

## COMPETITOR ANALYSIS

### KNOCKDOWN FURNITURE IN BURKINA FASO

- Burkina Faso is the largest Ghanaian export destination for knockdown furniture. The country imported slightly over 10 million USD in 2016. Only 1.3% (129,000 USD) of these imports came from Ghana in 2016. From 2012 to 2015 Ghanaian exports to Burkina Faso showed a decreasing trend, where after in 2016 a growth of +44% has been realized.
- Leading supplier of knockdown furniture in Burkina Faso was China in 2016. However, this market is extremely small for China, as their total exports reached over 26 billion USD in 2016. Therewith, the Asian country is responsible for almost one-thirds of total exports in knockdown furniture.
- Burkina Faso's imports are fairly spread over lots of countries. Besides China, Slovakia (15%), France (15%) and USA (11%) had significant market shares in 2016 as well.
- Besides Ghana, the neighboring countries Côte d'Ivoire (1.9%) and Togo (0.5%) are supplying some knockdown furniture to Burkina Faso as well. While these neighboring countries benefit from way better import tariffs (0%) than the above mentioned suppliers (19%), export values remain quite small over the last years.
- Burkina Faso was the largest export destination for both Côte d'Ivoire and Togo in 2016. Total exports for these countries were respectively 452,000 USD and 99,000 USD. Other significant export destination for these countries is Niger.
- Largest African supplier South Africa exported over 110 million USD. Main destinations for exports are the neighboring countries Namibia, Botswana and Mozambique. Furthermore, exports to United Arab Emirates show impressive growth rates (+52% on average per annum during 2012-2016).
- Other African countries Algeria, Guinea and Ethiopia are all small exporters of knockdown furniture with Burkina Faso as largest export destination. None of these countries exceeded 200,000 USD in total exports in 2016.
- The growth performance of Ghana has not been positive over 2012-2016. Especially when comparing it to other African suppliers, which all show positive growth rates, the average decline of 23% per year is notable.

**Table 1 – import performance of main suppliers and regional competitors in Burkina Faso**

Supplier	Import value in 2016 (USD thousand)	Market share	Average annual growth 12-16	Annual growth 2016
Total	10,078	100%	-1%	+48%
China	1,768	17.5%	-9%	+7%
South Africa	202	2%	+29%	+515%
Côte d'Ivoire	189	1.9%	+3%	+14%
<b>Ghana</b>	<b>129</b>	<b>1.3%</b>	<b>-23%</b>	<b>+44%</b>
Ethiopia	80	0.8%	+65%	+789%
Algeria	79	0.7%	-	-
Gabon	73	0.7%	+36%	+389%
Guinea	58	0.6%	+109%	+116%
Togo	53	0.5%	+16%	+31%
Other	7,399	73.4%		

Source: Trademap (May, 2017).

- Ghana is a small supplier of knockdown furniture to Burkina Faso and, except 2016, exports have been declining over the last years.
- Ghana is, together with Côte d'Ivoire, Guinea and Togo, benefiting from way better import tariffs. This does so far not lead to dominant export positions for these countries.
- For increasing the exports of knockdown furniture, neighboring countries like Niger and Mali (and Burkina Faso too) should be the main focus.

