

# Six analyses that can be undertaken with Japan 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 Japan import and export statistics. This paper lists 6 analyses that can be undertaken with Japan 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. Two examples are list below:

- Japan export and import data lists trade on a Japan Port and overseas country basis. For example:
  - Exports of Instantaneous Water heaters from Hakata in Japan, to Australia, by sea; or
  - Imports of Coffee not roasted or decaffeinated from Vietnam, into Nagoya, by sea.

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 regions within Japan. For example, when considering Olive Oil imports, you may want to measure the import share of Italian Olive oils compared to oils from Spain.

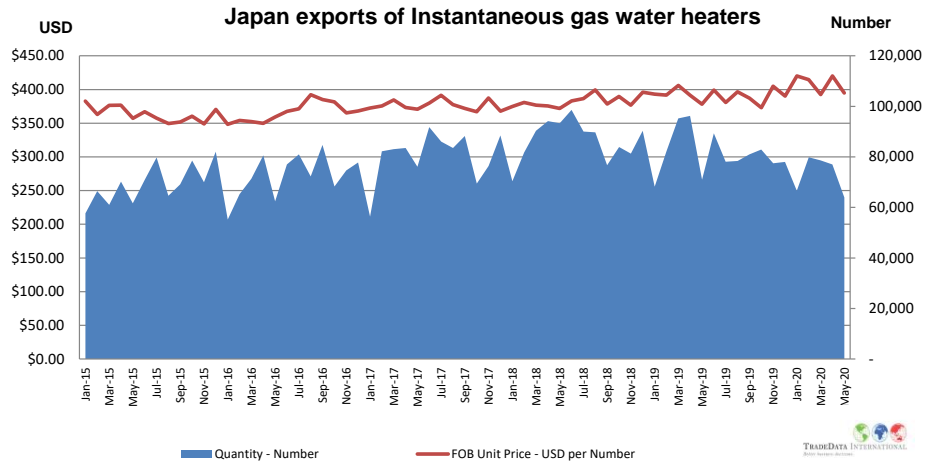
A second example, you may be a Kobe based exporter of Spark Plus and you are currently exporting to China. Initially you may want to measure Kobe exports compared with exports from elsewhere in Japan. If in this example you combined Japan exports of Spark Plugs with China imports statistics of Spark Plugs, you can measure the market share of Kobe sourced Spark Plus in the China import market. If you further combine this with your own company's exports to China, you then have a measure of your own exports as a share of the Chinese import market for Spark Plugs. This could be further broken down into different regions across China using the Port of Discharge dimension found in Chinese 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.

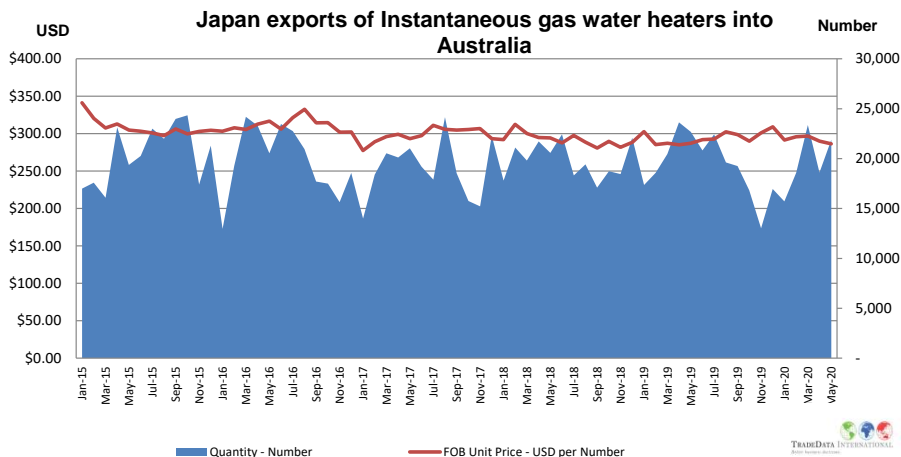
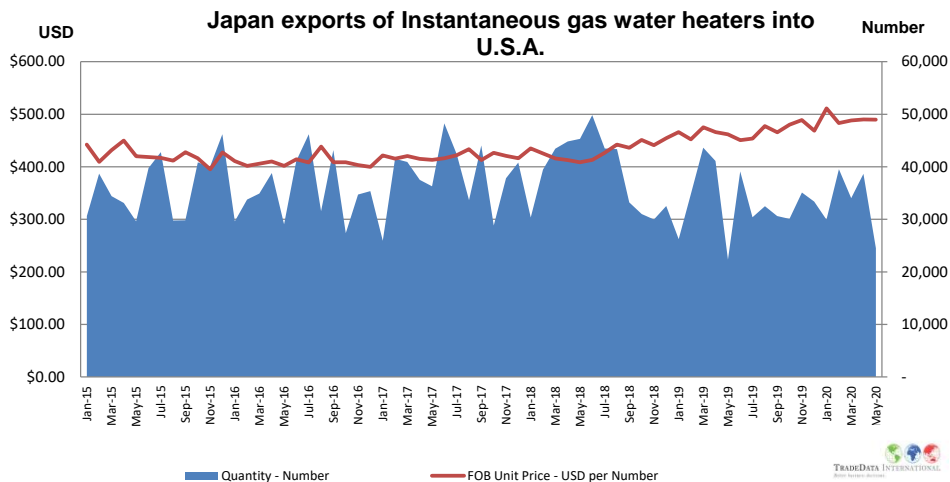
## ANALYSIS 2. Monitor Market Size and Growth/Decline Characteristics by Country

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 Japan exports of Instantaneous gas water heaters. This shows:

- Export volumes decreasing in 2019 and into early 2020
- Steady average prices which increased a little in early 2020.



The next two charts contrast Japan exports to the USA where recently export volumes have declined with exports to Australia, where exports volumes initially declined and then rebounded. These sorts of analyses are easily undertaken with TradeData's standard Excel file.

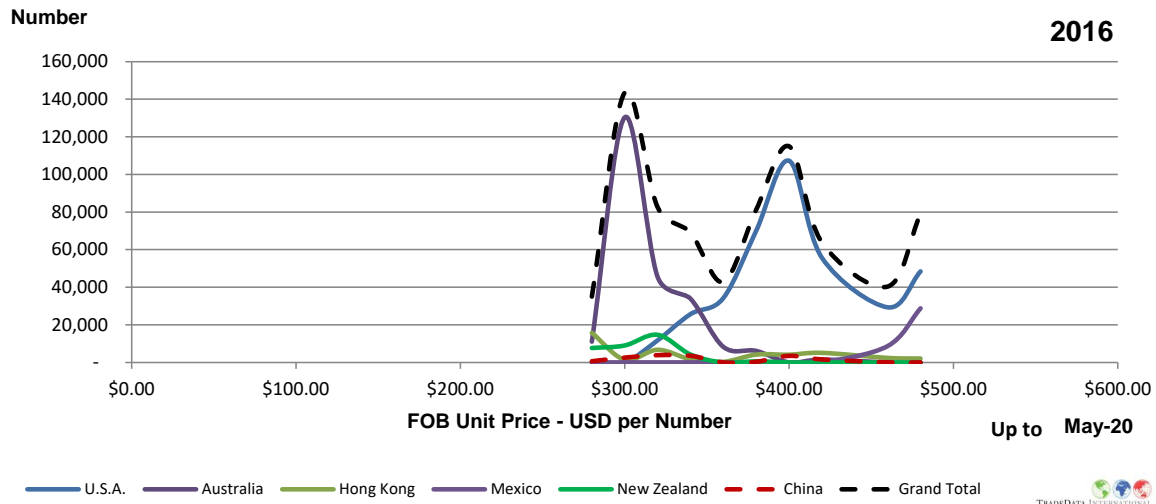


### ANALYSIS 3. Monitor Competitor Activities and Identify New Potential Sales Opportunities

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 market segments.

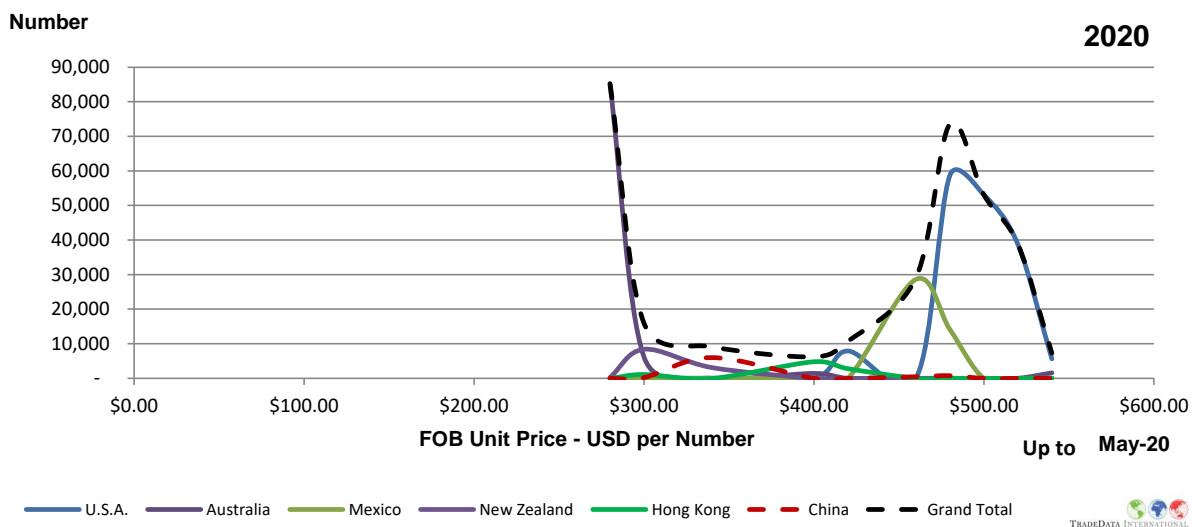
The following two charts list for 2016 and 2020 up until May, a Price Histogram of Japan exports of Instantaneous Gas Water Heaters. The 2016 chart shows there are three major price points at \$US 300, \$US 400 and \$US 480 per heater. At \$US 300 most exports go to Australia and at \$400 they mostly go to the USA. At \$US 480 they are mostly exported to the USA and to a lesser extent Mexico. Obviously, the higher priced heaters have 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.

#### Price Histogram - Japan Exports of Instantaneous gas water heaters



The same histogram is drawn below for the first 5 months of 2020. The structure of the market has changed significantly. The lower priced \$US 300 heaters all go to Australia. The middle-priced heater segment at \$US 400 has collapsed, and the higher priced segment has grown both in price and volume. Mexico is now a significant market at \$US 480 and the USA is the major market at between \$US 500 and \$US 550 per heater.

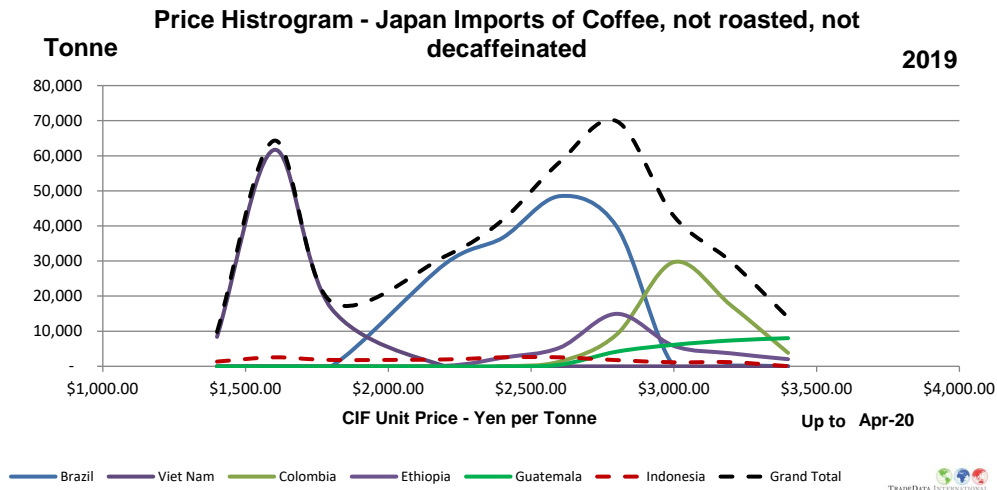
#### Price Histogram - Japan Exports of Instantaneous gas water heaters



## ANALYSIS 4. Market Segmentation

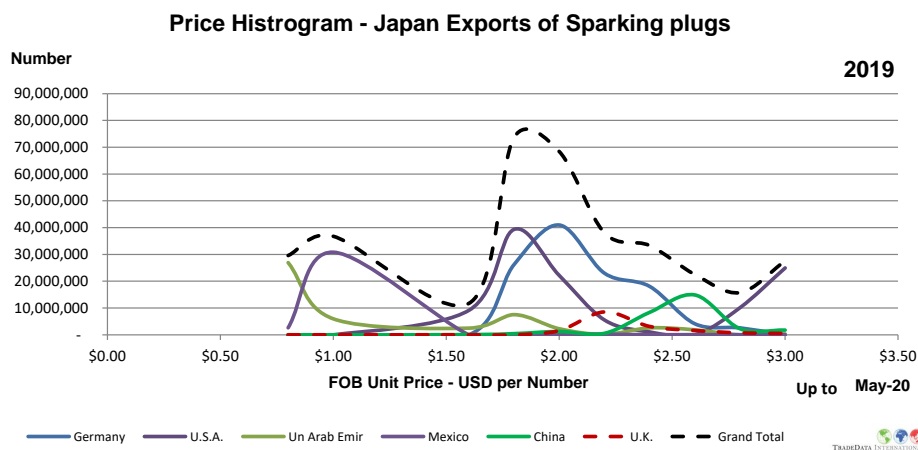
At its core, trade market segmentation is research that divides export or import transactions into subsets of similar transactions (products) that might be found in one HS code. Market segmentation is used to better understand the market.

By understanding market segments, firms can target more precisely their sales, marketing strategies, competitors and so on. The charts below list an import example of market segmentation by price. The chart lists a price histogram of Japan imports of Coffee, not roasted, or decaffeinated. Imports are purchased across a wide range of prices and different volumes at each price from different countries. Large volumes are imported from Vietnam around \$US 1,500 per tonne, from Brazil at prices between \$US 2,200 and \$US 2,800 per tonne, and from Colombia around \$US 3,000 per tonne. Smaller volumes are imported from Ethiopia between \$US 2,500 and \$US 3,000 per tonne.



These higher priced imports must have certain quality attributes that enable them to be sold at 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 2,300 per tonne, where few import sales occur. The failure to segment the data into discrete segments can be very misleading.

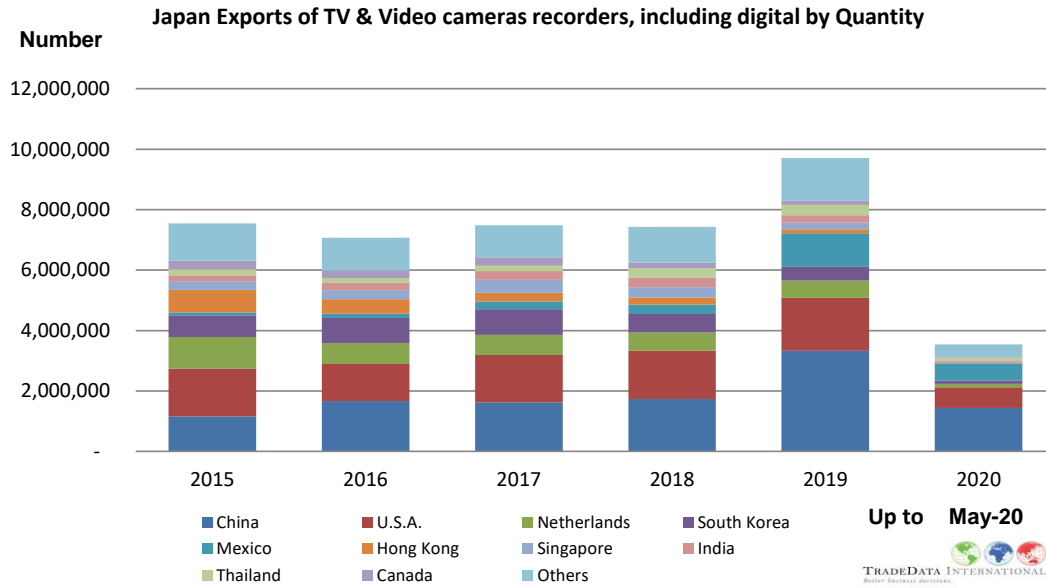
The next chart lists a price histogram of Japan exports of Spark Plugs. The largest volume of exports go to the USA and Germany at just below and above \$US 2 per spark plug. However, there are significant volumes sold to United Arab Emirates at below \$US 1, to the Mexico at \$US 1, to China at \$US 2.6 and to the USA at \$US 3. Obviously, Spark Plus priced around \$US 3 are different from those at below \$US 1. By segmenting observations into these separate price segments, the analysis is far more insightful. In fact, by not undertaking this segmentation, the analysis could be quite misleading.



TradeData are expert in market segment analysis and are happy to advise you when undertaking these analyses.

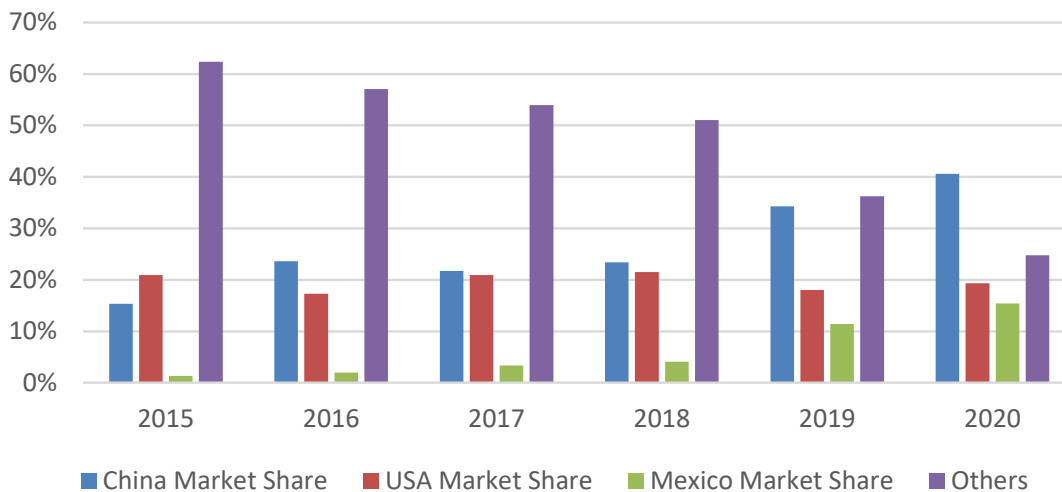
**ANALYSIS 5. New Entrants into an Import/Export Market or a Change in Market Structure**

Markets are dynamic. New entrants come and go as circumstances change. The chart below lists the top ten destination countries for Japan exports of TV & Video camera recorders, including digital. If we compare exports to Mexico and China with the USA, exports to China and Mexico have increased strongly but not to the USA.



The structure of the market has changed substantially over the last three years. China and Mexico have strongly increased their market share at the expense of most other countries as seen in the chart below.

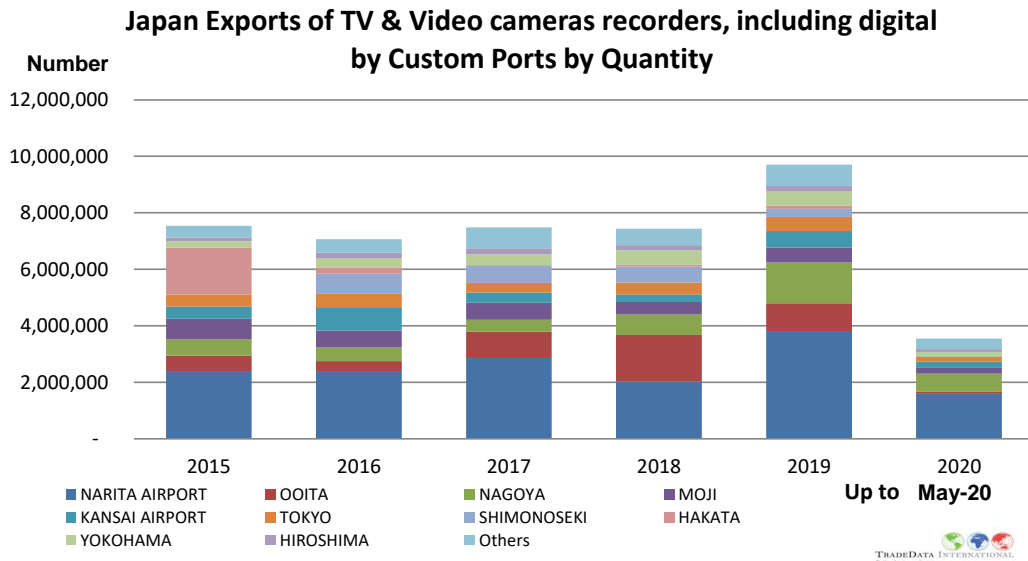
**Market Share - Japan exports of TV & Video cameras recorders, including digital**



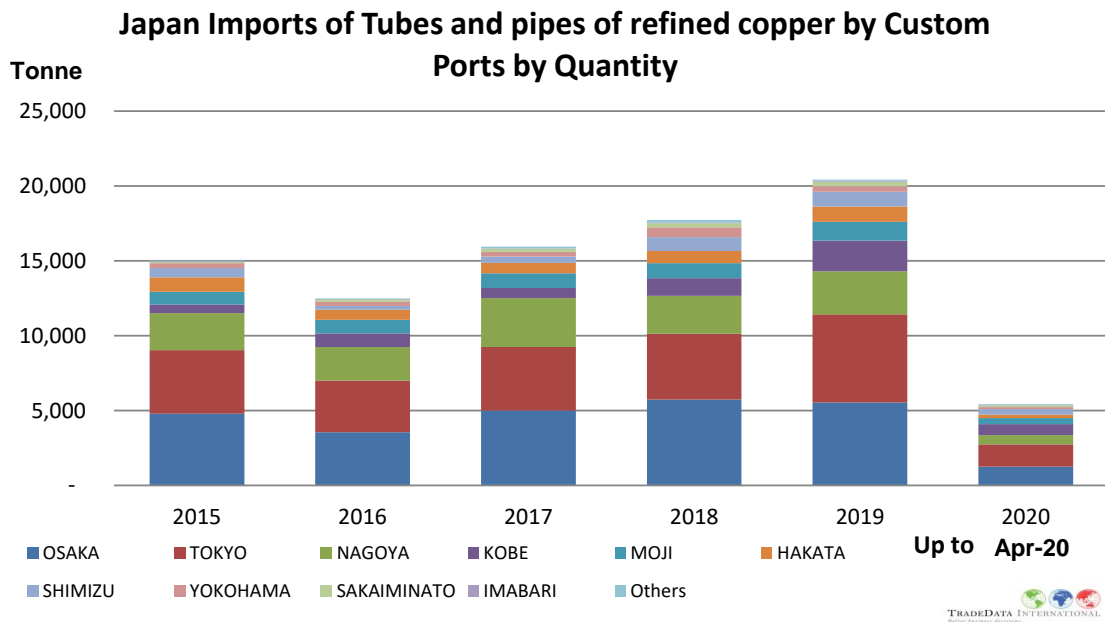
TradeData's standard excel file enables efficient analysis of the structure of Japan import or export statistics.

## ANALYSIS 6. Analyse Trade Regionally

Another feature of Japan trade statistic is that they list the Ports of loading for exports and Ports of Discharge for imports. The chart below lists the ports of loading for Japan exports of TV & Video cameras. The strong growth in recent years is due to exports from Narita airport and Nagoya seaport.



Port details are also found in Japan import statistics are seen in the Chart below which list Japan imports of Tubes and Pipes of Refined Copper. The recent growth in is associated with increased imports through Tokyo, Nagoya, and Kobe.



## Conclusion

TradeData are expert in analysing Japan import and export statistics. TradeData delivers the trade statistics in an 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.