

# ELECTRIC TABLE, DESK, BEDSIDE OR FLOOR-STANDING LAMPS

*The ranking of markets by potential*



MARKET POTENTIAL

ExportPlanning Market Insights

**EXPORT**   
PLANNING

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# Product Description: UL 940520

Harmonized System Product Code: UL 940520

Product Description: Electric table, desk, bedside or floor-standing lamps

This Harmonized System product code represents the aggregation of the following Combined Nomenclature codes:

- *940521 40* - Electric table, desk, bedside or floor-standing luminaires, solely for light-emitting diode "LED" light sources, of plastics or of ceramic materials
- *940521 50* - Electric table, desk, bedside or floor-standing luminaires, solely for light-emitting diode "LED" light sources, of glass
- *940521 90* - Electric table, desk, bedside or floor-standing luminaires, solely for light-emitting diode "LED" light sources (excl. of plastics, ceramic materials or glass)
- *940529 40* - Electric table, desk, bedside or floor-standing luminaires, of plastics or of ceramic materials (excl. those solely for light-emitting diode "LED" light sources)
- *940529 50* - Electric table, desk, bedside or floor-standing luminaires, of glass (excl. those solely for light-emitting diode "LED" light sources)
- *940529 90* - Electric table, desk, bedside or floor-standing luminaires (excl. of plastics, ceramic materials or glass, and those solely for light-emitting diode "LED" light sources)

The table below shows the characteristic values of the considered codes, referring to the total world trade in 2024.

## World trade in 2024 of Electric table, desk, bedside or floor-standing lamps

Code	Value (billion €)	Quantity (million units)	Prices (€/U)
UL940520	3.8	317	12

If interested, the same tables contained in this Report can be reproduced for a single code or for different aggregations of the same.

The report can be produced in USD (\$) or EUR (€).

# Indicators Description

The table below shows the indicators used to create the market ranking. The country-specific indicators are specific to the country under analysis, while the sector-specific indicators refer to the considered product.

## ***Country-specific and sector-specific indicators***

<i>Country-specific indicators</i>	<i>Sector-specific indicators</i>
<ul style="list-style-type: none"> <li>• GDP growth forecasts 2024</li> <li>• Geographical and logistical distance from Italy</li> <li>• Business distance</li> <li>• Country risk</li> </ul>	<ul style="list-style-type: none"> <li>• Import value 2024</li> <li>• Medium-term import dynamics (CAGR last 5 years)</li> <li>• Import forecasts 2024-2028</li> <li>• Incidence of high and medium price range 2024</li> <li>• Italy's market share 2024</li> <li>• Tariffs for EU exporters</li> <li>• Average labor cost of competitors</li> </ul>

Each indicator is interpreted in relation to the company's competitive strategy and its level of experience in foreign markets.

# Firm-level market potential ranking

UL940520: Electric table, desk, bedside or floor-standing lamps

European Markets - EU countries

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Germany	1°	1°	1°	1°	1°	2°
Poland	5°	2°	2°	2°	3°	3°
France	3°	4°	3°	4°	2°	1°
Netherlands	2°	3°	4°	11°	9°	9°
Denmark	9°	7°	5°	10°	7°	6°
Spain	8°	5°	6°	6°	5°	4°
Belgium	7°	6°	7°	12°	10°	10°
Slovenia	6°	8°	8°	14°	14°	13°
Czech Republic	10°	10°	9°	9°	13°	18°
Austria	4°	9°	10°	5°	8°	15°
Sweden	13°	11°	11°	7°	11°	14°
Greece	19°	17°	12°	22°	21°	8°
Portugal	15°	15°	13°	15°	12°	11°
Ireland	14°	14°	14°	17°	17°	23°
Slovak Republic	12°	13°	15°	13°	15°	20°
Finland	11°	12°	16°	3°	4°	7°
Estonia	17°	16°	17°	8°	6°	5°
Hungary	18°	19°	18°	24°	25°	26°
Romania	23°	20°	19°	26°	26°	24°
Luxembourg	16°	18°	20°	16°	16°	17°
Croatia	21°	21°	21°	20°	19°	12°
Bulgaria	22°	23°	22°	25°	23°	21°
Cyprus	26°	24°	23°	23°	22°	16°

## Firm-level market potential ranking

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Malta	20°	22°	24°	19°	18°	19°
Lithuania	24°	25°	25°	21°	24°	25°
Latvia	25°	26°	26°	18°	20°	22°

## Firm-level market potential ranking

UL940520: Electric table, desk, bedside or floor-standing lamps

European Markets - non-EU countries

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Switzerland	1°	1°	1°	1°	1°	1°
United Kingdom	2°	2°	2°	9°	11°	15°
Iceland	3°	4°	4°	2°	3°	3°
Turkey	17°	11°	6°	29°	22°	12°
Serbia	13°	13°	9°	13°	7°	6°
Norway	6°	6°	13°	4°	9°	23°
Albania	20°	18°	16°	19°	14°	9°
Ukraine	60°	46°	27°	81°	71°	55°
Belarus	47°	45°	34°	88°	86°	83°
Bosnia Herzegovina	29°	32°	37°	54°	56°	66°
Montenegro	25°	30°	40°	24°	28°	33°
Moldova (Republic of)	59°	55°	45°	66°	58°	50°
Republic of North Macedonia	49°	51°	54°	38°	40°	38°
Russian Federation	71°	71°	66°	98°	97°	92°

## Firm-level market potential ranking

UL940520: Electric table, desk, bedside or floor-standing lamps

North and South American Markets

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Uruguay	22°	21°	17°	28°	27°	31°
Brazil	32°	25°	26°	36°	34°	32°
Canada	12°	17°	28°	8°	13°	27°
Ecuador	43°	35°	31°	47°	39°	34°
Costa Rica	36°	31°	32°	32°	41°	43°
Peru	30°	29°	35°	42°	44°	45°
Jamaica	52°	48°	41°	40°	37°	35°
Paraguay	46°	44°	43°	61°	62°	64°
Colombia	48°	50°	52°	53°	52°	60°
El Salvador	68°	61°	55°	70°	70°	71°
Chile	28°	36°	57°	31°	49°	70°
United States	31°	40°	61°	27°	35°	44°
Mexico	77°	70°	68°	50°	46°	40°
Guatemala	74°	74°	78°	51°	50°	47°
Honduras	80°	76°	79°	71°	76°	82°
Panama	58°	67°	80°	37°	43°	48°
Argentina	92°	87°	82°	97°	98°	95°
Venezuela	102°	98°	83°	109°	106°	106°
Nicaragua	94°	91°	87°	85°	90°	91°
Dominican Republic	78°	80°	90°	62°	74°	86°
Bolivia	98°	100°	93°	99°	101°	101°
Bahamas	73°	84°	100°	46°	55°	76°
Trinidad and Tobago	72°	85°	104°	55°	79°	100°

## Firm-level market potential ranking

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Haiti	118°	121°	120°	116°	117°	118°
Cuba	116°	120°	121°	120°	120°	120°

## Firm-level market potential ranking

UL940520: Electric table, desk, bedside or floor-standing lamps

Middle Eastern and North African Markets

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
United Arab Emirates	5°	5°	5°	5°	4°	4°
Georgia	15°	10°	7°	23°	23°	18°
Saudi Arabia	10°	9°	10°	18°	18°	20°
Morocco	16°	15°	12°	12°	6°	5°
Qatar	7°	14°	15°	6°	5°	8°
Israel	9°	16°	19°	11°	12°	22°
Azerbaijan	26°	24°	21°	26°	24°	17°
Armenia	50°	38°	30°	34°	26°	14°
Kuwait	19°	22°	33°	15°	19°	29°
Libya	54°	49°	36°	74°	65°	49°
Oman	27°	28°	38°	35°	45°	53°
Bahrain	35°	34°	39°	25°	25°	24°
Jordan	39°	56°	63°	43°	48°	56°
Yemen	87°	78°	72°	118°	114°	108°
Algeria	55°	64°	73°	75°	85°	93°
Iraq	93°	83°	76°	94°	91°	84°
Egypt	67°	72°	77°	63°	60°	58°
Iran	85°	86°	81°	89°	84°	79°
Lebanon	86°	92°	86°	78°	77°	74°
Tunisia	83°	96°	96°	79°	78°	75°
Syria	105°	109°	108°	119°	118°	115°
Sudan	108°	112°	111°	122°	123°	123°

## Firm-level market potential ranking

UL940520: Electric table, desk, bedside or floor-standing lamps

### Asean Markets

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Singapore	4°	3°	3°	3°	2°	2°
Japan	8°	7°	8°	14°	15°	16°
Korea (Republic of)	11°	8°	11°	10°	8°	7°
Kyrgyz	56°	39°	22°	48°	30°	13°
Taiwan	18°	19°	23°	7°	10°	11°
Vietnam	33°	26°	24°	45°	42°	36°
Kazakhstan	44°	33°	25°	41°	32°	26°
Philippines	42°	43°	46°	56°	53°	57°
Uzbekistan	53°	52°	49°	39°	33°	30°
Hong Kong	23°	27°	51°	21°	29°	41°
Lao People's Dem. Rep.	82°	75°	64°	104°	100°	94°
Cambodia	97°	77°	69°	87°	81°	72°
China	64°	63°	71°	20°	16°	10°
Nepal	109°	88°	75°	91°	80°	63°
Thailand	90°	82°	84°	52°	47°	42°
Indonesia	88°	81°	85°	68°	68°	73°
India	103°	99°	97°	60°	54°	46°
Malaysia	91°	90°	102°	59°	69°	80°
Pakistan	114°	110°	105°	112°	110°	104°
Turkmenistan	106°	105°	106°	106°	109°	109°
Tajikistan	101°	107°	107°	107°	103°	105°
Afghanistan	110°	113°	112°	110°	112°	111°
Bangladesh	122°	117°	116°	102°	93°	85°

## Firm-level market potential ranking

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Myanmar	115°	116°	118°	124°	124°	124°
Sri Lanka	124°	124°	124°	115°	113°	107°

## Firm-level market potential ranking

UL940520: Electric table, desk, bedside or floor-standing lamps

South African and Oceanian Markets

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Australia	14°	12°	14°	17°	17°	25°
New Zealand	21°	20°	20°	16°	20°	28°
South Africa	45°	47°	44°	65°	63°	65°
Papua New Guinea	66°	62°	59°	64°	66°	69°

## Firm-level market potential ranking

UL940520: Electric table, desk, bedside or floor-standing lamps

Sub-Saharan African Markets

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Mauritius	24°	23°	18°	22°	21°	19°
Nigeria	40°	37°	29°	44°	31°	21°
Ghana	57°	54°	42°	76°	67°	52°
Democratic Republic of the Congo	65°	60°	47°	90°	88°	81°
Benin	34°	41°	48°	49°	51°	54°
Senegal	37°	42°	50°	33°	38°	37°
Central African Republic	61°	59°	53°	80°	75°	67°
Togo	41°	53°	56°	57°	57°	62°
Burkina Faso	51°	58°	58°	58°	61°	68°
Sierra Leone	70°	66°	60°	72°	64°	61°
Mauritania	69°	69°	62°	86°	83°	78°
Cote d'ivoire	38°	57°	65°	30°	36°	39°
Niger	62°	65°	67°	84°	87°	90°
Guinea	76°	73°	70°	95°	96°	97°
Cameroon	63°	68°	74°	82°	94°	102°
Gabon	75°	79°	88°	69°	72°	77°
Zimbabwe	95°	94°	89°	103°	102°	103°
Eritrea	89°	95°	91°	67°	59°	51°
Chad	79°	89°	92°	101°	111°	114°
Tanzania (United Republic of)	112°	103°	94°	83°	73°	59°
Malawi	99°	101°	95°	117°	119°	119°
Mali	81°	93°	98°	77°	89°	96°
Mozambique	100°	102°	99°	114°	115°	116°

## Firm-level market potential ranking

Paese	Efficiency strategy			Differentiation strategy		
	Beginner	Intermediate	Advanced	Beginner	Intermediate	Advanced
Uganda	113°	106°	101°	96°	92°	88°
Equatorial Guinea	84°	97°	103°	73°	82°	87°
Angola	96°	104°	109°	93°	104°	113°
Liberia	104°	108°	110°	92°	95°	98°
Ethiopia	107°	111°	113°	113°	116°	121°
Kenya	119°	115°	114°	111°	105°	99°
Madagascar	111°	114°	115°	100°	107°	112°
Somalia	121°	119°	117°	123°	122°	122°
Zambia	123°	118°	119°	108°	99°	89°
South Sudan	120°	123°	122°	125°	125°	125°
Rwanda	117°	122°	123°	105°	108°	110°
Burundi	125°	125°	125°	121°	121°	117°

# Methodological note

The tables presented in this Report aim to identify the markets to be considered as priorities based on the type of **competitive strategy** adopted by the company and its **degree of internationalization**.

The ranking of market potential is elaborated separately for EU member countries and for Non-EU countries, which are divided by geographic areas (countries in Europe that are not EU members, North America and Latin America, Middle East and North Africa, Asia, Oceania and South Africa, Sub-Saharan Africa).

Each ranking is developed taking into account the strategic and structural characteristics of the company: markets are ranked in increasing order of potential for each combination of competitive strategy (efficiency-based strategy or product differentiation strategy) and degree of internationalization of the company (Beginner, Intermediate, Advanced).

## Definition of competitive strategies

- **Efficiency-based strategy:** the competitive advantage is achieved by reducing production costs while maintaining high profit margins. The company adopting this strategy focuses primarily on optimizing processes, resource efficiency, and using advanced technologies to improve productivity and quality.
- **Product differentiation strategy:** the competitive advantage is achieved by creating a unique product compared to competitors, justifying a higher price through elements such as high quality, innovation, exclusive design, personalized service, or strong brand positioning.

## Definition of the firm's degree of internationalization

- **Beginner:** if the company is poorly structured for going abroad, i.e., if it has only carried out passive export activities and has an international office with fewer than 3 employees;
- **Intermediate:** if the company is sufficiently structured for going abroad, i.e., if it has carried out active export activities, planned entry into a foreign market, has an international office with more than 3 employees, or relies continuously on external consultants;
- **Advanced:** if the company is highly structured for going abroad, i.e., if it has been conducting active export activities for at least 3 years, preparing and updating an internationalization plan, and has a team of at least 6 people dedicated to internationalization activities, or if it is well-established in one or more foreign markets.

## Methodology used to determine the potential market ranking

The ExportPlanning method involves the creation of a ranking of markets with the highest potential based on a robust set of indicators for **Opportunities** (demand development and competitive pressure), **Accessibility** (tariff and non-tariff barriers; logistical and cultural distance), and **Reliability** (political and market risk), starting from the relevant customs code. The final ranking of each market is determined through a weighted average of these indicators, with weights reflecting the company's competitive strategy and degree of internationalization. In addition to the position in the ranking, each market is evaluated on a five-level scale, reflecting the overall potential for the company:



where “Very High” highlights the top five countries in the ranking for each type of company; while “Very Low” identifies the last 40 countries in the potential ranking.

Composition of the Indicators Used for Market Potential Assessment

The following table presents the composition of the Opportunity, Accessibility, and Reliability indicators used to assess market potential in relation to the company's competitive strategy. The weight assigned to the Opportunity, Accessibility, and Reliability indicators varies based on the company's level of internationalization.

**Composition of Indicators by Efficiency and Differentiation Strategy**

<p>Composition of Indicators <i>Efficiency Strategy</i></p>	<p>Composition of Indicators <i>Differentiation Strategy</i></p>
<p><b>Market Opportunity Indicator:</b></p> <ul style="list-style-type: none"> <li>• Import value 2024</li> <li>• Import forecasts 2024-2028</li> <li>• Medium-term import trend (5-year CAGR)</li> <li>• GDP growth forecasts 2024-2028</li> </ul>	<p><b>Market Opportunity Indicator:</b></p> <ul style="list-style-type: none"> <li>• Import value 2024</li> <li>• Import forecasts 2024-2028</li> <li>• Medium-term import trend (5-year CAGR)</li> <li>• Share of high and medium price range 2024</li> <li>• Italy's market share 2024</li> <li>• GDP growth forecasts 2024-2028</li> </ul>
<p><b>Market Accessibility Indicator:</b></p> <ul style="list-style-type: none"> <li>• Average labor cost of competitors</li> <li>• Geographical distance from Italy</li> <li>• Business distance from Italy</li> <li>• Logistical distance from Italy</li> <li>• Tariffs for EU exporters*</li> </ul>	<p><b>Market Accessibility Indicator:</b></p> <ul style="list-style-type: none"> <li>• Average labor cost of competitors</li> <li>• Geographical distance from Italy</li> <li>• Business distance from Italy</li> <li>• Logistical distance from Italy</li> <li>• Tariffs for EU exporters*</li> </ul>
<p><b>Market Reliability Indicator** :</b></p> <ul style="list-style-type: none"> <li>• Sovereign risk</li> <li>• Political risk</li> <li>• Corporate risk</li> <li>• Exchange rate risk</li> </ul>	<p><b>Market Reliability Indicator** :</b></p> <ul style="list-style-type: none"> <li>• Sovereign risk</li> <li>• Political risk</li> <li>• Corporate risk</li> <li>• Exchange rate risk</li> </ul>

**Notes:**

\*For the market potential ranking of European Union member countries, this indicator was not considered.

\*\*In the calculation of the market potential ranking for European Union member countries, the Reliability Indicator consists solely of corporate risk.

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