

## Six analyses that can be undertaken with Indonesian Import or Export Statistics

The purpose of using trade statistics is to answer key questions of value for firms. Key questions like:

- assess a firm's performance relative to the total market.
- monitor market conditions.
- monitor competitors, new entrants, and retirements; and
- search for new sales opportunities.

TradeData have spent more than 20 years assisting firms answer these sorts of questions using detailed Indonesian import and export statistics. This paper lists 6 analyses that can be undertaken with Indonesian import or export statistics.

### ANALYSIS 1. Market Share

Firms often want to measure how well they are performing relative to competitors. Market Share analysis enables firms to track their performance relative to others. Is the market increasing or decreasing and is my share of the market increasing or decreasing over time? These are key questions for firms.

TradeData are expert in assisting firms measure market share. Three examples are list below:

- The Indonesian export and import data lists trade on an Indonesian Port and overseas country basis. For example:
  - Exports of Cocoa butter fats and oils from the Port of Tanjung Perak, in East Java Province to the Netherlands; or
  - Imports of a product from China into Tanjung Priok, in Jakarta.

An individual firm can subtract their export or import sales from the total port and country exports/imports shipments to calculate their own market shares over time. Combining a firm's own export or import transactions with total shipments sourced from TradeData, enable market shares to be calculated.

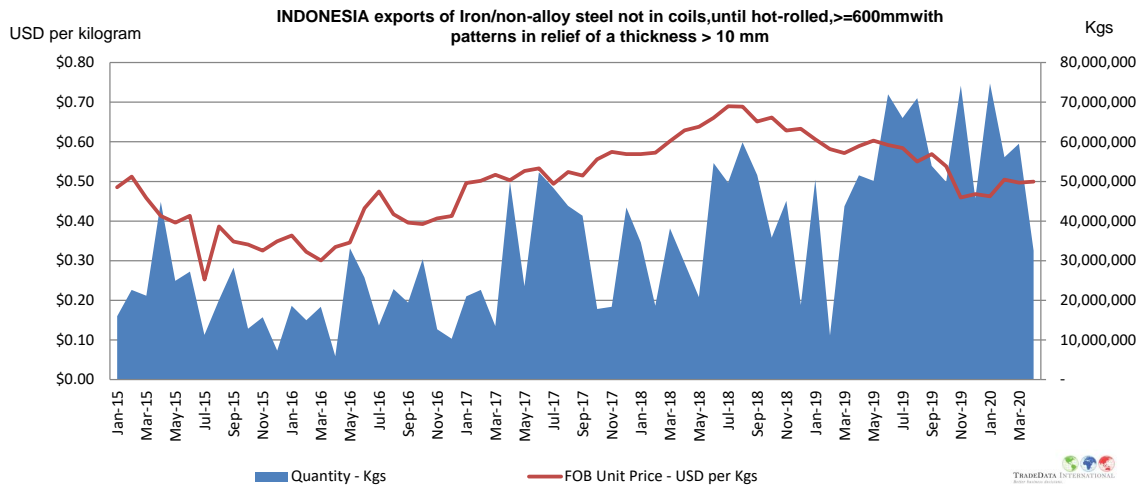
- Market Shares can be measured across different dimensions like firms, countries, ports or Provinces within Indonesia. For example, when considering Olive Oil imports into Indonesia, you may want to measure the import share of Italian Olive oils compared to oils from Spain.
- A second example, you may be a Jakarta based exporter of Cocoa butter fats and oils and you are currently exporting to the USA. Initially you may want to measure exports from Java against exports from other islands in Indonesia. If in this example you combined Indonesian exports of Cocoa butter fats and oils to the USA with USA imports statistics of Cocoa butter fats and oils, you can measure the market share of Java sourced Cocoa butter fats and oils in the USA import market. If you further combine this with your own company's exports to the USA, you then have a measure of your own exports as a share of the USA import market for Cocoa butter fats and oils. This could be further broken down into different regions across the USA using the Port of Discharge dimension found in USA import statistics.

TradeData are expert in combining export and import data from different countries to expand the market share analyses that can be undertaken. Likewise, firms can add their own exports and imports to measure their own market shares.

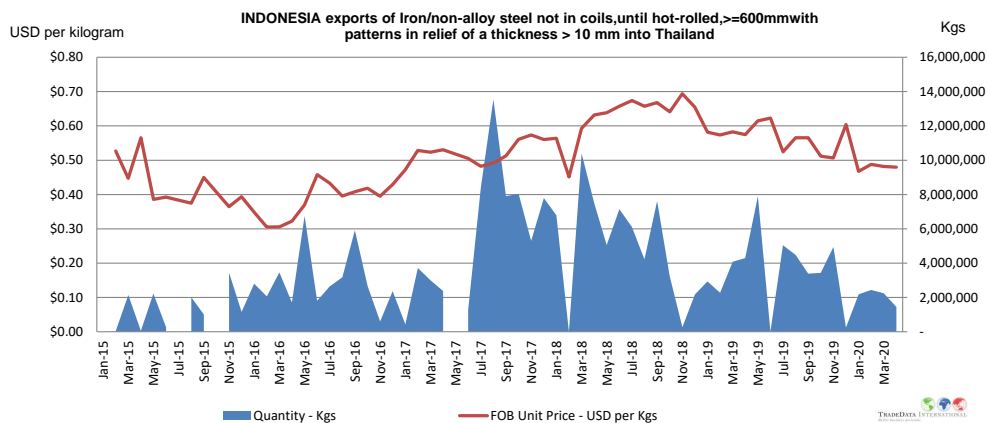
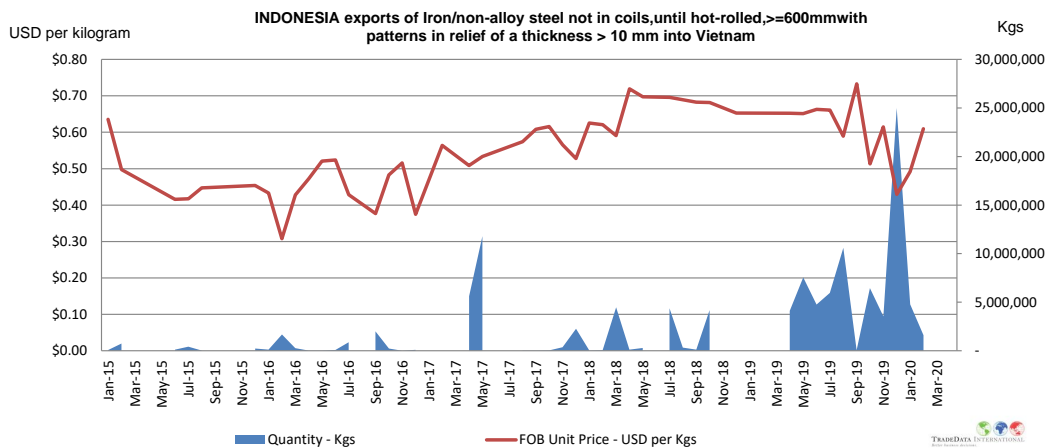
## ANALYSIS 2. Monitor Market Size and Growth/Decline Characteristics by Country

TradeData's standard excel file enables firms to quickly monitor the size of an export or import market and whether it is static, growing, or declining. The following chart come from TradeData's standard Excel file and lists Indonesian exports of a steel product. This shows:

- Export volumes increasing steadily over time.
- Export growth was strong in 2019 and this was associated with a substantial fall in average prices; and
- Average prices stabilized late in 2019 and early 2020.



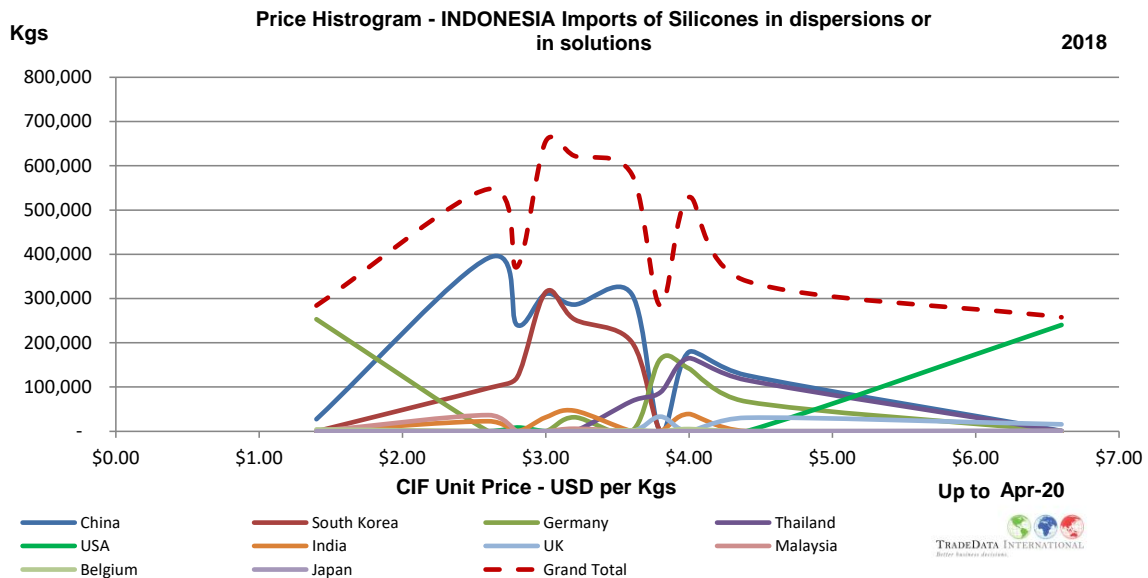
The next two charts contrast Indonesian exports to Vietnam where growth has been strong in 2019 with exports to Thailand where exports have declined. These sorts of analyses are easily undertaken with TradeData's standard Excel file.



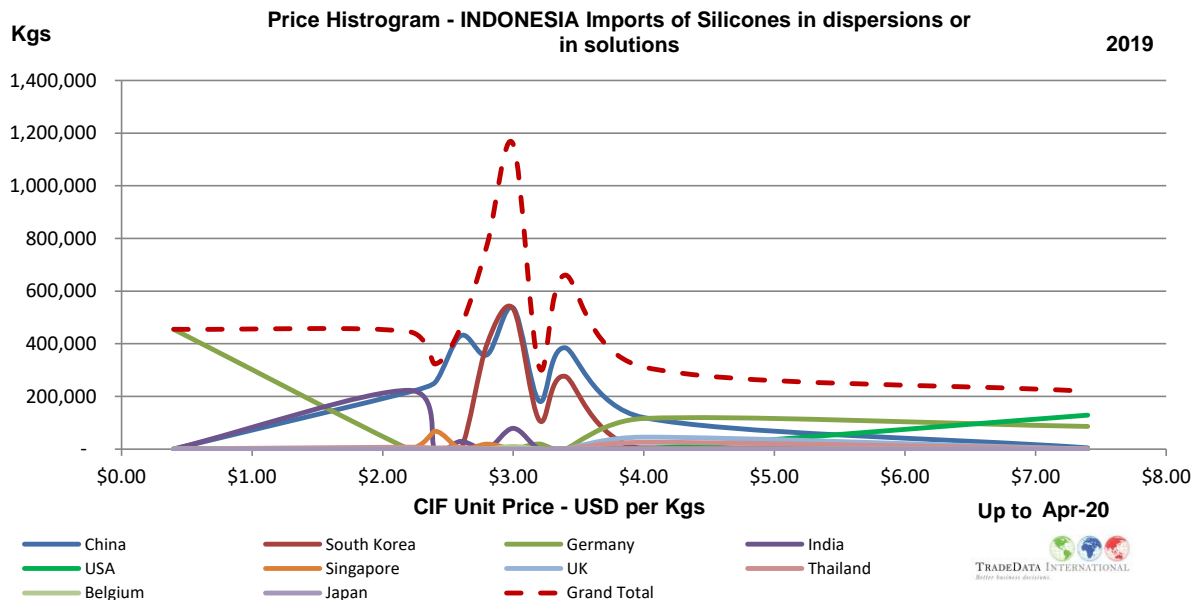
### ANALYSIS 3. Monitor Competitor Activities and Identify New Potential Sales Opportunities

A Price Histogram is a useful chart for as it measures at a point in time, the volume of export or imports at different price points. This is particularly useful for identifying different market segments.

The following two charts list for 2018 and 2019, a Price Histogram of Indonesian imports of Silicones in dispersions or in solutions. The 2018 chart shows there are different price points from below \$US 2 a kilogram to above \$US 6 per kilogram. Different countries supply at these different price points. Obviously, the higher priced product has some attributes that enable the far higher price to be viable. Although they are in the same Import code, they are in different market segments.



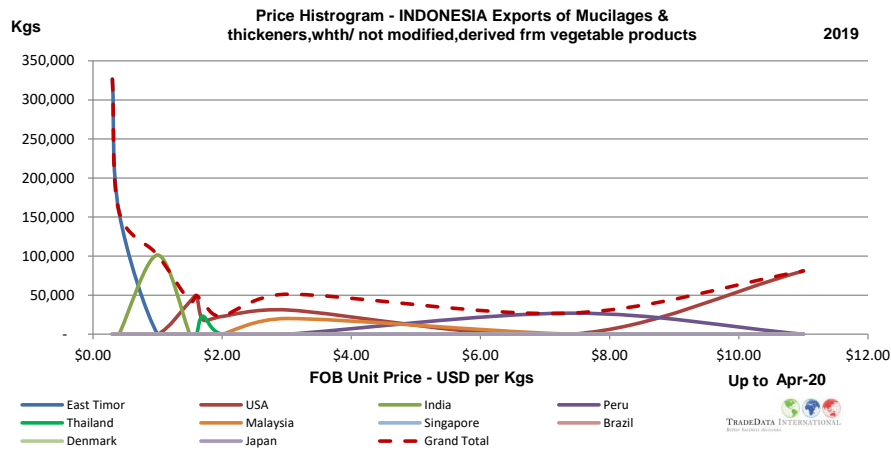
If we focus on imports from Germany, we see they supply significant volumes at around \$US 1.40 per kilogram and around \$US 4 per kilogram in 2018. This pattern changes in the following chart in 2019. The lower priced sales have now fallen to prices around \$US 0.40 per kilogram and no other country is selling at these prices. The higher priced product is now selling at prices that start at \$US 4 per kilogram and increase to prices above \$US 7 where they are competing with the USA.



## ANALYSIS 4. Market Segmentation

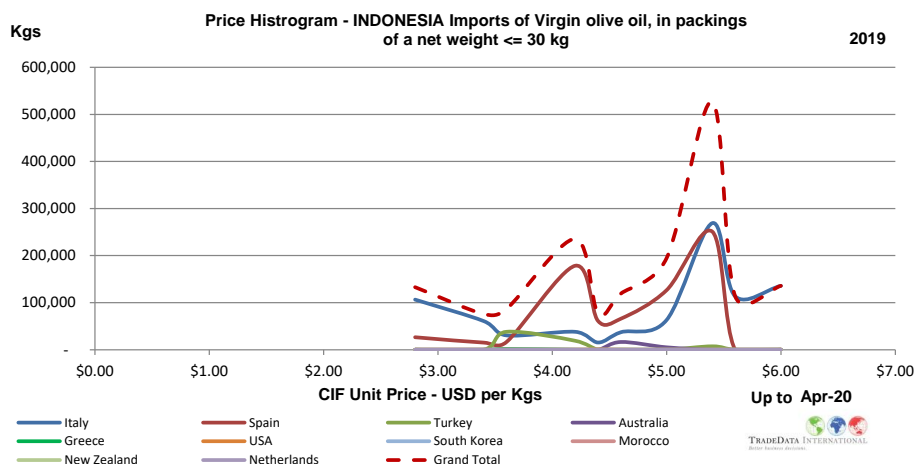
At its core, trade market segmentation is research that divides export or import transactions into subsets of similar transactions (products) that might be found in one HS code. Market segmentation is used to better understand the market.

By understanding market segments, firms can target more precisely their sales, marketing strategies, competitors and so on. The charts below list an export example of market segmentation by price. The chart lists a price histogram of Indonesian exports of Mucilage's and thickeners derived from vegetable products. Exports are sold across a wide range of prices and different volumes at each price. The largest volumes are sold to East Timor at prices around \$US 0.40 per kilogram. At the other end of the price scale are significant export volumes to Peru around \$US 7 per kilogram and even greater volumes to the USA around \$US 11 per kilogram.



These higher priced exports must have certain quality attributes that enable them to be sold at such a price premium. When analyzing export sales much can be gained by separating export transactions into distinct market segments. In fact, if you do not segment the transactions your analysis will produce an average export price around \$US 2 per kilogram where, in fact, few export sales occur. The failure to segment the data into discrete segments can be very misleading.

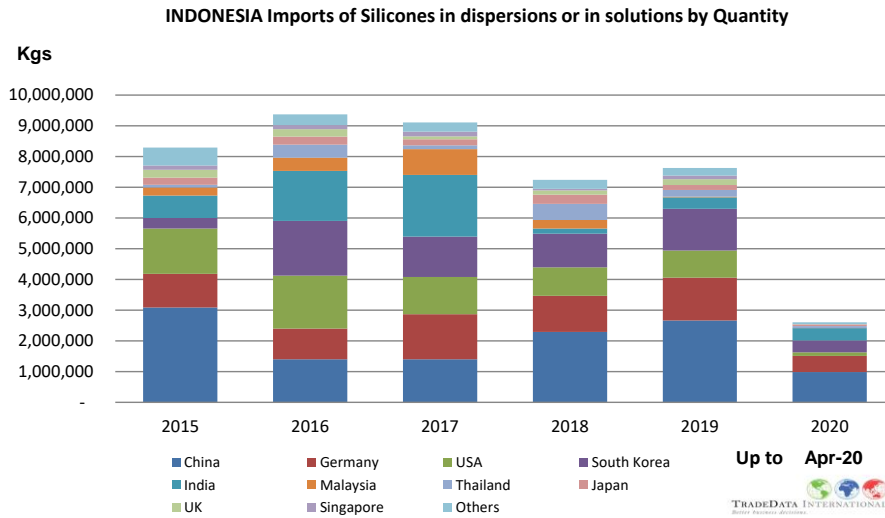
The next chart lists a price histogram of Indonesian imports of Virgin Olive Oil in containers less than or equal to 30 kilograms. The largest volume of imports is sourced from Spain and Italy at prices around \$US 5.50 per kilogram. However, there are significant volumes from Spain at around \$US 4.25 per kilogram and from Italy at less than \$US 3 per kilogram. Obviously, olive oils priced around \$US 5.50 are different from those at less than \$US 3.00. By segmenting observations into these separate price segments, the analysis is far more insightful. In fact, by not undertaking this segmentation, the analysis would be quite misleading as the average prices would be around \$US 4.50 where few sales occur.



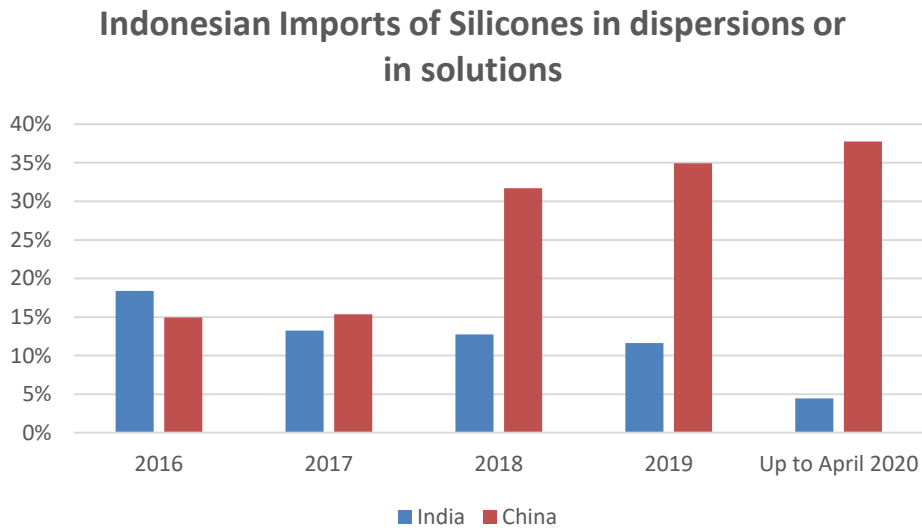
TradeData are expert in market segment analysis and are happy to advise you when undertaking these analyses. [Click here](#) for assistance.

**ANALYSIS 5. Identify New Entrants into an Import/Export Market or a Change in Market Structure**

Markets are dynamic. New entrants come and go as circumstances change. The chart below lists the top ten supply countries to Indonesian of Silicones in dispersions or in solutions. If we compare the USA and China, China’s market share increased substantially over the years and the USA’s has fallen markedly.



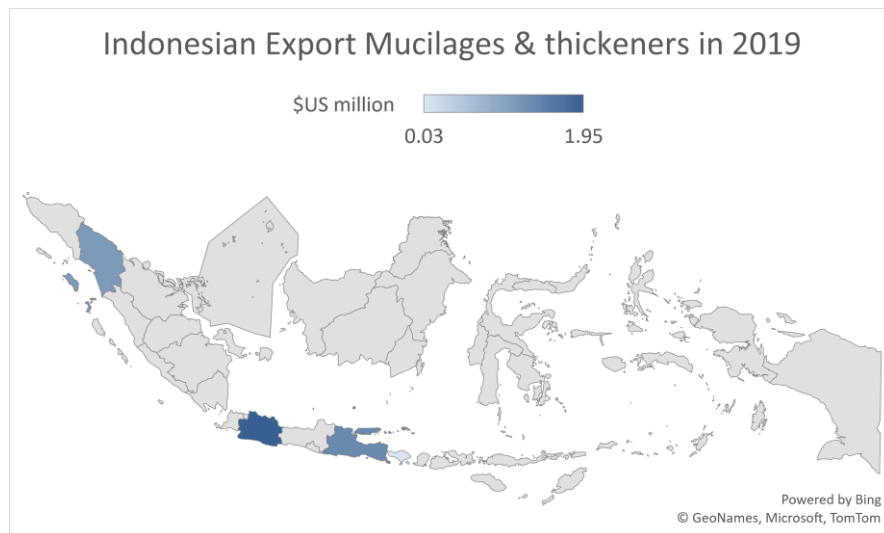
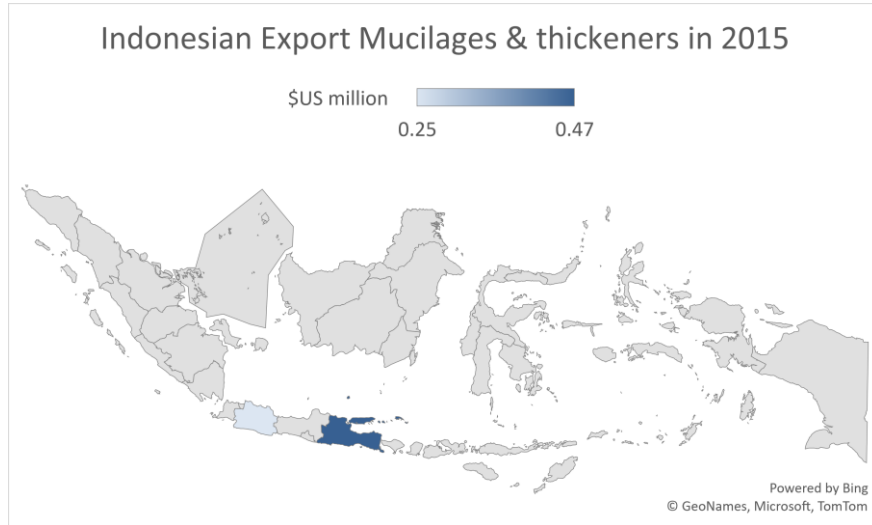
The structure of the market has changed substantially over the 5 years to early 2020. The USA market share has fallen by 75% whereas China’s market share has more than doubled.



TradeData’s standard excel file enables efficient analysis of the structure of Indonesian import or export statistics.

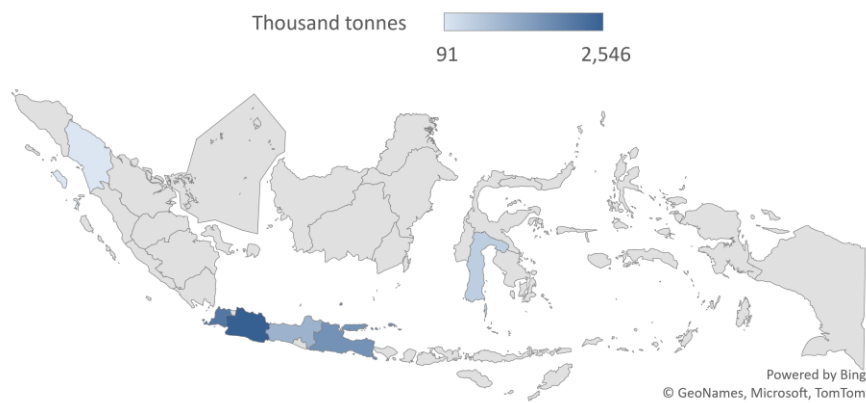
## ANALYSIS 6. Analyze Indonesian Trade Regionally

Another unique feature of Indonesian exports statistic is that they list the Province for exports. The two maps below compare the provincial breakdown of Indonesian exports of Mucilage's and thickeners between 2015 and 2019. This is a small export product which has grown over the period and diversified its export base regionally. In 2015, exports were mostly from East Java. By 2019, Jakarta, West Java and North Sumatra have started exporting and grown the overall trade volumes.



Regional details are also found in Indonesian import statistics are seen in the Map below. Wheat imports are concentrated into Jakarta (West Java) and to a lesser extent East Java with the remaining imports into Central Java, South Sulawesi, and North Sumatra.

### Indonesian Imports of Wheat grain without husk, fit for human consumption, 2019



## Conclusion

TradeData are expert in analysing Indonesian import and export statistics. TradeData delivers the trade statistics in a standard excel file that enables the user to obtain the maximum amount of commercial information from the data. TradeData offers a **Free Initial Design/Analysis** consultation or advise. [Contact US](#) for more details.