

UAE Handicraft Market (2021-2027)

Market Forecast By Product
Type, Distribution Channel,
End-Users



6Wresearch Overview

An Overview

6Wresearch is the premier, one-stop market intelligence and advisory center, known for its best in class business research and consulting activity. We provide industry research reports and consulting services across different industries and geographies which provide industry players an in-depth coverage and help them in being decisive before investing or entering into a particular geography.

6Wresearch understands the growing need of the clients and thus, focuses on emerging markets to provide the customers a product which can fulfill their need of entering into a new geography or segment. We specialize in niche market and emerging geography to enable our clients to find out profitable investment opportunities and maximize their return by getting an early mover advantage.

6Wresearch Overview

An Overview

6Wresearch periodically publishes syndicated research reports, based on unique research models, primarily on niche sectors. The report aims for one-stop solution for various stakeholders, involved in the markets, such as OEM's, Distributors, Investors and Government Agencies.

The reports are particularly helpful for designing entry and market penetration strategies. 6Wresearch aims to incorporate all such market dynamics, which are crucial for essential decision-making, such as overall market, key performance indicators, market by various segmentations, market forecasts, competitive landscape & benchmarking, key trends, drivers and restraints. The reports also covers company profiles of key players in the market

6Wresearch, through its in-house database, tracks various markets on a periodical basis and strives to identify opportunities. Thus, we enable our clients to keep abreast with latest market opportunities and the essentials to exploit the market.

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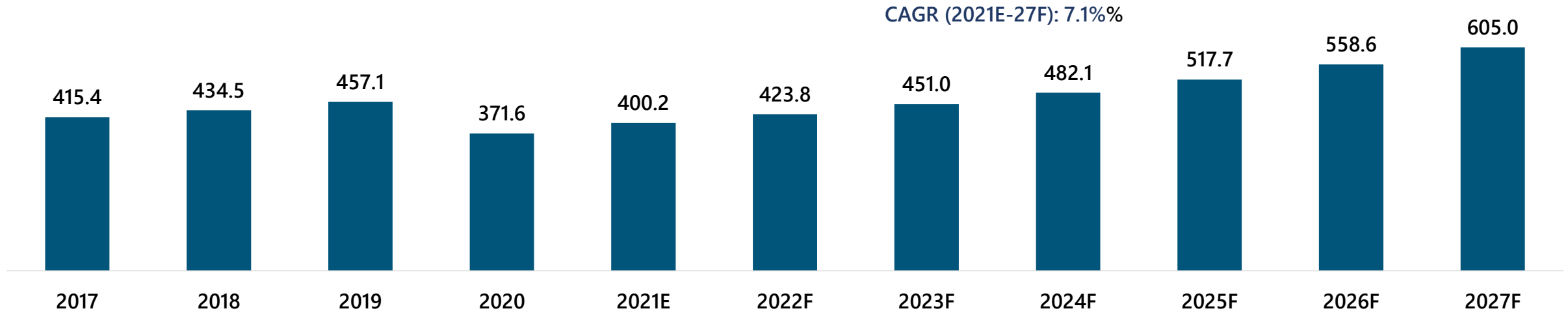


CHAPTER 1

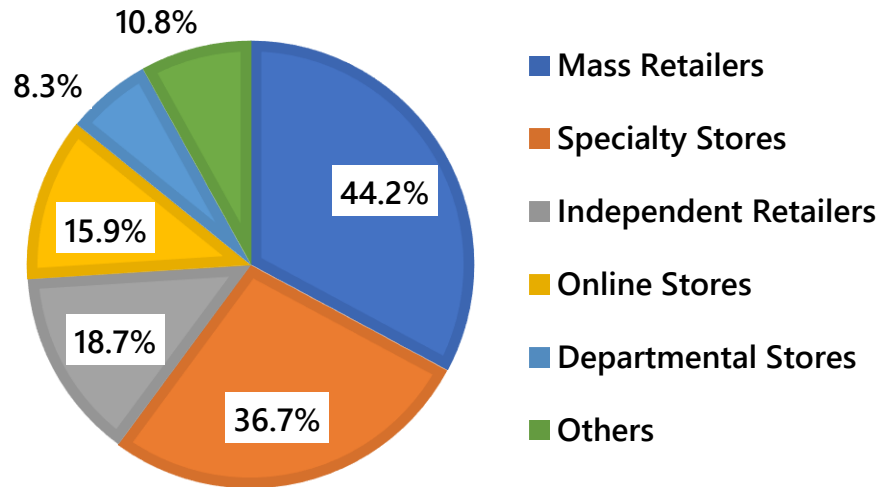
Executive Summary

UAE Handicraft Market Overview

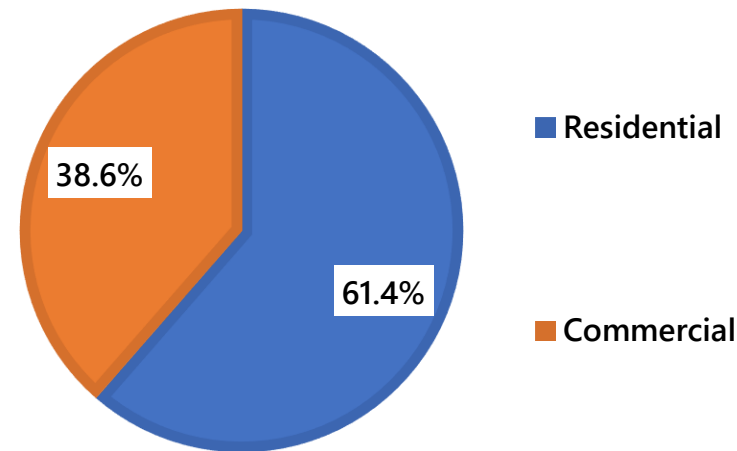
UAE Handicraft Market Revenues, 2017-2027F (\$ Million)



UAE Handicraft Market Revenue Share, By Distribution Channel, 2020



UAE Handicraft Market Revenue Share, By End Users, 2020



“UAE Handicraft Market is projected to grow steadily during the forecast period owing to increasing tourism in popular destinations such as Dubai and Abu Dhabi coupled with rising disposable income of consumers.”

CHAPTER 2

Introduction



2.1 Report Description

- UAE Handicraft market witnessed a standard growth in recent years on account of growing demand from housing and hospitality sector and travel & tourism industry. The UAE, much like other parts of the Middle East, holds a rich tradition of ancient indigenous crafts including the likes of Safeefah (handwoven palm leaves), Talli (hand-braided metallic and silk embroidery), Sadu (handwoven wool) as well as sewing and pottery. Further, rising disposable income and growing living standards in the country is expected to drive the Handicraft market in UAE. However, the spread of covid-19 in 2020 resulted in sharp decline in import of Handicraft as well as temporary closure of malls and retail stores resulted in decreasing the overall revenues of the UAE Handicraft market. However, as travel restrictions are uplifted, demand from tourism and hospitality sector is expected to drive the growth of Handicraft market in the country.
- **According to 6Wresearch, UAE Handicraft Market revenue size is projected to grow at a CAGR of 7.1% during 2021-2027.** The demand for Handicraft witnessed an increase owing to government efforts towards promotion of local traditions, art and culture through platforms like Abu Dhabi Register of Artisans, as Irthi Contemporary Crafts Council, Taskeel and The Abu Dhabi Crafts Platform and The House of Artisans. Design and craft program to promote art and culture among the audience in the upcoming Dubai Expo 2020 is further expected boost the market for Handicraft in the country.
- By distribution channel, mass retailer segment acquired largest market revenue share in 2020 in the UAE Handicraft market owing to their vast distribution network coupled with competitive pricing and wide variety of product portfolio. By product type, metal ware Handicraft led the market revenue share in 2020 on account of high demand form housing and hospitality sector which is further expected to drive the market for Handicraft in the country during the forecast period.
- The UAE Handicraft Market report thoroughly covers market by product type, distribution channel and end-users. The market report provides an unbiased and detailed analysis of the on-going market trends, opportunities/high growth areas and market drivers which would help the stakeholders to devise and align their market strategies according to the current and future market dynamics.

2.2 Key Highlights

- ▷ UAE Handicraft Market Overview
- ▷ UAE Handicraft Market Outlook
- ▷ UAE Handicraft Market Forecast
- ▷ Historical Data and Forecast of UAE Handicraft Market Revenues for the Period 2017-2027F
- ▷ Historical Data and Forecast of UAE Handicraft Market Revenues By Product Type, for the Period 2017-2027F
- ▷ Historical Data and Forecast of UAE Handicraft Market Revenues By Distribution Channel, for the Period 2017-2027F
- ▷ Historical Data and Forecast of UAE Handicraft Market Revenues By End Users, for the Period 2017-2027F
- ▷ Market Drivers
- ▷ Market Restraints
- ▷ Market Trends
- ▷ Industry Life Cycle
- ▷ Porter's Five Force Analysis
- ▷ Market Opportunity Assessment
- ▷ Market Player's Revenue Ranking
- ▷ Market Competitive Benchmarking
- ▷ Company Profiles
- ▷ Key Strategic Recommendations

2.3

Segmentation Basis

By Product Type

Segmentation

- Woodware
- Art Metal Ware
- Hand printed Textiles and Scarves
- Embroidered and Crocheted Goods
- Zari and Zari Goods
- Imitation Jewellery
- Others (Agarbatties & Attars and Miscellaneous Goods)

By Distribution Channel

- Mass Retailers
- Departmental Stores
- Independent Retailers
- Specialty Stores
- Online Stores
- Others (Local Vendors and Retail Stores)

By End-User

- Residential
- Commercial

2.4

Need Assessment

Collects the facts
(In-house database and
Primary Interviews and Desk
Research)

Analyze and synthesize the
facts (On going)

End User of sizing and
forecasting models

Data Validation

Prepare and communicate
the results

Research Methodology – Sources of Information

The research begins with defining and agreeing on the requirement of the client followed by developing the structured tree on the investment case scope

After understanding the requirement of the client, our data collection team begins the research by collecting the data from various sources.

Followed by, collection of data through experts' interviews (knowledge partners), key players, consultants and all other key stakeholders

Secondary research allows gathering of supporting information. Sources include paid, floor and in-house databases

Complete the necessary analysis utilizing appropriate analytical techniques
Synthesize findings to identify the “so whats” and draw the necessary conclusions.

Identification of various factors affecting the market.

Above factors would then be plugged into various models to arrive at estimated market size and market forecasts.

Typically sizing models follows are Top-down and Bottom-up approach and forecasting models include Time series,

Regression, Exponential smoothing and Moving average

Data is further sent to the experts for the validation and final approval.

Market deliverables are then prepared as agreed in the form of PDF, PPT, Spreadsheet, Report, etc.

Consistent utilization of easy-to-flow format.

Delivery of results.

Research Methodology – Sources of Information



Expert Interviews /Primary Research

- ▶ 6Wresearch has a unique mix of both desk as well as primary research. Our custom studies comprises of 50% primary research/End User survey and 20% database and 30% desk research.
- ▶ Most of the research publications are of ongoing studies and thus have developed engagements with various players and stakeholders. We encourage players to become our contributors (knowledge partners) and avail free studies or with heavy discount. Our contributors play a vital role in primary research
- ▶ 6W comprises of standalone primary research team which gathers data from various stakeholders
- ▶ Information both from our contributors (knowledge partners) and data collection team are then further sent to the core team of analyst for application to the relevant analytical tool

Robust Forecasting Model

FORECASTING METHODOLOGY

01.

The analysis conducted is based on actual operating data from selected samples. The historical data is extracted based on company filings, estimation model, in-house & paid database, local and international statistics and desk research.

02.

The forecasting methodology is based on an analysis of rolling averages, trend estimation and extrapolation. Anticipated events expected to shape the future dynamics of supply and demand are identified then weighted against relevance and impact, thereby forecasting performance of the relevant market.

03.

Where available, monthly and annual historical data trends from the past 5 or 10 years are analyzed to identify demand patterns, and is utilized as a forecasting base.

04.

Knowledge contributors / Industry consultants are requested to suggest the company forecast and expected industry trends. All the factors above are give weightages in the final forecasting estimation.

Assumptions



Top- Down approach has been used to arrive at the market numbers and forecast.

Market revenue is expressed in \$ Million.

Revenues are estimated in accordance with the feedback collected through primary research and data from secondary sources.

Major sources of information include company's annual reports, magazine, articles, industry association publications, trade websites, expert interviews, technical handbooks, research studies and company press releases.

Year 2017 represents calendar year 2017 and same is for all the years.

The revenues generated from sales of handicraft across country have been considered only.

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and bags. The items are displayed on tables and hanging from the ceiling. The stall is covered with a thatched roof. The background shows other stalls and people, suggesting a busy market environment.

CHAPTER 3

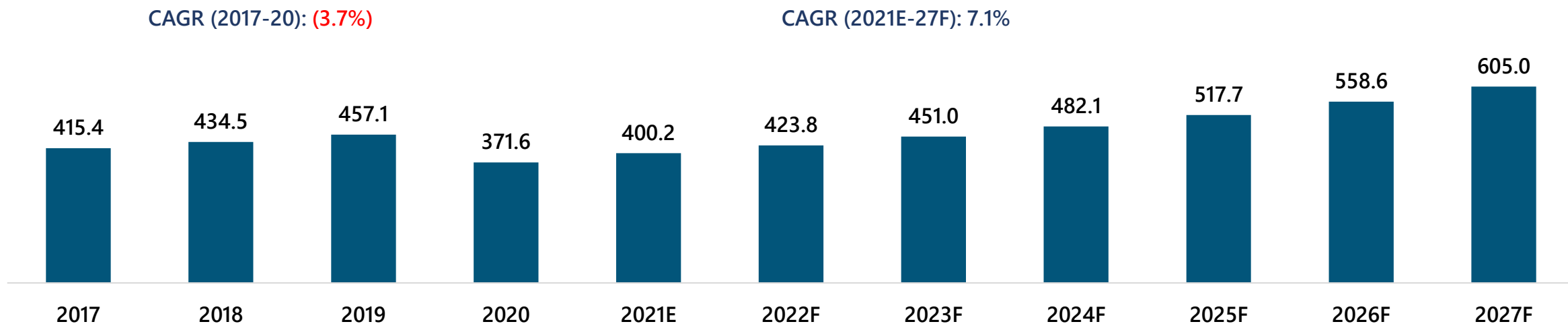
UAE Handicraft Market Overview

3.1 UAE Handicraft Market Overview

UAE Handicraft Market Revenues

- UAE Handicraft market grew significantly in recent years on the back of demand from hospitality sector, rising disposable income and increasing number of tourists arrivals in the country. Due to the outbreak of covid-19, the demand for Handicraft declined sharply owing to change in consumer spending behavior and temporary shutdown of travel & tourism industry in 2020. However, demand from hotel and resort projects supported the market of Handicraft in UAE and is further expected to contribute to the growth of UAE handicraft market during the forecast period.
- The UAE, much like other parts of the Middle East, holds a rich tradition of ancient indigenous crafts including the likes of Safeefah (handwoven palm leaves), Talli (hand-braided metallic and silk embroidery), Sadu (handwoven wool) as well as sewing and pottery. However, key figures, organisations and institutions across the country are now working to preserve and elevate the cultural heritage of the UAE. The economic recovery induced by government relief packages and relaxation of restriction on travel & tourism in UAE coupled with rise in e-commerce is expected to drive the market for handicraft in UAE in the coming years.

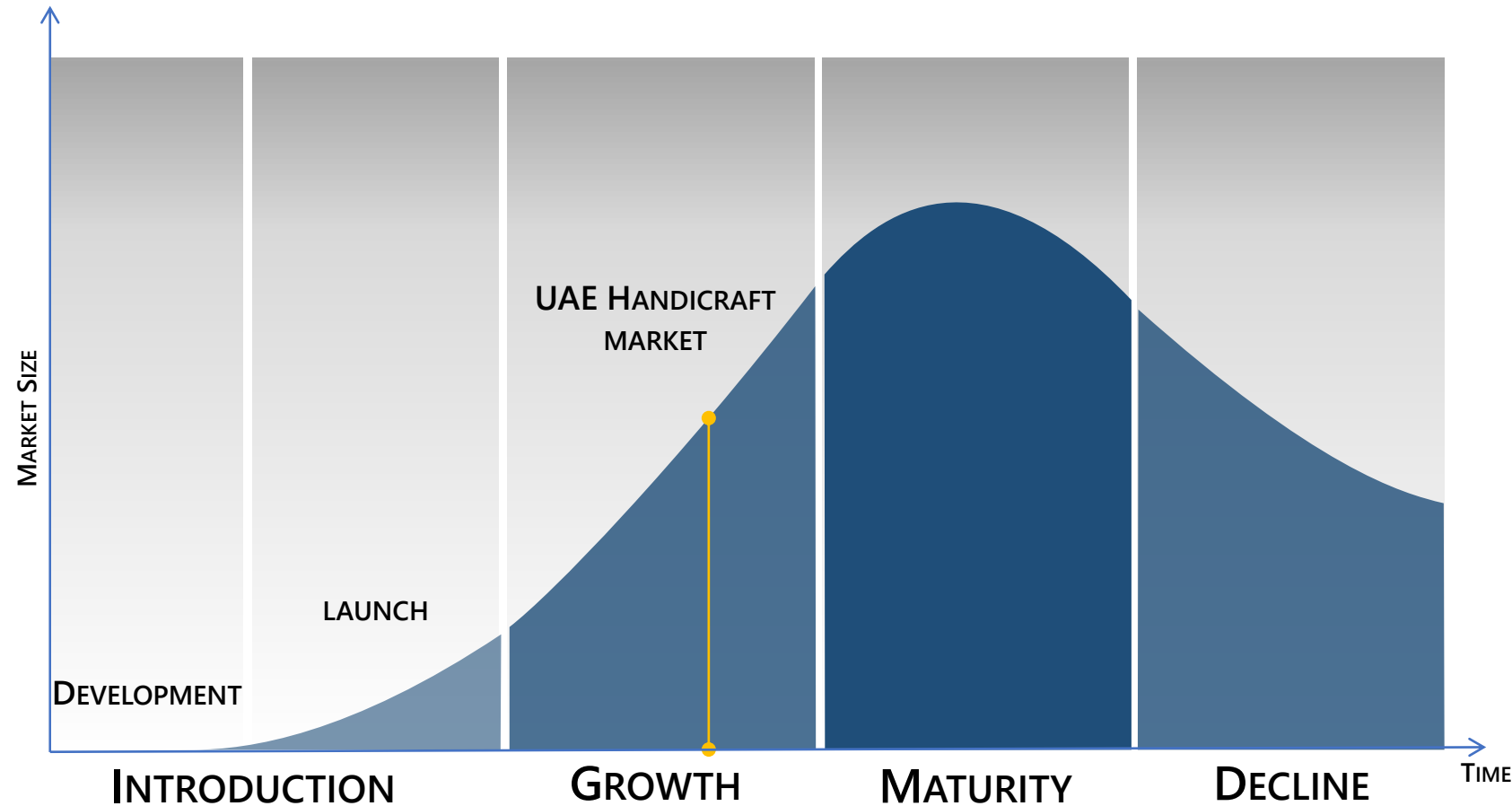
Figure 1: UAE Handicraft Market Revenues, 2017-2027F (\$ Million)



3.2 UAE Handicraft Market Overview

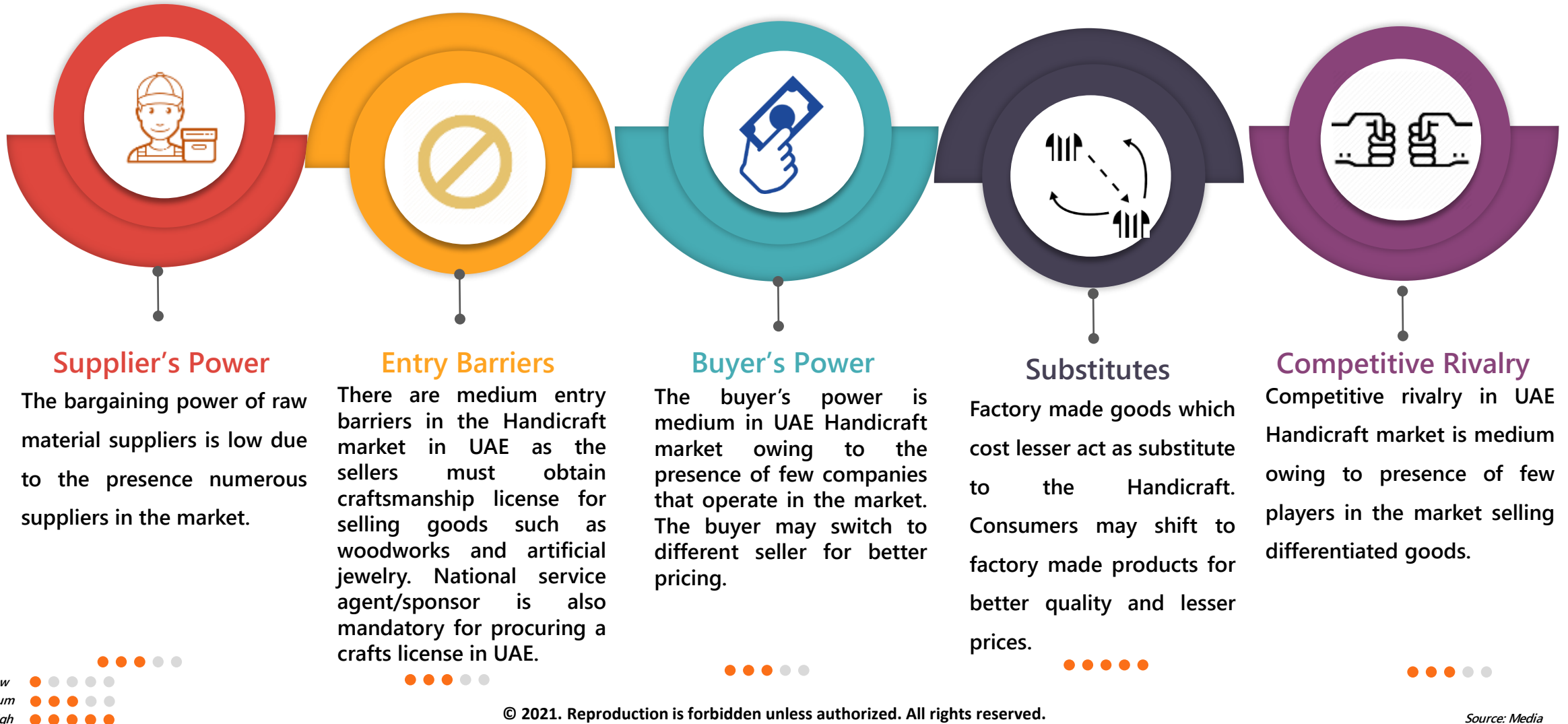
UAE Handicraft Market Industry Life Cycle

UAE Handicraft Market is at the growth stage in the industry lifecycle owing to increasing disposable income and rising tourism industry in the country. Government initiatives towards promoting Handicraft through platforms such as Register of Artisans, Irthi Contemporary Crafts Council, Taskeel and The Abu Dhabi Crafts Platform is further expected to increase the demand for Handicraft in the country. Moreover, rising adoption of digital payments that would enhance accessibility of Handicraft to the consumers is further expected to increase revenues of the industry.



3.3 UAE Handicraft Market Overview

UAE Handicraft Market Porter's Five Forces

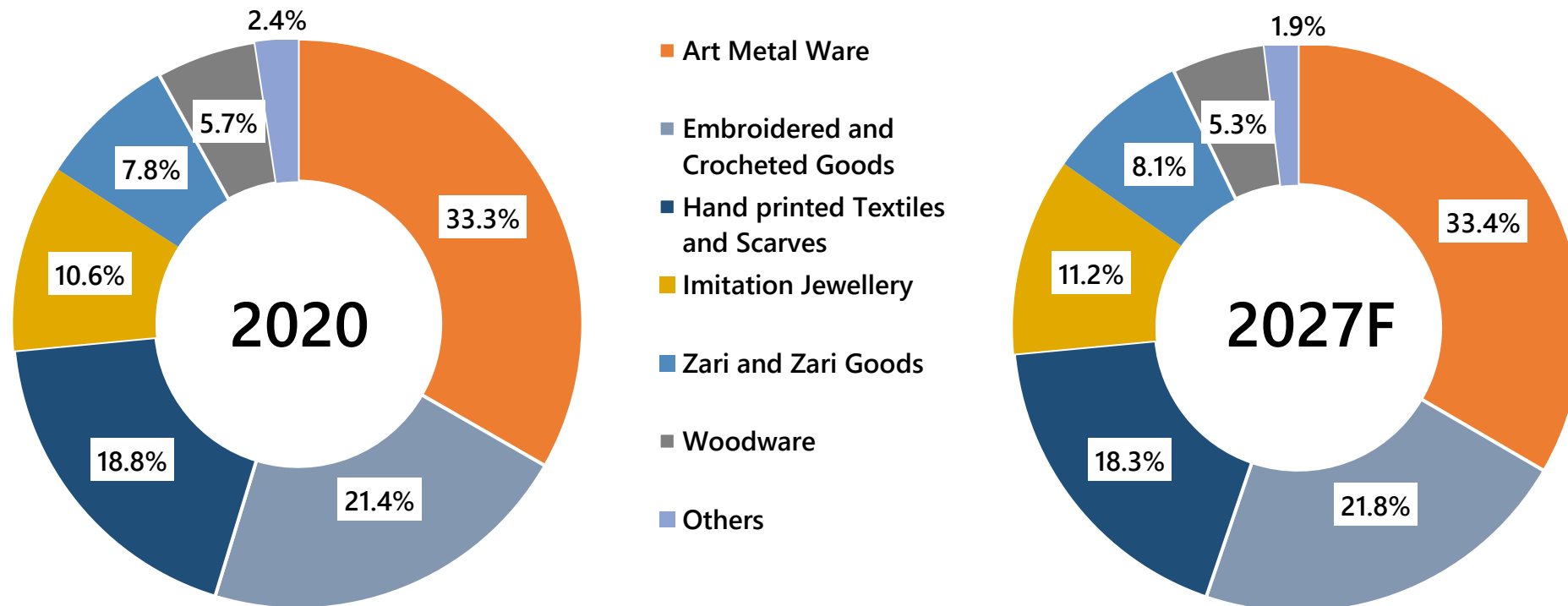


3.4 UAE Handicraft Market Overview, By Product Type

UAE Handicraft Market Revenue Share, By Product Type

In 2020, art metal ware garnered major revenue share in the UAE Handicraft market on account of strong demand from residential and hospitality sector. Owing to rising demand for premium clothing in UAE embroidered & crocheted goods hand printed textiles & scarves also acquired significant share in the UAE Handicraft market. Further, tourism is becoming a flourishing industry in UAE and handicraft is one of the fastest growing activities which give rise to the handicraft market during the forecast period.

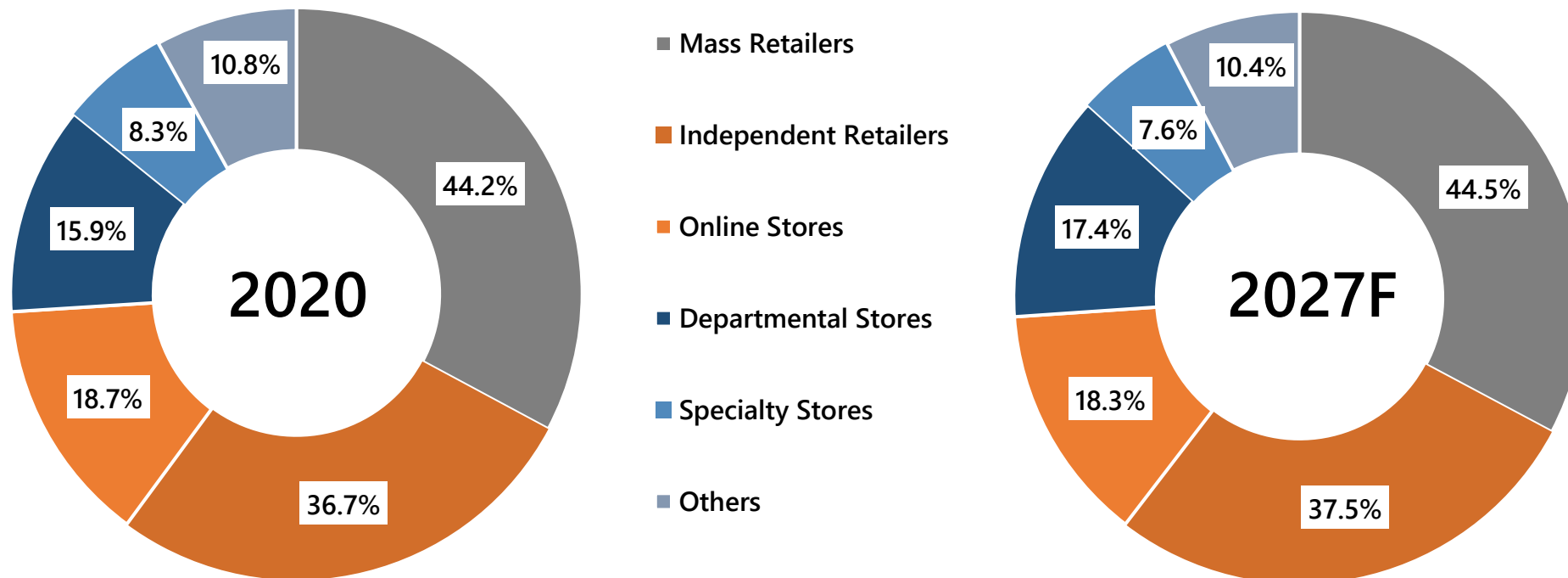
Figure 2: UAE Handicraft Market Revenue Share, By Product Type, 2020 & 2027F



UAE Handicraft Market Revenue Share, By Distribution Channel

In 2020, mass retailers accounted for the highest revenue share in the UAE Handicraft market on account of their competitive pricing along with wider product portfolio through which they cater to a variety of customers. While, online stores witnessed major growth during 2020 as malls and retail stores remained closed during government imposed lockdown in April, 2020. Domestic sellers could increase their market share through intensive market research, product innovation & improvement in quality and design of products.

Figure 3: UAE Handicraft Market Revenue Share, By Distribution Channel, 2020 & 2027F

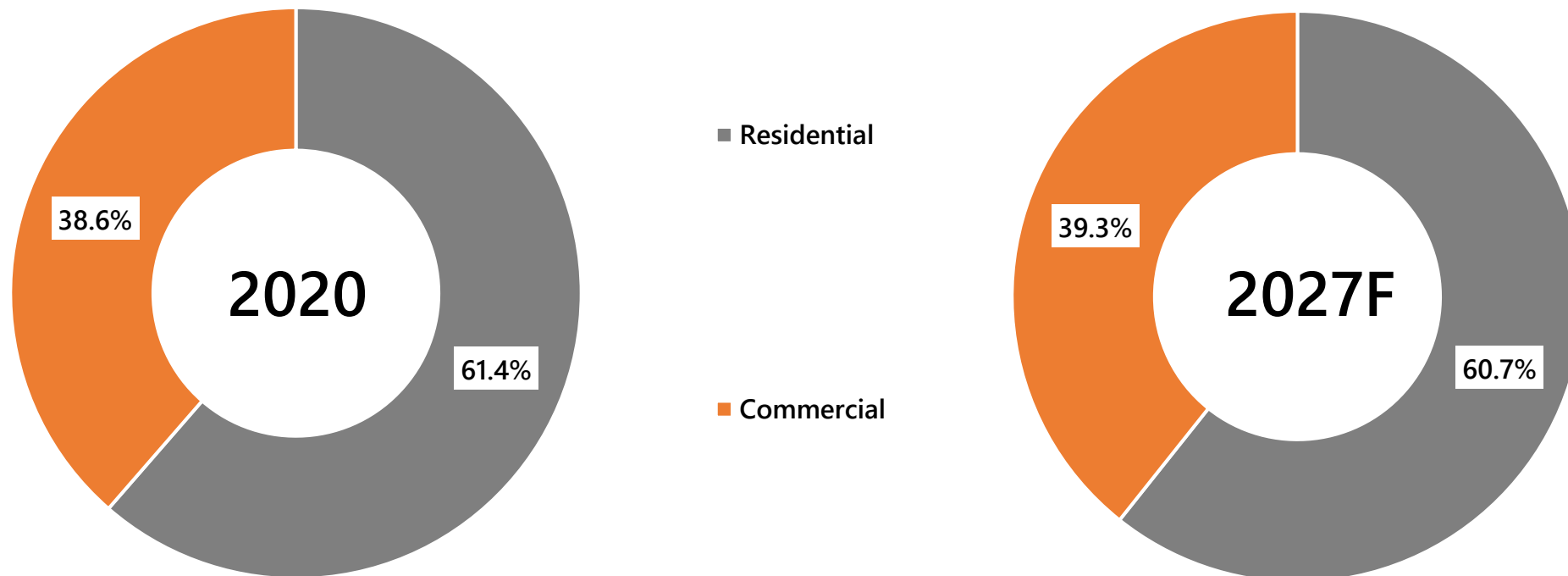


3.6 UAE Handicraft Market Overview, By End Users

UAE Handicraft Market Revenue Share, By End Users

In 2020, residential sector acquired the highest revenue share owing to rise in disposable income among the consumers as well as increased housing supply in the country and the same trend is expected to continue during the forecast period on account of fall in price of residential units coupled with government's immigration reforms for residential sector. Further, massive construction boom, an expanding manufacturing base, and a thriving services sector are helping the UAE diversify its economy which would propel the demand for handicrafts in commercial segment in the coming years.

Figure 4: UAE Handicraft Market Revenue Share, By End Users, 2020 & 2027F



A photograph of a handicraft market stall. The stall is filled with various items, including colorful woven textiles, bags, and jewelry. The items are displayed on tables and hanging from the ceiling. The stall is located in a market with a wooden structure and a thatched roof. The lighting is warm and natural, highlighting the textures and colors of the handicrafts.

CHAPTER 4

**Impact Analysis of COVID-19
on UAE Handicraft Market**

Covid-19 Impact



01

The Covid-19 pandemic had an adverse impact on the economy of UAE owing to fall in demand for oil from importing countries and downfall in the travel and tourism industry. During 2020, the economy of UAE declined by 5.8% in 2020 and CPI experienced downfall of 3.8% owing to declining prices of housing and utilities. The demand for Handicraft in UAE experienced major decline in 2020 on account of change in consumers spending preferences and fall in demand from travel and tourism industry.

02

In February 2020, fewer tourist arrivals led to approximately 30% decline in retail revenues. Malls in UAE which consist of most of the retail space, remained closed for 4 continuous weeks and later resumed operations with upto 30% capacity further declining the revenues of the Handicraft industry in UAE. On the back of rise in adoption of e-commerce and digital payments, online sales of Handicraft witnessed rise during 2020.

03

In March, the Central bank of UAE launched AED 100 billion Economic Support Scheme for retail and corporate customers affected by covid 19. Along with central Bank's support scheme, Abu Dhabi announced economic stimulus package worth AED 3 billion towards SME Credit Guarantee Scheme, whereas Dubai government announced stimulus package worth AED 1.5 AED to increase liquidity in the economy.

04

To boost the economic recovery in UAE, 50 new projects and initiatives would be announced in 2021 to attract investments of upto \$150 billion in industrial sector and technology education. Along with investment plans, the country would also introduce different visa schemes to attract new residents and skilled workers. With economic growth of 2.5% and 3.5% expected in 2021 and 2022, UAE Handicraft market would witness recovery as travel and tourism industry gets back on its growth trajectory owing to government efforts to revive the sector.

A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and bags. The items are displayed on wooden shelves and hanging from the ceiling. The stall is covered with a thatched roof. The background shows other stalls and people, suggesting a busy market environment. The lighting is warm and natural, highlighting the textures and colors of the handicrafts.

CHAPTER 5

**UAE Handicraft Market
Dynamics**

5.1 UAE Handicraft Market Dynamics

Impact Analysis

		Near Term (2022-2024)	Medium Term (2025-2027)	Long Term (2027 Onwards)
<i>Market Drivers</i>				
1	Rising Disposable Income			
2	Growing E-Commerce			
3	Government Initiatives			
<i>Market Restraints</i>				
1	Rising Industrialisation and lack of skilled labour			

High

Medium

Low

5.2 UAE Handicraft Market Dynamics

UAE Handicraft Market Drivers

Rising Disposable Income

- The average disposable income in UAE contracted by 19.6% in 2020, however it is expected to grow by 12.4% in 2021. While the consumer spending is projected to increase by 4.1% after witnessing a contraction of 5.7% in the year 2019 according to a report by Fitch Solutions.
- With the improvement in the labour market and revival of the economy from pandemic, enterprises in the UAE planned to offer an average of 4% pay raise to their employees in 2022, whereas an increase of 3% was offered for the year 2021, indicating positive impact on the disposable income of consumers which could positively impact the market demand for handicraft in the country.

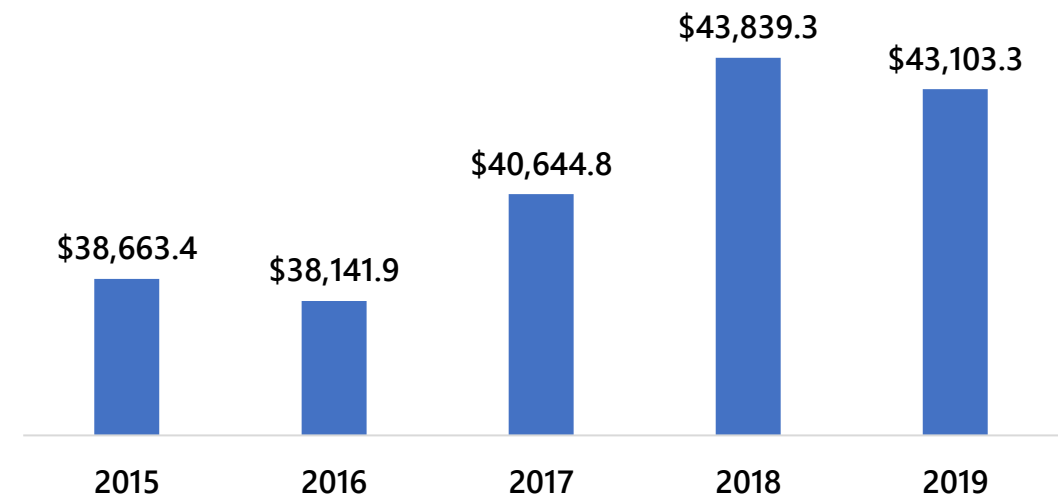
Employers in the UAE are planning to give an average annual pay rise of 4 per cent next year as the labour market improves.

With growth rising to a 3.5% rate. Events such as the Dubai Expo world fair scheduled to run from October this year to March 2022 as well as the soccer World Cup in Qatar next year are also likely to provide some support.

Figure 5: UAE Per Capita Income, 2000 & 2021E



Figure 6: UAE GDP Per Capita, 2015-2019



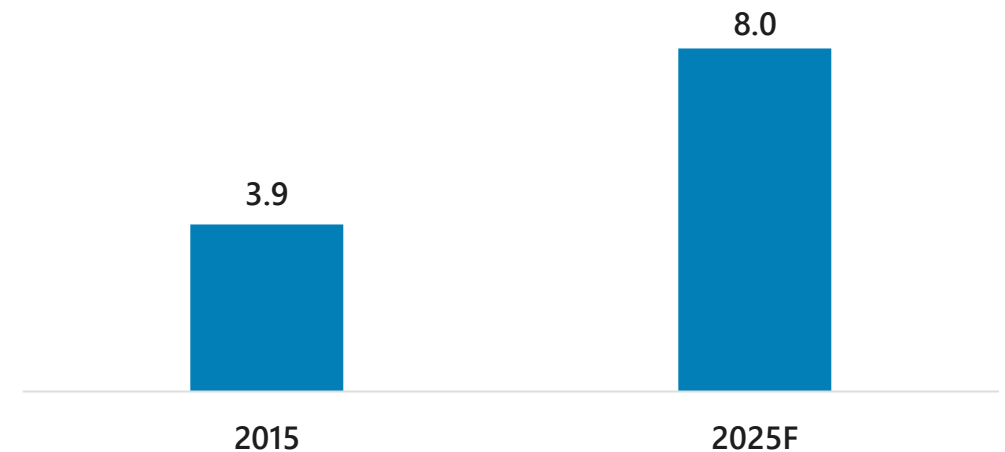
5.2 UAE Handicraft Market Dynamics

UAE Handicraft Market Drivers

Growing E-commerce

- E-commerce retail sector in UAE was valued at \$3.9 billion witnessing a rise of 53% in 2020 owing to rise in preference for online shopping during the year due to government-imposed restrictions and to contain the spread of covid-19.
- The market is further expected to reach \$8 billion by the year 2025 growing at 18.9 % CAGR fuelled by the factors which include high income potential of consumers, high penetration rate of 99% and growing digital payment systems.
- To support and promote cashless payments and digital commerce, The Central bank of the UAE implemented National Payments Systems Strategy and Dubai Paperless Strategy to secure and develop online payments ecosystem.
- UAE is the leader in the Middle East and North Africa region in terms of e-commerce market size owing to its well-developed tech infrastructure and tech savvy population which would further support the growth of online market of Handicraft in the country.

Figure 7: UAE E-Commerce Market Size, 2015 & 2025F (\$ Billion)



- *Akshaak, a company based in Dubai developed an e-commerce platform for marketing and selling home made products such as health, beauty and Handicraft products.*
- *Al Ban is another marketplace launched in 2021, connecting where consumers can buy variety of products such as furniture, artwork and gifts made by local artisans from UAE, Bahrain, Egypt, Lebanon and other countries.*

5.2 UAE Handicraft Market Dynamics

UAE Handicraft Market Drivers

Government Initiatives

The department of Culture and Tourism, Abu Dhabi planned to launch a set of initiatives to preserve and promote the local traditions, art and culture which include Abu Dhabi register of Artisans, The Abu Dhabi Crafts Platform and The house of Artisans.

Souha Programme - this aims to preserve the cultural heritage by encouraging entrepreneurship in handicrafts. It targets all artisans and women within the UAE



The Abu Dhabi Crafts Platform would help the artisans display their products at events, as well as sell and market their products at international stores and participate in skill development programs. For the customers the platform would offer user friendly portal and ensure authenticity of the available products.

Abu Dhabi register of Artisans is an online database that would allow craftsman and women who practice one or more of the 17 traditional crafts to apply for certification and memberships of the register. Several benefits would be made available to the artisans such as training and development, participation in fairs and workshops and other government sponsored activities.



The house of Artisans, in Al Hosn recently resumed their operations offering exhibition of traditional craft for its visitors who can experience the culture and technique required to produce artwork by the Emirati artists and designers. Government efforts to promote traditional art and culture is expected to drive the market for Handicraft in the coming years.

5.3 UAE Handicraft Market Dynamics

UAE Handicraft Market Restraint

Rising industrialization and Lack of Skilled Labour

- Industrialisation of art & crafts and similar goods enable the producer to benefit from mass production, economies of scale, enhanced durability and reduction on cost of labour, hence lowering the overall cost of manufacturing. Owing to technological advancements it is now easier to produce similar products and designs which the consumer may find difficult to differentiate from the handmade products. Since, factory made goods cost lesser than handmade and, producers tend to shift towards mass production of goods such as fabric, woodworks, jewellery, among others to increase profitability. Such benefits offered by industrialisation and gradual shift towards it would restrain the growth of Handicraft market in UAE.
- Another threat to the industry is lack of sufficient skilling centres and unwillingness of younger generations to continue the profession which would reduce the number of skilled artisans in the market in the coming years.



A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and bags. The items are displayed on wooden shelves and hanging from the ceiling. The background shows a wooden structure, possibly part of the market building. The lighting is warm and natural, highlighting the textures and colors of the handicrafts.

CHAPTER 6

**UAE Handicraft Market
Revenues,
By Product Type**

6.1 UAE Handicraft Market Overview, By Product Type

UAE Handicraft Market Revenues, By Product Type

Table 1: UAE Handicraft Market Revenues, By Product Type, 2017-2027F (\$ Million)

Product Type	2017	2018	2019	2020	CAGR (2017-2020)	2021E	2022F	2023F	2024F	2025F	2026F	2027F	CAGR (2021E-2027F)
Art Metal Ware	136.7	143.5	151.6	123.7	(3.3%)	133.4	141.3	150.4	160.9	172.8	186.5	202.1	7.2%
Embroidered and Crocheted Goods	86.0	91.0	96.7	79.5	(2.6%)	85.8	91.1	97.2	104.2	112.3	121.5	132.0	7.5%
Hand printed Textiles and Scarves	81.8	84.3	87.3	69.9	(5.1%)	75.2	79.3	84.0	89.4	95.6	102.7	110.7	6.7%
Imitation Jewellery	42.0	44.6	47.7	39.4	(2.1%)	42.5	45.4	48.8	52.6	57.0	62.0	67.8	8.1%
Zari and Zari Goods	31.7	33.4	35.4	29.0	(2.9%)	31.3	33.3	35.7	38.4	41.5	45.0	49.0	7.8%
Woodware	25.8	26.2	26.8	21.2	(6.3%)	22.7	23.8	25.0	26.4	28.1	30.0	32.1	5.9%
Others	11.5	11.5	11.5	8.9	(8.1%)	9.4	9.6	9.9	10.2	10.5	10.9	11.4	3.3%
Total	415.4	434.5	457.1	371.6	(3.6%)	400.2	423.8	451.0	482.1	517.7	558.6	605.0	7.1%

A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and other jewelry hanging from the ceiling. There are also colorful woven bags and textiles on display. The stall is set up under a wooden structure with a thatched roof. The lighting is warm and the overall atmosphere is that of a traditional market.

CHAPTER 7

**UAE Handicraft Market
Revenues,
By Distribution Channel**

UAE Handicraft Market Revenues, By Distribution Channel

Table 2: UAE Handicraft Market Revenues, By Distribution Channel, 2017-2027F (\$ Million)

Distribution Channel	2017	2018	2019	2020	CAGR (2017-2020)	2021E	2022F	2023F	2024F	2025F	2026F	2027F	CAGR (2021E-2027F)
Mass Retailers	181.9	190.9	201.4	164.2	(3.4%)	177.0	187.6	199.9	213.9	229.9	248.3	269.2	7.2%
Specialty Stores	149.1	157.1	166.5	136.4	(2.9%)	147.0	156.3	166.8	178.9	192.8	208.8	226.9	7.5%
Independent Retailers	79.3	82.4	86.1	69.5	(4.3%)	74.6	78.8	83.5	89.0	95.3	102.5	110.7	6.8%
Online Stores	57.3	63.0	69.5	59.1	1.0%	63.9	68.7	74.2	80.4	87.6	95.9	105.3	8.7%
Departmental Stores	37.8	38.4	39.2	30.8	(6.6%)	33.1	34.6	36.3	38.3	40.5	43.1	46.0	5.6%
Others	46.5	48.1	50.0	40.1	(4.8%)	43.0	45.3	48.0	51.0	54.4	58.4	62.9	6.5%
Total	415.4	434.5	457.1	371.6	(3.6%)	400.2	423.8	451.0	482.1	517.7	558.6	605.0	7.1%

A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and bags. The items are displayed on wooden shelves and hanging from the ceiling. The stall is covered with a thatched roof. The background shows other stalls and people in the market.

CHAPTER 8

UAE Handicraft Market Revenues, By End Users

8.1 UAE Handicraft Market Overview, By End Users

UAE Handicraft Market Revenues, By End Users

Table 3: UAE Handicraft Market Revenues, By End Users, 2017-2027F (\$ Million)

End Users	2017	2018	2019	2020	CAGR (2017-2020)	2021E	2022F	2023F	2024F	2025F	2026F	2027F	CAGR (2021E-2027F)
Residential	257.1	268.2	281.4	228.2	(3.9%)	245.7	259.7	275.8	294.3	315.5	339.8	367.3	6.9%
Commercial	158.3	166.3	175.7	143.4	(3.2%)	154.6	164.2	175.2	187.8	202.3	218.9	237.7	7.4%
Total	415.4	434.5	457.1	371.6	(3.6%)	400.2	423.8	451.0	482.1	517.7	558.6	605.0	7.1%

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and other handmade goods. The items are displayed on tables and hanging from the ceiling. The background shows a wooden structure, possibly part of the market building. The overall atmosphere is warm and inviting, showcasing traditional craftsmanship.

CHAPTER 9

**UAE Handicraft Market
Import-Export Trade Statistic**

UAE Handicraft Market, Import Statistics

Table 4: UAE Handicraft Market Imports from Countries, 2018-2020 (\$ Thousand)

HS Code	Country	2018	2019	2020
44209010	China	3,252	2,399	2,137
Wood marquetry & inlaid wood	Canada	8	608	496
	Peru	346	443	289
	Indonesia	87	256	178
	Thailand	108	122	91
	Italy	131	83	59
	Vietnam	136	80	71
	Sri Lanka	598	64	57
	France	60	55	34
	Others	358	365	314
	Total	5,084	4,475	3,726

HS Code	Country	2018	2019	2020
44140000	Poland	2,320	2,754	2,369
Wooden frames for painting, photograph s, mirrors or similar Objects	China	2,118	1,827	1,257
	India	307	219	201
	USA	259	179	158
	Italy	360	178	137
	France	59	87	64
	Malaysia	85	72	65
	Vietnam	67	63	54
	Iran	37	51	35
	Others	820	1,379	1,043
	Total	6,432	6,809	5,383

UAE Handicraft Market, Import Statistics

Table 4: UAE Handicraft Market Imports from Countries, 2018-2020 (\$ Thousand)

HS Code	Country	2018	2019	2020
58043000 Hand made lace	China	583	308	257
	India	50	126	107
	Morocco	1	13	7
	Italy	1	6	4
	Thailand	5	1	3
	Pakistan	0	23	18
	Others	12	7	16
	Total	652	484	412

HS Code	Country	2018	2019	2020
581092 Embroidery badges, motifs and the like	China	17,678	21,056	19,267
	India	3,238	2,778	2,698
	Korea	5,562	2,709	2,365
	Thailand	1,839	2,081	1,743
	Myanmar	422	369	217
	Turkey	756	332	213
	Indonesia	336	148	127
	Italy	243	140	78
	USA	130	135	109
	Others	575	245	154
	Total	30,779	29,993	26,971

UAE Handicraft Market, Import Statistics

Table 4: UAE Handicraft Market Imports from Countries, 2018-2020 (\$ Thousand)

HS Code	Country	2018	2019	2020
70181010	Japan	31	932	747
Bangles	Czech Republic	122	386	186
	China	203	383	209
	India	130	293	213
	Thailand	1,087	115	107
	Italy	0	39	17
	Lithuania	7	31	13
	Austria	45	26	21
	USA	4	24	07
	Others	122	58	199
	Total	1,751	2,287	1,719

HS Code	Country	2018	2019	2020
70181090	Austria	17,390	18,140	17,116
Others - glss beads,imtn perls,imtn prcs stones/ semi prcs Stones & smlr glss smallwares	Czech Republic	12,444	13,679	11,809
	Japan	4,204	3,009	2,726
	China	1,512	1,545	1,498
	India	943	536	479
	Hong Kong	4	55	38
	Italy	33	28	25
	Belgium	13	24	17
	USA	5	18	11
	Others	335	70	272
	Total	36,883	37,104	33,991

UAE Handicraft Market, Export Statistics

Table 5: UAE Handicraft Market Exports to Countries, 2018-2020 (\$ Thousand)

HS Code	Country	2018	2019	2020
44209010	Saudi Arabia	316	791	517
Wood marquetry & inlaid wood	Kuwait	312	191	198
	Oman	256	152	116
	Zambia	0	77	37
	Bahrain	39	63	51
	Ghana	36	59	43
	Ukraine	0	44	27
	Singapore	9	40	31
	Djibouti	42	40	22
	Others	447	262	339
	Total	1,457	1,719	1381

HS Code	Country	2018	2019	2020
44140000	Saudi Arabia	804	1,169	788
Wooden frames for painting, photograph s, mirrors or similar Objects	Kuwait	407	266	177
	Oman	139	147	78
	Ethiopia	15	139	91
	Bahrain	310	130	67
	Djibouti	5	88	71
	Iraq	6	67	53
	USA	8	38	27
	Tanzania	18	31	13
	Others	315	233	266
	Total	2,027	2,308	1,631

UAE Handicraft Market, Export Statistics

Table 5: UAE Handicraft Market Exports to Countries, 2018-2020 (\$ Thousand)

HS Code	Country	2018	2019	2020
581092	Iran	7,818	11,155	6,489
	Iraq	812	558	387
	Russia	110	397	215
	Sri Lanka	55	286	178
	South Africa	361	280	207
	Oman	211	233	176
	India	34	188	154
	Ukraine	86	141	123
	Tanzania	342	135	117
	Others	1,299	1,563	1,085
	Total	11,128	14,936	9,131

HS Code	Country	2018	2019	2020
70181010	Kenya	192	195	143
	Tanzania	50	138	97
	Saudi Arabia	12	114	103
	Italy	0	39	19
	China	0	37	14
	Japan	0	32	21
	Iraq	23	23	16
	Oman	16	17	11
	India	1	15	13
	Others	268	61	102
	Total	562	671	539

UAE Handicraft Market, Export Statistics

Table 5: UAE Handicraft Market Exports to Countries, 2018-2020 (\$ Thousand)

HS Code	Country	2018	2019	2020
70181090	Saudi Arabia	1,276	1,892	1,103
Others - glss beads,imtn perls,imtn prcs stones/ semi prcs Stones & smlr glss smallwares	Kuwait	1,123	391	216
	India	2,068	368	317
	Tanzania	354	356	211
	Kenya	338	349	289
	Hong Kong	618	191	187
	Oman	185	143	118
	Czech Republic	332	137	89
	Japan	0	107	91
	Others	1,071	639	1,092
	Total	7,365	4,573	3,713

A photograph of a traditional handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and woven goods. The background shows a wooden structure with a thatched roof, suggesting a traditional market setting. The lighting is warm and natural, highlighting the textures and colors of the goods.

CHAPTER 10

UAE Handicraft Market- Key Performance Indicators

UAE Handicraft Market Key Performance Indicators

United Arab Emirates Travel & Tourism Sector

Outlook

- The direct contribution of the UAE’s travel & tourism sector in 2016 was \$8.7 billion and is forecasted to reach \$31.6 billion by the year 2027 growing by 5.1% per annum.
- Investments in travel and tourism sector amounted to \$7.1 billion in 2017 estimated to reach \$20.3 billion in 2027 contributing 11.2% to the total investments in the country.
- The growing number of tourist arrivals as well rising number of hotels and resorts in UAE would increase the demand for Handicraft in the country during the forecast period.

Figure 9: Number of Hotel Rooms and Hotel Apartments in Dubai, 2016-2020 (Thousand Units)

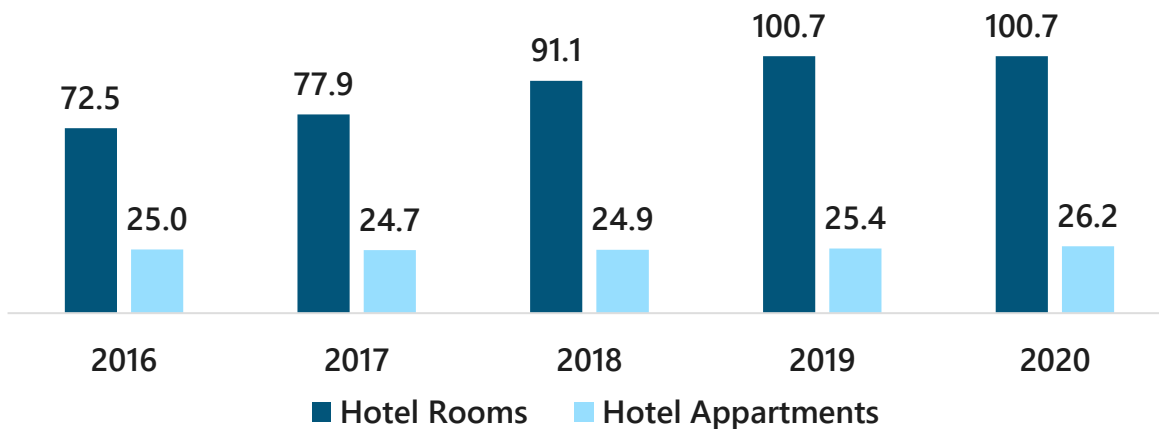


Figure 8: Direct Contribution of Travel & Tourism Sector to UAE’s Economy, 2017 & 2027F (\$ Million)

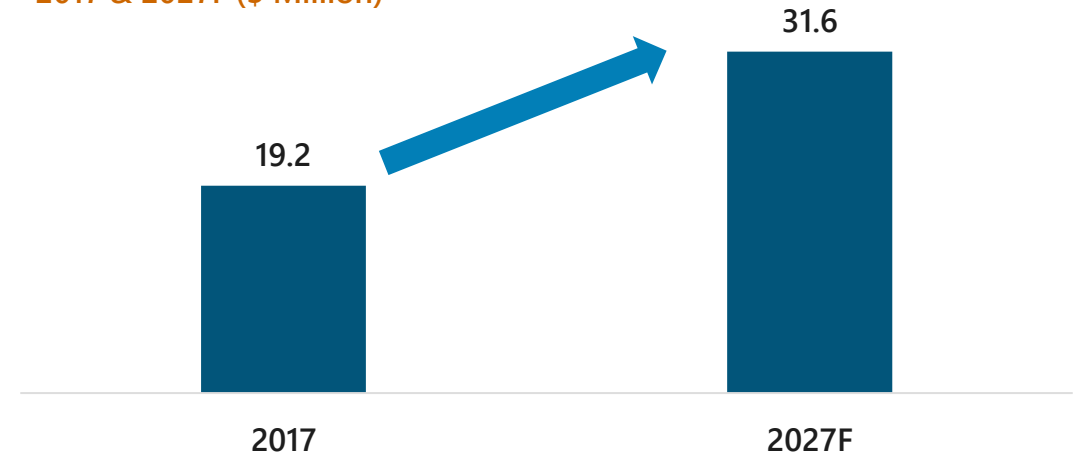
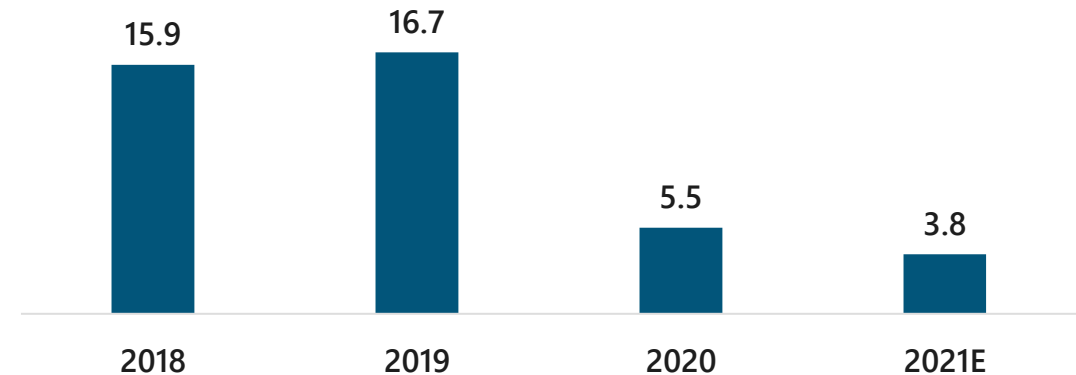


Figure 10: Number of Tourist Arrivals in Dubai, 2018-2021E (Millions)



Note- Tourist arrival data for the year 2021, consists of information for period January-June, 2021

10.2 UAE Handicraft Market Key Performance Indicators

United Arab Emirates Government Sector Outlook

- The government approved a foreign direct investment law that is expected to boost FDI flows by up to 20 per cent next year, from an average growth rate of 8 per cent, economy minister Sultan Al Mansouri said in November.
- The government also plans to grant long-term visas of up to 10 years and approved new low-cost employee insurance policies to help retain talent and attract investors.

A traditional oasis village has been renovated at Abu Dhabi Heritage Village, providing a distinctive occasion to step back in time and enjoy the UAE capital's history. Displays are often arranged at the village too, with skillful artisans working on metal and pottery work, while women practice their weaving and netting talents to make woven socks, trays and carpets. Moreover, there are prospects to shop around for handmade dried herbs and soap at the village shop and many more.

GOVERNMENT INITIATIVES FOR UAE HANDICRAFT INDUSTRY

The Liwa Date Festival is an annual custom occasion held in Liwa city in Al Gharbia (The Western Region) in the Emirate of Abu Dhabi. Organized by the Cultural Programs and Heritage Festivals Committee – Abu Dhabi, with an aptitude to host about 70,000 guest, containing both citizens and residents. It is an instructive center where both visitors and residents can recognize the rich culture and heritage of the UAE over the training courses steered by experienced and specialized personnel.

The annual Traditional Handicrafts Festival held in Al Ain's Souq Al Qattara and organized by the Abu Dhabi Tourism and Culture Authority (TCA) as a part of an inventiveness to highpoint Emirati heritage, and reinforce national identity. This is all under a strategic vision approved by the federal government that targets to encourage and preserve national identity and inaugurates creativities that found identity and its ethics and improve the handicraft market in the country.

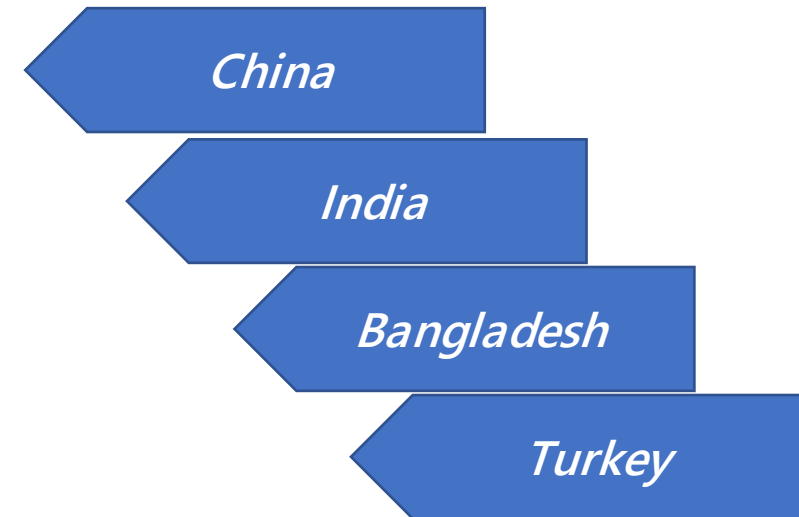
10.3 UAE Handicraft Market Key Performance Indicators

United Arab Emirates Textile Industry

Outlook

- The textile industry in UAE is the second largest industry after oil, driven by favourable labour rates, low corporate taxes and relatively lower import duties which could drive the demand for handcrafted textiles during the forecast period.
- UAE's export of apparel, textile and fabrics are expected to rise in 2021 with the progress in vaccinations, Expo Dubai 2020, increasing online shopping and digitization of payments.
- In 2019, textile exports from UAE amounted to \$142.6 million. Due to the impact of covid 19, exports fell by 13.9%, reaching \$122.8 million in 2020.
- The apparel industry in UAE is expected to reach \$13 billion in 2021 on the back of rising demand for premium clothing fueled by high purchasing power and preference towards luxury clothing. Growing preference towards exclusive and premium clothing is expected to drive the demand for handprinted fabrics and clothing in UAE during the forecast period.

Top Countries Exporting Textiles to UAE



“Several free zones such as Khalifa Industrial Zone Abu Dhabi, Jebel Ali Free Zone, National Industrial Park, among others have been set up in UAE offering strategic location and incentives for companies that export and import goods like textile from different regions around the world such as China, India, South Korea and Japan.”

A photograph of a handicraft market stall. The stall is filled with various items, including colorful textiles, jewelry, and woven goods. The background shows a wooden structure with a thatched roof, suggesting a traditional market setting. The lighting is warm and natural, highlighting the textures and colors of the goods.

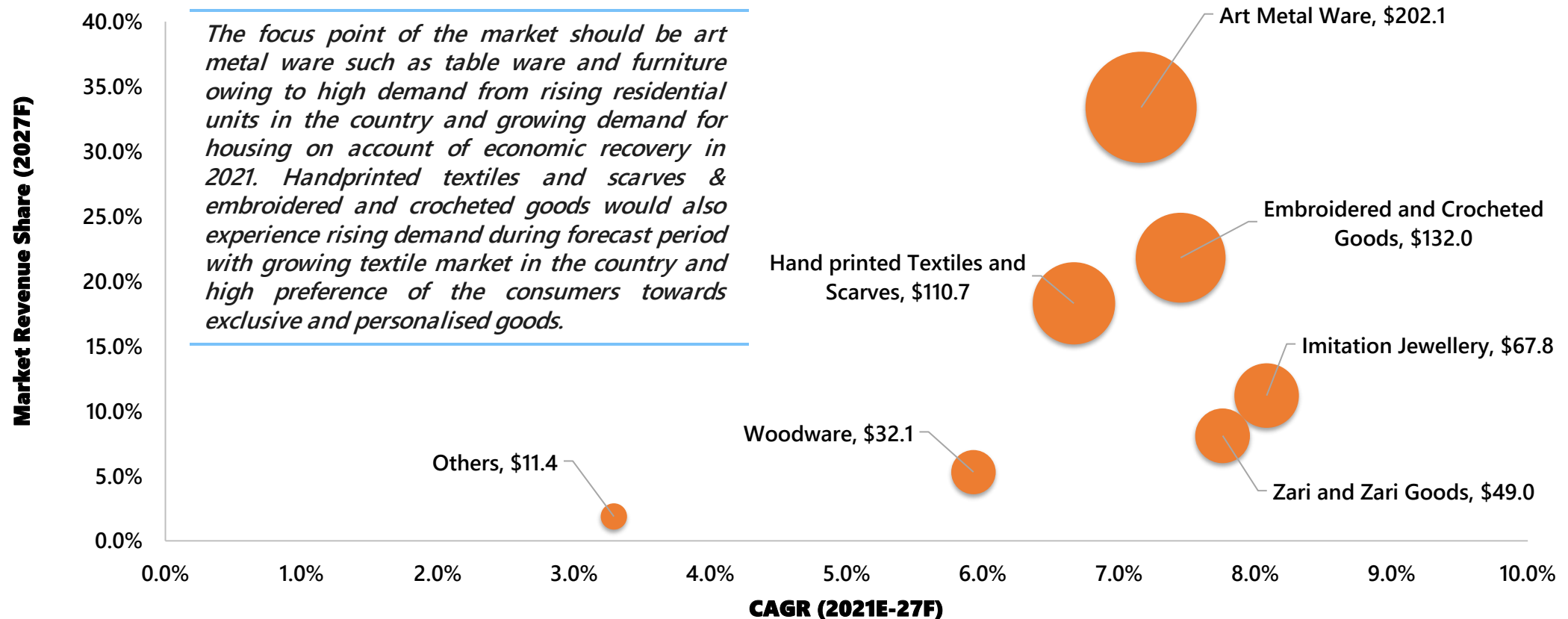
CHAPTER 11

**UAE Handicraft Market-
Opportunity Assessment**

UAE Handicraft Market Opportunity Assessment

UAE Handicraft Market Opportunity Assessment, By Product Type

Figure 11: UAE Handicraft Market Opportunity Assessment, By Product Type, 2027F

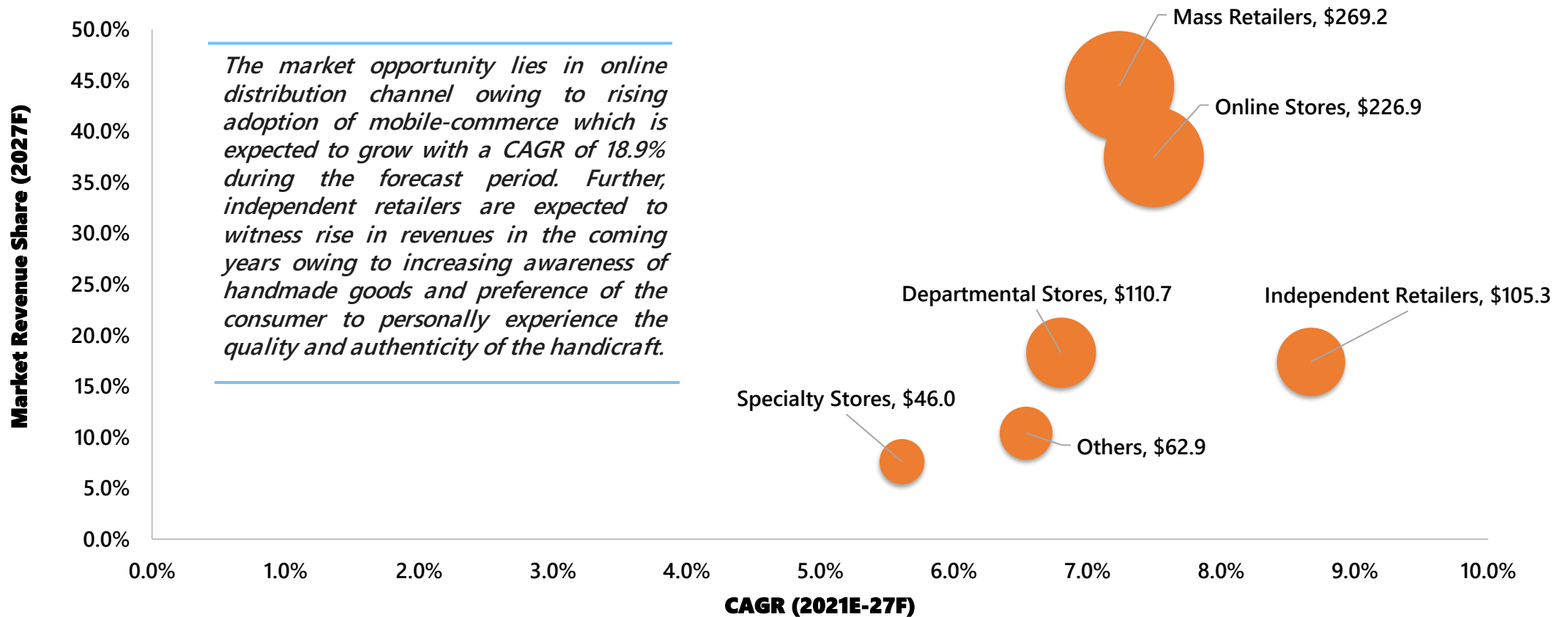


Note: Values around the bubbles represent market revenues in 2027F (\$ Million)

11.2 UAE Handicraft Market Opportunity Assessment

UAE Handicraft Market Opportunity Assessment, By Distribution Channel

Figure 12: UAE Handicraft Market Opportunity Assessment, By Distribution, Channel , 2027F

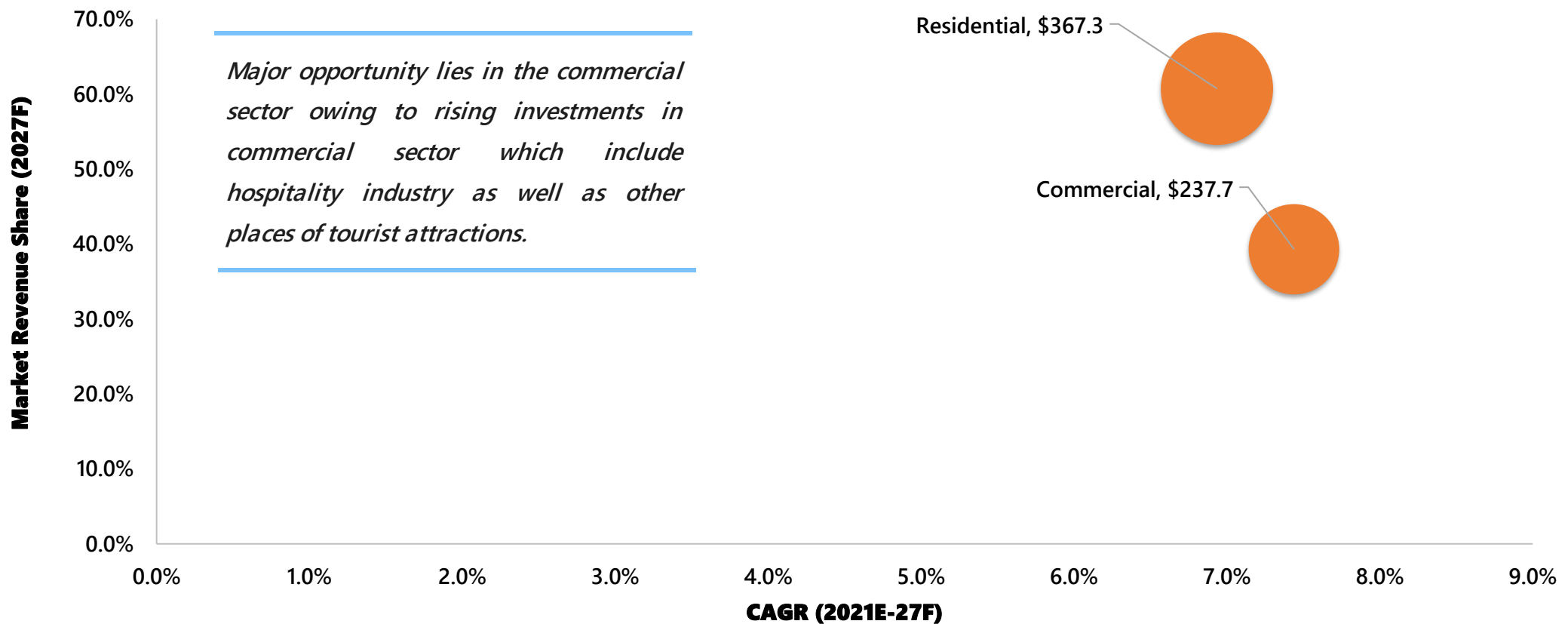


Note: Values around the bubbles represent market revenues in 2027F (\$ Million)

UAE Handicraft Market Opportunity Assessment

UAE Handicraft Market Opportunity Assessment, By End Users

Figure 13: UAE Handicraft Market Opportunity Assessment, By End Users, 2027F



Note: Values around the bubbles represent market revenues in 2027F (\$ Million)

A photograph of a handicraft market stall. The stall is filled with various items, including colorful beaded necklaces, bracelets, and bags. The items are displayed on wooden shelves and hanging from the ceiling. The stall is covered with a thatched roof, and the background shows other stalls in the market.

CHAPTER 12

UAE Handicraft Market Competitive Landscape

12.1 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Technical Parameters

Companies	Woodware	Art Metal Ware	Hand printed Textiles and Scarves	Embroidered and Crocheted Goods	Zari and Zari Goods	Imitation Jewellery
Fakih Group of Companies Pvt. Ltd	✓	✓	✗	✗	✗	✗
Al Saqee Handicraft LLC	✓	✓	✗	✗	✗	✗
Lucky's Furniture & Handicraft	✓	✗	✗	✗	✗	✗
Amal Star Antiques	✓	✓	✓	✗	✗	✓
Tribe Dubai	✓	✗	✗	✗	✗	✗
Craft India Overseas	✗	✓	✗	✗	✗	✗
Ramniwas Hastkala Niryat Pvt. Ltd	✓	✓	✗	✗	✗	✗
D Décor Home Fabrics Pvt. Ltd.	✗	✗	✓	✗	✗	✗

✓ Available ✗ Not Available

12.2 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Operating Parameters

Companies	Establishment Year	Headquarter	Number of Employees	Product Portfolio	Outlet location
Fakih Group of Companies Pvt. Ltd.	1994	Dubai, UAE	N.A.	<ul style="list-style-type: none"> ▪ Souvenirs ▪ Furniture ▪ Handicraft ▪ Lamps ▪ Decorative Items ▪ Perfumes 	Dubai, UAE
Al Saqee Handicraft LLC	N.A.	Delhi, India	NA	<ul style="list-style-type: none"> ▪ Brass Handicraft ▪ Copper Handicraft ▪ Iron & Glass Handicraft ▪ Leather Handicraft 	Dubai, UAE

*Note: The aforementioned "Key Distributors & Product Portfolio" list is not exhaustive
N.A. - Not Available*

12.2 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Operating Parameters

Companies	Establishment Year	Headquarter	Number of Employees	Product Portfolio	Outlet location
Lucky Furniture & Handicraft	1985	Sharjah, UAE	N.A.	<ul style="list-style-type: none"> ▪ Bookshelf ▪ Boxes & trunks ▪ Cabinet ▪ Chair & tables ▪ Bed side & beds ▪ Duri & Rugs 	Sharjah, UAE
Amal Star Antiques	1980	Dubai, UAE	N.A.	<ul style="list-style-type: none"> ▪ Metalwork ▪ Painting ▪ Textile ▪ Stone ▪ Jewellery ▪ Arms 	Deira, Dubai, UAE

*Note: The aforementioned "Key Distributors & Product Portfolio" list is not exhaustive
N.A. - Not Available*

12.2 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Operating Parameters

Companies	Establishment Year	Headquarter	Number of Employees	Product Portfolio	Outlet Location
Tribe Dubai	2015	Dubai, UAE	N.A.	<ul style="list-style-type: none"> ▪ Furniture ▪ Rugs ▪ Lighting ▪ Home Décor ▪ Toys 	Dubai, UAE
Craft India Overseas	2013	Uttar Pradesh, India	~40	<ul style="list-style-type: none"> ▪ Woodware ▪ Glassware ▪ Metalware 	India

*Note: The aforementioned "Key Distributors & Product Portfolio" list is not exhaustive
N.A. - Not Available*

12.2 UAE Handicraft Market Competitive Landscape

UAE Handicraft Market Competitive Benchmarking, By Operating Parameters

Companies	Establishment Year	Headquarter	Number of Employees	Product Portfolio	Outlet Location
Ramniwas Hastkala Niryat Pvt. Ltd.	2016	Delhi, India	N.A.	<ul style="list-style-type: none"> ▪ Brass Handicraft ▪ Copper Handicraft ▪ Iron & Glass Handicraft 	N.A.
D Décor Home Fabrics Pvt. Ltd.	1999	Mumbai, India	N.A.	<ul style="list-style-type: none"> ▪ Woodware ▪ Glassware ▪ Metalware 	N.A.

*Note: The aforementioned "Key Distributors & Product Portfolio" list is not exhaustive
N.A. - Not Available*



CHAPTER 13

Company Profiles

13.1

Company Profiles



Fakih Group of Companies

Al Saqee Handicraft LLC

Lucky's Furniture & Handicraft

Amal Star Antiques LLC

Tribe Dubai

Craft India Overseas

Ramniwas Hastkala Niryat Pvt. Ltd.

D Décor Home Fabrics Pvt. Ltd.

Parameter	Description
Company Overview	Fakih Group of Companies, headquartered at Dubai, UAE which deals with manufacturing, trading and exporting of a variety of souvenirs, traditional gifts, Handicraft, lamps, decorative items, oil perfumes, frames and clothing items.
Establishment Date (Global)	1994
Number of Employees (Global)	N.A.
Key Executives (Global)	<ul style="list-style-type: none"> Managing Director- Fakih Purayil
Key Brands	<ul style="list-style-type: none"> Antique Museum Fakih Collections Pick & Pay Savaan Coffee
Geographical Presence	<ul style="list-style-type: none"> UAE India Thailand Nepal Indonesia China
Contact Details	<ul style="list-style-type: none"> Address: St 19 12B, Al Qouz Art & Cultural Zone, Al Qouz Ind Area 1, Dubai, United Arab Emirates Contact number: +971 43 479935 Email: info@fakihcollections.com Website: www.fakihonline.com

Note: The aforementioned "Geographical Presence" list is not exhaustive
N.A. - Not Available

13.4

Company Profiles

Fakih Group of
Companies

→ Al Saqee Handicraft
LLC

Lucky's Furniture &
Handicraft

Amal Star Antiques
LLC

Tribe Dubai

Craft India Overseas

Ramniwas Hastkala
Niryat Pvt. Ltd.

D Décor Home Fabrics
Pvt. Ltd.

Parameter	Description
Company Overview	Al Saqee Handicraft LLC, based in Dubai, UAE is a wholesaler of wide variety of Indian Handicraft. The customers of the company mainly comprise of Handicraft traders, art galleries and stores in different Arab and Persian Gulf countries.
Establishment Date (Global)	N.A.
Number of Employees (Global)	N.A.
Key Executives (Global)	Director- Manoj Gupta
Product Portfolio	<ul style="list-style-type: none"> ▪ Brass Handicraft ▪ Copper Handicraft ▪ Metal Handicraft ▪ Wooden Handicraft ▪ Iron & glass Handicraft ▪ Leather Handicraft
Geographical Presence	Dubai, UAE
Contact Details	<ul style="list-style-type: none"> ▪ Address: Shop No. 3, Souk Al Arsa, Irani Market, Al Ras, Deira, P. O. Box No.- 41080, Dubai, UAE ▪ Contact number: + 00971-6-5341937 ▪ Email: alsaqee@live.com ▪ Website: www.handsncraft.com

*Note: The aforementioned "Product Portfolio and Geographical Presence" list is not exhaustive
N.A. - Not Available*

13.4

Company Profiles

Fakih Group of
CompaniesAl Saqee Handicraft
LLC→ Lucky's Furniture &
HandicraftAmal Star Antiques
LLC

Tribe Dubai

Craft India Overseas

Ramniwas Hastkala
Niryat Pvt. Ltd.D Décor Home Fabrics
Pvt. Ltd.

Parameter	Description
Company Overview	Lucky's Furniture & Handicraft situated in Sharjah, deals in Indian antique furniture, solid-wood furniture, bedroom sets, livings sets, handicrafts, gift articles, iron furniture and decorative items. The company operates through its 10 warehouses and furniture store in Sharjah.
Establishment Date (Global)	1985
Number of Employees (Global)	N.A.
Key Executives (Global)	Owner- Mohammed Parvez and Mohammed Firoz
Product Portfolio	<ul style="list-style-type: none"> ▪ Bookshelf ▪ Boxes & trunks ▪ Cabinet ▪ Chairs & tables ▪ Bed side & beds ▪ Duri & Rugs
Geographical Presence	Sharjah, UAE
Contact Details	<ul style="list-style-type: none"> ▪ Address: Industrial Area 11, Sharjah, UAE ▪ Contact number: 00971-6-5341937 ▪ Email: luckyfurnitures@yahoo.com ▪ Website: www.luckyfurnitureae.com

*Note: The aforementioned "Product Portfolio and Geographical Presence" list is not exhaustive
N.A. - Not Available*

13.4

Company Profiles

Fakih Group of
CompaniesAl Saqee Handicraft
LLCLucky's Furniture &
Handicraft→ Amal Star Antiques
LLC

Tribe Dubai

Craft India Overseas

Ramniwas Hastkala
Niryat Pvt. Ltd.D Décor Home Fabrics
Pvt. Ltd.

Parameter	Description
Company Overview	Amal Star Antiques LLC, situated in Dubai, UAE which deals in artistic work, Objects/Islamic Art, European Art, Silver product, Glass product, Furniture, Jeweler, Textile, Decorative Arms, Metal product, Ceramic.
Establishment Date	1980
Number of Employees	N.A.
Key Executives	N.A.
Product Portfolio	<ul style="list-style-type: none"> ▪ Metalwork ▪ Painting ▪ Textile <ul style="list-style-type: none"> ▪ Stone ▪ Jewellery ▪ Arms
Geographical Presence	Dubai, UAE
Contact Details	<ul style="list-style-type: none"> ▪ Address: P.O.Box 42577, Deira, Dubai, United Arab Emirates ▪ Contact number: +971504561410 ▪ Email: info@astarantiques.com ▪ Website: www.astarantiques.com

*Note: The aforementioned "Product Portfolio and Geographical Presence" list is not exhaustive
N.A. - Not Available*

Fakih Group of
CompaniesAl Saqee Handicraft
LLCLucky's Furniture &
HandicraftAmal Star Antiques
LLC

→ Tribe Dubai

Craft India Overseas

Ramniwas Hastkala
Niryat Pvt. Ltd.D Décor Home Fabrics
Pvt. Ltd.

Parameter	Description
Company Overview	Tribe Dubai, headquartered at Dubai deals in homeware, furniture, designer rugs, lighting, among others with a dedicated online store. The company sources its supplies from countries such as India, Ghana, Argentina, Australia, Tanzania, among others
Establishment Date	2015
Number of Employees	N.A.
Key Executives	Owner- Jo England
Product Portfolio	<ul style="list-style-type: none"> ▪ Furniture ▪ Rugs ▪ Toys ▪ Lighting ▪ Home Decor
Key Brands	Armadillo & Co.
Contact Details	<ul style="list-style-type: none"> ▪ Address: 4B Street, The Courtyard, Opposite Bounce, Dubai, UAE ▪ Contact number: +971 0 50 142 8248 ▪ Email: shop@tribedubai.com. ▪ Website: www.tribedubai.com

*Note: The aforementioned "Product Portfolio and Geographical Presence" list is not exhaustive
N.A. - Not Available*

Fakih Group of
Companies

Al Saqee Handicraft
LLC

Lucky's Furniture &
Handicraft

Amal Star Antiques
LLC

Tribe Dubai

→ **Craft India Overseas**

Ramniwas Hastkala
Niryat Pvt. Ltd.

D Décor Home Fabrics
Pvt. Ltd.

Parameter	Description
Company Overview	Craft India Overseas, headquartered in India is a manufacturer and exporter of brass artware, aluminium artware, tableware, decorative items. The company exports its products in several countries such as UAE, Kuwait, Malaysia and Israel.
Establishment Date	2013
Number of Employees	~40
Key Executives	Owner- Ashhad Hasan
Product Portfolio	<ul style="list-style-type: none"> ▪ Artware ▪ Metalware ▪ Nautical items ▪ Glassware ▪ Tableware
Geographical Presence	India
Contact Details	<ul style="list-style-type: none"> ▪ Address: Nai Sarak Chauraha Near Tamannah Shah Masjid, Moradabad-244001, U.P. India ▪ Contact number: +91 9997826691 ▪ Email: craftindiaovs@gmail.com ▪ Website: www.craftindiaoverseas.com

Note: The aforementioned "Product Portfolio and Geographical Presence" list is not exhaustive

Company Profiles

Fakih Group of Companies

Al Saqee Handicraft LLC

Lucky's Furniture & Handicraft

Amal Star Antiques LLC

Tribe Dubai

Craft India Overseas

Ramniwas Hastkala Niryat Pvt. Ltd.

D Décor Home Fabrics Pvt. Ltd.

Parameter	Description
Company Overview	Ramniwas Hastkala Niryat Pvt. Ltd, headquartered in Delhi, India is a manufacturer and exporter of metalware, woodware and glass Handicraft. The company is a major exporter of Handicraft to UAE.
Establishment Date	2016
Number of Employees	N.A.
Key Executives	Director- Ashok Gupta
Product Portfolio	<ul style="list-style-type: none"> ▪ Brass Handicraft ▪ Copper Handicraft ▪ Metal Handicraft ▪ Wooden Handicraft ▪ Iron & glass Handicraft ▪ Leather Handicraft
Geographical Presence	India
Contact Details	<ul style="list-style-type: none"> ▪ Address: E-43/2, Okhla Industrial Area, Ph-2, New Delhi, Delhi, 110020, India ▪ Contact number:+91 11 40 15 81 55 ▪ Email: rnhn2017@gmail.com ▪ Website: www.handsncraft.com

*Note: The aforementioned "Product Portfolio+ and Geographical Presence" list is not exhaustive
N.A.- Not Available*

Fakih Group of
CompaniesAl Saqee Handicraft
LLCLucky's Furniture &
HandicraftAmal Star Antiques
LLC

Tribe Dubai

Craft India Overseas

Ramniwas Hastkala
Niryat Pvt. Ltd.D Décor Home Fabrics
Pvt. Ltd.

Parameter	Description
Company Overview	D Décor Home Fabrics Pvt. Ltd., situated in India, is a manufacturer and exporter of furnishing fabrics. The company operates in UAE through its network of dealers.
Establishment Date	1999
Number of Employees	N.A.
Key Executives	<ul style="list-style-type: none"> ▪ Chairman- V.K Arora ▪ Managing Director- Sanjay Arora
Key Brands	<ul style="list-style-type: none"> ▪ Bed & bath ▪ Rugs ▪ Curtains ▪ Gifting items ▪ Décor Accessories
Partner Companies	<ul style="list-style-type: none"> ▪ Marvel & Disney ▪ Sunbrella
Contact Details	<ul style="list-style-type: none"> ▪ Address: Solitaire Corp Prk-S14,167 Guru Hargovindji Marg,Chakala Andheri - (E), Mumbai., 400093 India ▪ Contact number: 1800 267 9008 ▪ Email: styleexpert@DDecor.com ▪ Website: www.ddecor.com

Note: The aforementioned "Key Brands" list is not exhaustive

N.A. - Not Available



CHAPTER 14

Key Strategic Recommendations

14 Key Strategic Recommendations

Key Strategic Recommendations

Research & Development to Preserve Crafting Techniques

3D visualization and interaction technology could be used by a company to study the techniques that artisans utilize to craft different products. This would enable the company to safeguard the techniques and help in training & development of workforce to prevent shortage of skilled artisans in the future.

Recognition of Artisans and Development of Niche Market

A company that makes Handicraft could promote and sell their products at various local and international exhibitions by communicating about the history and importance of the culture and traditions from which the handcrafting technique evolved. These platforms would help reach elite set of art collectors that buy artwork at higher prices for their exclusivity and uniqueness.

Collaboration with Hospitality Industry

Handicraft company may collaborate with developers of cultural and heritage hotel & resort projects in regions such as Abu Dhabi and Dubai to provide them with customized craftwork such as furniture, tableware, paintings and fabrics. The company may also set up their workshops for selling customised artwork and souvenirs to the guests and visitors.

Differentiation between Handmade and Factory-made Goods

Nowadays, Handicraft face stiff competition from cheaper imports that are produced using modern machinery in factories. A company that deals in handcrafted goods could increase the margins on unit sales by differentiating the Handicraft from factory made products by certifying the handmade goods and commanding a higher prices for them.

CHAPTER 15

Disclaimer



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