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# Kitchenware



## Essential sourcing intelligence for buyers

### Vietnam manufacturer profiles

Detailed profiles of 33 suppliers with verified manufacturing and export credentials

### Product & price trends

Prices and specifications of 103 top-selling export products ranging from fruit baskets & food trays to frying pans & dish racks

### Design & material innovations

Coverage of the latest trends in style and materials

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# KITCHENWARE

## Supplier capability in Vietnam

### EXECUTIVE SUMMARY

The kitchenware industry in Vietnam enjoys several competitive advantages that have helped it attain a reputation of being one of the world's most important.

The line benefits mainly from a stable supply of raw materials, which are readily available from local vendors.

Another key strength that benefits the industry is exceptional design capability. Many suppliers of handcrafted kitchenware are supported by artisans who provide styling concepts that stem from Vietnam's rich cultural heritage.

The industry is highly export-oriented and ships to numerous foreign markets. The EU and the US are the major overseas destinations, accounting for more than half of turnover. The Asia-Pacific region, particularly East and Southeast Asia, is also a key importer.

Among interviewed companies, cookware dominates as the top product category accounting for 86 percent of export value. Kitchen accessories is the largest segment in terms of volume, as it takes a 55 percent share. Food storage containers represent 3 percent of total overseas revenue. Kitchen utensils is the smallest, accounting for 1 percent of exports.

Most suppliers in the cookware segment are large enterprises, which mainly utilize different types of production equipment. Manufacturers of kitchen accessories, food storage containers and kitchen utensils are generally small or midsize, and typically employ manual processes for many manufacturing steps.

The majority of companies were established in the past 20 years. Some, however, have been operating since the 1970s.

Hanoi and Ho Chi Minh City are the main supply hubs of kitchenware in Vietnam. Several provinces specialize in specific types of products. These include Long An for cookware and

kitchen utensils, Binh Duong for kitchen accessories, and Ha Nam for food storage containers.

Export figures in the first five months of 2010 indicate that the industry is recovering after suffering steep revenue declines the year before. Although the industry is optimistic of better business climate for the rest of the year, many suppliers are adopting a cautious stance as the line continues to face some challenges.

The following are some of the key trends we see in Vietnam's kitchenware industry:

- Several suppliers are preparing to expand into new markets, particularly South Africa and Egypt, as the Vietnam government targets to increase trade with major economies in Africa.
- Underscoring the line's confidence, export turnover is seen to jump by a significant margin. More than half of featured suppliers anticipate overseas shipments to increase by more than 10 percent. A third predict revenue to grow by less than 10 percent.
- In an effort to attract new customers, the majority of companies expect prices to remain unchanged over the next six months.

This report covers the main types of kitchenware made in Vietnam, including pots, pans, roasters, grills, pressure cookers, food and fruit baskets, bottle storage boxes, spice racks, kitchen utensil sets and holders, serving trays, colanders, cutting boards, and dish racks.

The *Industry Overview* discusses key issues affecting exporters and elaborates on the composition of the industry, highlighting key characteristics of different types of suppliers.

The *Products & Prices* section details the features and price ranges of each key product category. It also includes the latest trends in style and materials.

### In this report

- 13 in-depth company profiles
- 20 short company profiles
- 103 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

### OBJECTIVE & METHODOLOGY

This Vietnam Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid Through Trade. The objective is to help create jobs in developing Asia through export promotion.

To produce this report, larger, midsized and emerging manufacturers—all with substantial export experience—were surveyed. The selection of suppliers is designed to reflect the composition of the industry in Vietnam in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other companies in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

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Published by Publishers Representatives Limited (on behalf of Trade Media Limited)  
4th Floor, Century Yard, Cricket Square, Elgin Avenue, P.O. Box 32322 SMB, George Town, Grand Cayman, Cayman Islands  
c/o 22/F Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong  
ISBN 978-988-19233-1-8

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## INDUSTRY OVERVIEW

Vietnam is regarded as one of the world's most important sourcing centers for kitchenware. Offering a diverse range of products from machine-made cookware to handcrafted accessories, the industry has earned a reputation as an alternative to those in China and India.

The line benefits from a number of competitive advantages, which have helped it develop over the years. One of these is steady domestic availability of raw materials. Most basic components such as rattan, bamboo, wood and steel are procured readily from many suppliers located in different cities and provinces.

Exceptional craftsmanship is another key strength enjoyed by the industry, particularly in product segments that create handmade models. This advantage is rooted in the country's rich history of traditional design, which is applied today by a large pool of artisans. Many manufacturers directly employ or subcontract to these craftsmen and utilize their skills to come up with styles that reflect aesthetics unique to Vietnam.

This strong capability in terms of design allows suppliers to create products in both in-house and buyer-specified styles. OEM contracts account for over 60 percent of total exports. Nonetheless, most companies are able to make items created by their own design departments.

Export figures specific to Vietnam's kitchenware industry are unavailable due to its fragmented nature. Data for general product categories under which the sector is classified, however, reveals that sales in the first half of 2010 have begun to recover after having dropped significantly the year before.

Customs statistics indicate that exports of rattan products in 2009 fell 32.4 percent over the previous year as a result of the global economic crisis. The sector has bounced back in the first five months of 2010, however, registering an increase of 13.1 percent over exports in

the same period of 2009.

The same development is seen in steel products, a classification under which cookware is included. From January to May of this year, exports have surged 24.4 percent over the same period the previous year. In contrast, sales to overseas markets for the whole of 2009 suffered a 14.3-percent decline compared with the year before.

The US is the industry's primary overseas market, consistently placing among the top three foreign destinations for the past three years. In 2009, it accounted for 14 percent of total rattan shipments and 15 percent of steel exports. The EU and Asia-Pacific are also major markets. Within these regions, the top importers include Germany, the UK and France, and Japan and Taiwan, respectively.

The Vietnam government is targeting to boost commerce with Africa beginning this year. It expects trade with the continent's key markets, such as South Africa and Egypt, to reach \$3 billion, of which \$1.8 billion is in the form of exports.

As such, many kitchenware suppliers are laying the groundwork for expansion into these new markets. Several companies are especially keen to attract customers in the region since quality requirements in Africa are not as stringent as those in the US and the EU.

### Supplier summary

Suppliers surveyed	33
Export sales	\$24mn
Export ratio	66%
Capacity utilized	92%
Full-time employees	10,505

Data: All surveyed suppliers

### Challenges

Although kitchenware suppliers in Vietnam are confident of enjoying improved business climate for the rest of the year, many remain cautious as the industry continues to face hurdles that threaten to impede development.

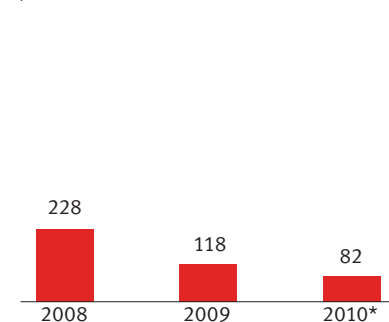
Higher raw material costs are the main challenge confronting the line. Companies manufacturing products made of natural materials are the most affected as raw bamboo has become more expensive by 10 to 25 percent since the start of the year. In addition, prices of unprocessed water hyacinth and sedge have increased by up to 100 percent over the same period.

The rising cost of labor is also another concern facing the industry. With the government enforcing mandatory annual wage adjustments from 2008 to 2012, salaries in the kitchenware line have gone up by 30 percent over the last year.

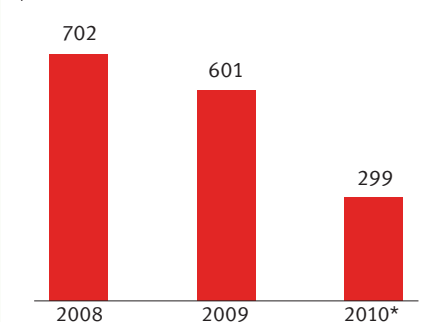
To cope with increasing operating

### Export value

Rattan products  
\$million



Steel products  
\$million



\* Jan-May  
Source: Vietnam Customs

**Artex Tien Dong Co. Ltd**

Artex Tien Dong has 15 years of experience manufacturing various types of bamboo products. It sold \$3 million worth of kitchenware in 2009. All orders are done on an ODM basis.

The company exports 50 percent of turnout. Nearly three-quarters of overseas shipments are sent to the EU. A fifth goes to the US and the rest is exported to Japan and South Korea. IKEA, Pier 1 and Williams-Sonoma.

The company conforms to the IWAY standard enforced by IKEA. Its products have also undergone inspection by Intertek and comply with limits on lead, heavy metal and TVOC content. Some are submitted for flammability and salt-spray testing.

Aside from kitchenware, the company makes bamboo flooring, cabinets, display racks and room dividers.

Prices range from \$0.20 to \$8, and are determined mainly by the size of the item.

Raw bamboo is sourced from vendors and farmers located in the

northern provinces of Ha Giang, Tuyen Quang, Thanh Hoa and Hoa Binh. The material is treated against mold and insects. About 50 tons of bamboo are used everyday for production. E1-grade glue is also utilized for its low formaldehyde content.

Artex Tien Dong employs five designers who can release 30 new models every month. Sampling time is one week.

The company operates five workshops and a head office that have a total area of 37,000sqm. One facility is dedicated to kitchenware and equipped with 200 weaving machines imported from Germany and Taiwan. All production stages, including cutting, treatment, pressing, weaving, polishing, gluing and packing, are carried out in-house.

There are 600 production personnel and 50 administrative staff. Five inspectors perform QC, which consists primarily of visual checks.

Artex Tien Dong regularly joins local trade shows.

**Capability**

**Materials used**

Metal	No
Plastic	No
Wood	No
Glass & ceramic	No
Other	Yes

**Exports by product**

Cookware	—
Food storage containers	50%
Kitchen utensils	—
Kitchen accessories	50%

**Exports by market**

United States/Canada	20%
European Union	70%
Europe (non-EU)	—
Asia-Pacific	10%
Middle East	—
Other	—

**Company facts**

Year established	1995
Head office location	Ha Dong (Hanoi)
Ownership	Locally owned
Factory location(s)	Ha Dong (Hanoi)
Full-time employees	650
Part-time employees	400
Total annual sales (all products)	\$15,000,000

**Sales & output: Kitchenware**

Annual sales	\$3,000,000
Share of total sales	20%
Annual export sales	\$1,500,000
Total monthly capacity	150,000 pieces
Average monthly output	100,000 pieces
Capacity utilized	67%
Average monthly exports	50,000 pieces
Export ratio	50%
Major export customers	IKEA, Homexel, GBM (Germany); Pier 1, Williams-Sonoma (US)

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### Popular export models



**Model:** ARTEX005  
**MOQ:** 10,000 pieces  
**Packaging:** Carton  
**Delivery:** 40 days  
**Price:** •  
**Description:** Food tray; 4-year-old bamboo; in various sizes; certified VOC- and formaldehyde-free



**Model:** ARTEX001  
**MOQ:** 10,000 pieces  
**Packaging:** Carton  
**Delivery:** 40 days  
**Price:** •  
**Description:** Dish rack; bamboo; 17.5x25x16.5cm



**Model:** ARTEX002  
**MOQ:** 10,000 pieces  
**Packaging:** Carton  
**Delivery:** 40 days  
**Price:** •  
**Description:** Wine rack; 4-year-old bamboo; 28x10x20cm; certified TVOC- and formaldehyde-free



**Model:** ARTEX004  
**MOQ:** 10,000 pieces  
**Packaging:** Carton  
**Delivery:** 40 days  
**Price:** •  
**Description:** Bottle storage box; bamboo; 21.5x21.5x28cm



**Model:** ARTEX003  
**MOQ:** 10,000 pieces  
**Packaging:** Carton  
**Delivery:** 40 days  
**Price:** •  
**Description:** Cutting board; bamboo; 45x20cm



**Model:** ARTEX006  
**MOQ:** 10,000 pieces  
**Packaging:** Carton  
**Delivery:** 40 days  
**Price:** •  
**Description:** Kitchen utensil set; bamboo; four pieces; 35x8x1.5cm

• Information not disclosed

## PRODUCT GALLERY

### Cookware



**Goldsun**  
(profile page 26)  
**Model:** GS TCW09  
**MOQ:** 1,000 sets  
**Packaging:** Carton  
**Delivery:** 30 days  
**Price:** •  
**Description:** Cookware set; 0.6mm stainless steel; 16x10, 18x11 and 20x12cm saucepans with 4mm glass lids, and 24x12cm open frying pan; Teflon-coated



**Goldsun**  
(profile page 26)  
**Model:** GS CW10  
**MOQ:** 1,000 sets  
**Packaging:** Carton  
**Delivery:** 30 days  
**Price:** •  
**Description:** Cookware set; 0.6mm stainless steel; 16x8 and 18x9cm saucepans and 20x10 and 24x12cm stockpots; with 4mm glass lids



**Goldsun**  
(profile page 26)  
**Model:** GS-CW13  
**MOQ:** 1,000 sets  
**Packaging:** Carton  
**Delivery:** 30 days  
**Price:** •  
**Description:** Cookware set; 0.6mm stainless steel; 20x10 and 24x13cm stockpots with 4mm-thick lids, and 24x8.5cm open frying pan



**Goldsun**  
(profile page 26)  
**Model:** GS-CW05  
**MOQ:** 1,000 sets  
**Packaging:** Carton  
**Delivery:** 30 days  
**Price:** •  
**Description:** Cookware set; 0.6mm stainless steel; 24x11.5cm stockpot and 16x8.5, 18x8.5 and 20x9.5cm saucepans with 4mm glass lids; 24x5.5cm open frying pan



**Goldsun**  
(profile page 26)  
**Model:** GS-RT04  
**MOQ:** 1,000 sets  
**Packaging:** Carton  
**Delivery:** 30 days  
**Price:** •  
**Description:** Roaster; 0.6mm stainless steel; 36x24x9.6cm; 7.4L capacity; with 4mm glass lid



**Goldsun**  
(profile page 26)  
**Model:** GS-CW02  
**MOQ:** 1,000 sets  
**Packaging:** Carton  
**Delivery:** 30 days  
**Price:** •  
**Description:** Cookware set; 0.6mm stainless steel; one 20x11cm and two 16x8.5cm saucepans, 24x13cm stockpot, 24x10cm steamer, and 24x6cm frying pan; with 4mm glass lids

• Information not disclosed

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