



Disclaimer

This project report has been prepared and submitted as part of an academic requirement. The information contained within this report is based on research, data analysis, and personal insights, and is intended solely for educational purposes.

While every effort has been made to ensure the accuracy and reliability of the information presented, Export Experts Global and the team do not make any warranties or representations regarding the completeness, validity, or currentness of the content. Any action taken based on the information in this report is strictly at the reader's own risk, and neither Export Experts Global nor the presenter will be held liable for any potential consequences.

This report may not be reproduced, distributed, or used for commercial purposes without prior written permission.

www.expertexpertsglobal.com



Handicrafts Export: Global Overview & India's Role

Exploring the vibrant world of hand made products, cultural heritage, and global trade opportunities in the handicraft sector.

Experts Global

What Are Handicrafts?

Handicrafts represent the finest traditions of handmade products, reflecting deep cultural heritage and exceptional artisan skills passed down through generations.

These unique creations encompass diverse categories including textiles, woodwork, metalware, ceramics, bamboo products, and many more traditional crafts.

Their value lies in their **uniqueness**, **superior craftsmanship**, and profound **cultural significance** that machine-made products simply cannot replicate.



Export E

Top 10 Handicraft Exporting Countries (2024)

India

\$3.5B+ exports annually with renowned hubs in Saharanpur (wood), Moradabad (metal), and Jaipur (textiles)

China

Global leader in ceramics and bamboo crafts with extensive manufacturing capabilities

Vietnam

Rapidly growing rattan and bamboo exports with **+37% YoY** growth

Other major players include **Thailand, Indonesia, Mexico, Turkey, Italy, Egypt, and Morocco**. The Asia-Pacific region dominates with 36.3% of global market share, whilst the entire global handicraft market reached over **\$1 trillion** in valuation during 2023.

Export Experts



Types of Handicrafts Exported

Wooden Handicrafts

Exquisite furniture, intricate carvings, decorative items, and traditional toys

Bamboo & Rattan

Sustainable baskets, furniture, mats, and eco-friendly home décor

Metalware

Stunning brass, copper, and silver artefacts showcasing metalworking mastery

Textiles

Embroidered fabrics, hand-woven carpets, and beautifully crafted garments

Ceramics & Pottery

Both decorative and utilitarian ceramic items with artistic glazing

Export Experts Global

Wholesale Handicraft Markets in India

Delhi's Sadar Bazaar

One of Asia's largest wholesale markets featuring diverse handicraft clusters with extensive variety

Jaipur

Renowned for textiles, jewellery, block printing, and the famous blue pottery tradition

Moradabad

The "Brass City" of India, specialising in brass and metalware exports worldwide

Saharanpur

Heritage centre for woodcarving, furniture making, and intricate woodcraft artistry

Varanasi

Ancient city famous for silk textiles, Banarasi sarees, and exquisite embroidery work

Export Experts Global

HS Codes for Handicrafts

Understanding Classification

Accurate HS (Harmonised System) code classification is absolutely essential for smooth customs clearance, proper tariff calculation, and compliance with international trade regulations.

In India, GST rates typically apply at **5%** on most handicraft items, though specific products may have different rates.



69131000

Ceramic handicrafts and decorative pottery items



58109900

Handmade textiles and embroidered fabrics



46021100

Bamboo woven products and rattan items

Export Experts Global

Challenges & Investment Needs in Handicraft Exporting



International Standards

Compliance with global standards such as CE, FCC, and GOTS certifications



Export Licences

Obtaining mandatory IEC and EPCH registration in India for legal exports



Packaging & Labelling

Meeting destination regulations like REACH for European Union markets

Significant investment is required in **quality control systems**, robust supply chain infrastructure, and effective international marketing strategies. Exporters must navigate complex customs procedures, obtain fumigation certificates for wooden products, and prepare for **carbon tariffs (2% on bamboo/wood products)** in certain markets.





Packaging Requirements for Handicrafts Export

01

Primary Packaging

Protects individual items with cushioned boxes, bubble wrap, or foam inserts especially critical for fragile ceramics and glassware

02

Secondary Packaging

Groups primary packages together for transport using sturdy cartons, wooden crates, or corrugated boxes

03

Tertiary Packaging

Bulk shipment preparation with pallets, shrink wraps, and strapping for container loading

📌 **Environmental Compliance:** All packaging must be eco-friendly and comply with destination country environmental standards, including EU REACH regulations. High-value and fragile items require professional art packaging with moisture-proofing and climate control considerations.

Certifications & Licences Required



Export Licences

- Import Export Code(IEC)
- EPCH
- registration AEO certification (recommended)



Product Certifications

- Phytosanitary Certificate(wood)
- GOTS (organic textiles)
- CE, FCC, PSE standards



Insurance & Compliance

- Product liability insurance
- Mandatory for exports over USD 50
- Per 2025 regulations

Exporters must maintain comprehensive documentation and ensure all certifications are current and comply with both Indian export regulations and destination country import requirements.



Unlocking Handicraft Export Potential

Handicrafts blend culture with commerce offering unique global market opportunities that celebrate tradition whilst driving economic growth.

Success demands strategic preparation

Thorough market research, regulatory compliance, quality packaging, and proper certifications form the foundation

India's competitive advantage

Rich artisan clusters, diverse product range, and growing global demand position India as a top exporter

Sustainable growth pathway

Strategic investment and adherence to export norms unlock tremendous potential for artisans and entrepreneurs

Export Experts Global

Let's celebrate and grow this vibrant sector with care, innovation, and dedication to preserving cultural heritage whilst building prosperous futures!



LEARN IMPORT-EXPORT BUSINESS PRACTICALLY & LOGICALLY



DELHI-MUMBAI-KOLKATA-ONLINE

BOOK NOW +91 92059 08400/+91 81308 80568 www.expertexpertglobal.com