

Five analyses that can be undertaken with Thailand 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 Thailand import and export statistics. This paper lists 5 analyses that can be undertaken with Thailand 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. For example, exports of Polyvinyl chloride in primary forms to Vietnam, or Imports of Honey from Mexico.

An individual firm can subtract their export or import sales from the total 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.

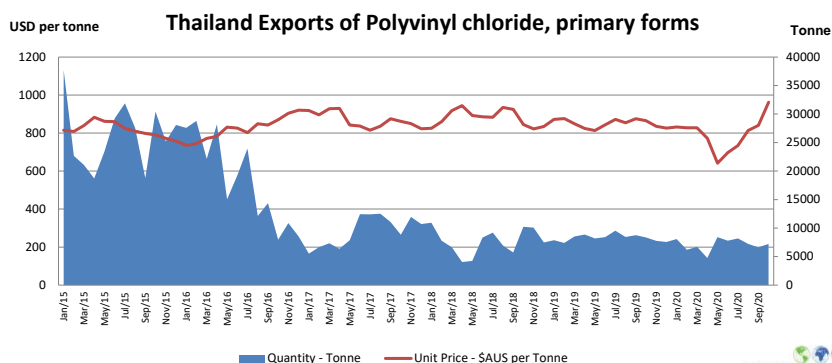
A second example, you may be Thailand exporter of Glass Fibre Mats and you are currently exporting to China. If you combined Thailand exports of Glass Fibre Mats with Chinese imports statistics of Glass Fibre Mats, you could measure the market share of Thailand sourced Glass Fibre Mats in the Chinese 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 China import market. 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.

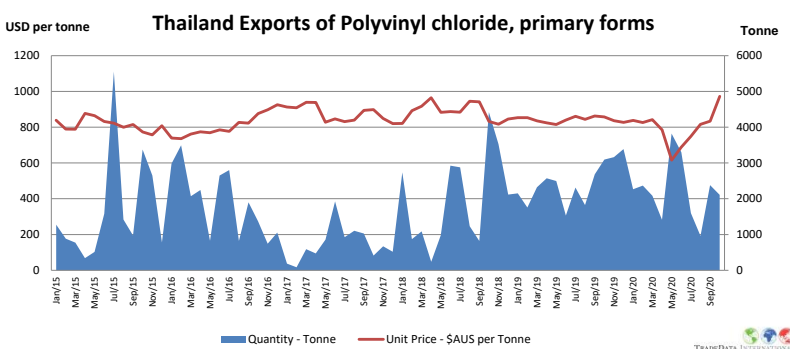
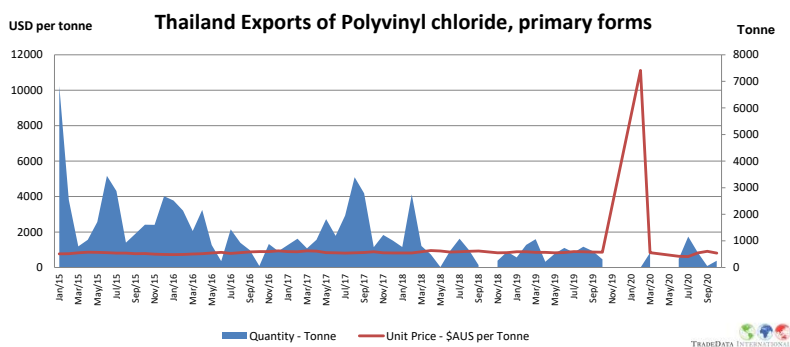
ANALYSIS 2. Monitor Market Size and Growth/Decline Characteristics by Country

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 Thailand exports of Polyvinyl Chloride in primary forms (PVC). This shows:

- Export volumes decreased dramatically between 2015 and 2018 and have been stable since then
- Average prices declined slowly in 2018 and 2019, then fell strongly in the first few months of 2020, only to recover somewhat since then



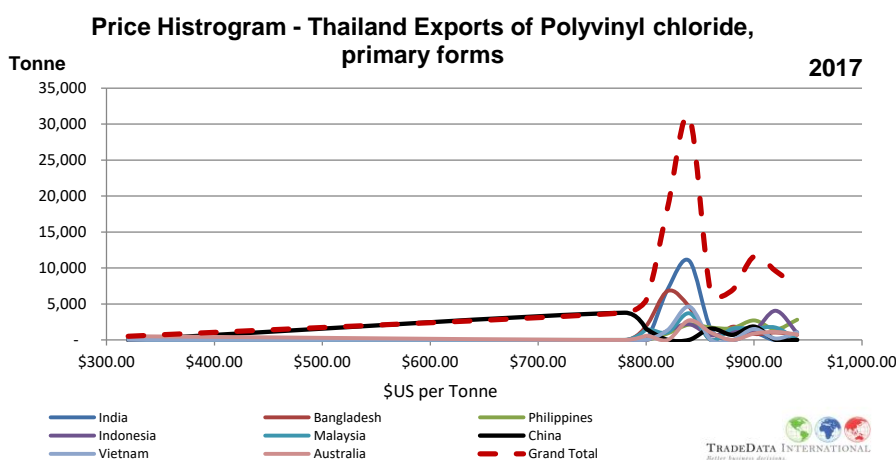
The next two charts contrast Thailand exports to the Bangladesh where recently export volumes have declined with exports to Vietnam, where exports volumes have risen. These sorts of analyses are easily undertaken with TradeData's standard Excel file.



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

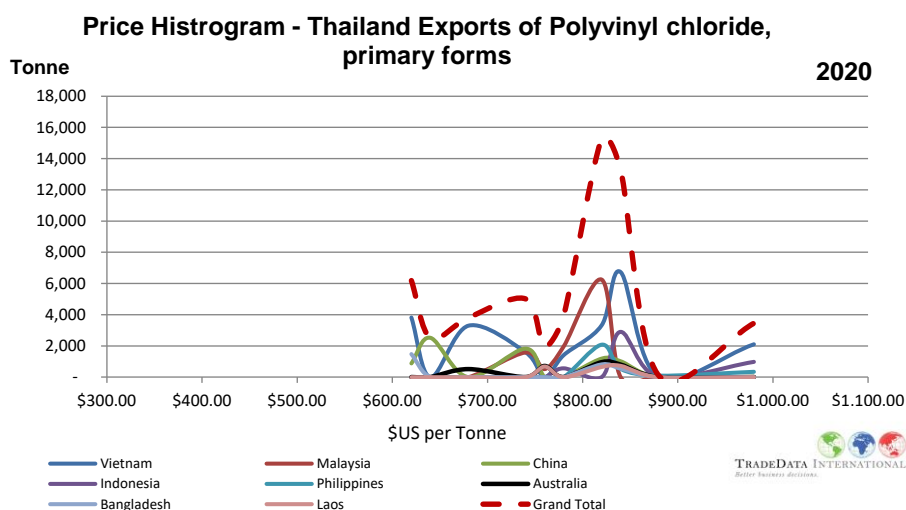
A Price Histogram is a useful chart for as it measures at a point in time, the volume of export or imports at different price points. This is particularly useful for identifying market segments.

The following two charts list for 2017 and 2020 (up until October), a Price Histogram of Thailand exports of PVC. The 2017 chart shows there is one major price point at between \$US 820 and \$US 840 per tonne, and a smaller price point above this around \$US 900 per tonne. At \$US 820 per tonne most exports go to Bangladesh, and at \$US 840 to India, and lesser amounts to a host of other countries. At above \$US 900 per tonne exports go to Indonesia and others. Obviously, the higher priced PVC must have some attributes that enable the 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 the first 8 months of 2020. The structure of the market has changed significantly. There are now significant sales at prices well below \$US 800 per tonne in a range down to \$US 620 per tonne. The lower priced PVC go to Vietnam, China, Malaysia, and smaller volumes to other countries. The above \$US

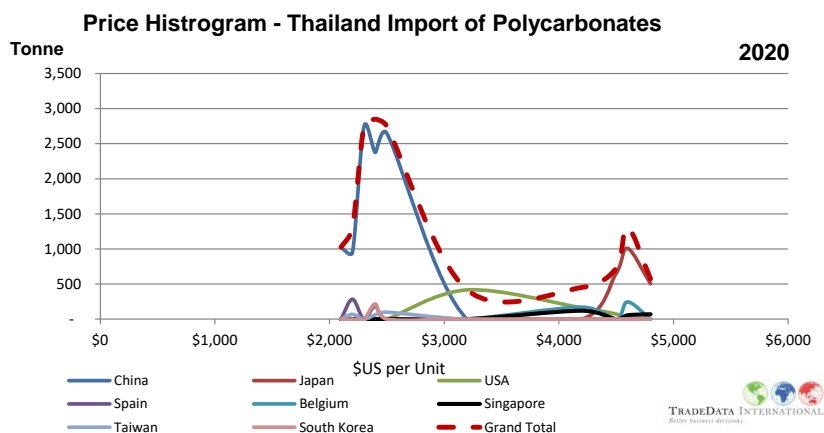
900 price segment has disappeared. India in 2017 was also a major destination and by 2020 is no longer a significant export destination and is replaced by export sales around \$US 980 per tonne.



ANALYSIS 4. Market Segmentation

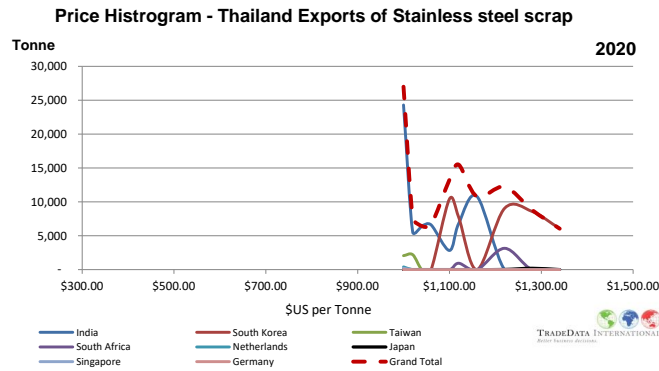
At its core, trade market segmentation is research that divides export or import transactions into subsets of similar transactions (products) that might be found in one HS code. Market segmentation is used to better understand the market.

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 Thailand imports of Polycarbonates. Imports are purchased across a wide range of prices and different volumes at each price from different countries. Large volumes are purchased from China at prices between \$US 2,200 and \$US 2,500 per tonne, smaller volumes from the USA at \$US 3,200 per tonne and a larger volume from Japan around \$US 4,600 per tonne.



These higher priced imports must have certain quality attributes that enable them to be sold at a price premium. When analyzing import sales much can be gained by separating import transactions into distinct market segments. In fact, if you do not segment the transactions your analysis will produce an average import price around \$US 3,000 per tonne, where few import sales occur. The failure to segment the data into discrete segments can be misleading.

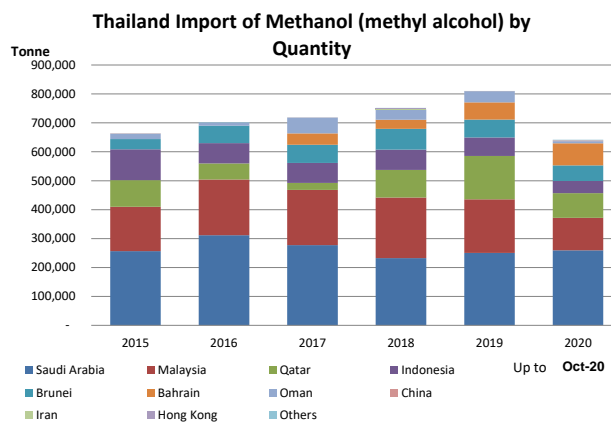
The next chart lists a price histogram of Thailand exports of Stainless Steel Scrap. The largest volume of exports goes to India at around \$US 1,000 per tonne. However, there are significant volumes sold to South Korea at \$US 1,100 and \$US 1,220 per tonne, to India at \$US 1,160 and South Africa at \$US 1,220 per tonne. Obviously, stainless steel scrap sold at over \$US 1,200 per tonne is different from those below or near \$US 1,000 per tonne. 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 misleading.



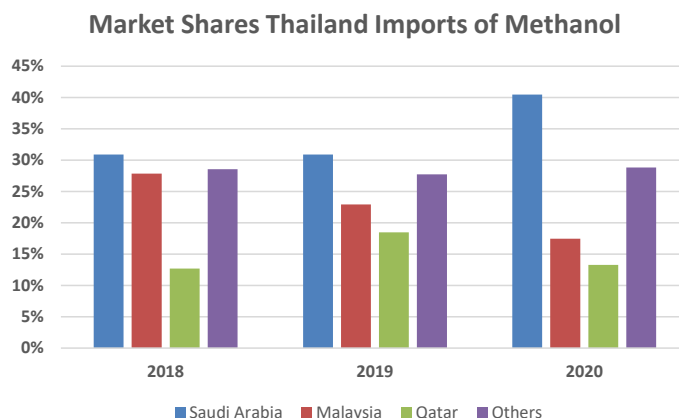
TradeData are expert in market segment analysis and are happy to advise you when undertaking these analyses.

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 Thailand exports of Methanol. If we compare exports to Malaysia with Qatar, exports Qatar increased strongly in 2019 whereas exports to Malaysia have declined.



The structure of the market has changed over the last three years. Saudi Arabia and Qatar have increased their market share at the expense of Malaysia as seen in the chart below.



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

Conclusion

TradeData are expert in analysing Thailand 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.