

Glassware

Strategy for Handicraft Exports from India



Global Glassware - Where does India stand?

The major glass producing countries in the world are China, Germany, Vietnam, USA, UK, and Japan. The main glass consuming regions are Europe, China, and North America. India, with an emerging and rapidly expanding industrial infrastructure, has a particular opportunity to increase their competitiveness by applying energy-efficient best practices from the outset in new industrial facilities and supply glass-based articles to markets. Comparative advantage of India has been better off than China in case of articles of glass, however India loses against China in glass mirrors and glassware for kitchen and table purposes.

Global Textile Trends - Way forward for India

Consumers prefer glass products as they do not have pores and they eliminate the existence of the bacteria. As a result, health-conscious consumers are shifting towards glass tableware from plastic products. Glass tableware products are available in transparent, colored, and matte forms.

Geographically, Europe dominated the global glassware market by contributing a market share of 34.44%. The increase in the urbanization globally, positively impacted the consumption and utilization of glassware among the migrating population.

Moving beyond 2020

What product categories should India focus on?

- Based on the forecasting of the global demand in 2025, HS codes which would be high in demand in next five years would include HS 700992 (Mirrored Framed - 70099200) Since Indian exports are also forecasted to be doing good in these products, policy initiatives taken now can be sustained.
- However, for products including HS 701328 (Glass for Tables - 70132800), 701337 (Glass For Tables - 70133700), it is seen that world import demand would be high in 2025, but India's export volumes seem to be lower and hence Indian government needs to work on strengthening the supply side capacity and extend suitable production level support to the artisans and MSMEs to enhance the export volumes.
- For HS codes 701341 (Glass-Decorative - 70134100), world import growth is high but volumes would not pick up even in next 5 years. For the products, for HS code 701341 (Glass-

Decorative - 70134100), India's export growth would remain high but with lower volumes indicating that exports from clusters with lower volumes can also be promoted.

- HS codes including 701391 (Glassware Of Lead Crystal - 70139100) does not need any policy shift as their expected export growth and volumes are absolutely in sync with expected global demand.

Prospects for Indian Glassware across Global Markets

Several countries differ traditional and cultural trends, impacting the product demand. The U.S., China, Japan, India, and Brazil are among the potential countries for market growth. North America and Europe are among the major revenue generating regions owing to the higher product employment in gardens or outer spaces. North America and European countries have strong traditional houses with outdoor gardens and living spaces gardens. North America outdoor furniture industry valuation is anticipated to reach USD 6.4 billion by 2026.

Business tips for Indian companies targeting United States of America

Size of Glass Product Manufacturing in the US Market is \$26.2bn in 2021. High urbanized population across North America is driving the utilization of durable and attractive glassware products. The change in the food preferences due to urbanization also exhibit the positive trend in Glassware market. The structural taste change from one taste preference to the other evince increased utilization of glass products. Uses in social gatherings have been substantially rising due to the high concentration of urbanized population.

- The change in consumer behavior on the back of urbanization implicates the consumer's process of selection. The easy availability of a wide range of products in the selection of luxury and semi luxury products delineates the growth of glassware industry in urbanized regions.
- Amongst the product categories imported in this category, Indian exporters have a huge potential for HS code 702000 i.e., other articles of glass although it has a moderate import share in USA (26%), as it has a better stand in comparison to Chinese RCA for the same HS code and has an

Global Regional Analysis: Focus Products for 2025

Countries	HS Code	Product
USA	701349	GLASSWARE - 70134900
	700992	GLASS MIRRORS - 70099200
EU	701337	GLASS FOR TABLES - 70133700
	701349	GLASSWARE - 70134900
Japan	701328	GLASS FOR TABLES - 70132800
	701349	GLASSWARE - 70134900
	701337	GLASS FOR TABLES - 70133700
Latin America	700992	GLASS MIRRORS - 70099200
	701328	GLASS FOR TABLES - 70132800
	701337	GLASS FOR TABLES - 70133700
CIS	701349	GLASSWARE - 70134900
	701337	GLASS FOR TABLES - 70133700
	701349	GLASSWARE - 70134900
Australia	701328	GLASS FOR TABLES - 70132800
	700992	GLASS MIRRORS - 70099200
	701337	GLASS FOR TABLES - 70133700
	701349	GLASSWARE - 70134900
ASEAN	701337	GLASS FOR TABLES - 70133700

increasing import demand for the past 4 years.

- USA has MFN duty of 5% in this product.

Business tips for Indian companies targeting European Union

Import Trends of glass-based household articles in EU has been found to be high in glassware for table and kitchen purposes (701349), but its RCA for India is poor. Amongst the product categories imported in this category, Indian exporters have a huge potential for HS code 702000 i.e., other articles of glass although it has a moderate import share in EU (48%), as it has a better stand in comparison to Chinese RCA for the same HS code and has an increasing import demand for the past 4 years.

Business tips for Indian companies targeting LAC

- Import Trends of glass based household articles in LAC has been found to be high in glassware for table and kitchen purposes (701349), but its RCA for India is poor. Amongst the product categories imported in this category, Indian exporters have a huge potential for HS code 702000 i.e. other articles of glass although it has a moderate import share in LAC (27.2%), as it has a better stand in comparison to Chinese RCA for the same HS code and has an increasing import demand for the past 4 years..
- Chile has an increasing demand for other articles of glass (HS code 702000) among all the countries in the LAC region. However, in the absence of any trade remedy on the select product, import tariff rate of 6% is applied in Chile.

Business tips for Indian companies targeting CIS

- Import Trends of glass based household articles in CIS has been found to be high in glassware for table and kitchen purposes (701349), but its RCA for India is poor. Amongst the product categories imported in this category, Indian exporters have a huge potential for HS code 702000 i.e. other articles of glass although it has a moderate import share in CIS (33.77%), as it has a better stand in comparison to Chinese RCA for the same HS code and has an increasing import demand for the past 5 years.
- Russian Federation and Ukraine has an increasing demand for other articles of glass (HS code 702000) among all the countries in the CIS region, growing at the rate of -1% and

7% respectively in the past year in the glass based household article category.

- However, in the absence of any trade remedy on the select product, import tariff rate of 10%-15% is applied in Russian federation and 10% in Ukraine.

Business tips for Indian companies targeting Japan

Import Trends of glass-based household articles in Japan has been found to be high in glassware for table and kitchen purposes (701349), but its RCA for India is poor. Amongst the product categories imported in this category, Indian exporters have a huge potential for HS code 702000 i.e., other articles of glass although it has a moderate import share in Japan (66%), as it has a better stand in comparison to Chinese RCA for the same HS code and has an increasing import demand for the past 4 years.

Business tips for Indian companies targeting ASEAN

- Import Trends of glass based household articles in ASEAN has been found to be high in glassware for table and kitchen purposes (701349), but its RCA for India is poor. Amongst the product categories imported in this category, Indian exporters have a huge potential for HS code 702000 i.e. other articles of glass although it has a very low import share in ASEAN (10.8%), as it has a better stand in comparison to Chinese RCA for the same HS code and has an increasing import demand for the past 5 years.
- Singapore has an increasing demand for other articles of glass (HS code 702000) among all the countries in the ASEAN region, growing at the rate of 32% in the past year in the glass based household article category. Despite the absence of any trade remedy on the select product, import tariff rate of 0% is applied in Singapore.

A word of caution

Turkey and Egypt are the competitor of India. ASEAN & Gulf countries are most promising markets for Indian manufacturers, wherein there are many countries in the regions where traffic duties are waived off or negligible. The producers also need to work on packaging, new designs & E-commerce. ■

The study conducted by IIFT & sponsored by O/o DC (Handicrafts), Ministry of Textiles, is available at <https://epch.in/iift-epch-study/Home-Decor.pdf>. In case of any query please write to us at policy@epch.com