

HS 9403.50 · Wooden Bedroom Furniture

Target Market: Germany

Prepared for: [Company Name] · By: Yönetim Noktası · Scope: market entry pre-assessment

01 · BRIEF SUMMARY

Product group	Bedroom furniture, wooden (HS 9403.50)
Target country	Germany · DE
Annual import volume	971 million USD (2024 · UN Comtrade)
Customs duty (TR origin)	0% – EU-Turkey Customs Union
Top 3 supplying countries	Poland · China · Turkey
Verified buyers	127 companies listed (importers, chains, online platforms)
Market entry score	78 / 100

02 · IMPORT TREND (2020-2024)

YEAR	2020	2021	2022	2023	2024
Imports (billion USD)	1.08	1.25	1.30	1.05	0.97

After peaking in 2022 on pandemic-era furniture demand, the market stabilised in 2024. The home renovation cycle and the growing e-commerce share support medium-term demand. (2024 figure: UN Comtrade; earlier years illustrative.)

03 · SUPPLIER COUNTRY SHARES

Poland	38%
China	17%
Turkey	6%
Lithuania	4%
Other	35%

Turkey is the third-largest supplier with a 6% share (\$58.5M, 2024). Road freight lead times of 7-10 days and 0% duty give it a strong position against China; competition with Poland centres on price and delivery terms.

04 · REGULATORY REQUIREMENTS

- **EUDR (EU Deforestation Regulation):** Proof that the timber comes from legal, deforestation-free sources; a due diligence statement is required.
- **GPSR (General Product Safety Regulation):** A responsible economic operator within the EU and a technical file are mandatory.
- **Formaldehyde E1 / CARB:** E1-class emission certification is expected for particleboard and MDF components.
- **Packaging — VerpackG / LUCID:** Packaging registration and licensing fees are mandatory for sales into Germany, including online sales.

05 · DISTRIBUTION CHANNELS

CHANNEL	EXAMPLE BUYERS	ENTRY DIFFICULTY
Furniture chains	Large retail groups, buying associations (e.g. VME, Begros)	High · long listing process
Online platforms	Otto, Home24, Wayfair DE, XXXLutz online	Medium · fast to test
Independent importers / wholesalers	Regional distributors	Low · ideal first entry
Project / contract business	Hotel and student housing projects	Medium · requires references

06 · ASSESSMENT AND ROAD MAP

- **Strongest entry point:** Test sales with 1–2 collections through independent importers and online platforms; chain listings as a second phase.
- **Price positioning:** Against Poland's "good price + fast delivery" position, the recommended space for Turkey: design-led mid-segment with flexible order quantities.
- **First step:** Direct outreach to a prioritised shortlist of 20 companies out of the 127 buyers listed — delivered under our "Buyer Finding" service.

This is a sample report. Your actual market brief is prepared for your HS code and target country using current trade data, and is delivered together with a verified buyer list. The first consultation is free: bring your HS code, we will come back with your brief.

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