

Table 3: FURNITURE IMPORTS (U.S. \$000)

	1988	1989	1990
Swivel seats	561.1	1,682.4	3,614.2
Seats convertible into beds	234.3	888.3	1,095.1
Seats of cane, bamboo, etc.	442.1	709.5	1,172.4
Upholstered seats, wood frame	2,428.0	8,807.9	10,975.9
Other seats, wood frame	805.8	1,764.1	1,895.8
Upholstered seats, metal frame	757.1	3,253.2	4,585.3
Other seats, metal frame	491.6	1,073.3	1,422.5
Other seats	1,215.8	3,470.7	4,338.3
	6,935.8	21,649.4	29,099.5
Parts of seats	977.2	892.8	2,321.4
Office furniture	471.8	1,899.6	3,886.7
Other furniture	2,629.2	8,056.0	12,304.2
	3,101.0	9,955.6	16,190.9
Office furniture	782.4	2,615.2	5,492.8
Kitchen furniture	1,477.1	2,891.9	3,949.6
Bedroom furniture	3,980.8	8,596.8	9,056.9
Other furniture	5,956.0	12,733.8	16,821.8
	12,196.3	26,837.7	35,321.1
Plastic furniture	1,900.1	3,109.4	4,171.9
Furniture, other materials	1,153.4	1,731.6	2,100.0
	3,053.5	4,841.0	6,271.9
Parts of furniture	926.4	1,392.2	2,498.2
Beds & mattresses	653.4	902.2	1,178.8
Sleeping bags	60.1	101.1	128.7
Pillows & cushions	554.4	1,480.8	2,036.1
Other bedding	533.9	1,581.5	1,047.9
	1,801.8	4,065.6	4,391.5
For ceiling or wall			
Lamp batteries/plugs/switches	228.3	328.6	374.9
Lamp stands & other fittings	255.9	927.0	664.9
Chandeliers	415.2	921.5	1,159.5
Lamps of iron or steel	1,854.8	2,468.3	3,014.7
Other for ceiling & wall	2,102.0	3,522.8	5,810.5
For table, desk floor			
Bedside/office/inside lamps	2,536.81	4,436.8	4,333.5
Other lamps	177.3	744.8	869.0
Other electric lighting fixtures	678.9	2,447.3	4,585.2
Non-electric lighting	235.7	399.0	457.7
	8,484.9	16,196.1	21,269.9
	37,476.9	85,830.4	117,364.4

Source : SECOFI

The largest import category (see Table 3) corresponds to wood furniture, which accounts for 30 percent of the total imports. Imported wood furniture is also responsible for 33.2 percent of total apparent consumption (see Table 2). For these two reasons, this segment represents the best opportunities for foreign suppliers wishing to enter the Mexican furniture market.

The second most important import category is seats, in particular, wood frame sofas, sofa beds and swivel chairs, which are mostly used in offices. Imports in this area are estimated at about 15 percent and it is considered a potentially good and growing market for foreign suppliers.

Metal furniture imports are estimated to be about 14 percent of total apparent consumption. This market has been growing rapidly and is beginning to represent a significant part of total consumption.

Imports of lamps and lighting fixtures also have increased rapidly and represent 20.8 percent of the market. Here also, imported high-tech designs and technology have good market opportunities.

Imports of furniture made of plastics and other materials play a small role in this market and imports are still not very significant.

In the bedding segment, domestic production satisfies almost all the total demand. Imports are relatively few and have not increased as fast as other sectors.

The United States has traditionally been the most important supplier of furniture to Mexico, enjoying an 85.5 percent market share. Several other competitors have also been present in the market, including Italy, Spain, France, Germany, China, Japan and Canada among the stronger ones.