

KEMENTERIAN  
PERDAGANGAN  
REPUBLIK INDONESIA

MINISTRY OF TRADE

# EXPORT *News* INDONESIA

Ditjen PEN/MJL/94/XII/2019



## Indonesian Glassware Opportunities

### WHAT'S INSIDE

How innovation in the manufacture of glass products for beverage packaging, can support sustainable lifestyles and support a greener Earth.



# editor's desk



Dear valuable readers,

In everyday life, we always deal with glassware. Demand for glassware products has increased significantly from year to year, as seen from the increasing number of glassware craftsmen in several cities in Indonesia. Glassware itself is a glassware made of ceramic, porcelain or pottery used in daily life or household and restaurants.

In recent years, designs and models of porcelain fixtures have become more varied, so that many people have begun to make them into collectible items. Moreover, in the current digital era, consumers can easily search for porcelain / glassware products online, so that people can more easily shop without having to bother coming to the store and choosing one by one.

Indonesia itself is ranked 23rd as an exporter of glassware products (HS 7013) in 2018, where Indonesia is superior to Malaysia and Viet Nam. But the sluggish world economy, coupled with the trade war of the United States and China led to a decline in exports of Indonesian glassware products in 2019. Despite a decline in the value of exports of Indonesian glassware products to the world market, the Ministry of Trade in the following year the value of exports increased through synergy and cooperation between Related Ministries & Institutions.

Thank You

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# 04

## Hot Issue

How innovation in the manufacture of glass products for beverage packaging, can support sustainable lifestyles and support a greener Earth.



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Promotion Center (ITPC)





# HOT ISSUE

How innovation in the manufacture of glass products for beverage packaging, can support sustainable lifestyles and support a greener Earth.

Glass is one of the chemical industry products that is most familiar with our daily lives. Most of the people do not understand about this unique compound. When viewed in terms of physics, glass is a very cold liquid. So called because the structure of the constituent particles are far apart as in liquid but it itself is solid. This is caused by a very rapid cooling process, so that the silica particles contained therein cannot arrange themselves regularly.

Meanwhile, when viewed from a chemical perspective, glass is a combination of various non-volatile inorganic oxides, which are produced from the decomposition and melting of alkaline and alkaline earth compounds, sand and various other constituents.

Glass is a discovery in the BC 5,000 years. Where at that time, glass was used for packaging that was relied on by the people of ancient Egypt, Rome, European Renaissance until now.

The reason glass has lasted thousands of years, and some companies worldwide still use it today, is because glass has several unique benefits. Some of these benefits are (1) 100% natural, glass made from a combination of sand, soda ash and limestone. This is an inert material that does not react with the food and drinks it carries, and is able to retain flavors and vitamins without chemicals; (2) When a glass bottle reaches the end of its useful life, the bottle can be 100% recycled, melted down into what is known as a cullet and used to produce more glass products; (3) Even when it ends up outside the flow of recycling, due to its natural composition and inability to decompose, it does not release harmful substances into the environment. Glass only makes up 2% of the 7.8 million tons of carbon emissions released by the soft drink industry.



As a form of responsibility to the environment, and to support the Green Movement for the earth, several companies have developed methods of collecting and converting cullets to ensure that as much as possible glass can be distributed back into the production process. Cullet has a much lower melting temperature than the original constituents, and only requires about 40% less energy to make a new product. In Europe in 2011, this meant that emissions of more than 7 million tons of CO<sub>2</sub> could be avoided, equivalent to removing four tons of cars from the road.

The latest innovations in the process of making glass bottles to be light, can have a significant impact on reducing the energy needed to produce and transport. In recent years, several companies have implemented this method.

Although the efforts of the green and sustainable movement have reached this far, especially in the glass industry, contributions from glass producers and buyers are still needed to make this industry more fully sustainable. Investment in infrastructure for the process of collecting, sorting, and distributing cullets to producers is the most concrete effort needed to improve the sustainability of the glass industry.



# MARKET REVIEW

Household crockery is not just for filling kitchen cabinets or eating, but with lifestyle changes for some consumers, glassware is now a part of lifestyle. Where the model, shape, and brand become more valuable and attractiveness. No wonder the current branded glassware with unique models and good motives are hunted by consumers.

Addition of style and culture to household fragmentation can be a competitive advantage and differentiation or differentiator with similar products. Therefore, it is important for Indonesian businesses to be able to increase added value through style and culture as well as more functions on their glassware products.

To see further, glass products and their derivatives that will be reviewed in the market review this time, we need to look at glass products and their derivatives based on the 6 digit HS code, namely:



## HS 6 Digit Code of Glassware and Its Derivatives

No	HS Code	Product Description
1	701349	Other Glassware Of A Kind Used For Table (Other Than Drinking Glasses)/Kitchen Purposes, Other Than Of Glass-Ceramics/Lead Crystal/Of Glass Having A L
2	701399	Glassware (Including Glassware Of A Kind Used For Toilet, Office, Indoor Decoration Or Similar Purposes) Nesoi, Not Of Glass-Ceramics Or Lead Crystal
3	701310	Glassware, Of Glass-Ceramics, Of A Kind Used For Table, Kitchen, Toilet, Office, Indoor Decoration Or Similar Purposes
4	701337	Other Drinking Glasses, Other Than Of Glass Ceramics/Lead Crystal.
5	701328	Other Stemware Drinking Glasses, Other Than Of Glass-Ceramics/Lead Crystal.
6	701342	Glassware Of A Kind Used For Table (Other Than Drinking Glasses)/Kitchen Purposes, Other Than Of Glass-Ceramics , Of Glass Having A Linear Coefficient
7	701322	Stemware Drinking Glasses, Other Than Of Glass-Ceramics , Of Lead Crystal.
8	701333	Other Drinking Glasses, Other Than Of Glass Ceramics, Of Lead Crystal.
9	701391	Glassware (Including Glassware Of A Kind Used For Toilet, Office, Indoor Decoration Or Similar Purposes) Nesoi, Of Lead Crystal
10	701341	Glassware Of A Kind Used For Table (Other Than Drinking Glasses)/Kitchen Purposes, Other Than Of Glass-Ceramics , Of Lead Crystal.

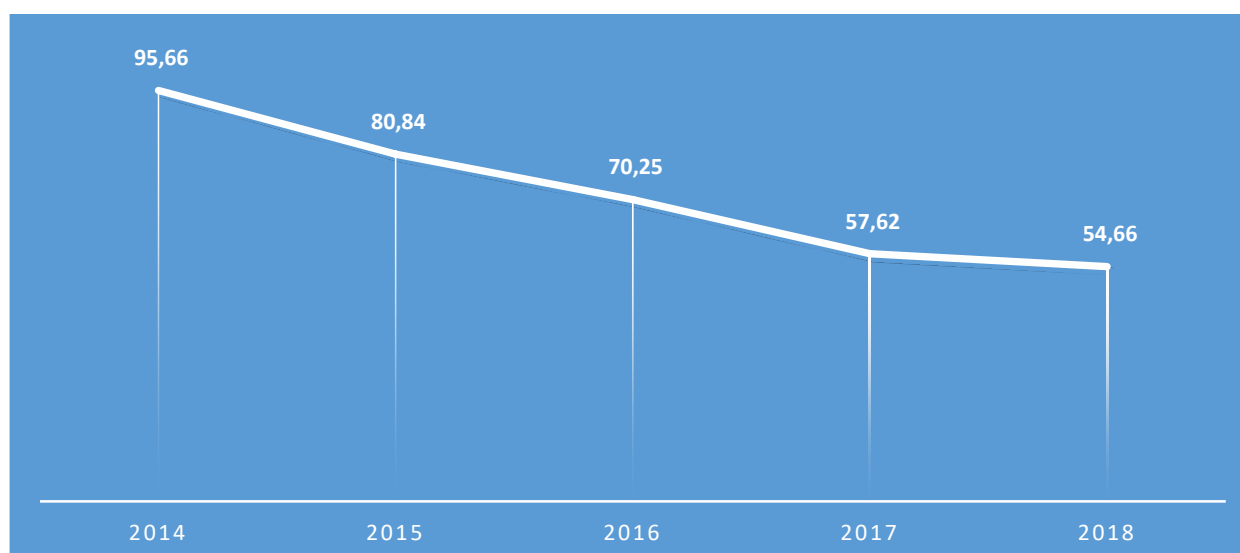
Indonesia's Glass Industry (HS 7013) in 2018 recorded a decline in the value of exports by 5.14% from the previous year, where the value of exports in 2018 reached US \$ 54.66 million or down from the value of exports in 2017 which recorded US \$ 57.62 Million.

It can be seen that the export value of glass products and their derivatives from Indonesia to the world has experienced a significant downward trend of 13.57% / year, where in 2014 the export value was recorded at US \$ 95.66 million and decreased from year to year to reach US \$ 54.66 million in 2018. The downward trend also occurred in the current period January - September 2019, where the export value reached US \$ 36.11 Million or decreased by 15.85% from the same period the previous year.

Based on statistical BPS data that has been processed, 5 Indonesian glass products & their derivatives that were successfully exported to the world in 2018 namely (1) 701349, other glassware of a kind used for tables (other than drinking glasses), with a value of US \$ 37.07 million; (2) 701399, Glassware (including glassware of a kind used for toilets, offices, indoor decoration or similar purposes), with a value of US \$ 8.85 million; (3) 701337, Other drinking glasses, other than glass ceramics / lead crystal, with a value of US \$ 1.75 million; (4) 701310, Glassware, of glass-ceramics, of a kind used for tables, kitchens, toilets, offices, indoor decoration or similar purposes, with a value of US \$ 1.65 million; and (5) 701328, Other stemware drinking glasses, other than glass-ceramics / lead crystal, with a value of US \$ 1.37 million.

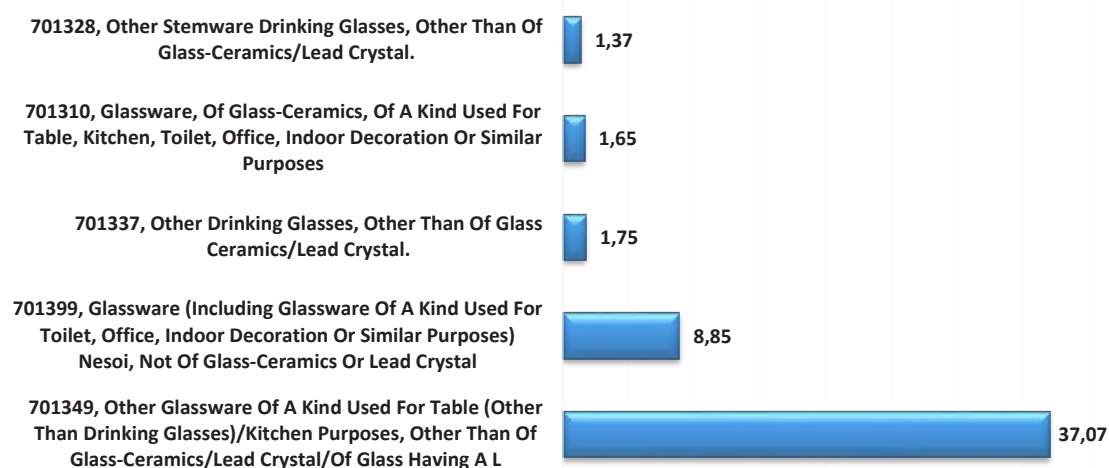
### Indonesia Export Performance of Glass Products & Derivatives 2014-2018

(in Us\$ million)



### List of Indonesia Glassware Products to World in 2018

(in Us\$ million)



Source: BPS, processed 2019

# MARKET REVIEW

Some Indonesian companies that produce glass products and their derivatives such as PT. Maspion, PT. Mega Indah Glass Industry, PT. Umbra Prasia, PT. Golden Manyaran, PT. Culletrprima Setia, and PT. Diamas Star.

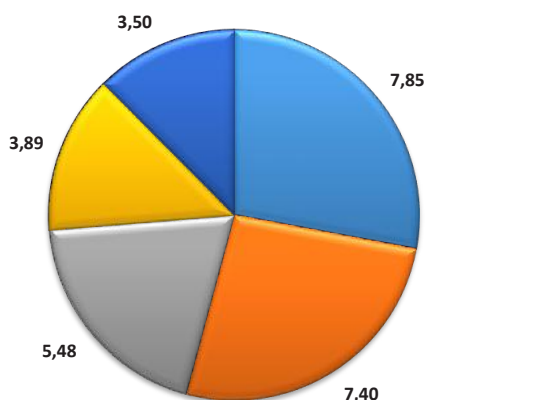
The main export destination country of Indonesia for glass products and its derivatives is Brazil, with an export value of US \$ 7.85 million or has a market share of 14.36% of the national export value. After Brazil, other main destination countries such as Japan with an export value of US \$ 7.40 million or having a market share of 13.53%, then Viet Nam with an export value of US \$ 5.48 million or having a market share of 10.03%, South Africa with an export value of US \$ 3.9 Million or having a market share of 7.12%, and ranked fifth there is the United States with an export value of US \$ 3.5 Million or having a market share of 6.41%.

As we said earlier, in 2018 Indonesia was ranked 23rd as a supplier of glassware products and its derivatives to the world. Based on the Intracen statistical data that we have processed, the first rank as a supplier of glassware products and their derivatives, achieved by China with an export value of US \$ 3.05 billion and has a market share of 35.34%. The second rank was won by France with a value of US \$ 0.75 Billion with a market share reaching 8.68% and the third rank was Germany with a value of US \$ 0.56 Billion with a market share reaching 6.50%.

5 countries importing glassware products and their derivatives in 2018 include (1) the United States with an import value of US \$ 1.1 billion and a market share of 14.27%; (2) Germany with an import value of US \$ 0.57 billion and a market share of 7.06%; (3) Great Britain with

**Indonesia Trade Partner of Glassware (HS7013) in 2018**

(in Us\$ million)

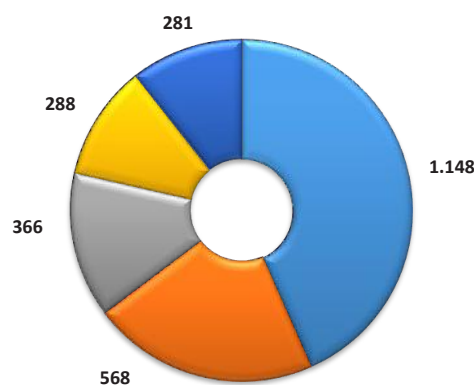


■ BRAZIL ■ JAPAN ■ VIET NAM ■ SOUTH AFRICA ■ UNITED STATES

Source: BPS, processed 2019

**List of Importer for Glassware (HS7013) in 2018**

(in Us\$ million)

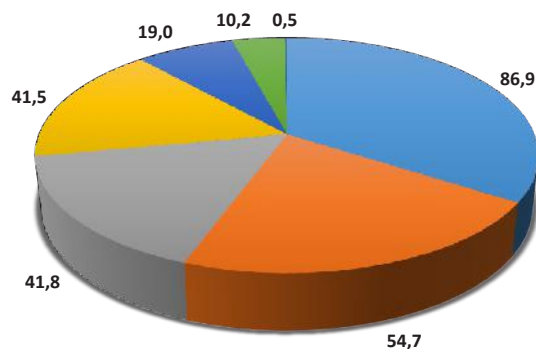


■ United States of America ■ Germany ■ United Kingdom ■ France ■ Netherlands

Source: ITC, processed 2019

**Indonesia Trade Partner of Glassware (HS7013) in 2018**

(in Us\$ million)



■ Thailand ■ Indonesia ■ Malaysia ■ Singapore ■ Viet Nam ■ Philippines ■ Myanmar

Source: ITC, processed 2019



an import value of US \$ 0.37 Billion and a market share of 4.55%; (4) France with an import value of US \$ 0.29 billion and a market share of 3.58%; and (5) the Netherlands with a value of US \$ 0.28 billion and a market share of 3.49%.

Indonesia's export performance for glassware products and their derivatives when compared to ASEAN countries, Indonesia's position is ranked second with a value of US \$ 54.7 Million. The first position as a supplier of glassware products and its derivatives is Thailand, with an export value of US \$ 86.9 million. The third position is Malaysia with an export value of US \$ 41.8 million, while the fourth position is Singapore with a value of US \$ 41.5 million and Viet Nam with a value of US \$ 19.0 million.



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