



Trade Remedies Authority

**Anti-dumping transition review on ceramic tableware and kitchenware from the
People's Republic of China
Note to public file
02 January 2025**

Business and consumer survey responses

The TRA conducted an online survey of consumers, and upstream and downstream businesses to help us to understand the economic impacts of the tariffs paid on ceramic tableware and kitchenware imported from the People's Republic of China (PRC). The survey was open from 12 July 2024 to 19 August 2024. This document sets out the evidence received from this survey.

Number of responses and verification

The Qualtrics Survey received:

- 46 total responses, of which:
 - 31 responses identified themselves as businesses; and
 - 15 responses identified themselves as consumers.

Responses were omitted for duplicate IP addresses, insufficient completion, anonymous business responses, and general deficiencies. Having reviewed the responses, we removed:

- Responses where the businesses did not provide a business name;
- Responses where the business location was outside the United Kingdom and therefore could not be verified;
- Responses where the businesses had indicated their business name that could not be verified;
- Duplicate responses;
- Responses from businesses that had been provided by two individuals representing the same business; and
- A single response from an individual listed as a company who is listed as a V.A.T trade consultant.

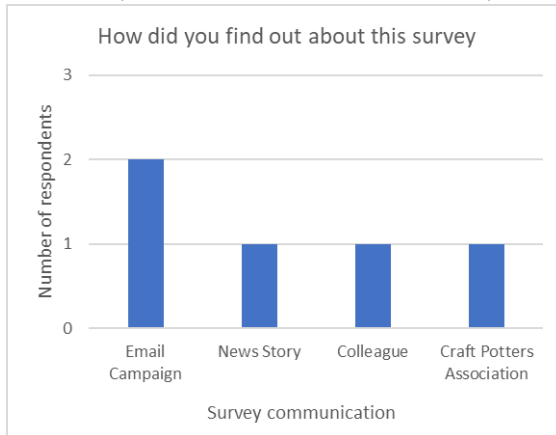
After our review, we able to use:

- 5 business responses; and
- 5 consumer responses.

Business responses (5 responses)

After checking and removing responses as set out above, 5 business responses remained. All were medium to large with the exception of one business (less than 50 employees). Their responses to the questions were as follows:

Q2 How did you find out about this survey?



Those who selected 'other' a colleague and the Crafts & Potters Association

Q3 How does ceramic tableware and kitchenware relate to your business?

Two businesses specifically sell the products and two identified as a UK and foreign producer. One use/sell the product downstream.

Q4 Please describe what your business does.

There were no answers from any of the five respondents to this question.

Q5 Please provide your company's approximate total sales revenue (in pound sterling) from the last financial year.

There were no answers from any of the five respondents to this question.

Q6 Roughly what percentage of your total sales from the last financial year were to companies which produce ceramic tableware and kitchenware?

There were no answers from any of the five respondents to this question.

Q7 Approximately how many UK employees does your company have?

There were no answers from any of the five respondents to this question.

Q8 Please tell us how the existing tariff on ceramic tableware and kitchenware from China affects your company and industry? What might change if the tariff were to be removed?

There were no answers from any of the five respondents to this question.

Q9 Is there any other information you would like to provide to help us assess the effects of the tariff on ceramic tableware and kitchenware on the overall economic interest of the UK?

There were no answers from any of the five respondents to this question.

Q10 Please describe what your business does.

Two businesses identified as retailers. There were no responses from the other three.

Q11 Does your company import ceramic tableware and kitchenware?

Three businesses import from the UK and one imports and buys from the UK.

Q12 Please name your supplier(s) and their country(ies), (i.e. Company name, Country).

Two businesses provided a response. One provided 8 companies and the other named one. All are based in China.

Q13 Please name your supplier(s).

There were no answers from any of the five respondents to this question.

Q14 Please name your supplier(s) and their country(ies), (i.e. Company name, Country).

There was one response with where the supplier is based in the U.K.

Q15 Please provide your company's approximate total sales revenue (in pound sterling) from the last financial year.

There were two responses. One business revenue of £11.5bn and another of £38.5m

Q16 Approximately what percentage of your total sales revenue in the last financial year was from sales of ceramic tableware and kitchenware?

There were three responses: One '**over 1% up to 10%**', the other '**less than 1%**.'

Q17 Who do you sell to? (Other businesses/final consumers, etc.)

Three responses detailed 'consumers' as being those they sell to.

Q18 Approximately how many UK employees does your company have?

Two responses with one of the large businesses detailing 65.000 employees and the other with 500.

Q19 If prices of ceramic tableware and kitchenware were to increase by 'between 13% and 18%' amount, how would you respond?

Three respondents said that that they would purchase cheaper ceramic tableware and kitchenware.

Q20 Is anyone with a protected characteristic who uses your CT&K impacted by the tariff? Protected characteristics are; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

Two responses, one 'yes' and the other was 'unsure'.

Q21 Please tell us how the existing tariff on ceramic tableware and kitchenware from China affects your company and industry? What might change if the tariff were to be removed?

Two responses: One business detailed that they would have to inflate their retail prices to pay for it. They could reduce retail prices if it was removed. The second detailed that they source a smaller range of reduced demand at the new price points.

Q22 In your experience are there any notable differences in ceramic tableware and kitchenware from China compared to those from other countries including the UK (e.g. in terms of price, quality or characteristics)?

One business detailed that there is no difference when like for like quality tiers are compared and the other noted that with the lower cost price from China, quality is very similar.

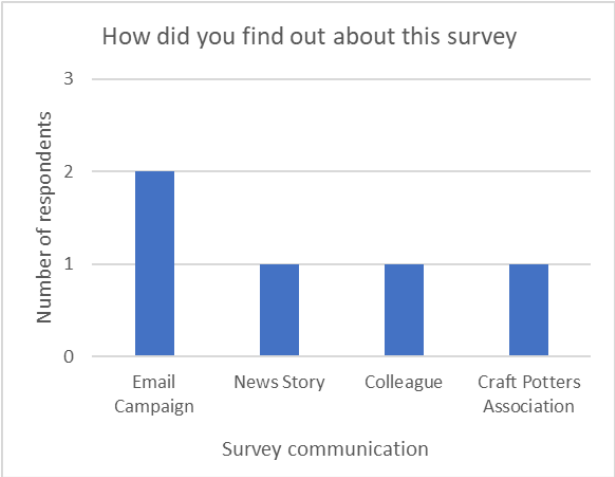
Q23 Is there any other information you would like to provide to help us assess the effects of the tariff on ceramic tableware and kitchenware from China on the overall economic interest of the UK?

There were two responses from businesses:

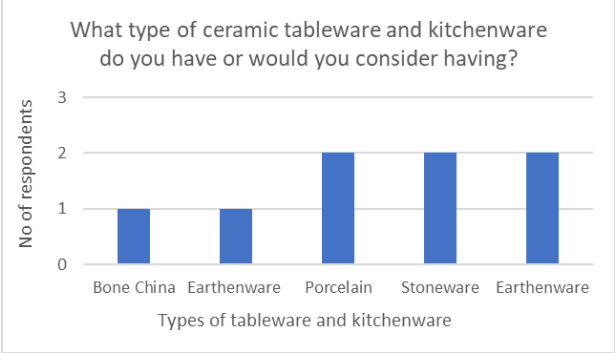
1. Majority within EU did not vote for it, yet it was still imposed so not a democratic decision; and
2. We are looking to source within the UK, however there are limited factories that can help us achieve the range we want. The supply base is not there to meet the level of demand at attractive prices.

Consumer responses

Q24 How did you find out about this survey?



Q25 What type of ceramic tableware and kitchenware do you have, or would you consider having?



Q26 Do you use ceramic tableware and kitchenware because of a protected characteristic? Protected characteristics are: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

Three respondents answered 'no' with one 'unsure'.

Q27 Rank the order in which the following factors apply when considering purchasing ceramic tableware and kitchenware (with the top being the most important and the bottom being the least important). 1. Price; 2. Quality; 3. Brand; 4. Place of manufacture; 5. Ability to bulk order

Two consumers answered this question below:

Consumer 1	Consumer 2
1. Quality	1. Quality
2. Brand	2. Brand
3. Price	3. Price
4. Ability to bulk order	4. Place of manufacture
5. Place of manufacture	5. Ability to bulk order

Q28 Would you buy a particular brand of ceramic tableware and kitchenware or go for the lowest priced ceramic tableware and kitchenware which meets your requirements?

Two respondents answered 'Buy the lowest priced ..Ceramic tableware and kitchenware.. that meets my requirements'.

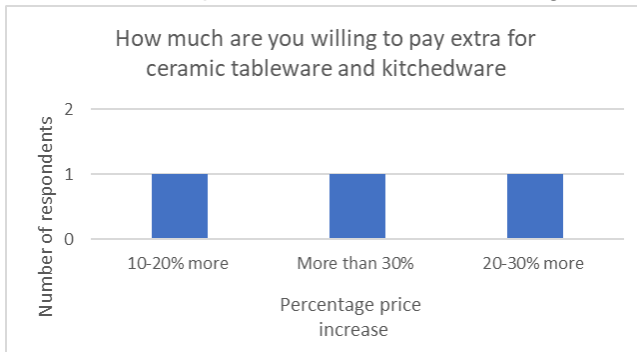
Q29 If you were considering buying Ceramic tableware and kitchenware costing £1,000. And the price of this Ceramic tableware and kitchenware rose by £50, what would you do?

Two respondents answered: 'Buy it regardless' and one answered: 'Buy a cheaper.'

Q30 What attributes do you value most in ceramic tableware and kitchenware?

Two respondents answered: 'Design and aesthetics' and one answered: 'Durability'.

Q31 How much are you willing to pay extra for high-quality ceramic tableware and kitchenware products? For example, a set of 6 bowls costing £20?



Q32 How important are ceramic tableware and kitchenware in your daily life?

Two respondents answered, 'Unimportant' and one answered, 'Very important'.

Q33 How important is price when deciding to purchase ceramic tableware and kitchenware?

Two respondents answered, 'unimportant' and one answered, 'very important'.

Q34 How likely would you be to switch to a domestic product from your import product if the domestic product was 20% cheaper?

Three respondents answered, 'Likely'.