

# The World Market for Rattans: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for rattans. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for rattans for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Rattans' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'rattans' is 29232.

## Contents

### **1 METHODOLOGY**

#### 1.1 OUR APPROACH

### **2 THE WORLD MARKET**

#### 2.1 EXPORTS

##### 2.1.1 THE WORLD MARKET: RATTANS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

##### 2.2.1 THE WORLD MARKET: IMPORTED RATTANS IN 2024

### **3 EXPORTS**

#### 3.1 ASIA: EXPORT SUPPLIES OF RATTANS IN 2024

##### 3.1.1 EXECUTIVE SUMMARY

##### 3.1.2 CAMBODIA

##### 3.1.3 CHINA

##### 3.1.4 INDONESIA

##### 3.1.5 MALAYSIA

##### 3.1.6 MYANMAR

##### 3.1.7 SINGAPORE

##### 3.1.8 TAIWAN

##### 3.1.9 THE PHILIPPINES

##### 3.1.10 VIETNAM

#### 3.2 EUROPE: EXPORT SUPPLIES OF RATTANS IN 2024

##### 3.2.1 EXECUTIVE SUMMARY

##### 3.2.2 BULGARIA

##### 3.2.3 FRANCE

##### 3.2.4 GERMANY

##### 3.2.5 POLAND

##### 3.2.6 SPAIN

##### 3.2.7 THE NETHERLANDS

#### 3.3 THE MIDDLE EAST: EXPORT SUPPLIES OF RATTANS IN 2024

##### 3.3.1 EXECUTIVE SUMMARY

##### 3.3.2 AFGHANISTAN

### **4 IMPORTS**

#### 4.1 AFRICA: RATTANS IMPORTS IN 2024

##### 4.1.1 EXECUTIVE SUMMARY

##### 4.1.2 ALGERIA

##### 4.1.3 EGYPT

##### 4.1.4 MAURITIUS

##### 4.1.5 MOROCCO

##### 4.1.6 SOUTH AFRICA

#### 4.2 ASIA: RATTANS IMPORTS IN 2024

##### 4.2.1 EXECUTIVE SUMMARY

##### 4.2.2 CHINA

##### 4.2.3 HONG KONG

##### 4.2.4 INDIA

##### 4.2.5 JAPAN

##### 4.2.6 MALAYSIA

##### 4.2.7 SINGAPORE

##### 4.2.8 SRI LANKA

##### 4.2.9 TAIWAN

##### 4.2.10 THAILAND

#### 4.3 EUROPE: RATTANS IMPORTS IN 2024

##### 4.3.1 EXECUTIVE SUMMARY

##### 4.3.2 AUSTRIA

##### 4.3.3 BELGIUM

##### 4.3.4 DENMARK

##### 4.3.5 FRANCE

##### 4.3.6 GERMANY

##### 4.3.7 GREECE

##### 4.3.8 HUNGARY

##### 4.3.9 ITALY

##### 4.3.10 KAZAKHSTAN

##### 4.3.11 POLAND

##### 4.3.12 SPAIN

##### 4.3.13 SWEDEN

##### 4.3.14 SWITZERLAND

##### 4.3.15 THE CZECH REPUBLIC

##### 4.3.16 THE NETHERLANDS

##### 4.3.17 THE UNITED KINGDOM

#### 4.4 LATIN AMERICA: RATTANS IMPORTS IN 2024

##### 4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BRAZIL

4.4.4 COLOMBIA

4.4.5 MEXICO

4.5 NORTH AMERICA & THE CARIBBEAN: RATTANS IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 THE DOMINICAN REPUBLIC

4.5.3 THE UNITED STATES

4.6 OCEANIA: RATTANS IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.7 THE MIDDLE EAST: RATTANS IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 JORDAN

4.7.3 PAKISTAN

4.7.4 TURKEY

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