnic composition. English is the primary language, and the country practices a variety of religions, reflecting its multicultural society. The US is known for its high standard of living, social mobility, and a significant emphasis on individual rights and freedoms.

The United States has a strong educational system, with world-renowned universities and research institutions. The literacy rate is high, and there is a strong focus on higher education and research. The healthcare system, while advanced, faces challenges with access and affordability. Health insurance is often provided through private companies, and there are ongoing debates about healthcare reform.

Technology

The US is a leader in technological innovation and research and development (R&D). It is home to many of the world's leading tech companies and has a strong culture of entrepreneurship and innovation. The government and private sector invest heavily in R&D in areas including biotechnology, information technology, and renewable energy.

The United States boasts advanced digital infrastructure with widespread internet access and high penetration of mobile and broadband services. The country is at the forefront of developing technologies such as 5G, artificial intelligence, electric vehicles, and cybersecurity. There is a strong emphasis on digital transformation and the integration of technology across all sectors of the economy.

Environment

The United States is committed to environmental sustainability by setting ambitious goals for reducing greenhouse gas emissions and promoting renewable energy. Key initiatives include investments in clean energy, energy efficiency, and conservation programmes.

The US faces several environmental challenges, including climate change, pollution, and natural resource management. The federal and state governments work on policies to address these issues, such as reducing emissions, improving air and water quality, and conserving natural habitats. However, there is political debate over environmental regulations and their economic impact.



Legal

The United States has a comprehensive legal framework that supports business operations, protects intellectual property, and ensures compliance with regulations. Laws and regulations cover areas such as antitrust, labour, environmental protection, and consumer rights. The legal system provides a fair and transparent environment for businesses and investors.

US labor laws aim to protect workers' rights and ensure fair treatment in the workplace. Key regulations include minimum wage laws, workplace safety standards, and anti-discrimination laws. The labour market is flexible, with significant mobility and opportunities for workers. There are also ongoing discussions about improving workers' rights and benefits, particularly in sectors such as the gig economy.

United States seat suppliers and distributors

Domestic Producers:

Adient US LLC: Adient USA is a global automotive seating supplier headquartered in Plymouth, Michigan. It specialises in designing, manufacturing, and supplying automotive seating systems and components for major automakers worldwide. **Website:** <https://www.adient.com/>

Best Home Furnishings: Best Home Furnishings specialises in the manufacturing of upholstered products such as sofas, recliners, chairs, loveseats, sectionals and accessories.

Website: <https://www.besthf.com/besthf/Furniture/Home>

Freedman Seating Company: Freedman Seating Company manufactures and distributes seating products, offering bus, marine, rail, truck and commercial vehicle seating amongst other applications.

Website: <https://freedmanseating.com/>

Lear Corporation: Lear Corporation, based in Southfield, Michigan, United States, is a global automotive technology company that manufactures automotive seating and electrical systems. Lear is known for its innovations in comfort, convenience, and safety within the automotive industry. **Website:** <https://www.lear.com/company>

Importers and Distributors:

Coaster Company of America: Coaster Company of America is one of the leading importers and distributors of fine furniture in the United States and Mexico since 1972. **Website:** <https://www.coasterfurniture.com/>

Emerald Home Furnishings, LLC: Emerald Home Furnishings is a supplier to home furniture retailers throughout the United States and in other countries around the world. **Website:** <https://www.emeraldhome.com/about-us>

Furniture Connexion Inc: Furniture Connexion retails home furniture products in the United States.

Website: <https://www.furnitureconnexion.com/about-furniture-connexion>

Tri-State Office Furniture: Tri-State is a distributor of office furniture for corporate, home office and healthcare.

Website: <https://tristateofficefurniture.com/>

Exhibitions and trade fairs in the United States

Dates	Exhibition name	City	Country	Website
8 to 10 November 2024	Fine Furnishings Show	Rhode Island	United States	https://finefurnishingsshows.com/
9 to 10 June 2025	Neocon	Chicago	United States	https://neocon.com/about/show-info
TBC, 2025 ²⁶	International Contemporary Furniture Fair	New York	United States	https://icff.com/fair/
TBC, 2025	Southern California Furniture & Accessory Market	Long Beach	United States	https://scfurnituremarket.com/

²⁶ TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



United Arab Emirates

United Arab Emirates macroeconomic overview

A Gross Domestic Product (GDP) growth of 3.5% was estimated for the United Arab Emirates in 2023, following 7.4% growth in 2022. At the same time, average inflation fell to 3.1% in 2023, following a decline from its highest in the last decade of 4.8% in 2022.²⁷ The implementation of an IMF reform is further expected to limit medium-term growth. Looking ahead, growth is forecast to slow, though support exists due to strong oil pricing and economic policies focused on foreign investment, which are intended to aid diversification strategies.²⁸



United Arab Emirates seats market size

The revenue in the seats and sofas market segment (excluding swivel seats, garden seats and camping equipment) in the United Arab Emirates stood at \$561 million in 2023 and is anticipated to rise to \$580 million in 2024. The market is projected to grow at a rate of 4.8% between 2024 and 2028, reaching \$704 million by 2028. Growth is driven by rise in demand for luxury leather sofas and preference for high-end furniture by the country's affluent population.²⁹

United Arab Emirates seats imports

The United Arab Emirates' imports of seats (HS 9401) grew about 46% between 2018 and 2022, increasing from \$481.9 million in 2018 to \$706.7 million in 2022, despite a dip in 2020. China, valued at \$315.7 million was the largest supplier in 2022, accounting for 45% of the category's imports that year.³⁰

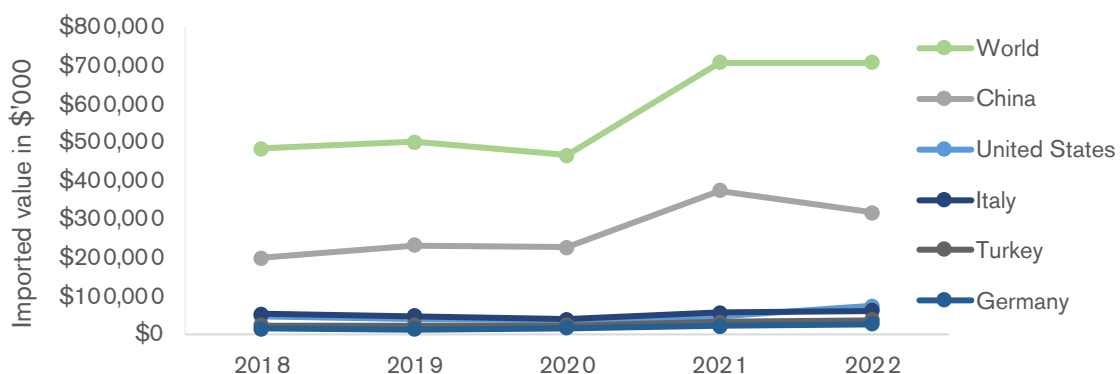


Chart 10 United Arab Emirates seat import values, top exporters, 2018 – 2022, in \$'000

²⁷ International Monetary Fund - IMF (2023) Country Data; United Arab Emirates – October 2023 [online] Accessed; December 28, 2023 at: <https://www.imf.org/en/Countries/ARE>

²⁸ International Monetary Fund - IMF (2023) Executive Board Concludes 2022 Article IV–United Arab Emirates [Online] Accessed; December 28, 2023 at: <https://www.imf.org/-/media/Files/Publications/CR/2023/English/1AREEA2023001.ashx>

²⁹ Statista (2024) Seats & Sofas – United Arab Emirates [online] Accessed: April 18, 2024 at: <https://www.statista.com/outlook/cmo/furniture/living-room-furniture/seats-sofas/ united-arab-emirates>

³⁰ ITC (2022). Trade Map - List of supplying markets for a product imported by the United Arab Emirates in 2022 (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical, ...)). [online] Accessed; April 16, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c9401%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



The United Arab Emirates' imports of seats were valued at \$5,215 per ton at average prices in 2020, and ranged from \$4,370 per ton to \$31,758 per ton among the top supplying countries. Imports from China and Turkey were competitively priced between 2018 and 2022 while those of the United States, Italy and Germany were among the highest import values in \$ per ton in over the period.³¹

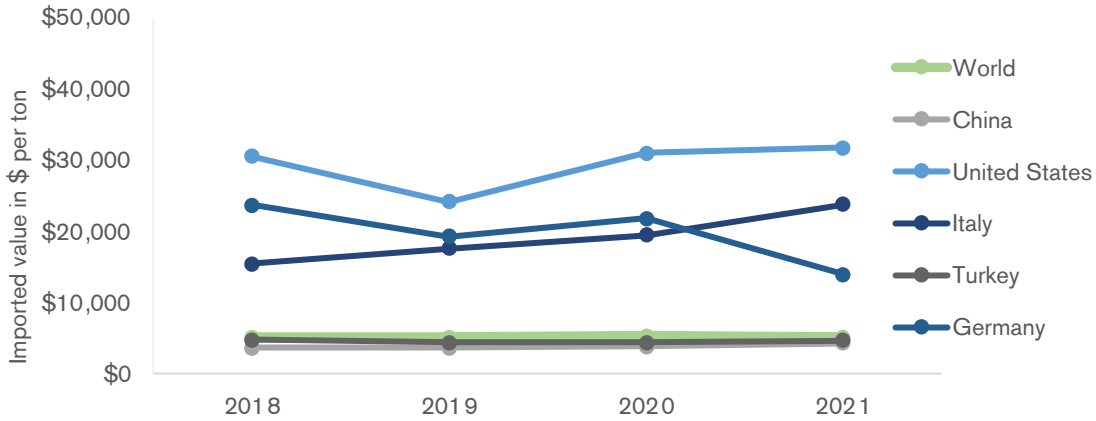


Chart 11 United Arab Emirates seats imports from main supplying countries, in \$ per ton

United Arab Emirates seats imports from Jordan

Between 2018 and 2022, the United Arab Emirates' imports of seats from Jordan remained inconsistent. Imports peaked in 2019 at \$297,000 but fell afterwards to \$115,000 in 2021. However, imports saw growth in 2022 reaching \$171,000.³²

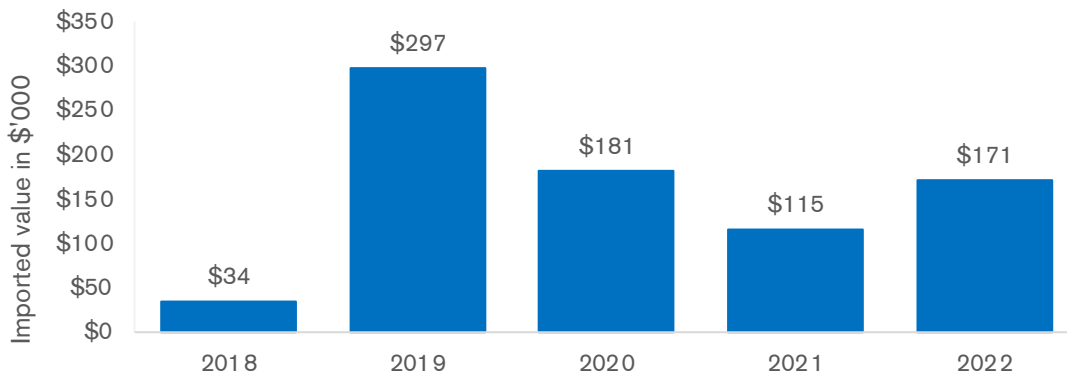


Chart 12 United Arab Emirates seat imports from Jordan, in \$'000

United Arab Emirates trade agreements with Jordan

Greater Arab Free Trade Area (GAFTA), 1997. The United Arab Emirates and Jordan are members of GAFTA, which was established under the umbrella of the Arab League. The agreement aims to create a free trade area among Arab countries by reducing and eliminating tariffs and trade barriers among member states. GAFTA includes 18 Arab countries and promotes increased trade and economic integration in the region

Industrial Partnership for Sustainable Economic Growth, 2022. Though not an agreement, this initiative has overseen deals of more than \$2 billion, and involves the UAE, Egypt, Bahrain, and Jordan. It aims to foster industrial cooperation in sectors such as agriculture, fertilisers, food, minerals, petrochemicals, pharmaceuticals and textiles.³³

³¹ ITC (2022). Trade Map - List of supplying markets for a product imported by the United Arab Emirates in 2022 (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical, ...)). [online] Accessed; April 16, 2024 at: https://www.trademap.org/Country_SelProductCountry_TS.aspx?nvpm=1%7c784%7c%7c%7c%7c9401%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1

³² ITC (2022). Trade Map - Bilateral trade between United Arab Emirates and Jordan (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical, ...)). [online] Accessed; April 16, 2024 at: [at:https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c9401%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1](https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c842%7c%7c400%7c%7c9401%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c1%7c1%7c1)

³³Jordan Times (Feb 26,2023) Prime Minister opens 3rd meeting of Higher Committee of Industrial Partnership in Amman:[online] Accessed; March 28 2024 at: <https://jordantimes.com/news/local/pm-opens-3rd-meeting-higher-committee-industrial-partnership-amman>



United Arab Emirates PESTEL analysis

Politics

The United Arab Emirates is a federal absolute monarchy composed of seven emirates, each ruled by its own hereditary Sheikh. These Sheikhs collectively form the Federal Supreme Council, with the ruler of Abu Dhabi traditionally serving as the President of the UAE.

The UAE and Jordan maintain strong political relations characterised by mutual cooperation and support on various regional and international issues. Both countries collaborate closely within the framework of regional and international organisations to promote stability and development in the Middle East.

Economics

The United Arab Emirates benefits from a diversified economy, with the non-oil sector contributing around 70% to its GDP, recorded at \$507 billion in 2022. Key sectors include tourism, aviation, real estate, and financial services.

The Emirates is among Jordan's most significant investors. A reported \$22.5 billion in investment and financing in the 10 years to 2023, was provided by the Gulf state to the Hashemite Kingdom.

Social

The population of the United Arab Emirates was registered at 9.4 million in 2022, with expatriates making up about 90% of the total population. The official language is Arabic, and Islam is the state religion. The country is known for its high standards of living and multicultural society.

The government has made significant investments in education and healthcare, aiming to become a knowledge-based economy. In addition to a high literacy rate, the country offers comprehensive healthcare services to its residents.

Technology

The Emirates is a leader in technological innovation, with a significant focus on digital transformation, smart cities, renewable energy, and developed infrastructures. In 2023, the country was ranked 37th in the UNCTAD Frontier Technologies Readiness Index, based on research and development (R&D) and industry activity, ICT deployment, skills, and access to finance.

The UAE has also made significant advances in space, with its astronauts joining International Space Station missions and its Hope probe exploring Mars' atmosphere.

Environment

The country is committed to sustainability and environmental protection, with goals for renewable energy and green initiatives. Projects like Masdar City and the UAE Energy Strategy 2050 aim to reduce carbon emissions and promote sustainable development.

Environmental challenges include water scarcity, high energy and water consumption, and desertification. The government is actively working on water conservation, waste management, and the development of renewable energy sources.

Legal

The UAE has a well-developed legal framework that supports business operations and protects investor interests. The country has implemented various laws to enhance corporate governance, intellectual property protection, and anti-money laundering measures.

The Emirates has reformed its labour laws to improve working conditions and protect workers' rights. The introduction of the Wage Protection System (WPS) and various labour mobility initiatives are part of these efforts.



United Arab Emirates seat suppliers and distributors

Domestic Producers:

AS4Interiors: Specialises in the design, manufacturing, and distribution of high-quality furniture. The company was founded in 1999. **Website:** <https://as4interiors.com/>

Fatima Furniture Manufacturing LLC: Fatima Furniture Manufacturing is a family-owned business based in Ajman with a branch, Paragon Furniture located in Abu Dhabi. The company specialises in manufacturing furniture for residential and commercial purposes. **Website:** <https://fatimafurniture.ae/>

Mr Furniture LLC: Mr Furniture is one of the leading manufacturers, designers, and suppliers of customised office furniture in Dubai. **Website:** <https://www.mrfurniture.ae/>

SAGTCO Office Furniture Dubai & Interactive Systems: The company specialises in designing, manufacturing, and supplying top-quality office furniture in the Emirates. **Website:** <https://sagtco.com/>

Importers and Distributors:

Blue Crown Furniture LLC.: Dealer of office furniture, executive desk, workstations, sofa, chairs, reception tables, conference tables, safe and lockers, accommodation furniture, coffee tables and school furniture. Also provides interior designing services. **Website:** <https://bluecrowngroup.com/>

Danube Home LLC.: Retailer of furniture with significant presence in the Emirates. **Website:** <https://www.danubehome.com/ae/en>

Mahmayi Office Furniture LLC.: Mahmayi Office Furniture specialises in modular office , executive office furniture and school furniture. The company also exports to other Middle Eastern states, Asia and Africa. **Website:** <https://mahmayi.com/>

Naser Al Sayer & Company LLC: Naser Al Sayer is a supplier and distributor of office furniture and electrical products, where the company has a long established presence in the country. **Website:** <https://nasco-uae.com/home/>

Exhibitions and trade fairs in United Arab Emirates³⁴

Dates	Exhibition name	City	Country	Website
10 to 11 February 2025	Aime - Aircraft Interiors Middle East 2025	Dubai	United Arab Emirates	https://www.aime.aero/
TBC 2025	Index Dubai	Dubai	United Arab Emirates	https://www.indexexhibition.com/
TBC 2025	Workspace	Dubai	United Arab Emirates	https://www.workspaceexhibition.com/

³⁴TBC is the acronym for 'to be confirmed. At the time of reporting, specific dates had not been published for 2025 trade shows.



United Kingdom

United Kingdom macroeconomic overview

The Gross Domestic Product (GDP) of the United Kingdom fell to 0.5% in 2023, after reaching an all-time high of 7.6% in 2021 since the beginning of the century. Inflation moderated from 9.1% in 2022 to 7.7% in 2023. In 2024, GDP is anticipated to moderate to 1% and is forecast to slow down in the medium term.³⁵ Looking ahead, lower energy prices and emerging economic slack are projected to help pull back inflation to around to the 2% target by mid-2025.³⁶

United Kingdom seats market size

The revenue in the seats and sofas market segment (excluding swivel seats, garden seats and camping equipment) in the United Kingdom stood at \$3.2 billion in 2023 and is anticipated to rise to \$3.4 billion in 2024. The market is projected to grow at a rate of 2.8% between 2024 and 2028, reaching \$3.8 billion by 2028. Growth is driven by increasing demand for eco-friendly and sustainable furniture options.³⁷

United Kingdom seats imports

The United Kingdom's imports of seats (HS 9401) grew 18% between 2018 and 2022, rising from \$3.7 billion to \$4.3 billion. China was the largest supplier over the period, with exports to the United Kingdom valued at approximately \$2 billion in 2022, accounting for 45% of total imports. Poland and Italy followed as the second and third largest suppliers, with exports valued at about \$541.4 million and \$300.8 million, respectively.³⁸

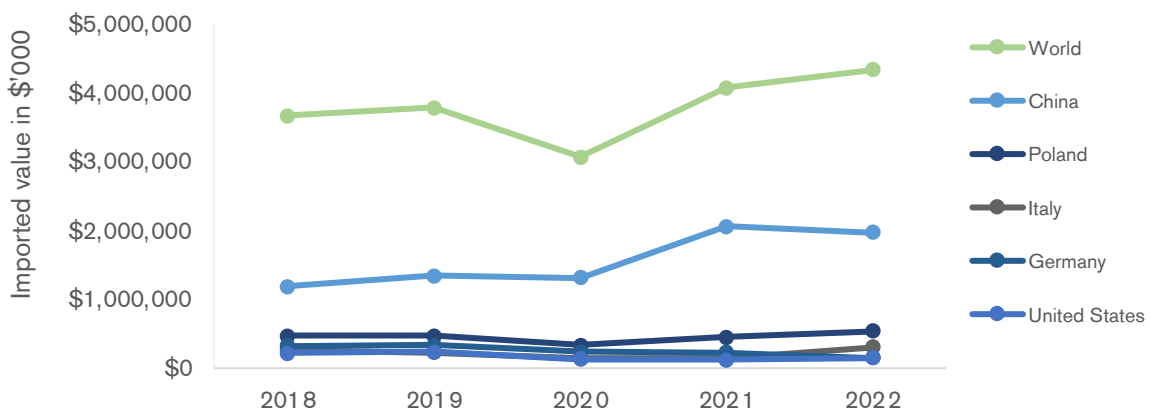


Chart 13 United Kingdom seat imports values, top exporters, 2018 to 2022

³⁵ International Monetary Fund - IMF (2023) Country Data: IMF Data Mapper – October 2023 [online] Accessed; December 28, 2023 at: <https://www.imf.org/en/Countries/GBR>

³⁶ International Monetary Fund - IMF (2023) 2023 Article IV Consultation-Press Release; Staff Report; and Statement by the Executive Director for the United Kingdom – July 2023 [online] Accessed, December 28, 2023 at: <https://www.imf.org/en/Publications/CR/Issues/2023/07/10/United-Kingdom-2023-Article-IV-Consultation-Press-Release-Staff-Report-and-Statement-by-the-535878>

³⁷ Statista (2024) Seats & Sofas – United Kingdom [online] Accessed: April 18, 2024 at: <https://www.statista.com/outlook/cmo/furniture/living-room-furniture/seats-sofas/united-kingdom>

³⁸ ITC (2022). Trade Map - List of supplying markets for a product imported by the United Kingdom in 2022 (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical...)). [online] Accessed; April 16, 2024 at: https://www.trademap.org/Country_SelfProductCountry_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c9401%7c%7c%7c4%7c1%7c1%7c1%7c2%7c1%7c2%7c1%7c1%7c1



In 2022, the United Kingdom's imports of seats were valued at \$7,231 per ton at average prices and ranged from \$6,199 per ton to \$39,243 per ton among the top five supplying countries. Prices from China and Poland were the most competitive in 2021 and 2022 while import prices per ton from the United States remained the highest between 2018 and 2022.³⁹

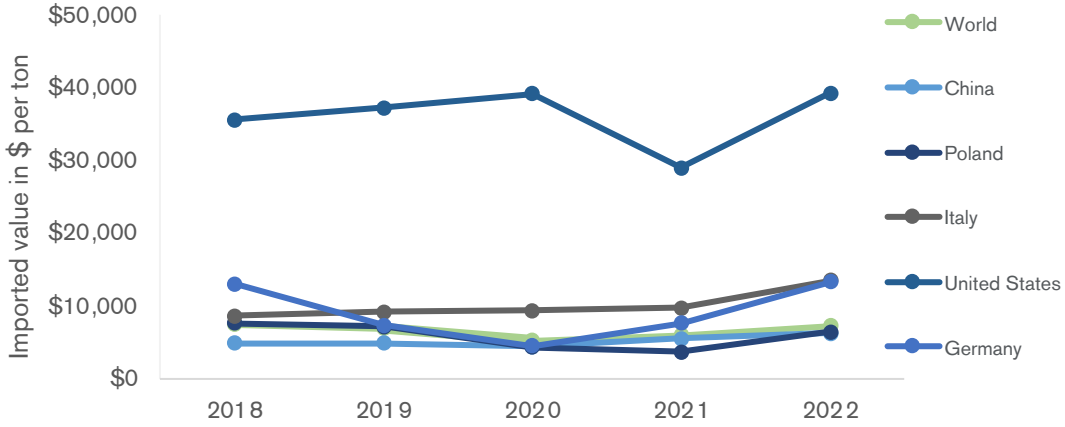


Chart 14 United Kingdom seats import from main supplying countries, in \$ per ton

United Kingdom seats imports from Jordan

The United Kingdom's imports of Jordanian seats (HS 9401) exhibited fluctuations between 2018 and 2022. Despite the variations, imports more than doubled in value over this period, rising from \$228,000 in 2018 to \$514,000 in 2022. Shipments reached their lowest point in 2020 at \$66,000, followed by a significant increase to a peak of \$659,000 in 2021. However, imports contracted by 22% in 2022 with a recorded value of \$514,000.⁴⁰

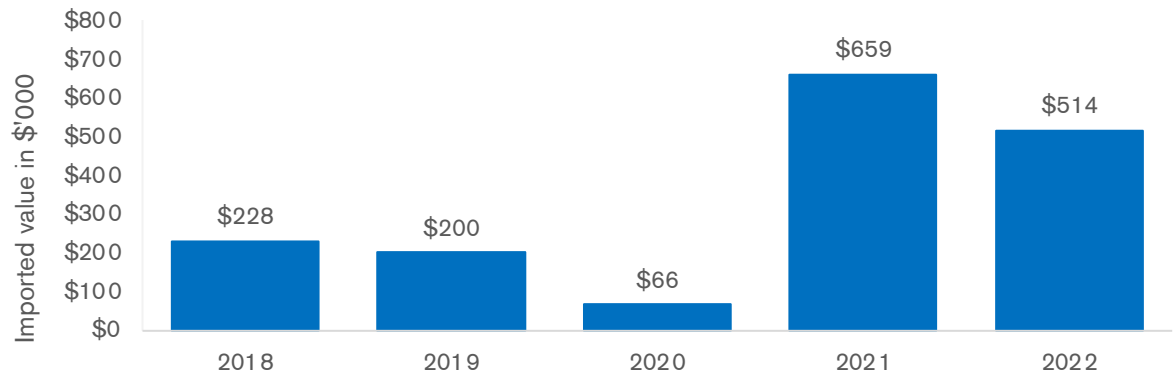


Chart 15 United Kingdom seat imports from Jordan, in in \$'000

United Kingdom trade agreements with Jordan

UK-Jordan Association Agreement. The UK and Jordan signed an association agreement in November 2019 to maintain trade relations following Brexit. The agreement, effective from 1 January 2021, aims to ensure continuity of trade and economic cooperation. It mirrors the existing EU-Jordan Association Agreement, covering factors such as tariff-free access for Jordanian goods to the UK market and vice versa, facilitating the exchange of goods and services, and fostering investment opportunities.⁴¹

³⁹ ITC (2022). Trade Map - List of supplying markets for a product imported by the United Kingdom in 2022 (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical...)). [online] Accessed; April 16, 2024 at: https://www.trademap.org/Country_SelfProductCountry_TS.aspx?nvpm=1%7c826%7c%7c%7c%7c9401%7c%7c%7c4%7c1%7c1%7c2%7c1%7c2%7c3%7c1%7c1
⁴⁰ ITC (2022). Trade Map - Bilateral trade between the United Kingdom and Jordan (HS 9401 Seats, whether or not convertible into beds, and parts thereof, n.e.s. (excl. medical, surgical...)). [online] Accessed; April 16, 2024 at: https://www.trademap.org/Bilateral_TS.aspx?nvpm=1%7c826%7c%7c400%7c%7c9401%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c1%7c1%7c1
⁴¹ Gov.jo- UK and Jordan association agreement- November 2019, Available at: https://mit.gov.jo/EBV4.0/Root_Storage/AR/EB_List_Page/Jordan-UK_Association_Agreement.pdf



United Kingdom PESTEL analysis

Politics

The United Kingdom is a constitutional monarchy with a parliamentary democracy. The monarch serves as the ceremonial head of state, while the Prime Minister is the head of government. The UK comprises four countries: England, Scotland, Wales, and Northern Ireland, each with varying degrees of legislative autonomy. The Parliament in Westminster holds the supreme legislative authority.

The United Kingdom and Jordan maintain strong and historic political relations, underscored by mutual cooperation and support on a wide range of regional and international issues. Both nations collaborate closely within the framework of regional and international organizations to promote peace, stability, and development in the Middle East and beyond.

Economics

The UK has a diversified and advanced economy, with a GDP of approximately \$3.1 trillion in 2022. The services sector, particularly finance and insurance, plays a dominant role, contributing around 80% to the GDP. Key industries also include manufacturing, pharmaceuticals, and technology. The economic outlook is influenced by factors such as Brexit, inflation, and global economic trends.

The United Kingdom is a significant trading partner with Jordan, where its investment strategy focuses on fostering long-term economic resilience and enhancing bilateral trade relations. Initiatives like the UK-Jordan Association Agreement aim to facilitate economic cooperation and expand trade opportunities. Subsequently, the total trade in goods and services between the two countries was reported at £810 million in the 12 months to September 2022, where Jordan's exports to the United Kingdom were registered £249 million. In addition to direct investment, the UK provides significant development aid to Jordan, focusing on areas such as economic reform, governance, and infrastructure development.

Social

The UK has a diverse population of around 67 million people, with significant immigrant communities contributing to its cultural diversity. The official language is English, and the country practices a variety of religions, reflecting its multicultural society. The UK is known for its high quality of life, with well-developed education and healthcare systems.

The UK boasts a high literacy rate and a strong emphasis on education, with prestigious institutions like the University of Oxford and the University of Cambridge, while the National Health Service (NHS) provides comprehensive government funded healthcare.

Technology

The UK is a leader in innovation, with significant investment in research and development (R&D). Key areas include biotechnology, information technology, and renewable energy. Government initiatives and funding support innovation through various programs and research councils. The UK's commitment to innovation is reflected in its numerous technology clusters, such as Silicon Roundabout in London.

The UK has a well-developed digital infrastructure, with extensive broadband coverage and rapidly expanding 5G networks. The government promotes digital transformation through initiatives like the Digital Strategy, which aims to improve internet accessibility, cybersecurity, and e-government services.

Environment

The UK is committed to reducing its carbon footprint and enhancing environmental sustainability. The country has set ambitious targets for reducing greenhouse gas emissions, aiming for net-zero emissions by 2050. Initiatives such as the Green Industrial Revolution and investment in renewable energy sources like wind and solar power highlight the UK's focus on sustainability.

The UK faces environmental challenges, including air pollution, waste management, and biodiversity loss. Climate change impacts, such as rising sea levels and extreme weather events, pose additional risks. The government is actively addressing these issues through policies and regulations focused on environmental protection and conservation.



Legal

The UK has a comprehensive legal framework that supports business operations and investor confidence. Regulations cover areas such as corporate governance, data protection, and intellectual property rights. Post-Brexit, the UK is developing its regulatory landscape to align with international standards while maintaining competitiveness.

The UK has robust labour laws that ensure fair treatment and rights for workers. These include regulations on minimum wage, working hours, and health and safety standards. Recent reforms focus on improving job security, enhancing worker rights in the gig economy, and addressing gender pay gaps. Labour market flexibility and protections make the UK an attractive destination for businesses and skilled workers.

United Kingdom seat suppliers and distributors

Domestic Producers:

Evertaut Limited: Evertaut designs, manufactures and installs seating for offices, education, auditoria and stadia. Space planning, tiered flooring and installation also available. **Website:** <https://evertaut.co.uk/>

Safran Seats GB Ltd: Safran Seats GB Limited is a key player in passenger and technical aircraft seats and furnishings. **Website:** <https://www.safran-group.com/countries/united-kingdom>

TEK Seating: TEK Seating is part of the TEK Group, which also includes TEK Military Seating and SitSmart, the ergonomic office chair specialist. TEK Seating provides seating solutions for various industries, including commercial vehicles, construction, agriculture, and marine sectors. **Website:** <https://www.tekseating.co.uk/>

Importers and Distributors:

Capital Seating: Established in 1968, Capital Seating specialises in the supply of suspension seats and accessories to improve driver safety and comfort for all types of vehicles. Capital is the official distributor for major brands including KAB, Grammer, Isringhausen, Sears and Pilot, and is the official UK importer for Recaro. It also benefits from global distribution. **Website:** <https://www.capitalseating.co.uk/>

Global Furniture Alliance: Global Furniture Alliance is a UK based importer and sales agency of both leather and fabric upholstery. **Website:** <https://www.gfa.uk.com/>

The Italian Furniture Co. (Leeds) Ltd: Wholesalers, importers and distributors of quality furniture from all over the world. The company is based in Bradford and distribute all over the UK. **Website:** <https://www.ifc.co.uk/>

Thomas Scott Seating Ltd: Established in 1924, Thomas Scott Seating Ltd has been supplying specialist seats and chairs to all modes of industry since 1968. The company is an official distributor for KAB Seating, Grammer Seating Systems, Sears Seating and Isringhausen and Springfield Marine.

Website: <https://drivers-seats.com/>

Exhibitions and trade fairs in United Kingdom

Dates	Exhibition name	City	Country	Website
6 to 7 July 2025	Manchester Furniture Show 2025	Manchester	United Kingdom	https://thefurnitureshows.com/manchester
19 to 22 January 2025	January Furniture Show	Birmingham	United Kingdom	https://thefurnitureshows.com/january-furniture-show
TBC 2025 ⁴²	Materials & Finishes Show	Birmingham	United Kingdom	https://www.materialsandfinishesshow.com/

⁴² TBC is the acronym for 'to be confirmed.' At the time of reporting, specific dates had not been published for 2025 trade shows.



Recommendations



Recommendations in summary

For strategic positioning, we highlighted three priority markets in this report: the United States, the United Arab Emirates and the United Kingdom.

For Jordan's seats, exports remained generally varied between 2018 and 2022. Shipments nonetheless increased by about six times for the United States, five times for the United Arab Emirates, and about twice for the United Kingdom over the respective five-year period.

Expanding trade opportunities for Jordan's seats, offers significant prospects across the United States, the United Arab Emirates and the United Kingdom; not least since they represent sizeable or affluent markets, driven by global trends that include the increasing adoption of sustainable and recyclable materials expanding residential construction activities, deep-rooted and growing opportunities for outdoor garden furniture, a preference for e-commerce including partially assembled or unassembled product, and increasing disposable income.



Reference information



Priority markets tariff and non-tariff barriers⁴³

United States

Tariffs

For HS 940180—Seats not elsewhere specified; a preferential tariff of 0% is applied for Jordan. It is important to note that other countries may be subjected to MFN duties at a rate of 0%. The United States does not apply any trade remedy on HS 940180.

General requirements

The U.S. Customs and Border Protection (CBP) develops and implements the regulations on imports requirements in consultation with the Environmental Protection Agency (EPA). The Customs and Border Protection (CBP) requires multiple documents when importing to the United States. Many federal agencies besides CBP regulate imports into the United States.

The Department of Transportation (DOT) oversees the safety standards for vehicles and their components such as automotive seats assemblies and child safety seats. Some automotive parts may be exempt from DOT regulations, such as components not directly related to safety features (such as braking systems, lighting, and tires). Seats are categorized under bodies and parts of the Harmonized Tariff Schedule (HTS) classification for automotive parts imports by CBP for customs clearance at port of entry. Automotive equipment such as seat belt assemblies and child safety seats items are subject to vehicle safety regulations when being imported into the US.⁴⁴

Several U.S. federal agencies administer regulations associated with furniture for residential and commercial purposes. Notably, the Consumer Product Safety Commission (CPSC) sets standards such as flammability of upholstered furniture; lead content surface coatings and children's furniture. Furthermore, standards on formaldehyde in wood comes under the Environmental Protection Agency (EPA).

Broadly, regulations on imports include the following requirements:

Importers certification: a certification must be signed and filed electronically or in writing with CBP by the importer or an authorised agent of the importer, and must also include the certifier's name, email address, and telephone number

Declaration of conformity: an application and submission of Supplier's Declaration of Conformity (SDoC) Certificate of origin signed by the exporter, including necessary details like the shipping line, supplier's name, and address. Bill of lading provided by the shipping line and includes information such as value, description, weight, labels, quantity, and details of the products being transported.

Packing list providing additional information about quantity, value, weight, etc.

Additional detail

Further detail on the United States' import requirements for seats can be found in the following references:

The Department of Transportation (DOT) Link: <https://www.fmcsa.dot.gov/regulationsConsumerProduct>

Safety Commission (CPSC)

Link: <https://www.cpsc.gov/U.S.EnvironmentalProtectionAgency>

Environmental Protection Agency (EPA)

Link: <https://www.epa.gov/>

A Guide to United States Furniture Compliance Requirements

Link: <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.govinfo.gov/content/pkg/GOVPUB-C13-0b389c1f5147fca493b5b6ae48326aa8/pdf/GOVPUB-C13-0b389c1f5147fca493b5b6ae48326aa8.pdf>

The US Customs and Border Protection

Link: <https://www.cbp.gov/trade/basic-import-export/importer-exporter-tips>

ITC market access map

Link: <https://www.macmap.org/>

⁴³In respect to the identification of tariff and non-tariff barrier rules for import, the following section details requirements for HS 940180, where Jordan's major exports are classified.

⁴⁴Clearit USA (March 27th, 2024). US Customs Clearance For Automotive Parts. Accessed, April 18 2024 at: <https://clearitusa.com/us-customs-clearance-for-automotive-parts/>



United Arab Emirates

Tariffs

For HS 940180—Seats not elsewhere specified; a preferential tariff of 0% is applied for Jordan. It is important to note that other countries may be subjected to MFN duties at a rate of 5%. The United Arab Emirates does not apply any trade remedy on HS 940180.

General requirements

Imports into the United Arab Emirates (UAE) are regulated by the respective competency Ministries and authorities according to their safety on the general public. The Emirates Authority for Standardization and Metrology (ESMA), an agency under the Ministry of Industry and Advanced Technology (MoIAT) is responsible for developing and executing technical regulations and standards for products and services in the United Arab Emirates (UAE). ESMA issues conformity certificates such as the Emirates Quality Mark (EQM) for products in UAE. On the other hand, the Federal Customs Authority sets the country's customs policies. Each emirate also has its own customs authorities. Customs offices are located at airports, seaports, and on land borders. To import goods into the UAE, companies must have the correct trade license from the Department of Economic Development (DED) from the respective emirate. Foreign companies can either set up office in the UAE or appoint a UAE national as sponsor, agent, or distributor to do business in the UAE "mainland" (that is, not in the free zones). Companies that set up in a Free Trade Zone (FTZ) can also use their trade license to import goods into that FTZ. Except for food products, all shipments of goods to the UAE require "legalization" of documents.⁴⁵

Broadly, regulations on imports include the following requirements:

- Registration certificate and trade license issued by the Department of Economic Development
- Commercial invoice from the exporting company addressed to the importer with details about quantity, goods description, and total value of each imported item.
- Certificate of origin, stating the country of origin and approved by the Chamber of Commerce in the country of origin.
- Detailed packing list including weight, method of packing, and HS code for each item.
- Import permit from the competent agencies in case of importing restricted goods or duty exempted goods.
- Bill of entry or airway bill.
- Emirates Quality Mark (EQM) certificate issued by ESMA: Importers, manufacturers, and distributors must obtain an EQM for specific products before selling them in the UAE.

Additional detail

Further detail on the United Arab Emirates' import requirements for seats can be found in the following references:

Department of Economic Development- Abu Dhabi

Link.

<https://www.tamm.abudhabi/en/life-events/business/industrial-commercial-trade/Import%20&%20Export>

Ministry of industry and Advanced Technology (MoIAT)

Link. <https://moiat.gov.ae/en/services?cat=Conformity+Services>

Federal Customs Authority

Link. <https://uaecustoms.ae/Home.aspx?ReturnUrl=%2f>

International Trade Administration – United Arab Emirates country commercial guide

Link.

<https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>

ITC market access map

Link. <https://www.macmap.org/>

⁴⁵ International Trade Administration (November 25, 2023) Country Commercial Guide—United Arab Emirates. [Online] Accessed; April 13, 2024 at: <https://www.trade.gov/country-commercial-guides/united-arab-emirates-import-requirements-and-documentation>



United Kingdom

Tariffs

For HS 940180—Seats not elsewhere specified; a preferential tariff of 0% is applied for Jordan. It is important to note that other countries may be subjected to MFN duties at a rate of 0%. The United Kingdom does not apply any trade remedy on HS 940180.

General requirements

Goods entering into the United Kingdom are subject to import controls, whether because they are banned, subject to quotas or where the import is monitored with license. The Department for Business & Trade's Import Licensing Branch (ILB) is responsible for the issuance of licenses for imports into the United Kingdom and provides further guidance on import controls. Import license is not required for majority of industrial goods entering the United Kingdom (UK).

In addition to achieving with UKCA (UK Conformity Assessed) and CE (European Conformity) standards, various furniture products imported or manufactured for the United Kingdom's market are subject to specific relevant safety regulations and standards.

The General Product Safety Regulations 2005 details imports requirements on product safety information, traceability and risk assessment for consumer electronics.

The Furniture and Furnishings (Fire Safety) Regulations 1988 (FFR; amended 1989, 1993 and 2010) ensures that upholstered furniture and composites used for furniture products placed in the UK meet specific fire resistance levels and are appropriately labelled. The regulation covers most furniture products that are ordinarily used for private use and collections of components designed to be assembled into such furniture products, including beds and divans, Sofa-beds, high-chairs, etc.

The FFR requires testing which must be done otherwise it may affect your furniture product. For instance, upholstery that fails the cigarette test cannot be added in furniture products that fall under the FFR.^{46 47}

Broadly, the requirements for imports into the United Kingdom include the following:

Economic Operators Registration and Identification number (EORI number): Importers must get EORI number that starts with GB to import goods into England, Wales or Scotland.

To get an EORI number, the importer's business usually needs to have premises based in the country importing to or exporting from—this is called 'being established'. The business premises needs to be one of the following: a registered office, a central headquarters and a permanent business establishment

export declaration in the exporter's country if applicable

licences or certificates to send goods to the UK if applicable

hiring a transporter or customs agent to deal with UK customs, where applicable

import declaration at UK customs

import certificate or license: applicable to special goods.

Most printed matter is free from customs duty and is also free from VAT in the UK.

Goods imported to the UK must comply with domestic business standards

Additional detail

Further detail on the United Kingdom's import requirements for seats (HS 9401) can be found in the following references:

Department for Business and Trade

Link: <https://www.gov.uk/guidance/uk-standards-and-regulatory-import-requirements>

Department for Business and Trade

Link: <https://www.gov.uk/guidance/using-the-ukca-marking>

The Furniture and Furnishings (Fire) (Safety) Regulations 1988

Link: <https://www.legislation.gov.uk/uksi/1988/1324/contents/made>

International Trade Administration – Country Commercial Guide, United Kingdom

Link: <https://www.trade.gov/knowledge-product/united-kingdom-trade-standards>

ITC market access map

Link: <https://www.macmap.org/>

⁴⁶ GOV.UK: Importing. Accessed; April 9 2024 at: <https://www.gov.uk/browse/business/imports>

⁴⁷ Compliance Gate (June 23, 2022) Electronic Product Regulations in the United Kingdom: An Overview: Accessed; April 13 2024 at: https://www.compliancegate.com/electronic-product-regulations-united-kingdom/#General_Product_Safety_Regulations



Methodology

The study employs desktop research and concentrates on the underlying product, its capacity, supply, demand globally and in particular priority markets. In addition, the study covers export and import statistics, trade barriers and import requirements. The objective is to give insight on merchandise trade dynamics in the Jordanian context.

Priority Markets Selection Criteria

The selection of priority markets is based on a comprehensive set of criteria:

Annual Imported Quantities: Evaluating the volume of imports to gauge market size.

Growth Rate in Quantities: Assessing the rate of growth to identify expanding markets.

Market Concentration: Analyzing the distribution of market share among competitors.

Export Potential: Determining the potential for export between Jordan and the target market.

Tariff and Non-Tariff Barriers: Considering the impact of trade barriers on market entry.

Additionally, all financial figures are conducted in US dollars.

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