

Research on the Problems and Countermeasures of China's Wooden Furniture Product Exports

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Abstract: After the reform and opening up, China's wooden furniture industry has made great progress. The production of wooden furniture has continued to grow, and the total amount of exports is also steadily increasing. Wooden furniture is also an integral part of our daily life. As China's economy continues to develop, the demand for wooden furniture is increasing and the proportion of its exports is rising year on year. Since China's accession to the WTO, China's exports of wooden furniture have gradually expanded and China's influence and competitiveness in the international market has increased. However, there are still many problems in China's wooden furniture export trade, including the export market being too congregated and facing trade barriers; facing competitive pressure from the markets of emerging countries, led by Vietnam; increasing export costs and low added value of products; and a single product structure and weak brand awareness. The main reason for these problems is that the export value of Chinese wooden furniture products is small, the export scale is not large, and the export scale fluctuates; the export product structure is simple, of which bedroom wooden furniture occupies a large proportion; the export market structure is too aggregated, mainly in the United States. Therefore, China's wooden furniture industry should continue to optimize the market structure of products, and actively respond to trade barriers; actively respond to the challenges from the international market, to strengthen international competitiveness; constantly adjust the product structure, establish and strengthen brand awareness, to create high-quality, high value-added wooden furniture products, in order to promote the development of wooden furniture export trade.

Keywords: Wooden furniture, Export market, Product structure, Trade barriers, International competitiveness.

1. Preface

The furniture industry, as an important civil industry, influences the development of China's national economy to a certain extent and plays an important role in meeting the quality of life of consumers, dealing with the problem of difficult employment, stimulating the rapid development of the regional economy and promoting international trade. As a large exporter of furniture, China's competitive advantage in the international arena is obvious. The main types of furniture exported from China include bamboo furniture, rattan furniture, furniture made of other materials, furniture made of plastic, wooden furniture for bedrooms, wooden furniture for kitchens, wooden furniture for offices, other types of wooden furniture, office metal furniture, other metal furniture and other medical furniture and parts thereof [1]. And in recent years, China's wooden furniture industry has been flourishing and the export trade of Chinese wooden furniture products has been developing rapidly. However, in the course of international trade, due to the unstable international market situation, China's wooden furniture industry also suffers from different degrees of challenges, while China's wooden furniture industry also suffers from major or minor problems. In this situation, China's wooden furniture industry should combine the situation of wooden furniture products export, grasp the current market, deeper into their own problems, dig more comprehensive, more targeted development strategies to enhance the international influence and competitiveness of wooden furniture products, to create a different, characteristic wooden furniture products, to promote the export trade of Chinese wooden furniture products, to promote Chinese wooden furniture products "out of home", to the international arena. This is of great significance to the export trade of Chinese wooden furniture products.

2. Status of Domestic Production of Wooden Furniture in China

China's wooden furniture manufacturing industry is an important part of China's manufacturing industry. Before analysing the current situation of China's wooden furniture exports, this paper first analyses the current domestic situation of China's wooden furniture.

The furniture industry is labour-intensive, and because of the abundant supply of upstream raw materials, stable prices and low technical barriers, there are a huge number of enterprises in the Chinese furniture industry, thus also allowing many furniture enterprises to gather together [2]. With these furniture enterprises gathered together, the Chinese furniture industry has gradually formed five major manufacturing regions, with the supply of raw materials (woodlands and ports) as the mainstay and the consumer market areas as the complementary ones. The furniture industrial zones in South China are mostly produced in Guangdong and Guangxi, and the product range is also more successful, mainly sold to Shenzhen, Dongguan and Shunde, the furniture industry clusters; the furniture industrial zones in East China - represented by Jiangsu, Zhejiang and Shanghai Yangtze River Delta region, with a good production base and convenient transport conditions, the furniture is exported to Europe and the United States, with products mainly in European-style bedrooms and offices; North China Furniture Industrial Park - furniture manufacturing enterprises are concentrated in Hebei and Shandong, two domestic consumer markets with great potential, led by the production of classical furniture; Northeast China Furniture Industrial Park - relying on its original industrial base and timber resources, furniture manufacturing enterprises mainly

in Shenyang and Heilongjiang, led by the production of solid wood furniture, products are mainly exported to the markets of Northeast Asia and European countries and regions; Central and Western Furniture Industrial Park - Sichuan is a concentrated area, while the market of furniture manufacturing is concentrated in Central and Western[2] .

According to incomplete statistics, there are more than 30,000 enterprises in China's furniture industry. By the end of May 2020, there were 50 furniture industry bases in China recognised by the China Furniture Association. These

furniture production bases can be divided into eight categories according to type: traditional furniture production areas, wood furniture production areas, office furniture production areas, metal furniture production areas, trade bases, export bases, etc.; and six categories according to region: South China, East China, Southwest China, North China, Northeast China, etc.[3] . Among them, wood furniture production areas are mainly scattered in East China and Northeast China, see Table 1 The main wood furniture producing areas are in Eastern China and Northeast China, See Table 1.

Table 1. Distribution of wood furniture production areas*

Place name	Province	Title	Type	Geographical area
Zhuanghe	Liaoning Province	China Solid Wood Furniture Industry Base	Wooden furniture production areas	Northeast China
Yuhuan	Zhejiang Province	China's European classical furniture production base	Wooden furniture production areas	Eastern China
Ningjin	Shandong Province	The home of solid wood furniture in China	Wooden furniture production areas	Eastern China
Chongzhou	Sichuan Province	China Panel Furniture Industry Base	Wooden furniture production areas	South West
Nankang	Jiangxi Province	Central China Furniture Industry Base	Wooden furniture production areas	Eastern China
Pulandian	Liaoning Province	Famous Chinese Cabinet City	Wooden furniture production areas	Northeast China

* Self-drawn according to the table "China Furniture Industry Base Inventory 50 Chinese Furniture Industry Cluster Regional Furniture Market Which" published by Xin Yang Talent Network (<https://www.yiqizp.com/news/20210914/3952.html>)

It is clear from the distribution of appealing wooden furniture production areas that wooden furniture is an important part of China's furniture industry. According to data compiled by the China Economic Intelligence Network: In 2020, China's total furniture production was 912 million pieces, of which 322 million pieces of wooden furniture were

produced, accounting for 35.3% of all furniture types produced, second only to the production of metal furniture[4] . See Figure 1. The production of wooden furniture is therefore also a major factor in the production of furniture. Wooden furniture is therefore also one of the most important products produced by the furniture industry.

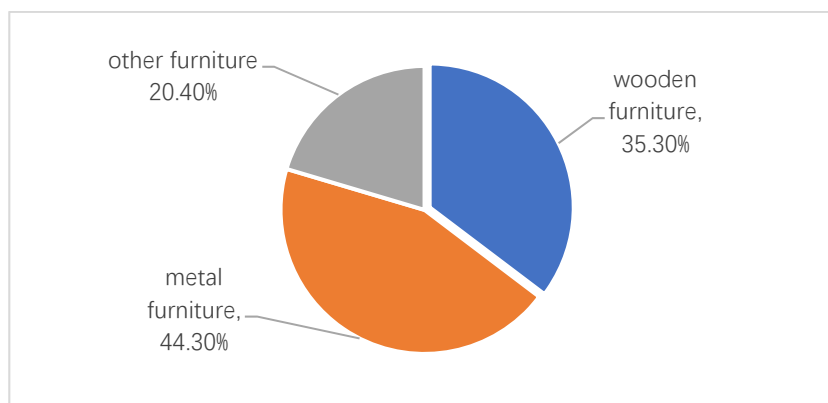


Figure 1. Share of production of various types of furniture in China in 2020**

** Self-drawn from data collated from the "Analysis of the Current Development Status and Trends of China's Wooden Furniture Industry, with Emphasis on Sustainable Development in the Future" published by Huajing Intelligence (https://www.sohu.com/a/463693066_120113054)

And along with China's steady macroeconomic growth, the country's wood furniture industry has also experienced steady growth. 2019, China's wood furniture production reached 315.643 million pieces, up 1.4% compared to the same month

last year; 2020, China's wood furniture production reached 321.5 million pieces, up 1.9% compared to the same month last year[5] . See Figure 2.

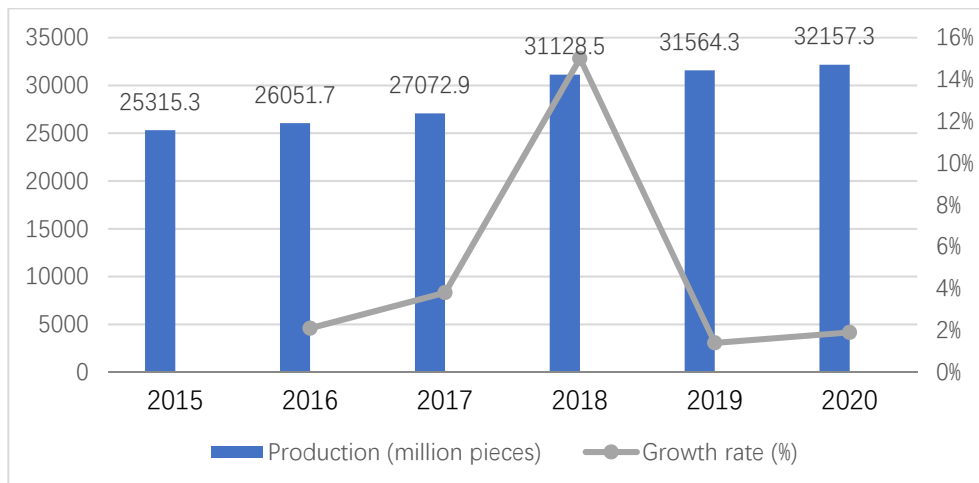


Figure 2. Wooden furniture production statistics in China, 2015-2020*

* Self-drawn from data collated from the "Analysis of the Current Development Status and Trends of China's Wooden Furniture Industry, with Emphasis on Sustainable Development in the Future" published by Huajing Intelligence (https://www.sohu.com/a/463693066_120113054)

According to Figure 3. The statistics of wood furniture production in China by provinces and cities in 2020 compiled by China Huajing Intelligence we can know that the production volume of wood furniture in China reached 32,157,700 pieces in 2020, among which Guangdong Province had the highest production volume with 60,632,000

pieces; followed by Zhejiang Province with 42,939,000 pieces; Shandong, Fujian and Jiangxi provinces had the production volume of wood furniture close to 34,714,400 pieces, 34,456,400 pieces and 34,376,200 pieces respectively [4]. These figures show that Guangdong Province is the main producer of wooden furniture in China.

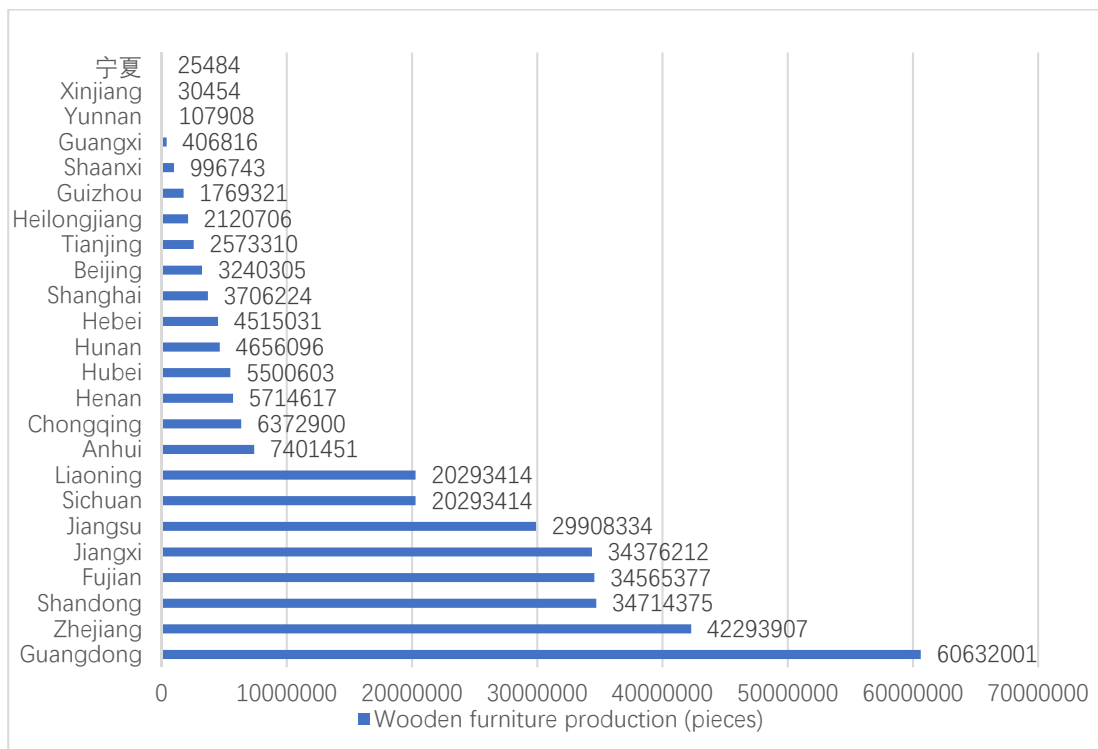


Figure 3. Wooden furniture production statistics by province and city in China, 2020*

* Self-drawn from data collated from the "Analysis of the Current Development Status and Trends of China's Wooden Furniture Industry, with Emphasis on Sustainable Development in the Future" published by Huajing Intelligence (https://www.sohu.com/a/463693066_120113054)

3. Current Status of China's Wooden Furniture Exports

The above analysis of the domestic production status of China's wooden furniture, from the above it can be seen that China's wooden furniture production areas are mainly

scattered in East China and Northeast China, Guangdong Province is the main production area of China's wooden furniture. And along with the steady growth of China's macro economy, China's wooden furniture industry has also experienced steady growth. This paper begins to analyse the current situation of China's wooden furniture exports.

3.1. China's wooden furniture exports show large fluctuations in scale

In recent years China's furniture industry has been renewed and adjusted, but because of the economic downturn resulting in reduced consumer demand for furniture. 2020 China's wooden furniture exports amounted to about 21.171 million pieces, while in 2020 China's domestic production of wooden furniture was about 325.773 million pieces, which shows that China's wooden furniture exports accounted for 6.75% of domestic production and domestic consumption 93.25%. It is obvious that the proportion of China's wooden furniture exports is obviously too small, which is enough to show the current situation of the small scale of China's wooden

furniture products exports. And by Figure 4 of the data, it can be seen that China's wooden furniture exports were US\$13.728 billion in 2017 and US\$13.488 billion in 2018, while in 2019 and 2020, affected by the new crown pneumonia epidemic, China's wooden furniture exports dropped significantly in these two years, to US\$11.632 billion and US\$11.826 billion respectively, with a significant rebound in 2021, when the wooden furniture exports return to normal, rising to US\$13.587 billion. It is clear from the bar chart that the trend of the entire bar chart from 2017 to 2021 shows a "U" shape, and it is not difficult to judge that the scale of China's exports of wooden furniture products has shown large fluctuations during these five years.

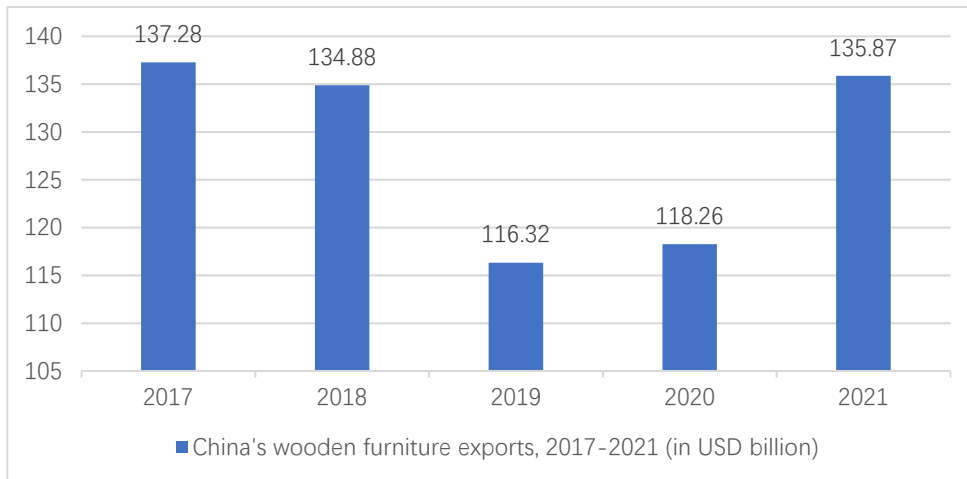


Figure 4. China's wooden furniture exports, 2017-2021 (in USD billion)*

* Compiled from the China Customs database and drawn in-house

3.2. A large proportion of bedroom furniture in the product mix of exports

In addition to the scale of exports, the structure of export products is also a major factor reflecting the current status of China's wooden furniture exports. In terms of export product structure, among the four types of wooden furniture, they are

office furniture, kitchen furniture, bedroom furniture and furniture for other purposes (HS940330, HS940340, HS940350, HS940360) [6], from Figure 5 It can be seen that other types of wooden furniture accounted for a large share of China's total exports from 2017 to 2021, followed by wooden bedroom, kitchen and office furniture[7].

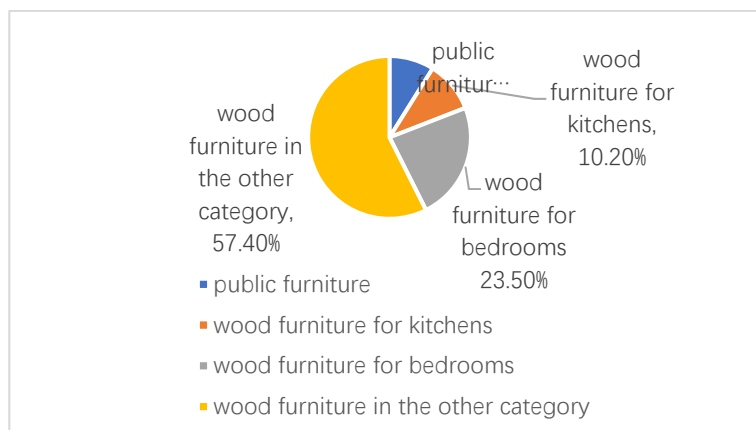


Figure 5. Share of wood furniture products by type, 2017-2021**

** Calculated from data in Table 3

And Table 2. The data shows that in 2021, exports of wood furniture in the other category were the largest compared to the remaining three categories, at US\$36,865 million, followed by exports of wood furniture for bedrooms at

US\$15,103 million, while exports of wood furniture for kitchens and public furniture totalled less than US\$10 billion, at US\$6,574 million and US\$5,719 million respectively. In the five-year period from 2017 to 2021, other types of wooden

furniture have been occupying the first place in China's wooden furniture exports, while wooden furniture for bedrooms has been holding the second place. This shows that,

in addition to other types of wooden furniture, wooden bedroom furniture occupies a larger proportion of China's wooden furniture export product mix.

Table 2. China's wooden furniture exports, 2017 - 2021 (in USD billion)*

Type	2017	2018	2019	2020	2021	Total
940330 (Wooden furniture for offices)	11.68	12.00	9.72	11.41	12.38	57.19
940340 (Wooden furniture for kitchens)	15.94	19.04	13.71	8.62	8.43	65.74
940350 (Wooden furniture for bedrooms)	40.59	31.20	26.95	25.97	26.32	151.03
940360 (Other wood furniture)	69.07	72.64	65.94	72.26	88.74	368.65

* Compiled from China Customs database and self-drawn

3.3. The market structure of exports is dominated by the United States

In addition to the above-mentioned export scale and export product structure, the export market is also an aspect that reflects the current status of China's wooden furniture exports. An analysis of the many export markets for Chinese wooden furniture shows that the USA, the Netherlands, Hong Kong, Poland, Sweden, Belgium, Denmark, Germany, Vietnam, Singapore, Malaysia, Italy, France and other developed countries and regions are our main export destinations. Some of the above-mentioned export country markets account for a

large proportion of China's wooden furniture exports, while the export markets are relatively concentrated, with the US market always being the first market for China's wooden furniture exports[8] . In 2020, China's wooden furniture exports to the US amounted to USD 83,711,600, in 2019 to USD 80,446,600, in 2018 to USD 86,490,700, and US\$83,661,600 in 2017[9] . Compared to the Netherlands, Hong Kong region of China, Poland, Vietnam, France and other countries and regions, the US is far ahead of them all. China's wooden furniture exports are dependent on the US market, which is highly vulnerable to the economic impact of these countries and regions. As Table 3 is shown.

Table 3. China's major wooden furniture products export targets and transaction value, 2017-2020 (Unit: USD million)**

Country/region	2017	2018	2019	2020
United States	8366.16	8649.07	8044.66	8371.16
Netherlands	2101.24	2180.86	470.43	5797.43
Hong Kong, China	608.89	441.15	1246.06	799.60
Poland	390.03	378.01	468.79	754.59
Sweden	740.23	596.09	510.83	730.12
Belgium	2560.08	2436.10	2142.24	656.40
Denmark	889.57	710.44	519.09	593.66
Germany	137.78	878.37	1102.89	469.19
Vietnam	944.34	131.70	815.87	439.10
Singapore	111.39	33.66	67.96	201.86
Malaysia	325.86	27.83	718.93	169.70
Italy	78.94	72.51	120.10	159.13
France	382.84	313.31	106.08	71.73

** Compiled from UN databases and self-drawn

4. Problems and Causes of China's Wooden Furniture Export Trade

In the rapidly developing Chinese wooden furniture export trade, the current status quo of Chinese wooden furniture exports is that the export scale fluctuates greatly, the export product structure of wooden bedroom furniture occupies a larger proportion, and the export market structure is dominated by the United States. Under this status quo, there are more problems with Chinese wooden furniture. This paper examines these problems and analyses the reasons for their existence.

4.1. Export markets are too concentrated and face trade barriers

For a long time, the concentration of Chinese wooden

furniture exports in the international market has been relatively high, mainly based on the US market. As Table 4 shows, from 2017 to 2020, China's wooden furniture products often rank first in terms of export value to the United States, far ahead of other countries. And according to a collated analysis of data from the UN database, it can be seen that the main sales markets for Chinese wooden furniture are the US, Europe, Japan, Hong Kong, China and other countries and regions. Thus it can be seen that China's wooden furniture export market is too aggregated.

Export markets are too concentrated, Chinese wooden furniture exporters are highly dependent on the above markets and thus vulnerable to the direct influence of a number of factors, easily controlled by these countries and in a more passive position, thus greatly increasing the risk, which means that Chinese wooden furniture products are not only facing

great resistance, but also facing a decline in exports[10] . Starting from the obstacles faced by China's wooden furniture export industry, Chinese wooden furniture companies have long been affected by technical barriers to trade, anti-dumping measures and green barriers to trade, which to some extent can hinder the export of Chinese wooden furniture products. In September 2018, the United States imposed a 10% tariff on approximately US\$200 billion worth of Chinese exports to the United States, and since 1 January 2019 Beginning on 1 January 2019, the tariff was adjusted by 25%, covering more than 40% of Chinese exports to the US, including wooden bedroom furniture, wooden kitchen furniture, and wooden office furniture. On 6 March 2019, the US International Trade Commission ruled that Chinese exports of wooden cabinets and bathroom cabinets to the US caused significant material injury to a similar furniture industry in the US, and the US plans to make a final decision on 24 March 2020 to anti-dumping and countervailing investigations in relation to wood furniture from China. In an announcement issued by the US Department of Commerce on 3 January 2022, the US opened a third anti-dumping investigation into exports of Chinese wooden bedroom furniture to the US. These are all trade measure policies adopted by the United States against China's wooden furniture exports. These trade measure policies have had a significant impact on China's wooden furniture export trade, inhibiting the export of Chinese wooden furniture products in various ways. In addition to the above-mentioned barriers, China's wooden furniture exports are also subject to the impact of the EU's "Green Barrier". The EU's "Green Barrier" covers all manufacturing and sales processes of wooden furniture and to some extent raises the price of internationally recognised raw materials, which is a huge challenge for Chinese wooden furniture exporters. production costs[11] . The establishment, introduction and implementation of green trade barriers in the EU has led to a significant decline in the export value and profitability of Chinese wooden furniture products. In addition, compared to EU member states, China's environmental awareness is low and China's national green standards are not yet up to the EU's green standards.

4.2. Facing competitive pressure from emerging country markets led by Vietnam

In addition to facing trade barriers, China's wooden furniture export trade is also facing challenges from the markets of these emerging countries, led by Vietnam, and Chinese wooden furniture enterprises have to bear the huge competitive pressure brought by these emerging countries and regions. In recent years, Vietnam has experienced better economic development, and its geographical location and international trade agreements are clearly good. Vietnam intends to vigorously develop wood processing and develop wooden furniture. China and Vietnam are the largest exporters of wooden furniture, their products have similar production factors with similar trends and their export markets have a high degree of overlap and occupy an important position in the global market. In addition, with the continuous changes in international trade, exports of wooden furniture from Vietnam are also increasing rapidly and competition between countries is becoming increasingly fierce.

Because of the larger scale form of China's wooden furniture exports, China is more susceptible than Vietnam to the changing world market demand which has an impact on China's wooden furniture export trade. The increase in trade

protectionist forces, the increase in trade barriers and the decline in trade facilitation have led to a slight decline in China's wooden furniture exports and a decrease in China's international market share[12] . Wooden furniture is labour-intensive and its development cannot be achieved without labour[13] . As China's population ages and the price of labour in China continues to rise, the advantage of cheap labour in China is fading and wood furniture industries around the world are beginning to migrate to South East Asia. With high labour prices and a weak industrial base, Vietnam has acquired many of the furniture manufacturing companies that have relocated. The structure of Vietnam's wooden furniture exports has gradually improved and Vietnam's influence and competitiveness in the world is increasing. As China's export trade in wooden furniture continues to grow, the share of wooden furniture in the international market continues to decline, the competitiveness and market competitiveness of China's wooden furniture industry continues to decline, and the rapid development of Vietnam's wooden furniture industry has caused great competitive pressure on China's wooden furniture exports[12] .

4.3. Increased costs and lower value added products

Chinese wooden furniture companies are not only under pressure from competing countries, but also face rising production costs. Due to the low per capita area of forest land in China, there is less forest land to cut down and therefore, the state is protecting forest wood more severely, thus increasing production costs[14] . According to statistics from the National Bureau of Statistics, China will only produce 87.27 million cubic metres of timber for the year to 2020, a drop of 13.1% relative to 2019. As a result, the lack of wood has led to an increase in the price of wood, which has increased the cost of producing wooden furniture products for Chinese wooden furniture companies that use imported wood as their raw material.

And Chinese wooden furniture is a labour-intensive product due to its low labour cost and has a strong competitive edge in the world[15] . Following the implementation of forest certification in the EU, in recent years, with the import of wood, especially in developed countries such as Europe and the US, import barriers to wooden furniture and the growing awareness of environmental protection have put China's wooden furniture export trade under increasing pressure. At the same time, furniture companies manufacturing wooden furniture as an intensive product will reduce the production quality of wooden furniture products due to rising production costs, thus leading to a reduction in the added value of Chinese wooden furniture products.

5. Measures to Promote China's Wooden Furniture Exports

Based on the above-mentioned problems in the current status of China's wooden furniture exports and the analysis of the causes of these problems, this paper puts forward countermeasures and suggestions to promote China's wooden furniture exports.

5.1. Optimize market structure and actively respond to trade barriers

Chinese wooden furniture enterprises should address the existing problems and put forward countermeasures and

suggestions to promote the export of Chinese wooden furniture in order to improve the current situation of Chinese wooden furniture exports. Firstly, Chinese wooden furniture enterprises should explore other potential markets for wooden furniture, change the current status quo of over-concentrated export markets and actively develop new markets on the basis of maintaining the existing good export markets. Chinese wooden furniture enterprises should learn a lesson, follow the changes in the trade pattern, actively adjust the structure of the export market, achieve diversification of the export market structure, adjust market share to avoid increasing the risk of China's wooden furniture export trade due to economic changes in certain countries[16]. Chinese wooden furniture enterprises should also make full use of their own geographical advantages, strengthen cooperation with neighbouring countries, take advantage of the advantages with neighbouring countries, continuously optimise the market structure and promote the development of new markets for Chinese wooden furniture enterprises.

At the same time, Chinese wooden furniture exports to overseas, especially to European countries, should comply with the European forest certification system through the European forest certification system, strengthen international cooperation, reduce trade friction caused by differences in the European forest certification system, and thus reduce certification costs. China should actively explore foreign certification systems, especially with European forest certification systems, in order to reduce the resistance of Chinese wooden furniture to enter environmentally sensitive countries, enhance the international competitiveness of Chinese wooden products, and prepare Chinese certified wooden products for the world. Therefore, the Chinese government should further strengthen international cooperation, especially with the EU countries, to make forest certification an important international cooperation and to organically integrate forest certification with world forest management efforts in order to promote the internationalisation of Chinese wood products and to ensure the export of Chinese wood furniture[17]. In addition, the government should adjust its trade policy to circumvent trade barriers and reduce the impact of TBT and PTM on the export of Chinese wooden furniture.

5.2. To actively face the test of international market and enhance the international competitiveness of enterprises

While optimising the market structure and actively responding to trade barriers, Chinese wooden furniture enterprises also have to deal with the rise of emerging countries, led by Vietnam, to bring competitive pressure on China's wooden furniture export trade, so Chinese wooden furniture enterprises should actively respond to the challenges and enhance the international competitiveness of Chinese wooden furniture. Firstly, we should change the status quo of relying on the United States and other export target markets, which are too concentrated in the export market structure, and gradually develop emerging markets, expand the range of export markets, and actively develop exchanges and cooperation with emerging countries. Secondly, we should actively and positively communicate with these emerging countries, led by Vietnam, to make full use of the advantage that the target markets of the countries are similar but the product similarity is low, to take their strengths and make up for their weaknesses, so as to promote the upgrading of

China's wooden furniture industry structure.

5.3. Reducing export costs and creating high quality products

And because of the increasing production costs and the decreasing added value of products, Chinese wooden furniture enterprises must make full use of their existing funds to occupy a favourable position, increase investment in technological research and development, learn from advanced production technologies at home and abroad, strengthen exchanges and learning with other enterprises, constantly innovate and upgrade their products, and improve their own products. At the same time, Chinese wooden furniture enterprises should do a good job of improving and upgrading all steps of production, improving from raw materials and other aspects, strengthening the management of procurement, production, sales and other aspects to further reduce export costs. Secondly, Chinese wooden furniture enterprises should pay attention to product quality and produce in strict accordance with wooden furniture product quality standards to create high-quality wooden furniture products. To standardise the wooden furniture standard system, absorb the excellent and advanced production standards from abroad and build a sound standard system. Again, the quality of wooden furniture products should be constantly optimised, the technical content of the products should be increased, the transformation and upgrading of the wooden furniture industry should be promoted, and high value-added wooden furniture products should be created. And, we should purposefully introduce technical talents, increase innovation, change the original labour-intensive, low-quality, low-price disadvantage, and enhance international competitiveness[18].

6. Concluding Remarks

As the economy continues to grow, Chinese wooden furniture companies are also developing rapidly. China is the world's largest producer of wooden furniture, which plays an important role in the country's economic development and plays a huge role in stabilising people's livelihoods and meeting their growing needs. This paper examines China's export trade in wooden furniture and draws the following conclusions:

(1) On the whole, China's wooden furniture industry is labour-intensive and the domestic production areas of Chinese wooden furniture are concentrated in Eastern China and Northeast China. Along with the steady growth of China's macro economy, China's wooden furniture industry has also grown steadily. However, at the same time, China's wooden furniture exports are very low and the scale of exports fluctuates significantly. China's wooden furniture export market is too aggregated and the export market is too dependent on countries and regions such as the United States, which largely affects China's wooden furniture export trade and greatly increases the risk of wooden furniture exports.

(2) In addition, Chinese wooden furniture enterprises are facing green trade barriers in the European Union, while emerging countries, led by Vietnam, continue to seize the international market share, the pressure of competition in China's wooden furniture export trade has intensified. Due to the suppression of raw material suppliers and various barriers, the production cost of Chinese wooden furniture products is getting higher and higher, coupled with the weak brand awareness of Chinese wooden furniture enterprises and the

low quality and low added value of Chinese wooden furniture products, it is difficult for Chinese wooden furniture enterprises to "go global".

(3) In view of the above problems, this study suggests that Chinese wooden furniture enterprises should actively respond to the EU's green trade barriers, strengthen the environmental awareness of Chinese wooden furniture enterprises and try to meet the EU's green standards; actively accept the challenges from the international market and continuously improve international competitiveness; continuously optimise the market structure and adjust the product structure, keep up with the international situation, and actively adjust the market structure while maintaining the original market. In the case of maintaining the original market advantages, actively adjust the market structure, expand the potential market, the implementation of diversified market structure, in the adoption of product differentiation strategy at the same time, the use of their own advantages, optimize the product structure, so that Chinese wooden furniture products "go out". Moreover, Chinese wooden furniture enterprises should reduce export costs in all aspects, pay close attention to product quality and create high-quality, high value-added wooden furniture products.

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