

Six analyses that can be undertaken with USA 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 USA import and export statistics. This paper lists 6 analyses that can be undertaken with USA 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 USA export and import data lists trade on an USA Port and overseas country basis. For example:
 - Exports of low fat powdered milk from Los Angles to Honduras by sea; or
 - Imports of an Arabica Coffee beans from Papua New Guinea into San Francisco 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.

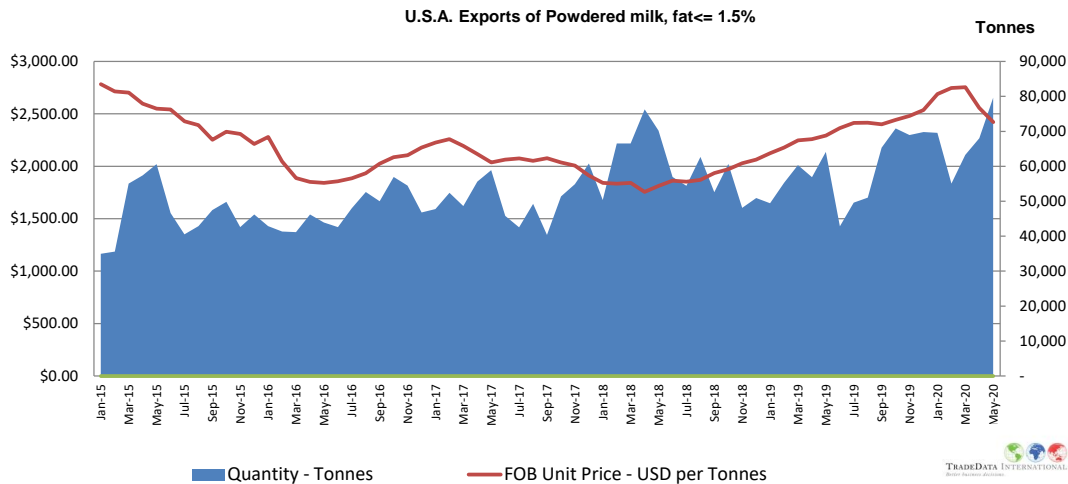
- Market Shares can be measured across different dimensions like firms, countries, ports, or Sates within the USA. For example, when considering Olive Oil imports, you may want to measure the import share of Italian Olive oils compared to oils from Spain.
- A second example, you may be a New York based exporter of Brass Wire and you are currently exporting to China. Initially you may want to measure New York exports from elsewhere in the USA. If in this example you combined USA exports of brass wire with China imports statistics of Brass Wire, you can measure the market share of New York sourced brass wire 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 brass wire. 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.

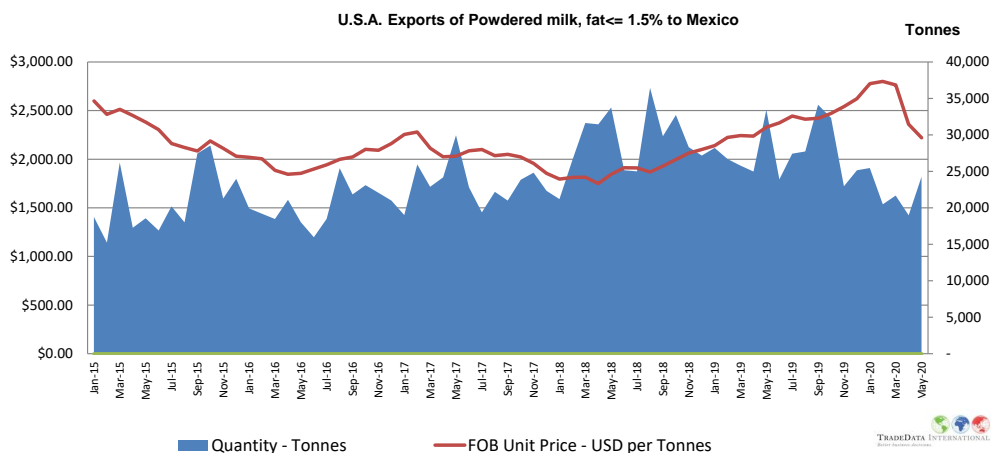
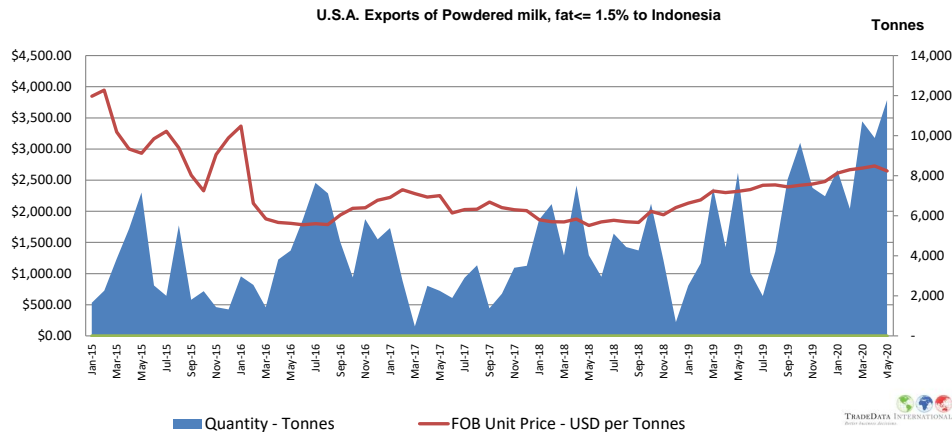
ANALYSIS 2. Monitor Market Size and Growth/Decline Characteristics by Country

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 USA exports of low fat powdered milk product. This shows:

- Export volumes increasing in 2019 and into early 2020
- Strong growth in average export prices from well under \$2,000 a tonne in the middle of 2018 to well above \$US 2,500 a tonne in 2020.



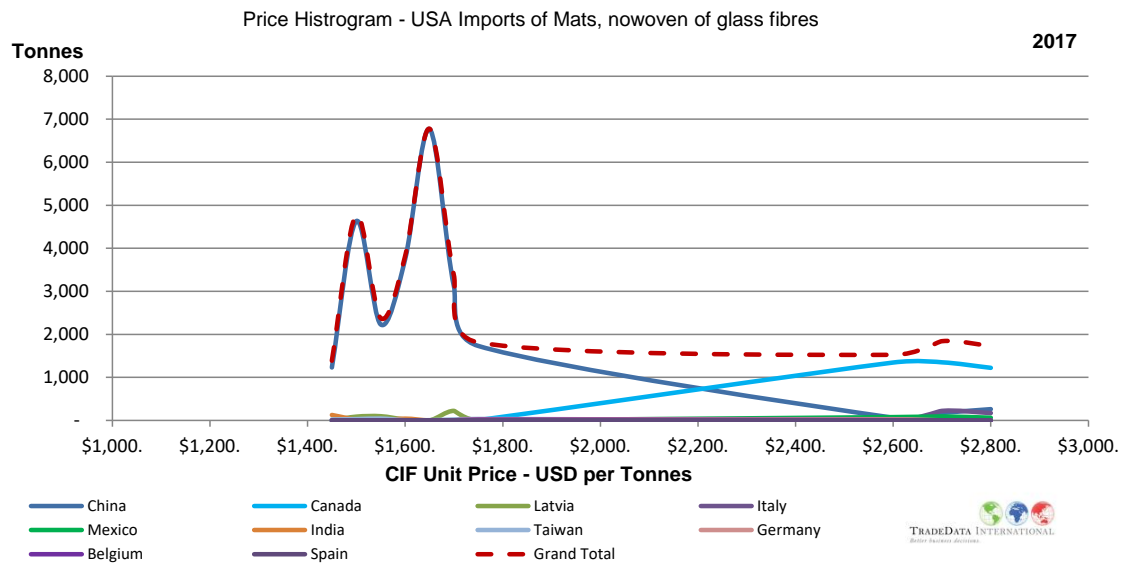
The next two charts contrast USA exports to Indonesia where recent growth has been strong in both volumes and prices with exports to Mexico where exports volumes peaked in the middle of 2018 and have subsequently declined. These sorts of analyses are easily undertaken with TradeData's standard Excel file.



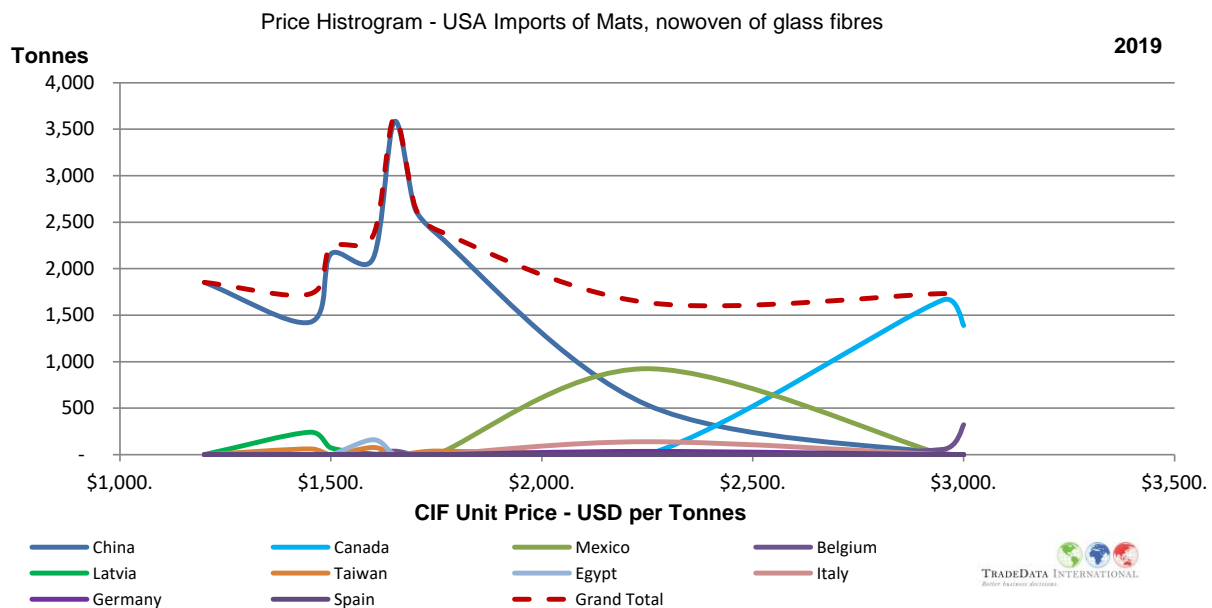
ANALYSIS 3. Monitor Competitor Activities and Identify New Potential Sales Opportunities

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 market segments.

The following two charts list for 2017 and 2019, a Price Histogram of USA imports of Nonwoven Glass Fibre mats. The 2017 chart shows there are two lower price points at \$US 1,500 and \$US 1,700 per tonne. These are the largest market segments and imports are sourced from China. However, there is a higher priced market segment around \$US 2,700 per tonne with imports mostly from Canada. 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.



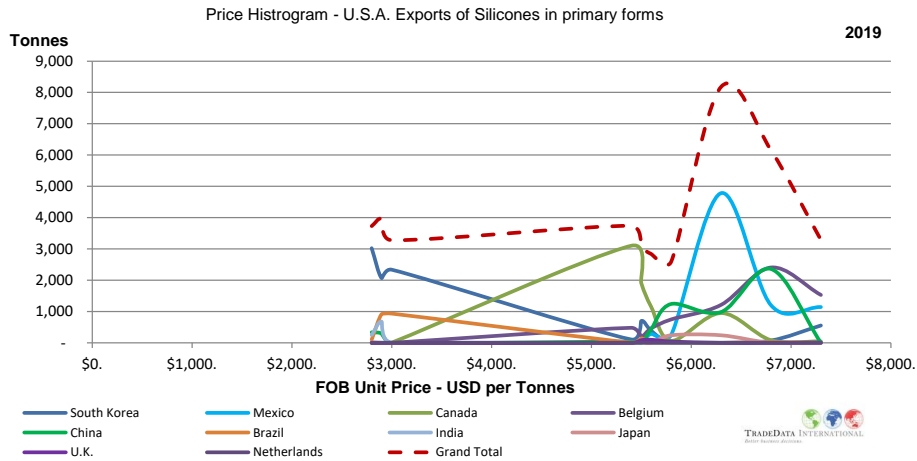
The same histogram is drawn below for 2019 and the structure of the market has changed significantly. Mexico has entered the market at a middle price around \$US 2,250 and taken market share away from China. This has been associated with China lowering its export prices and Canada slightly increasing its export prices.



ANALYSIS 4. Market Segmentation

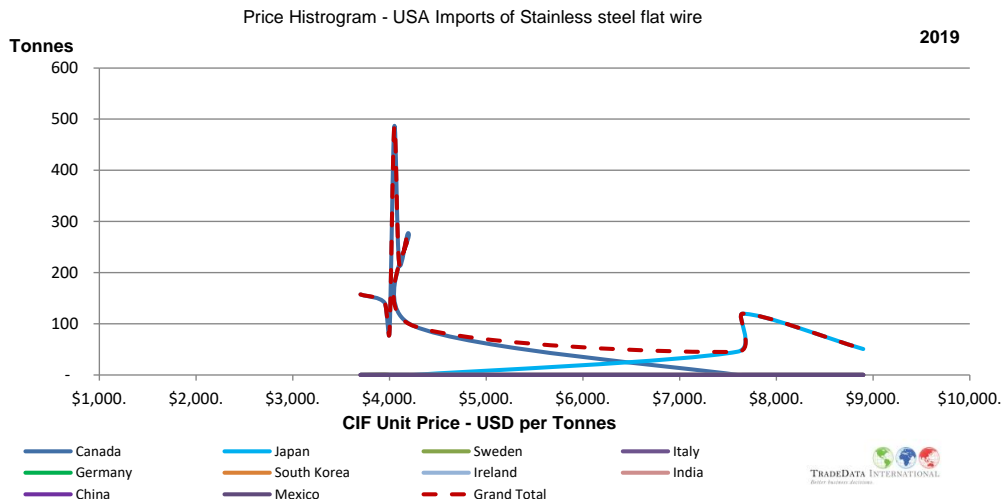
At its core, trade market segmentation is research that divides export or import transactions into subsets of similar transactions (products) that might be found in one HS code. Market segmentation is used to better understand the market.

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 USA exports of Silicones in primary forms. Exports are sold across a wide range of prices and different volumes at each price to different countries. The largest volumes are sold to Mexico, Belgium, China, and Canada at prices between \$US 6,000 and \$US 7,000 per tonne. There are also significant volumes sold to Canada at \$US 5,750 per tonne and to South Korea at the much lower price of \$US 3,000 per tonne.



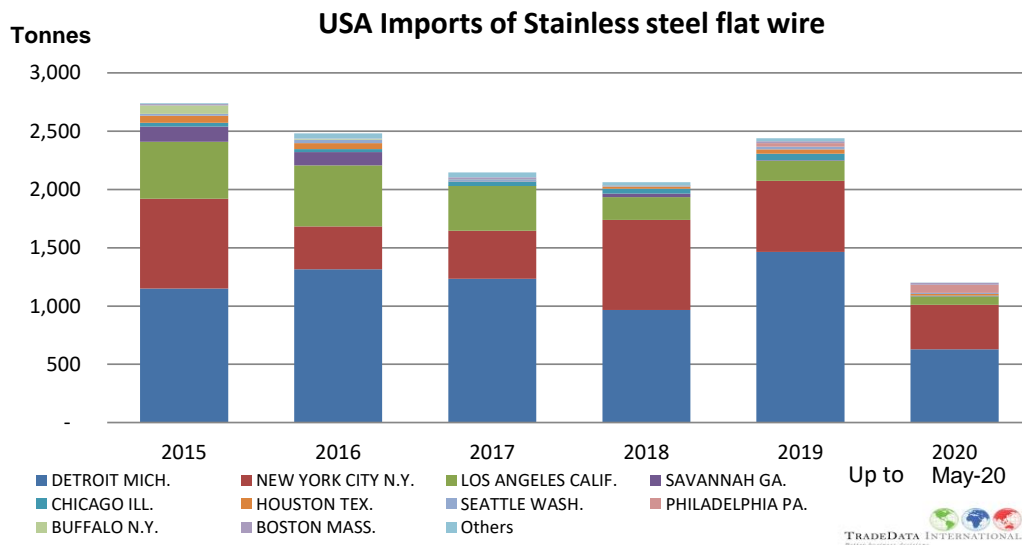
These higher priced exports must have certain quality attributes that enable them to be sold at a price premium. When analyzing export sales much can be gained by separating export transactions into distinct market segments. In fact, if you do not segment the transactions your analysis will produce an average export price around \$US 5,000 per tonne 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 USA imports of Stainless Steel flat wire. The largest volume of imports is sourced from Canada at prices around \$US 4,000 per tonne. However, there are significant volumes from Japan at around \$US 8,000 per tonne. Obviously, stainless steel wire priced around \$US 4,000 are different from those at around \$US 8,000. 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 price would be around \$US 5,500 where few sales occur.



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

Port details are also found in USA import statistics are seen in the Chart below which list USA imports of Stainless Steel flat wire. Imports primarily arrive at three regionally dispersed ports – Detroit, New York, and Los Angeles with each share of imports changing over time.



Conclusion

TradeData are expert in analysing USA 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.