

Entering the European market for hammocks

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The European market for hammocks offers opportunities, but competition is strong. The mid-to high-end segments are your best options, as mass-produced items dominate the lower ends of the market. To compete, you need to add value through design, craftsmanship, functionality and sustainability. You must comply with mandatory (legal) requirements, as well as any additional requirements your buyers may have.

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1. What requirements must hammocks meet to be allowed on the European market?

The following requirements apply to hammocks in the European market. For a more detailed overview, check our study on [buyer requirements for Home Decorations and Home Textiles \(HDHT\)](#).

What are mandatory requirements?

When exporting to Europe, you have to comply with the following legal requirements:

- General Product Safety Directive/Regulation
- Restricted chemicals: REACH
- Intellectual property rights
- Textile Regulation
- Packaging legislation
- Upcoming Green Deal legislation

General Product Safety Directive/Regulation

All non-food products marketed in the European Union (EU) must be safe to use. The current [General Product Safety Directive](#) (GPSD, 2001/95/EC) will be replaced by the [General Product Safety Regulation](#) (GPSR, EU 2023/988), which came into force in June 2023 and will apply from December 2024 onwards. The GPSR ensures that products comply with the highest safety requirements, whether sold online or in traditional shops.

Unsafe products are either rejected at the European border or withdrawn from the market. The EU uses the [Safety Gate](#) system to list and share information about such products.

Tips:

Read more about the new [GPSR](#).

Use your common sense to ensure that normal use of your product does not cause any danger.
Search the [Safety Gate alerts](#) for hammocks to get an idea of potential issues.

Restricted chemicals: REACH

The [REACH](#) regulation (EC 1907/2006) lists restricted chemicals in products that are marketed in Europe.

Restricted chemicals in the production of textiles include:

- [Azo dyes](#) that release [prohibited aromatic amines](#);
- Certain flame retardants, like TRIS, TEPA and PBBs.

Tips:

Comply with the restrictions as laid down in [REACH](#).

Do not use azo dyes that release prohibited aromatic amines. Also check that your suppliers adhere to this and ask them for certified azo-free dyes. Be aware that the legislation lists the aromatic amines, not the azo dyes that release them.

Follow developments in the field of flame retardants, for instance through [pinfa](#).

Explore information and tips from the European Chemical Agency (ECHA), like its [list of all restricted chemicals](#) (REACH Annex XVII), [information for non-EU companies](#), and [Questions & Answers](#) (Q&A).

Intellectual property rights

When developing products, do not copy an existing design. As designs are ideas and creative concepts that have been expressed in tangible form, they are covered by intellectual property (IP) rights. [IP is protected in Europe](#), and products that violate IP rights are banned from the market.

Tip:

For more information, visit the [European Union Intellectual Property Office](#) (EUIPO) and the [World Intellectual Property Office](#) (WIPO).

European Green Deal

The [European Green Deal](#) is about social and environmental sustainability. It includes the [Circular Economy Action Plan](#) and the [EU Strategy for Sustainable and Circular Textiles](#).

The goal of the Strategy is to ensure that, by 2030, textile products placed on the European market are:

- Durable, repairable and recyclable
- To a large extent made of recycled fibres
- Free of hazardous substances
- Produced respecting social rights

In the context of the Green Deal, many European laws are under revision and new legislation is being developed. Some of this will apply to you directly, and some indirectly via your buyers. Particularly relevant proposals for the textile industry include the:

- Textile Regulation
- Ecodesign for Sustainable Products Regulation
- Corporate Sustainability Due Diligence Directive
- Forced Labour Regulation
- Packaging and Packaging Waste Regulation
- Green Claims Directive

Textile Regulation

The EU's [Textile Regulation](#) (1007/2011) states that textile products must be labelled or marked. It applies to products containing $\geq 80\%$ textile fibres. These must have a label stating their full fibre composition and, if applicable, the presence of non-textile parts of animal origin. The label must be durable, easily legible, visible and accessible. It should be printed in all official national languages of the European countries where the product is sold. In 2025, the European Commission is [revising the regulation to standardise textile labelling](#) across all EU countries and reduce complexity.

There is no EU-wide legislation on symbols for washing instructions and other care aspects of textile items. To give consumers clear information, you should follow the [ISO 3758:2023](#) standard for graphic symbols in care labelling.

Tips:

For more information about the [Textile Regulation](#), see the [Frequently Asked Questions \(FAQ\)](#).

Know your products and how they should be labelled. Find out more about [textile labelling rules](#) from Access2Markets.

Stay updated on the [revision of the textile labelling regulation](#).

Ecodesign for Sustainable Products Regulation

The new [Ecodesign for Sustainable Products Regulation](#) (ESPR) aims to ensure that products:

- Are designed to last longer;
- Are easier to reuse, repair and recycle;

- Incorporate recycled raw materials wherever possible.

The ESPR entered into force in July 2024. It restricts single use, tackles premature/early failure of products, and bans the destruction of unsold durable goods. The regulation also introduces Digital Product Passports with information about products' environmental sustainability, in terms of e.g. durability and recycled content. Its rollout includes the publication of working plans setting out the products and measures to be addressed. The first is scheduled for the first half of 2025 and includes textiles (mainly apparel) and furniture.

Tips:

Read more about the [ESPR](#).

See the [FAQ](#), [Q&A](#) and [factsheet](#).

Stay updated on the [implementation of the ESPR](#).

Corporate Sustainability Due Diligence Directive and Forced Labour Regulation

When producing and selling hammocks for the European market, you must take human rights and the environment into account. The exact rules are set by the [Corporate Sustainability Due Diligence Directive](#) (CSDDD, 2024/1760). The Directive entered into force in July 2024. Although it focuses mainly on large companies, you need to comply too, since you are part of the value chain. In addition, the [proposed Forced Labour Regulation](#) (FLR) bans products made with forced labour.

The European Commission plans to provide a set of guidelines to help companies with their due diligence.

Tips:

Read more about the [CSDDD](#) and explore the [FAQ](#).

See the [FLR Q&A](#) and [factsheet](#).

Stay updated on the proposed [rollout of the FLR](#).

Green Claims Directive

As many companies pretend to do more for the environment than they actually do ('greenwashing'), new rules to prevent that are in the making. In a recent European screening of websites, [many green claims were believed to be exaggerated, false or deceptive](#).

In 2023, the [European Commission](#) proposed a [Green Claims Directive](#) to:

- Make green claims reliable, comparable and verifiable;
- Protect consumers from greenwashing;
- Contribute to a circular and green economy;
- Help establish a level playing field.

Tips:

For details, see the [Q&A](#) and [factsheet](#).

Stay updated on the proposed [rollout of the Green Claims Directive](#).

For help with communicating your sustainable performance honestly and effectively, use the Netherlands' [guidelines regarding sustainability claims](#) and/or the British [guidance for businesses on making environmental claims](#).

Packaging legislation

The [Packaging Directive](#) (94/62/EC) aims to prevent or reduce the impact of packaging and packaging waste on the environment. Buyers may therefore ask you to minimise use of packaging and/or use sustainable (recycled) materials.

According to the [Circular Economy Action Plan](#), all packaging on the European market should be reusable or recyclable in an economically viable way by 2030. To help achieve this, the European Commission has proposed a new Packaging and Packaging Waste Regulation (PPWR).

Europe also has [requirements for wood packaging material and dunnage](#) (WPM) used for transport, such as packing cases and pallets. The goal is to prevent organisms that are harmful to plants or plant products from entering and spreading within the EU.

Tips:

For more information, see the EU's [packaging and packaging waste legislation](#) and [wood packaging material factsheet](#).

Stay updated on the [proposal for a new regulation](#).

What additional requirements do buyers often have?

Buyers often have additional requirements for:

- Sustainability
- Labelling and packaging
- Payment and delivery terms

Sustainability

European HDHT buyers increasingly have social and environmental sustainability requirements beyond what is mandatory by law. Environmental sustainability focuses on your company's impact on the environment, for example via raw materials and production processes. Social sustainability focuses on your company's impact on the wellbeing of your workers and the community. Key topics are fair wages and safe working conditions.

Consumers value sustainability

The growing importance of sustainability is reflected in a Maison&Objet Barometer, where [62% of HDHT retailers noticed growing interest from their customers in ethical products](#): 92% indicated that their customers think natural materials are very important, 77% that they value socially responsible production methods, and 71% that they care about recyclable/recycled materials.

In addition to legal compliance, a growing number of European buyers would like you to comply with:

- [Business Social Compliance Initiative \(BSCI\)](#): an initiative of European retailers to improve social conditions in sourcing countries. They expect their suppliers to follow the [BSCI Code of Conduct](#).
- [Ethical Trading Initiative \(ETI\)](#): an alliance of companies, trade unions and voluntary organisations. ETI aims to improve working conditions in global supply chains via their [ETI Base Code of labour practice](#).
- [Sedex](#): a membership organisation striving to improve working conditions in global sourcing chains. The [Sedex platform](#) lets you share your sustainable performance, based on a self-assessment.

You can learn about sustainable options from standards like [ISO 14001](#) and [SA 8000](#). However, only niche market buyers demand certification.

Organic cotton is becoming increasingly popular for home textiles. Although this is not (yet) a mainstream requirement, you can explore your options for certification via the [Global Organic Textile Standard \(GOTS\)](#). The easiest way to use certified organic cotton is by sourcing certified organic yarn or fabric.

If you adhere to such initiatives and standards, this may help your buyers comply with the CSDDD and proposed FLR, which require 'proof' of sustainable practices.

Tips:

Optimise your sustainability performance. Study initiatives like [BSCI](#) and [ETI](#) to learn what to focus on.

For a competitive advantage, demonstrate your sustainability performance. You can use self-assessments like that of the [Sedex platform](#), or a code of conduct such as the [ETI Base Code](#).

For more information, check our special [study on sustainability in HDHT](#), our [tips to go green](#) and [tips to become socially responsible](#), and our webinars on [sustainability in the European HDHT market](#), [sustainable innovations for your HDHT business](#) and [the sustainable transition in apparel and home textiles](#).

Read more about [BSCI](#), [ETI](#), [Sedex](#) and [SA8000](#) in the ITC Standards Map. You can also conduct a [free online self-assessment](#).

Highlight your sustainable activities and policies in the 'story' behind your product and company. Buyers appreciate good storytelling that evokes an emotional connection.

Labelling

The information on the outer packaging should match the packing list sent to the importer. Outer packaging labels should include:

- Producer name
- Consignee name
- Quantity
- Size
- Volume
- Caution signs

The most important information on the product labels of hammocks is composition, size, origin and care labelling. Your buyer will further specify what information they need on the product labels or on the item itself, such as logos or 'made in...' information. This is part of the order specifications. In Europe, [EAN or barcodes](#) are commonly used on the product label. For more information, please refer to the labelling-specific rules under the Textile Regulation.

Packaging specifications

Importer specifications

You should pack hammocks according to the importer's instructions. They have their own requirements for packaging materials, filling boxes, palletisation and stowing containers. Always ask for the importer's order specifications, which are part of the purchase order.

Damage prevention

Proper packaging minimises the risk of damage from dirt, temperature or humidity. Packaging should protect the items inside a box and prevent damage to the boxes when they are stacked inside the container. It therefore tends to consist of an outer cardboard box lined with protective material like plastic wrapping. The actual products are usually packed in polybags or plastic wrapping.

Dimensions and weight

Packaging must be easy to handle in terms of size and weight. Standards are often related to labour regulations at the point of destination and must be specified by the buyer.

Cost reduction

Boxes are usually palletised for transport, and you have to maximise the use of pallet space. While packaging must provide maximum protection, you must also avoid using excess materials or shipping 'air'. Waste removal is a cost for buyers.

You can reduce the amount and diversity of packing materials by:

- Partitioning inside the boxes, using folded cardboard;
- Considering packing and logistical requirements when designing your products;
- Asking your buyer for alternatives.

Material

Importers are increasingly banning wooden crating and packaging. Economical and sustainable packaging materials are gaining popularity. Using biodegradable materials can be a market opportunity – some buyers may even demand it.

Consumer packaging

Hammocks are usually displayed unpacked, making attractive consumer packaging less important. They often come in a storage bag that generally matches the hammock's design and material.

Tips:

Always ask for the importer's order specifications, including their packaging and labelling requirements.

Visit [Packaging Europe](#) for more information on the latest packaging developments, including news articles about biodegradable packaging.

Payment and delivery terms

Payment terms are usually confirmed in the buyer's order contract. They vary from buyer to buyer and depend on the volume and value of the order, the type of distribution partner, whether or not an agent is involved, and the delivery terms that apply.

Delivery terms, known as [Incoterms](#), depend on the type of distribution partner. HDHT importers generally prefer Free On Board (FOB) or Free Carrier (FCA) arrangements.

Tips:

For more information, check our [tips to organise your export](#).

Study the different types of Incoterms, including what your and your buyer's rights and obligations are.

Read our [study on terms & conditions](#) for a more elaborate overview, how to work with them, and the benefits of having your own.

What are the requirements for niche markets?

Fair-trade practices and sustainability certification are the most common niche market requirements.

Fair trade

The concept of fair trade supports fair pricing and improved social conditions for producers and their communities. Fair-trade certification can give you a competitive advantage, especially if the production of your items is labour-intensive. It often includes aspects of environmental sustainability too.

Common fair-trade labels are the [World Fair Trade Organisation](#) (WFTO) Guarantee System and [Fair for Life](#) certification. For most fair trade-oriented buyers in Europe, however, complying with WFTO's [10 principles of fair trade](#) is enough.

Tips:

Ask buyers what they are looking for. Especially in the fair-trade sector, you can use the story behind your product for marketing purposes.

Determine which label would be the best fit for you and apply if you can.

If certification is not feasible, work according to WFTO's [principles](#) without being officially guaranteed or certified. Carefully document your company processes so you can support your story.

Read more about [Fair for Life](#) in the ITC Standards Map.

Sustainable textiles

While sustainability is becoming the norm, the use of certification has yet to catch up. However, buyers are increasingly interested in certification to 'prove' their sustainability.

Popular textile certifications include:

- [Global Organic Textile Standard \(GOTS\)](#) – a textile-processing standard for organic fibres that ensures environmental and social responsibility throughout the production chain.
- [OEKO-TEX Standard 100](#) – certification that guarantees textile articles are free from harmful substances.

OEKO-TEX [Made in Green](#) combines Standard 100 and [STeP](#). Other options are the [Nordic Swan eco-label](#) (in Nordic countries) and the [EU Ecolabel](#).

Tips:

Read more about [GOTS](#), [OEKO-TEX Standard 100](#) and [Made in Green](#), and the [EU Ecolabel](#) in the ITC Standards Map.

Explore the possibility of sourcing organic cotton. Textile products containing $\geq 70\%$ organic fibres can be GOTS-certified. The easiest option is to use certified yarn or fabric.

Determine which certification would fit you best and apply if you can.

Recycled materials

The [Global Recycle Standard \(GRS\)](#) is a standard for products containing recycled material, with criteria for environmentally friendly production and good working conditions. Products containing $\geq 20\%$ recycled material can be GRS-certified, but only if the entire production process is certified. Additional social, environmental and chemical requirements must also be met. To carry a GRS quality mark, the end product must be produced in a certified factory. For consumer-facing labelling, the product must contain at least 50% recycled content. If you use GRS-certified material, you can highlight in your communication that this material is certified.

Similarly, the Recycled Claim Standard (RCS) is intended for products containing $\geq 5\%$ recycled material. Unlike the GRS, the RCS does not address social or environmental aspects of processing and manufacturing.

Tips:

Check for GRS- or RCS-certified versions of the materials you use.

Carefully check the specifications of the available certified materials. Sometimes composition changes

due to the recycling process.

When using GRS- or RCS-certified materials, refer to this correctly in your communications.

Read more about the [GRS](#) and [RCS](#) in the ITC Standards Map.

Sustainable wood

If your hammocks come with wooden elements, you can opt for sustainable wood. [FSC](#) (Forest Stewardship Council) certification is the most common label. [FSC chain of custody certification](#) guarantees that a product's source material comes from responsibly managed forests. These products are especially popular in Western Europe.

Figure 1: Fair-trade handmade Colombian hammock with optional FSC pine wood stand

Source: [Tropilex @ YouTube](#)

[PEFC](#) (Programme for the Endorsement of Forest Certification) is another option. As with FSC, [PEFC chain of custody certification](#) verifies that the forest-based material in a product comes from sustainably managed forests.

Tips:

For more information on the application process, see the [five steps towards FSC certification](#) and/or [how to become PEFC Certified](#).

If you use recycled wood, apply for the [FSC Recycled label](#).

Read more about [FSC](#) and [PEFC](#) in the ITC Standards Map.

2. Through which channels can you get hammocks on the European market?

You can get hammocks on the market through importers/wholesalers that supply to retailers or through retailers that buy directly from you.

How is the end market segmented?

The European market for hammocks consists of three segments: low-end, mid-end and high-end/premium. Your best opportunities are in the mid- to high-end market.

Figure 2: Hammock market segmentation in Europe



Source: Globally Cool, GO! Good Opportunity & Remco Kemper

Low-end market

The low-end segment focuses on accessible prices and basic designs. Simple and practical hammocks are common. Typical retailers are hypermarkets like [Carrefour](#) as well as garden centres and sports/camping retailers like [Decathlon](#). Because this segment is dominated by low-cost and mass-produced items, opportunities are limited for smaller manufacturers like you. Instead, focus on the mid- to high-end market.

Mid-end market

The mid-end segment follows trends, combining functionality and style. Prices are reasonable, to appeal to consumers who want value-for-money and a well-designed hammock. Craftsmanship, natural materials and/or sustainable values play a role in the higher mid-end segment. Outdoor specialist retailers like [Kathmandu](#) and brands like [The North Face](#) often sell hammocks for the higher mid-end and premium markets.

Figure 3: Brazilian hammock chair

Source: [AMAZONAS GmbH @ YouTube](#)

High-end/premium market

Higher-end hammocks excel in decorative value. For example, German design brand A Kind Of Guise featured a handmade Colombian [chinchorro hammock](#), traditionally made by the indigenous Wayuu community.

Through which channels do hammocks land on the end market?

Importers/wholesalers import hammocks and supply them to retailers. Larger retail chains often bypass importers/wholesalers and import for themselves, while increasing numbers of smaller retailers have also started buying directly from suppliers. In some cases, buying agents play a role.

Figure 4: Trade channels for hammocks in Europe



Source: Globally Cool, GO! Good Opportunity & Remco Kemper

Importers/wholesalers

Importers/wholesalers sell products to retailers in their own country or region, or re-export across Europe. Supplying to buyers in the project market (like hotels and spas) is another distribution flow for them.

These importers/wholesalers handle the import procedures. They take ownership of the goods when they buy from you (unlike agents), taking on the risk of the onward sale of the products. Developing a long-term relationship can lead to a high level of cooperation on appropriate designs for the market, new trends, use of materials, types of finishing and quality requirements.

Importing retailers

Retailers come in many sizes: large and part of a chain, or small and independent. Especially larger retail chains

habitually import directly from their suppliers in developing countries. Many even have their own buying offices in developing countries. Others – mainly smaller independent stores – order in Europe from wholesalers.

Buying agents, buying houses and sales agents

You can encounter several types of intermediaries when doing business with European buyers:

- European buying agents represent European buyers in sourcing countries, and do not import products themselves. Sometimes they have a more limited role, such as checking the quality of the products. They can work individually or as part of a purchasing company.
- Buying houses are comparable to buying agents, but they are based in your country and usually offer more services. These can range from raw material sourcing to design and sampling services.
- European sales agents can help you find European buyers. But be careful before entering into agreements with commercial agents, because [European legislation protects their position](#).

Agents and buying houses mostly work on commission. They may approach you, or your buyer may request an intermediary. Still, always try to work with your buyer directly. This saves on commission and allows you to communicate directly with your buyer.

E-commerce

E-commerce has grown in recent years. Your easiest path to benefit is by supplying to a European wholesaler or retailer with a strong online presence. This is usually not a separate channel. Retailers often combine online and offline channels, and the way of supplying to them is the same. Companies that only sell online also need to take stock before they can sell.

Direct business-to-consumer (B2C) sales

Selling directly to European consumers via your own website can be complicated and costly. You are responsible for factors like aftersales obligations and payment systems for consumer use. For most exporters from developing countries this is not feasible. In addition, according to the Dutch consumer association Consumentenbond, [Dutch consumers bought less from non-EU web shops](#) after [new EU VAT rules](#) were rolled out in 2021. This makes direct online sales even less attractive.

Tips:

To find buyers, search exhibitor lists or attend the main trade fairs in Europe: [Ambiente](#) (January/February) and [Heimtextil](#) in Frankfurt, [Maison&Objet](#) (January and September) in Paris, and [spoga + gafa](#) (June) in Cologne.

Check our [tips for finding buyers](#).

For more information about trading directly with smaller retailers and e-commerce, read our [study about alternative distribution channels](#).

What is the most interesting channel for you?

Importers/wholesalers are the main channel between exporters in developing countries and European retailers.

They are interesting if you want to develop a long-term relationship. These importers usually know the European market well, so they can provide you with valuable information and guidance on market preferences. They generally prefer FOB or FCA Incoterms.

Figure 5: Incoterms



Source: Globally Cool, GO! Good Opportunity & Remco Kemper

Large retailers are increasingly importing for themselves to cut out the margins of importers/wholesalers, reduce time to market, and have more control over product design and finish. This could present opportunities for you. Smaller, independent retailers need to differentiate from retail chains on value-added service, specialised offers and authenticity. Buying directly from producers in developing countries is an interesting way for them to do so. They typically prefer small order quantities per item, small total order volumes, and doorstep delivery via Delivered Duty Paid (DDP) or Delivery At Place (DAP). Repeat orders are less likely.

The trend of direct sourcing is expected to continue. This may create more opportunities for you, as a growing pool of buyers could improve your bargaining position. Because importing retailers order for their own shops, they can place orders much quicker than importers/wholesalers who may need to show samples to their retailers before ordering. You need to calculate if trading directly with (smaller) retailers is cost-effective for you.

Tips:

Consider targeting retailers directly to improve your bargaining position and potentially close deals faster.

Relate your offer and terms to the targeted retailer (large/small). If you are unsure, ask your existing buyers how they operate.

Build a relationship based on mutual benefits by offering services like fast delivery and after-sales support.

If you are interested in selling to small independent retailers, make sure to have a policy for them when you attend international trade fairs. You must have appropriate terms of trading, like low minimum order quantities.

3. What competition do you face on the European hammock market?

Europe's leading textile camping goods supplier is China. A lot of these supplies are mass-produced for the lower-end market. Instead of competing with this, your best opportunities are in the mid- to high-end segments, where you compete with suppliers from countries like India, Colombia and Brazil.

Because no specific trade data are available for hammocks, these statistics cover HS codes for textile camping goods in general.

China is by far Europe's main supplier of textile camping goods, with 47% of imports in 2023. Germany follows

at a distance, with 8.8%, and the Netherlands (4.8%), Italy (4.7%), Bangladesh (3.7%) and Belgium (3.3%) are next. Because these data cover textile camping goods in general, they do not accurately reflect the supplies of hammocks. In that context, this study highlights China, India, Colombia and Brazil as competing countries.

Re-exporters or producers

European countries have different roles in the HDHT market. Some are mainly importers and others are mainly manufacturers. Western European countries are mainly importers. Most Western European importers are re-exporters. They do not just sell their products in their own country, they distribute them across the continent.

European production takes place primarily in Eastern Europe, mostly because of relatively low transport and labour costs. This can make these countries a good alternative for European buyers to source low- to mid-end products. Western and Southern Europe also make some high-end products for well-known, long-established premium brands.

Which countries are you competing with?

Source: UN Comtrade

China: dominates the low-end market

China is by far the leading supplier of textile camping goods – including hammocks – to Europe. However, its supplies dropped from €218 million in 2022 to €117 million in 2023. Exports in 2021-2022 probably included some carryover from 2020 and importers re-stocking, whereas the [cost-of-living crisis](#) limited demand in 2023. This translated to an average annual rate (CAGR) of -12% for 2019-2023, and a direct import market share that fell from 61% to 47%.

China mainly supplies the lower-end market with mass-produced items. The country benefits from its large-scale and highly mechanised production systems, low-cost workforce, availability of raw materials, and efficient shipping to Europe compared to other Asian countries. However, rising labour costs have affected its price competitiveness. In the coming years, trade wars and other disruptions may affect China's exports.

Smaller European importers increasingly want to diversify their collections and become less dependent on China as a single supplier. This also goes for importers whose designs require handwork. To avoid competing on costs, make your product offering stand out and stay away from mass-produced items. Focus more on handmade products, sustainability, natural materials and the story behind your product.

India: fluctuating exports

With skilled labour and transport at competitive costs, India is well-positioned to take a bigger share of the market. After peaking at €4.2 million in 2022, Indian supplies of textile camping goods to Europe returned to €3.1 million in 2023. This translated to a CAGR of 1.2% for 2019-2023.

India has a rich craft culture, with an abundance of producers and easy access to natural materials. This allows them to target higher market segments than the mass-produced products from China. India also increasingly offers an effective combination of handmade and mechanised production techniques. With these skills and materials, they can produce a variety of hammocks – including designs that mimic traditional Latin American styles.

More and more Indian suppliers are complying with sustainability standards and investing in relevant certifications and labels. As it becomes more difficult for buyers to order short runs from China, India is becoming a popular alternative, especially since European lifestyle buyers already source broad HDHT collections from India and are increasingly able to do one-stop shopping.

Colombia: strong tradition in hammock production

Colombian producers specialise in handmade, cross-woven hammocks of cotton or cotton-polyester blends. These hammocks generally come in vibrant colours and patterns, often featuring a decorative crochet border. They compete in the mid- to high-end segment. Colombia is also home to 'chinchorros' - intricately cross-woven cotton hammocks with crochet skirts and tassels, traditional of the Wayuu community. These luxury items tend to be limited editions, reserved for the high-end/premium market.

The typical Colombian designs can also be adapted, for example to include spreader bars or feature a more neutral colour palette. European hammock brands often have their production in Latin American countries: Dutch brand Tropilex sells a range of handmade [Colombian hammocks](#) that are fairly produced by traditional weavers. Colombia's exports of textile camping goods to Europe peaked at €2.8 million in 2022. Overall, they declined from €1.7 million in 2019 to €1.0 million in 2023, at a CAGR of -12%.

Brazil: traditional hammock supplier

Brazil is another South American country with a strong tradition in hammock production. Brazilian hammocks are made from tightly handwoven cotton and have a deep cocoon-like shape. The traditional design and technique also lend themselves well to diversification, like hammock chairs and spreader bar hammocks in the typical thick fabric.

Brazilian artisans often produce hammocks for European brands: German AMAZONAS has a range of [Brazilian hammocks](#) consisting of traditional designs, spreader bar hammocks, and hammock chairs. They are handmade by Brazilian artisans using traditional techniques, from cotton or a recycled cotton and polyester blend. Some designs feature a handwoven decorative fringe ('veranda'). Between 2019 and 2023, Brazil's exports of textile camping goods to Europe fluctuated around €0.6 million. Overall, they declined from €0.7 million in 2019 to €0.6 million in 2023, peaking at €0.8 million in 2022. This translated to a CAGR of -4.7%.

Which companies are you competing with?

The following companies are examples of the type of competition you face in the European market for hammocks.

INCA Hammocks, India

[INCA Hammocks](#) manufactures rope and fabric hammocks in a variety of styles, from traditional and spreader bar to camping and travel hammocks. Since 2012, they also produce Brazilian- and Mexican-style hammocks and swings. The company works with various materials, including cotton and [Sunbrella](#) fabric. Rope is produced in-house.

As a BSCI-compliant manufacturer, INCA Hammocks is committed to sustainability. They work with GOTS- and OEKO-TEX-certified fabrics, recycled polyester, and FSC-certified wood, and their production is solar-powered.

Cielo Hammocks, Mexico

Mexico's [Cielo Hammocks](#) is a 'socially responsible organisation that seeks to alleviate poverty and promote gender equality through the manufacturing and distribution of hammocks around the world'. The fair-trade [B Corp-certified](#) company promotes the ancient art of Mayan hammock weaving. Their hammocks are handwoven by Mayan artisans, who design and weave them at home. They come tagged with the name of the weaver.

Figure 7: Company profile

Source: [Cielo Hamacas @ YouTube](#)

Exporsal, El Salvador

[Exporsal](#) is a socially responsible manufacturer of handcrafted products, including hammocks and swing chairs. They feature a range made of upcycled fabrics from denim waste and cotton off-cuts. The artisans weave the hammocks on a handloom, and the wood for the swing chairs comes from renewable forests. Exporsal is committed to supporting craftsmanship and the livelihood of artisan families. With this approach, they are included in Messe Frankfurt's [Ethical Style Guide](#) for sustainable suppliers.

Which products are you competing with?

Competition for hammocks mostly comes from within the category. Consumers can choose between various designs, materials and functionalities. For example, some people need a sturdy and decorative hammock for the garden or balcony, others a lightweight portable hammock for camping trips. Hammocks may also compete with [garden furniture](#) – especially passive items like swing seats, loungers and deckchairs.

Tips:

Compare your products and company to the competition. You can use [ITC Trade Map](#) to find exporters per country.

To stand out, focus on special techniques and designs, craftsmanship, functionality, the story behind your product, and your sustainable values.

4. What are the prices of hammocks on the European market?

Prices for hammocks vary across market segments. After adding logistics costs, wholesaler and retail margins, and value added tax (VAT), European consumer prices are about 4-6.5 times your selling price.

Table 1 gives an overview of hammock prices across market segments. These are just an indication, since prices vary depending on technique, size, material, design, brand and other ways of value addition, including a strong sustainable concept.

Table 1: Indicative consumer prices of hammocks in Europe

	Low-end	Mid-end	High-end
Hammock/hammock chair	€20-40	€40-150	€150 or more

Consumer prices depend on the value perception of your product in a particular segment. This is influenced by your marketing mix.

Figure 8: Marketing mix – the four P’s



Source: Globally Cool, GO! Good Opportunity & Remco Kemper

The European consumer price of your hammocks is about 4-6.5 times your **FOB** price. In addition to energy, labour and transport costs, FOB prices depend heavily on the availability and cost of raw materials. Occasional cost increases are not directly passed on to the consumer, so they put pressure on margins in the supply chain. However, recent disruptions have resulted in longer-term cost increases. This continuing pressure has made many retailers raise their consumer prices. If/when costs drop again, consumer prices may follow.

Consumer prices generally consist of:

- Your FOB price
- Shipping, import, handling costs
- Wholesaler margins
- Retail margins
- VAT – varies per country, about 20% on average

Figure 9: Price breakdown indication for hammocks in the supply chain



Source: Globally Cool, GO! Good Opportunity & Remco Kemper

To illustrate: in Table 2 the FOB price is set at €10. Depending on the segment your product is designed for, the consumer price ranges from €41 (low-end) to €65.50 (high-end).

Table 2: Example of price breakdowns per market segment

	Low-margin	Middle-margin	High-margin	
FOB price	€10.00	€10.00	€10.00	Your FOB price
Transport, handling charges, transport insurance, banking services (20/15/15%)	+2.00 €12.00	+1.50 €11.50	+1.50 €11.50	Landed price for wholesale importer
Wholesalers' margins (50/75/90%)	+6.00 €18.00	+8.60 €20.10	+10.40 €21.90	Selling price from wholesale importer to retailer
Retailers' margins (90/110/150%)	+16.20 €34.20	+22.20 €42.30	+32.70 €54.60	Selling price excl. VAT from retailer to end consumer
Selling price incl. VAT (20%)	+6.80 €41.00	+8.50 €50.80	+10.90 €65.50	Selling price incl. VAT from retailer to end consumer

The FOB price of €10 includes your margins. These depend on your efficiency and price setting. Margins in the lower segment are generally smaller than in the middle/higher segments.

Examples of consumer prices are:

- GOTS organic cotton travel hammock, [HängemattenGlück GmbH](#), €90
- Fair-trade handwoven cotton Mayan hammock, [The Mexican Hammock Company](#), £118.95 (~€138)
- Handwoven hammock of buriti fibre and cotton, [Incausa](#), €371.95

Tips:

Study consumer prices in your target segment to determine your price and adjust your cost accordingly. Your quality and price must match your target segment.

Calculate your prices regularly and carefully, especially if the prices of your raw materials fluctuate. When raw material prices put pressure on your margin for a longer period, consider increasing your price or finding an alternative.

Understand your segment and offer a correct marketing mix to meet consumer expectations.

[Globally Cool](#) carried out this study in partnership with GO! GoodOpportunity and Remco Kemper on behalf of CBI.

Please review our [market information disclaimer](#).