

TRADE MAP

TRADE STATISTICS FOR INTERNATIONAL BUSINESS DEVELOPMENT



Summarized by
Nattapong Puttanapong, Ph.D

1. Introduction - Overview

- Understanding the structure and evolution of international markets is essential. Most firms and governments are confronted with questions such as the following:
 - What is the **size of the world market** for a product?
 - What are the **trends for that market** – i.e. is the market growing and by how much?
 - With which countries does my country currently trade for certain products?
 - Are there opportunities to identify **new or alternative markets**?
 - What **tariff barriers** exist in a specific market?
 - Which countries **compete to supply** to a specific market and to the world?

1. Introduction - Overview

- Governments and firms have to identify which sectors and partner countries to prioritize and which development strategies to focus on. Detailed analysis of trade statistics helps them gauge a country's competitiveness and identify priority products and export markets by answering questions such as:
 - What are my country's **priority products** and markets for trade promotion?
 - What countries supply **the majority of my country's imports**?
 - What **alternative sources of supply** are available?
 - What is my country's **current trade performance**?
 - For what products is there **potential to increase bilateral trade** with a specific partner?
 - What are the trade **flows between my country and a specific region** or economic group?

1. Introduction - Overview

- Trade Map was developed by the International Trade Centre (ITC) to help both trade support institutions and enterprises to answer these and related questions and thereby facilitate strategic market research.
- Trade Map organizes a large volume of primary trade data and presents them in an **accessible, user-friendly, and interactive Web-based application**. It provides users with indicators on country or product performance, demand, alternative markets and the performance of competitors. It presents information in **tables, charts and maps**, and allows **export or import queries** by: product, country, group of products or group of countries.

1. Introduction - Overview

- Different sources of information are contained in Trade Map.
- Trade Map is based on the world's largest database of trade statistics, **COMTRADE**, maintained by the United Nations Statistics Division (UNSD) – (<http://unstats.un.org/unsd/comtrade>).
- COMTRADE covers more than 90% of world trade or around 200 countries.
- Trade Map is able to present data for an even larger number of countries and territories (around 220) by using both reported and mirror statistics 1.
- Data is presented at the 2-, 4- or 6-digit level of the Harmonized System (HS) on a yearly basis.

1. Introduction -Overview

- Thanks to financial contributions from the World Bank and ITC's Global Trust Fund, ITC has been able to provide free access to its market analysis tools Trade Map, Market Access Map, Product Map and Investment Map to users in developing countries until 2012.

1. Introduction - the Harmonized System

- Trade Map is based on the [Harmonized System](#).
- The Harmonized System is an international nomenclature for the classification of products published by the [World Customs Organization](#) (www.wcoomd.org).
- It allows participating countries to classify traded goods on [a common basis for customs purposes](#).
- At the international level, the Harmonized System (HS) for classifying goods is a [six-digit code system](#).
- The HS comprises approximately approximately [5,300 article/product](#) descriptions that appear as headings and subheadings, arranged in 99 chapters, grouped in 21 sections.

1. Introduction - the Harmonized System

- The **six digits** can be broken down into **three parts**.
- The **first two digits (HS-2)** identify the **chapter** the goods are classified in, e.g. **09 = Coffee, Tea, Maté and Spices**.
- The **next two digits (HS-4)** identify **groupings within** that chapter, e.g. **09.02 = Tea, whether or not flavoured**.
- The **next two digits (HS-6)** are even **more specific**, e.g. **09.02.10 Green tea (not fermented)...**
- *Up to the HS-6 digit level, all countries classify products in the same way (a few exceptions exist where some countries apply old versions of the HS).*

1. Introduction - the Harmonized System

- Beyond the six-digit level, the classification becomes national.
- Countries are free to introduce national distinctions for tariffs by adding more digits to make the HS classification of products even more specific.
- This greater level of specificity is referred to as the national tariff line level. For example, Canada adds another two digits to its exports and imports to classify them in greater depth and the code 09.02.30.10 is the code for black tea, packaged as tea bags.

2. Trade Map – Basic Use



Trade Map

Trade statistics for international business development

Over 5300 products traded by over 220 countries and territories. Import & export values, volumes, growth rates, market shares, graphs

English

About Trade Map
Reference Material
Glossary
Data Availability
Condition of Use
Contacts Us

What's new
New Trade Map site
13/12/2007 2:23:37 PM
The Beta version is now available

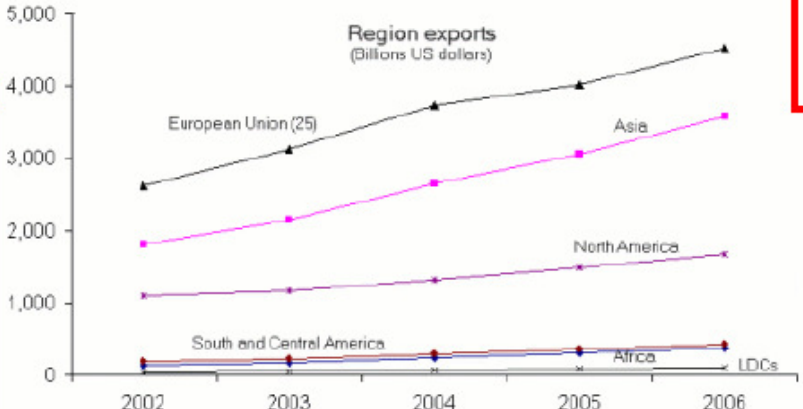
Free Trial Registration for [developed countries](#) Register >>
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Your email address:
And password:
☐ Remember me next time.

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More Analysis Tools
[Market Access Map](#)
[Investment Map](#)
[Country Map](#)
[Product Map](#)

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Year	European Union (25)	Asia	North America	South and Central America	Africa	LDCs
2002	2600	1800	1100	200	100	50
2003	3100	2200	1200	250	150	100
2004	3700	2700	1300	300	200	150
2005	4000	3100	1500	350	250	200
2006	4500	3600	1700	400	300	250

Trade Map Homepage

2. Trade Map – Basic Use

2.1 Main Selection Menu

- How to select a product or a group of products
- How to select a country, a region or a partner country

2.2 Navigation Menu in the Database

- Partner country selection
- Trade Indicators
- Time Series

2.3 Creating Formatted Results

- Table
- Graph
- Map

2.1 Main Selection Menu

These menu items provide you with access to other databases and resources

The screenshot displays the 'Trade Map' website interface. At the top left is the 'International Trade Centre' logo. The main title 'Trade Map' is centered, with the subtitle 'Trade Statistics for International Business Development' below it. A horizontal navigation bar contains the following links: Home, Selection Menu, Investment, Market Access, Reference Material, Useful links, My Account, Contacts, About, and a language dropdown set to 'English'. Below the navigation bar is a search section. It features radio buttons for 'Imports' (selected) and 'Exports'. There are three rows of search criteria, each with a radio button for 'Product', 'Country', or 'Partner', and a radio button for 'Group' or 'Region'. Each row has a corresponding dropdown menu. To the right of these dropdowns are red 'X' icons and a link to 'Advanced Search'. Below the search criteria are two buttons: 'Trade Indicators' and 'Time Series'. At the bottom of the page, contact information for the Market Analysis Section is provided.

International Trade Centre
WTO/UNCTAD

Trade Map

Trade Statistics for International Business Development

Home Selection Menu Investment Market Access Reference Material Useful links My Account Contacts About English

☒ Imports ☐ Exports

☒ Product ☐ Group [Advanced Search](#)

☒ Country ☐ Region

☒ Partner ☐ Region

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Selection Menu

2.1 Main Selection Menu

Access to other databases and resources	
Menu Item	Description
Home	Link to the Trade Map Home Page: www.trademap.org and the MAT portal
Selection Menu	Link to the Main selection Menu - http://www.trademap.org/SelectionMenu.aspx Note: Once you are in a table, map or graph and click on the selection menu, the different options you selected in your query will already be displayed in the selection menu.
Investment	Link to Investment Map: see 2.5 Link to Investment
Market Access	Link to Market Access Map: see 2.5 Link to Market Access
Reference Material	- Data Availability: provides information about the data available for reporting and non-reporting countries at the Harmonized System level and Tariff line level. - Corresponding Product Codes: table with the corresponding product codes between the different HS revisions (see Annex 1). - Developing Countries: list of Developing Countries - Developed Countries: list of Developed Countries
Useful Links	Glossary of items Terms & Conditions for using Trade Map
My Account	Manage my Country Groups: see 2.2.2.2 Create your own group of countries Manage my Product Groups: see 2.2.1.3 Create your own group of products
Contacts	Contact us form
About	Trade Map presentation

2.1 Main Selection Menu

☒ Imports ☐ Exports

☒ Imports ☐ Exports

☒ Product ☐ Group [Advanced Search](#)

☒ Country ☐ Region

☒ Partner ☐ Region

Trade Indicators: select this if you want to view raw data as well as trade indicators such as growth trends, market share..etc. (See the following table) Trade indicators are pre-calculated before uploading in the database and are updated twice a year

Times Series: *select if you want to view data over several years or several quarters or several months (See table 11). When you switch from value to different indicators, all the calculations on the times series are done online and every week new data are uploaded in the database.*

You select						You will obtain:
Product	Country	Partner Country	Trade Indicators	Time Series	Import Export	Trade Map Table
✓			✓		Imp	World import market for the selected product in 2007*
					Exp	World export market for the selected product in 2007*
✓				✓	Imp	World import market for the selected product since 2001
					Exp	World export market for the selected product since 2001
	✓		✓		Imp	List of supplying markets of the country in 2007*
					Exp	List of importing markets of the country in 2007*
	✓			✓	Imp	List of supplying markets of a country since 2001
					Exp	List of importing markets of a country since 2001
✓	✓		✓		Imp	List of supplying markets (countries and regions) for a specific product imported by a country/region in 2007*
					Exp	List of importing markets (countries and regions) for a service exported by a country/region in 2007*
✓	✓			✓	Imp	List of supplying markets (countries and regions) for a specific product imported by a country/region since 2001
					Exp	List of importing markets (countries and regions) for a specific product by a country/region since 2001
	✓	✓	✓		Exp	Bilateral Trade in 2007*
	✓	✓		✓	Exp	Bilateral Trade since 2001
✓	✓	✓	✓		Exp	Bilateral Trade for a specific product in 2007*
✓	✓	✓		✓	Exp	Bilateral Trade for a specific product since 2001

*or for the last year available

2.1 Main Selection Menu

☒ Imports ☐ Exports

☒ Product ☐ Group

☒ Country ☐ Region

Trad

oran

- 080510 - Oranges, fresh or dried
- 200911 - Orange juice, unfermented & not spiritd, whether or not sugard sw
- 200912 - Orange juice, unfermented, Brixvalue ≤ 20 at 20°C, whethe
- 200919 - Orange juice & nes, unfermented not spiritd, whether or not sug
- 2824 - Lead oxides; red lead and orange lead
- 282420 - Red lead and orange lead
- 330112 - Essential oils of orange

[Advanced Search](#)

☐ Imports ☒ Exports

☐ Product ☒ Group

Cotton

Creative industries

Leather

[Advanced Search](#)

2.1 Main Selection Menu

Advanced Product Search : Search by Keywords

The Advanced Product Search by keyword helps you to look for the corresponding HS code of the product using one or several keywords in the HS product descriptions at 2, 4 and 6 digit level of the Harmonized system and at the tariff line level. The main advantages of this “Advanced Product Search” are:

- This search engine can look for the product either written in singular or plural, and recognizes the similarities between words (example: freeze-frozen)
- Several keywords can be given for a specific product.
- You will be presented with all the possible codes (HS or tariff line level) of varieties/species for the same product, related products and product derivatives. There is no limitation to the first twenty products.

2.1 Main Selection Menu

Search of Products

by keywords

Search by Keywords
Search by Hierarchy

At 2,4,6 Digit levels
At Tariff Line level

Country All

Keywords eucalyptus oil

Search

eucalyptus oil

Export in

Rows per page 50 per page

Code	Country	Label
33012910	Australia	Essential oils of eucalyptus (cajeputol)
3301291000	United States of America	Essential oils of eucalyptus
33012920	Pakistan	Essential oil of eucalyptus
33012960	China	Essential oils of eucalyptus
330129100	Japan	Essential oils , whether or not terpeneless, incl. concretes and absolutes (excl. those of citrus fruit, geranium, jasmine, lavender, lavandine, mint and vetiver): Essential oils (bay leaf oil , cananga oil , cassia oil , cedar oil , citronella oil , clove oil , eucalyptus oil , fennel oil , staranise oil , petit-grain oil , rosemary oil , rose wood oil , sandal wood oil , ylang-ylang oil , cinnamon leaf oil , ginger grass oil , pal
44079950	Australia	Mountain ash (Eucalyptus regnans), alpine ash (Eucalyptus delegateris), and messmate stringy bark (tasmanian oak) (Eucalyptus obliqua), sawn or chipped lengthwise, sliced or peeled but not further pre
330129190	Japan	Essential oils (bay leaf oil , cananga oil , citronella oil , eucalyptus oil , fennel oil , staranise oil , petit-grain oil , rosemary oil , rose wood oil , ylang-ylang oil , cinnamon leaf oil , ginger grass oil , palmarosa oil , thyme oil , gyusho oil and lemongrass oi
33012990	Australia	Essential oils (excl. citrus fruit, geranium, jasmine, lavender or lavandin, mints, vetiver, eucalyptus)
3201902500	United States of America	Canaigre, chestnut, curupay, divi-divi, eucalyptus , etc
33012910	Switzerland	Huile d' eucalyptus et huile de santal
33012910	Cuba	--- Of eucalyptus
3301250013	Maldives	Oils of mints, whether or not terpeneless, incl. concretes and absolutes (excl. those of peppermint "Mentha piperita")r eucalyptus oil

2.1 Main Selection Menu

The screenshot displays a web-based menu interface with two tabs: "Search by Keywords" and "Search by Hierarchy". The "Search by Hierarchy" tab is active and highlighted with a green dashed circle. Below the tabs is a scrollable list of food categories. To the right of the list, three red arrows point from labels "2-digit", "4-digit", and "6-digit" (each in a red box) to specific levels of the hierarchy: 08, 0803, and 080510 respectively.

Search by Keywords **Search by Hierarchy**

- ⊕ 01 - Live animals
- ⊕ 02 - Meat and edible meat offal
- ⊕ 03 - Fish and crustaceans, molluscs and other aquatic invertebrates
- ⊕ 04 - Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere specified
- ⊕ 05 - Products of animal origin, not elsewhere specified or included
- ⊕ 06 - Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage
- ⊕ 07 - Edible vegetables and certain roots and tubers
- ⊕ 08 - Edible fruit and nuts; peel of citrus fruits or melons
 - ⊕ 0801 - Coconuts, Brazil nuts and cashew nuts, fresh or dried, whether or not shelled or peeled
 - ⊕ 0802 - Other nuts, fresh or dried, whether or not shelled or peeled (excl. coconuts, Brazil nuts and
 - ⊕ 0803 - bananas, incl. plantains, fresh or dried
 - ⊕ 0804 - Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried
 - ⊕ 0805 - Citrus fruit, fresh or dried
 - 080510 - Fresh or dried oranges

2-digit

4-digit

6-digit

2.1 Main Selection Menu

The screenshot shows a web interface for a selection menu. At the top, there are radio buttons for "Imports" and "Exports", with "Imports" selected. Below this, there are radio buttons for "Product" and "Group", and a text input field. To the right of the input field is a red "X" icon and a blue link labeled "Advanced Search".

Below the "Product" and "Group" section, there are radio buttons for "Country" and "Region". The "Country" radio button is highlighted with a red rectangle. To the right of this section, there is a red box containing the text "Type country name then select the country". A red arrow points from this box to the "Country" dropdown menu, which is currently open and showing a list of countries and regions. The first item in the list is "France", which is highlighted. Other items in the list include "Free Zones", "French Polynesia", "French South Antarctic Territories", and "North Africa not elsewhere specified".

Below the "Country" and "Region" section, there are radio buttons for "Partner" and "Region". To the right of this section, there is a red "X" icon. Below the "Partner" and "Region" section, there is a blue link labeled "Trade".

2.1 Main Selection Menu

The screenshot displays a web-based selection menu. At the top, there are radio buttons for 'Imports' and 'Exports'. Below this, there are two rows of radio buttons: 'Product' and 'Group' in the first row, and 'Country' and 'Region' in the second row. The 'Region' radio button is highlighted with a red box. To the right of these radio buttons is a search input field. A red arrow points from a text box on the right to this input field. The input field contains the text 'Europe'. Below the input field, a dropdown list is open, showing several options: 'Central and Eastern Europe (CEE)', 'Europe', 'European Union (EU 15)', 'European Union (EU 27)', and 'Organization of Petroleum Exporting Countries (OP)'. The 'European Union (EU 15)' option is highlighted. To the right of the dropdown list, there is a red 'x' mark. At the bottom left, there is a 'Trade' button. At the top right, there is a link for 'Advanced Search'.

Imports Exports

Product Group

Country Region

Partner Region

Advanced Search

Type region name then select the region

Europe

Central and Eastern Europe (CEE)

Europe

European Union (EU 15)

European Union (EU 27)

Organization of Petroleum Exporting Countries (OP)

Trade

2. Trade Map – Basic Use

2.1 Main Selection Menu

- How to select a product or a group of products
- How to select a country, a region or a partner country

2.2 Navigation Menu in the Database

- *Partner country selection*
- *Trade Indicators*
- *Time Series*

2.3 Creating Formatted Results

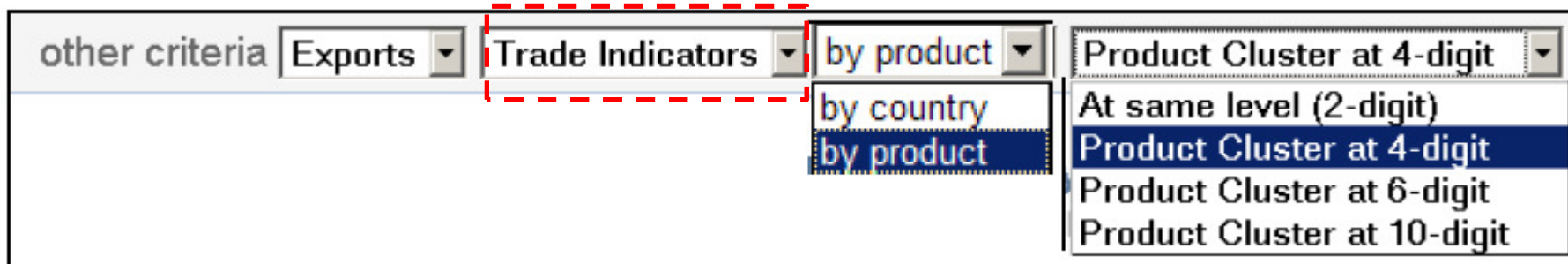
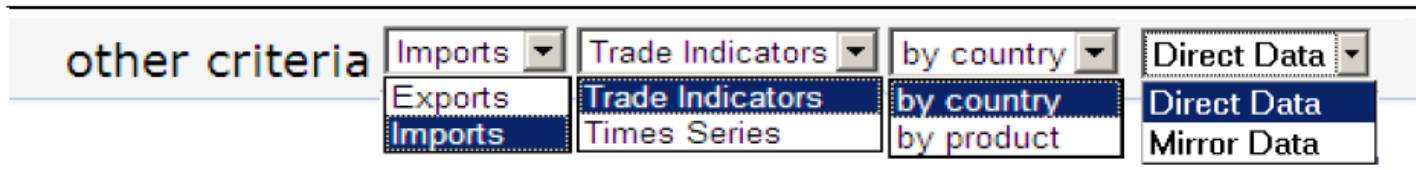
- Table
- Graph
- Map

2.2 Navigation Menu in the Database

By clicking on the arrow in the top left corner below the “home” button, a part of the navigation menu will be hidden, as shown below:



Navigation Bar Hidden



Criteria	Description	Analysis
Imports	Import data	See the Demand side
Exports	Export data	See the Supply Side
Trade Indicators	"Trade Indicators" enable users to see different indicators pre-calculated by ITC to enrich the analysis of a product or a market.	• World Market: Value in a given year in USD thousand, Trade Balance (Exports minus Imports), Quantity, Quantity Unit, Unit Value, Annual growth in value over the last five years, Annual growth in quantity over the last five years, Annual growth in value for the last year, Share in world imports, Tariff equivalent ad valorem applied by the country. • Country Specific: All the indicators above as well as: Share in Country's imports (%), Ranking of partner country in world exports, Share of partner country in world exports (%), Total export growth in value of partner country over the last five years (%p.a)
Times Series	"Time Series" data enable users to see product or market trends over time.	See the trend of a market and specific trade indicators over time
By country	Enables users to see the result by partner country	
By product	Enables users to see the result by product	
Direct Data	This option is only available when a country has reported its trade data	
Mirror Data	Enables users to get data for non-reporting countries using mirror statistics, also enable users to check the consistency of data of reporting countries (See Annex I)	The trade of non-reporting countries has been reconstructed on the basis of data reported by partner countries or mirror statistics. Although using mirror statistics has its shortcomings (see Annex I), it does generate a wealth of information, which would otherwise be unavailable about certain countries

2.2 Navigation Menu in the Database

other criteria	Imports	Time Series	by country	Product Cluster at 4-digit	Yearly data	Values	US Dollar
	Exports	Trade Indicators	by country	At same level (2-digit)	Yearly data	Values	Argentine Peso
	Imports	Time Series	by product	Product Cluster at 4-digit	Quarterly data	Quantities	Australian Dollar
	Trade balance			Product Cluster at 6-digit	Monthly data	Growth in value	Brazilian Real
						Growth in quantity	Canadian Dollar
						Share in value in %	Chilean Peso
						Unit values	Danish Krone
						Growth on unit values	Euro
							North Korean Won
							Norwegian Krone
							Pound Sterling
							Rand
							Russian Ruble
							Swedish Krona
							Swiss Franc
							US Dollar
							Yen

Criteria	Description	Analysis
Imports	Import data	See the Demand side
Exports	Export data	See the Supply Side
Trade Indicators	“Trade Indicators” enable users to see different indicators pre-calculated by ITC to enrich the analysis of a product or a market.	• World Market: Value in a given year in USD thousand, Trade Balance (Exports minus Imports), Quantity, Quantity Unit, Unit Value, Annual growth in value over the last five years, Annual growth in quantity over the last five years, Annual growth in value for the last year, Share in world imports, Tariff equivalent ad valorem applied by the country. • Country Specific: All the indicators above as well as: Share in Country's imports (%), Ranking of partner country in world exports, Share of partner country in world exports (%), Total export growth in value of partner country over the last five years (% p.a)
Times Series	“Time Series” data enable users to see product or market trends over time.	See the trend of a market and specific trade indicators over time
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2. Trade Map – Basic Use

2.1 Main Selection Menu

- How to select a product or a group of products
- How to select a country, a region or a partner country

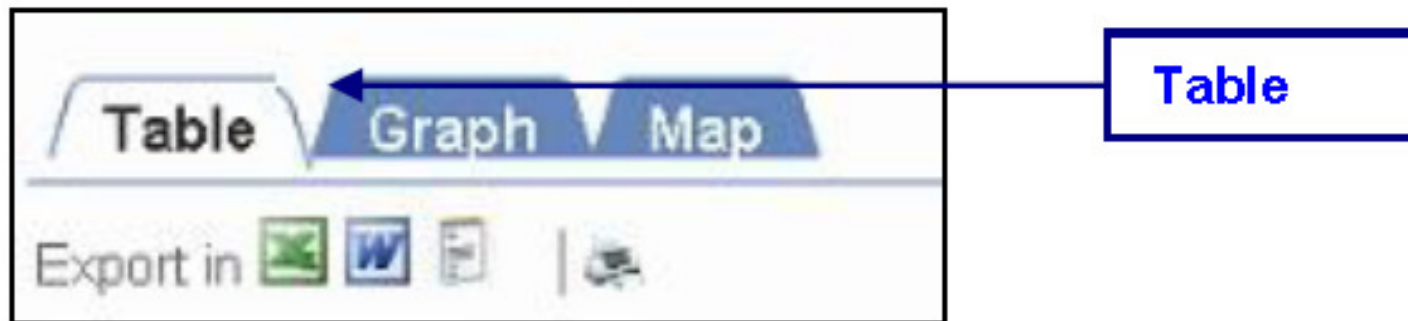
2.2 Navigation Menu in the Database

- Partner country selection
- Trade Indicators
- Time Series

2.3 Creating Formatted Results

- *Table*
- *Graph*
- *Map*

2.3 Creating Formatted Results - Table



The table corresponding to your query in the selection menu will be displayed after you click on “Trade indicator” or “Times Series”. Each time you modify an element in the navigation menu, the table will be automatically updated.

2.3 Creating Formatted Results - Table

International Trade Centre
UNCTAD/WTO

Trade Map

Trade Statistics for International Business Development

Home Selection Menu Investment Market Access Reference Material Useful Links My Account Contacts About English

Product Group: None Product: TOTAL - All products

Country Group: None Partner Group: None

World Country: All Partner: All

other criteria Imports Time Series by country Yearly data Values US Dollar

List of importers for the selected product
Product : TOTAL All products

Unit : US Dollar thousand

Table Graph Map

Export in Word Excel Text Print

TimePeriod: 6 per page Rows per page: Default (25 per page)

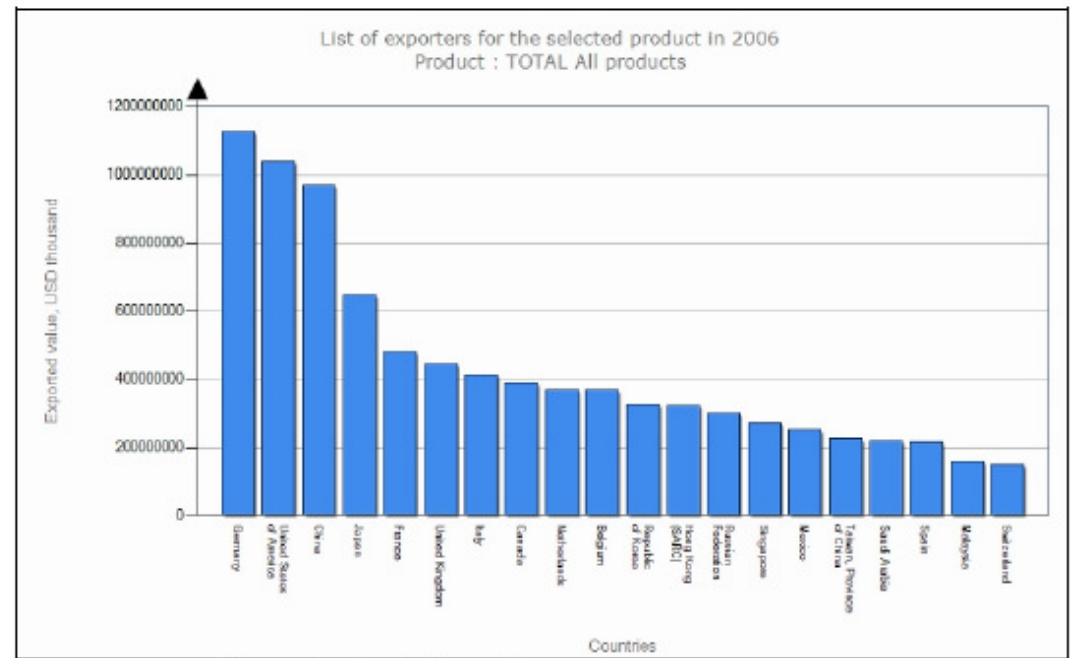
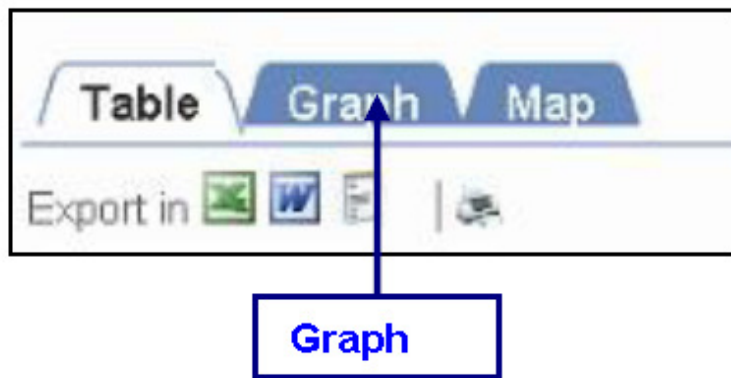
Importers	Imported value in 2001	Imported value in 2002	Imported value in 2003	Imported value in 2004	Imported value in 2005	Imported value in 2006	Imported value in 2007
World	6,270,969,856	6,548,431,872	7,635,577,344	9,361,529,344	10,613,964,800	12,220,343,296	
United States of America	1,180,073,728	1,202,284,416	1,305,091,584	1,521,268,480	1,732,320,768	1,918,997,120	1,953,428,736
Germany	488,015,552	490,450,048	601,761,024	711,150,016	779,619,072	922,213,376	1,059,307,840
China	243,552,832	295,170,112	412,759,608	561,228,736	659,952,768	791,460,604	955,955,840
United Kingdom	337,958,016	351,708,448	393,507,136	461,144,128	515,782,176	606,428,352	620,126,912
France	293,868,960	303,774,368	362,502,944	431,241,856	475,856,800	529,902,272	611,364,416
Italy	236,066,016	246,843,184	297,462,176	351,225,184	384,835,552	437,396,672	504,581,824
Netherlands	164,836,352	169,267,328	203,205,504	251,664,320	285,473,920	334,466,400	404,337,456

Export the table in Word, Excel or Text format / Print the table

Extend the time period displayed in the table

Extend the numbers of rows in the table or click on the page number

2.3 Creating Formatted Results –Graph



Graph 1: Bar Chart example

2.3 Creating Formatted Results –Graph

Graph Options:

The following graph options are available for bar charts:



	Save Chart Image		Print Chart		Print Preview		Toggle 3D View
	Select Chart Type		Select Color Palette		Reset Chart Appearance		Enable/Disable Zoom

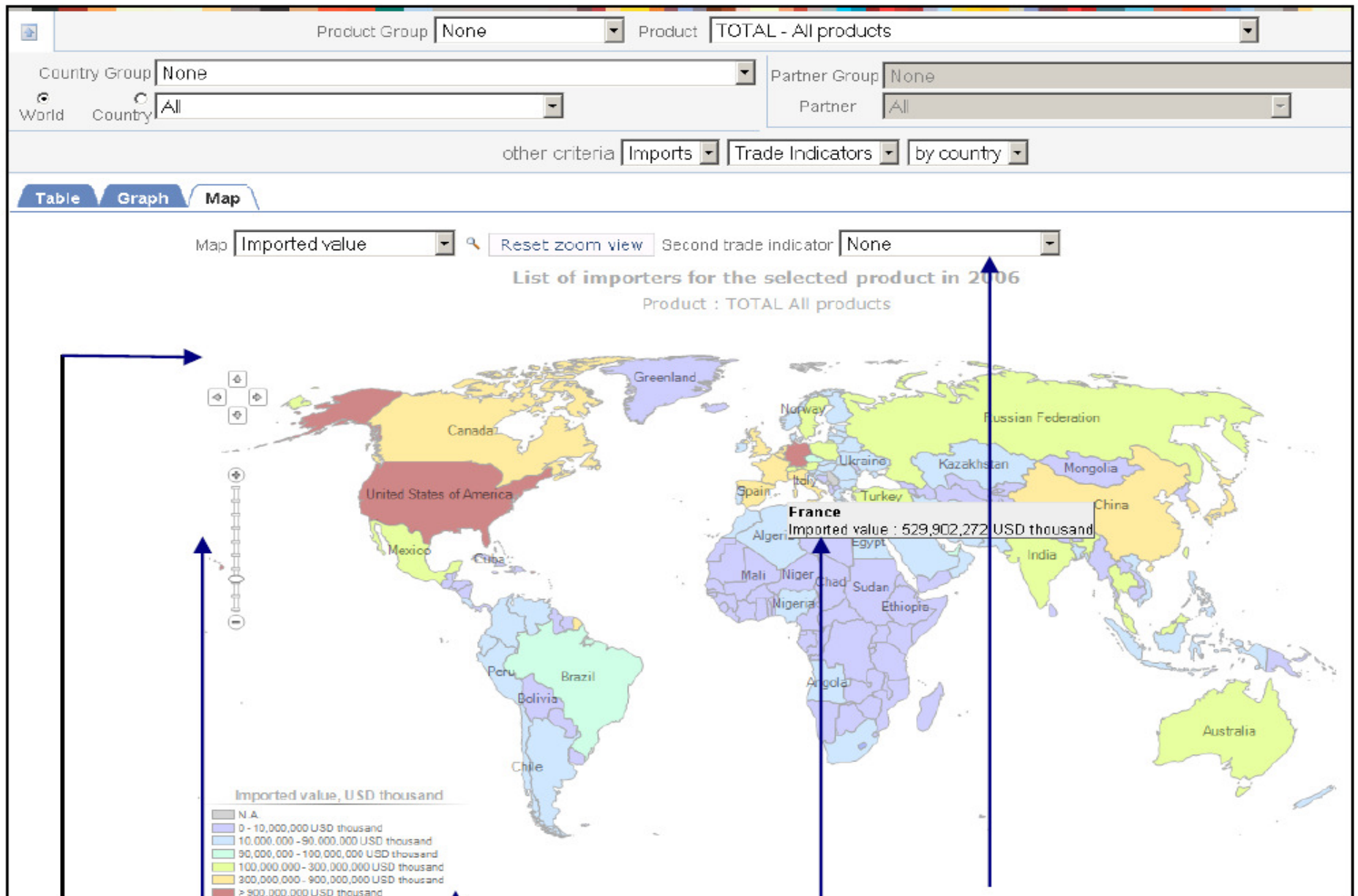
	Point	Bubble	Line	Spline	Step Line	Fast Line
	FastPoint Series	Bar	Stacked	100% Stacked	Column	Stacked Column
	100% Stacked Column	Area	Spline Area	Stacked Area	100% Stacked Area	Pie
	Doughnut	Stock	Candle Stick	Range	Spline Range	Gantt
	Range Column	Radar	Polar	Box Plot	Funnel	Pyramid

2.3 Creating Formatted Results – Map



When “ Map ” is in grey, it means that it is not possible to generate a Map





Directions
to move
the map

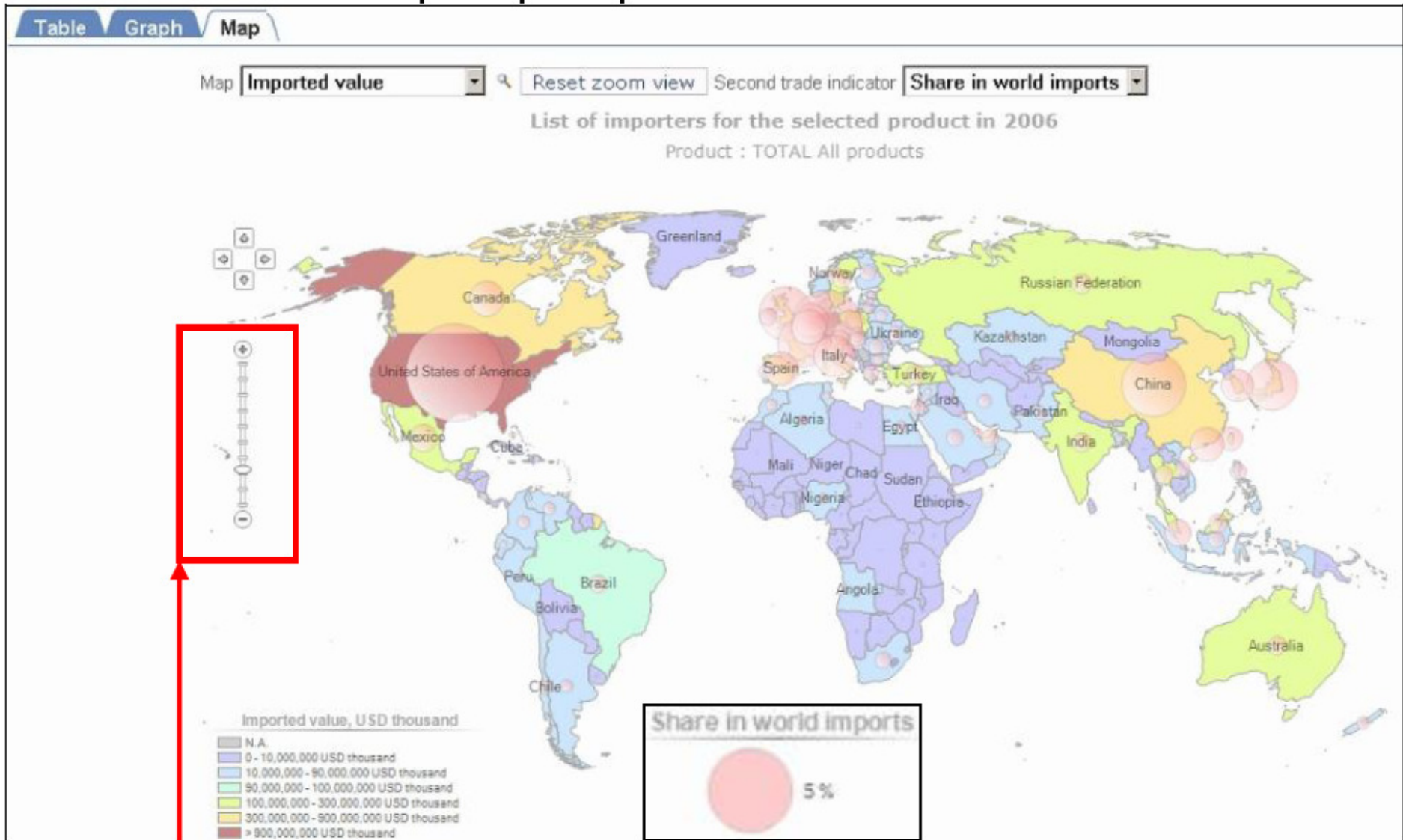
Zoom

Legend

Export/
Import
Value

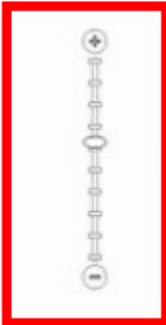
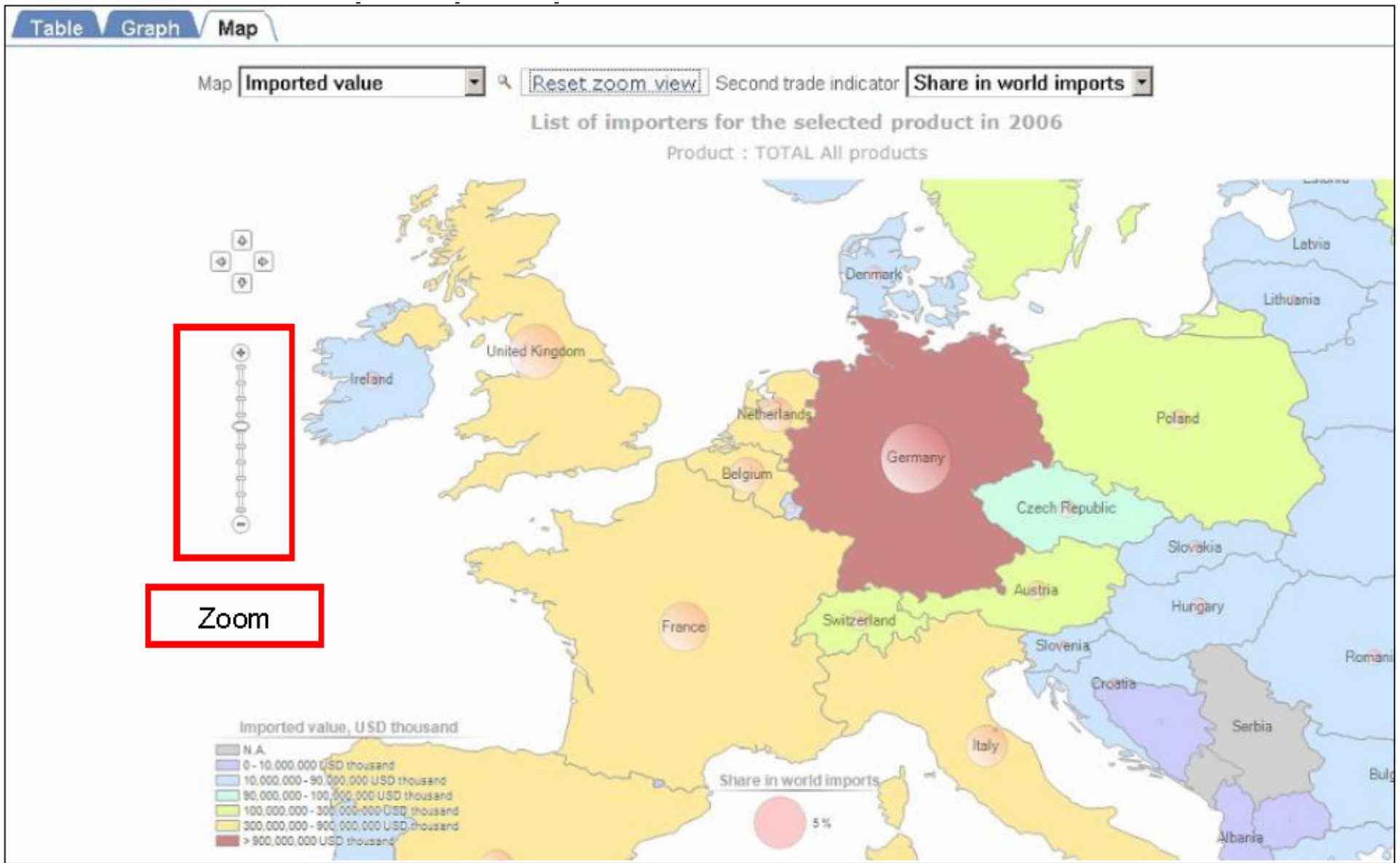
Title of the
Map

Map 2: Map example based on two Trade Indicators



Zoom by clicking on the scale

The share in world imports is represented by bubble.



Zoom

Map Share in France's imports

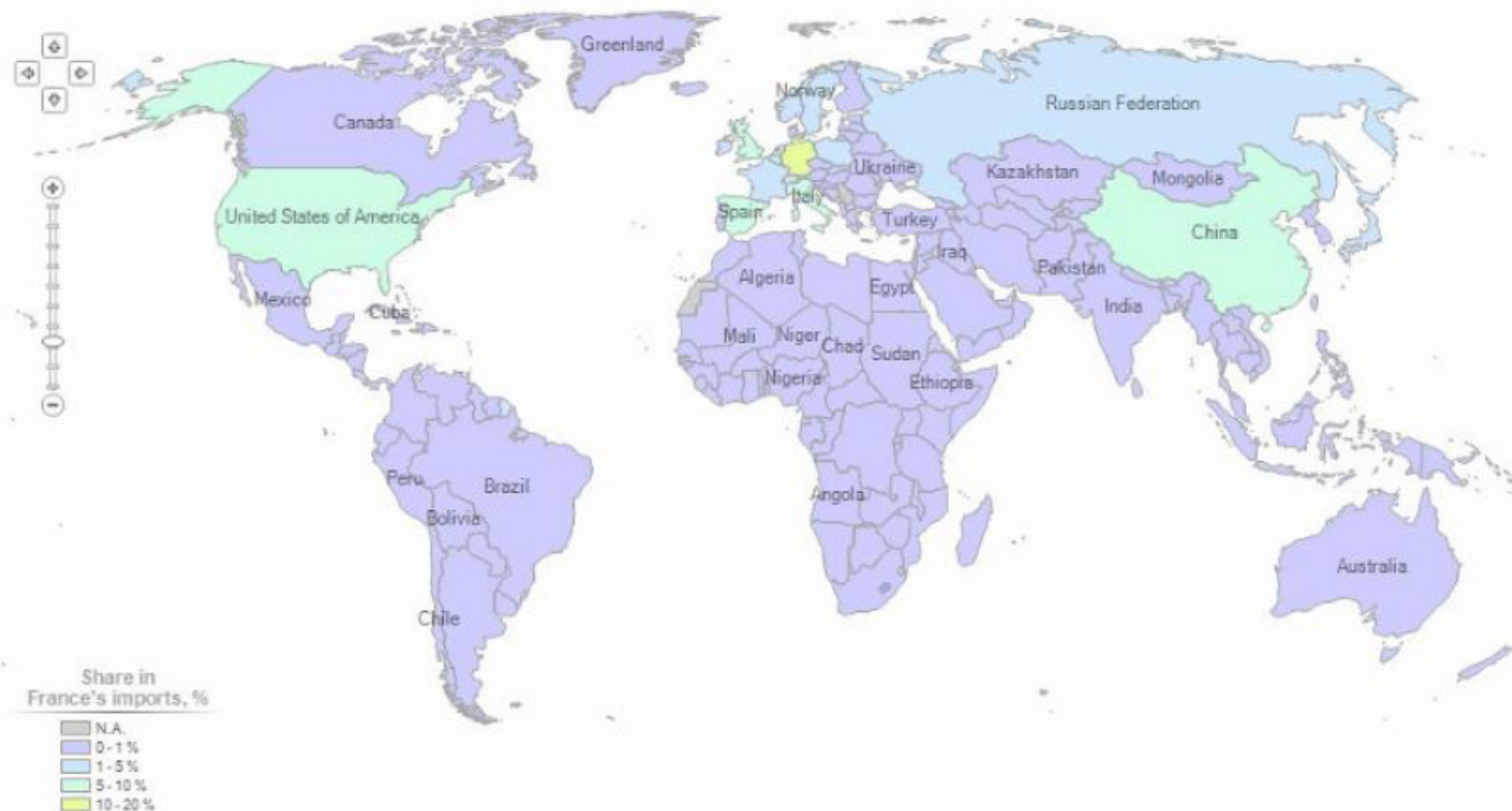
Reset zoom view

Second trade indicator

None

List of supplying markets for a product imported by France in 2006

Product : TOTAL All products



Types of maps that can be generated

Selection		Title	First Trade Indicators	Second Trade Indicators
Specific Product And World Market by countries	Import	List of Importers for the selected product in 2007	Imported value Unit Value Share in world imports	*None *Imported value *Share in world imports
	Export	List of Exporters for the selected product in 2007	Exported value Unit Value Share in world exports	*None *Exported value *Share in world exports
Specific country And Partners for a specific product	Import	List of supplying markets for a product imported by Country X in 2007	Share in Country X's imports Unit Value Total export growth in value of partner countries Imported value Share in world exports	*None *Share of partners countries in world exports *Share in Country X's imports *Imported value
	Export	List of importing markets for a product exported by Country X in 2007	Share in Country X's exports Unit Value Total import growth in value of partner countries Exported value Share in world imports	*None *Share of partners countries in world imports *Share in Country X's exports *Imported value

3. Applications

- Trade Map data can be looked at from **three perspectives: product, country** and **bilaterally for any two countries**.
- Focusing on a product allows users to **analyze export markets** and **potential suppliers** for this product and identify the structure of those markets including **recent trends in supply and demand**.
- Typical question could be:
 - What are the **major importing countries** for a product?
 - What are **the trends**?
 - Which countries are **the major competitors** in a specific market?
 - What are the **tariff measures** applied in a potential new market?

CASE EXAMPLE 1: AN EXPORTER OF AVOCADOS FROM PERU IS LOOKIING FOR NEW MARKETS

- Prospects for market diversification
- The performance of competing suppliers

CASE EXAMPLE 1: AN EXPORTER OF AVOCADOS FROM PERU IS LOOKIING FOR NEW MARKETS

The screenshot shows the 'Trade Map' website by the International Trade Centre (UNCTAD/WTO). The page has a navigation bar with links: Home, Selection Menu, Investment, Market Access, Reference Material, Useful links, My Account, Contacts, and About. A language dropdown is set to 'English'. The main search area includes radio buttons for 'Imports' and 'Exports' (selected), and another set for 'Product' and 'Group'. The 'Product' dropdown is filled with '080440 - Avocados, fresh or dried'. The 'Country' dropdown is filled with 'Peru'. There are also fields for 'Partner' and 'Region'. A red box on the left says 'Type the name of the product or its HS code' with an arrow pointing to the product dropdown. A red box on the right says 'Select "Exports"' with an arrow pointing to the 'Exports' radio button. Another red box on the right says 'Type the name of the country' with an arrow pointing to the country dropdown. At the bottom, there are buttons for 'Trade Indicators' and 'Time Series'.

- As a first step, in the selection, one should start entering “Avocado” as key word and a list of product descriptions containing the word “avocado” will appear.
- Then the exporter chooses “080510-Avocados, Fresh or Dried” as the product under review and types “Peru” in the country box.
- Once the application produces the options, in this case only the country name “Peru”, he/she should then click on it to select it.

- In order to see the importing countries of avocados from Peru, he/she selects “Exports”, and clicks on “Trade Indicators”.
- The full list of importing countries for this product is generated .

International Trade Centre
UNCTAD/WTO

Trade Map

Trade Statistics for International Business Development

Home
Selection Menu
Investment
Market Access
Reference Material
Useful links
My Account
Contacts
About
English

Product Group
None
Product

..... 080440 - Avocados, fresh or dried

Country Group
None
Country
Peru

Partner Group
None
Partner
All

other criteria
Exports
Trade Indicators
by country
Direct Data

List of importing markets for the product exported by Peru in 2006

Product : 080440 Avocados, fresh or dried

Peru's exports represent 4.01% of world exports for this product, its ranking in world exports is 6

Table
Graph
Map

Export in
Rows per page
Default (25 per page)

Bilateral trade at 8 digit	Importers	Trade Indicators											Tariff equivalent ad valorem faced by Peru	
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Peru's exports, %	Exported quantity 2006	Quantity unit	Unit value, (USD/unit)	Exported growth in value between 2002-2006, %, p.a.	Exported growth in quantity between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %		Total import growth in value of partner countries between 2002-2006, %, p.a.
	World	38,793	38,774	100	31,738	Tons	1,222	66	54	66		100	19	
	Spain	14,336	14,336	37	12,291	Tons	1,166	52	52	89	6	5	47	Q
	Netherlands	9,043	9,043	23.3	8,011	Tons	1,129	108	109	35	4	7.3	37	Q
	United Kingdom	6,794	6,794	17.5	4,757	Tons	1,428	66	60	46	3	9.8	26	Q
	France	6,179	6,179	15.9	4,962	Tons	1,245	27	23	69	2	18.4	8	Q
	Canada	1,531	1,531	3.9	891	Tons	1,718	216		363	8	3.9	25	Q
	Belgium	622	622	1.3	400	Tons	1,305	144		120	12	1.3	-2	Q
	United States of America	219	219	0.6	144	Tons	1,521	2			1	29.2	20	Q
	Switzerland	64	64	0.2	63	Tons	1,016				13	1.1	13	Q
	Germany	43	43	0.1	37	Tons	1,162	211	220	-77	7	4.1	14	Q
	Chile	31	12	0.1	102	Tons	304	39			44	0.1	-12	Q
	Guatemala	31	31	0.1	79	Tons	392			-6	30	0.2	16	15
	Australia										9	2	28	Q
	Japan										5	6	22	Q

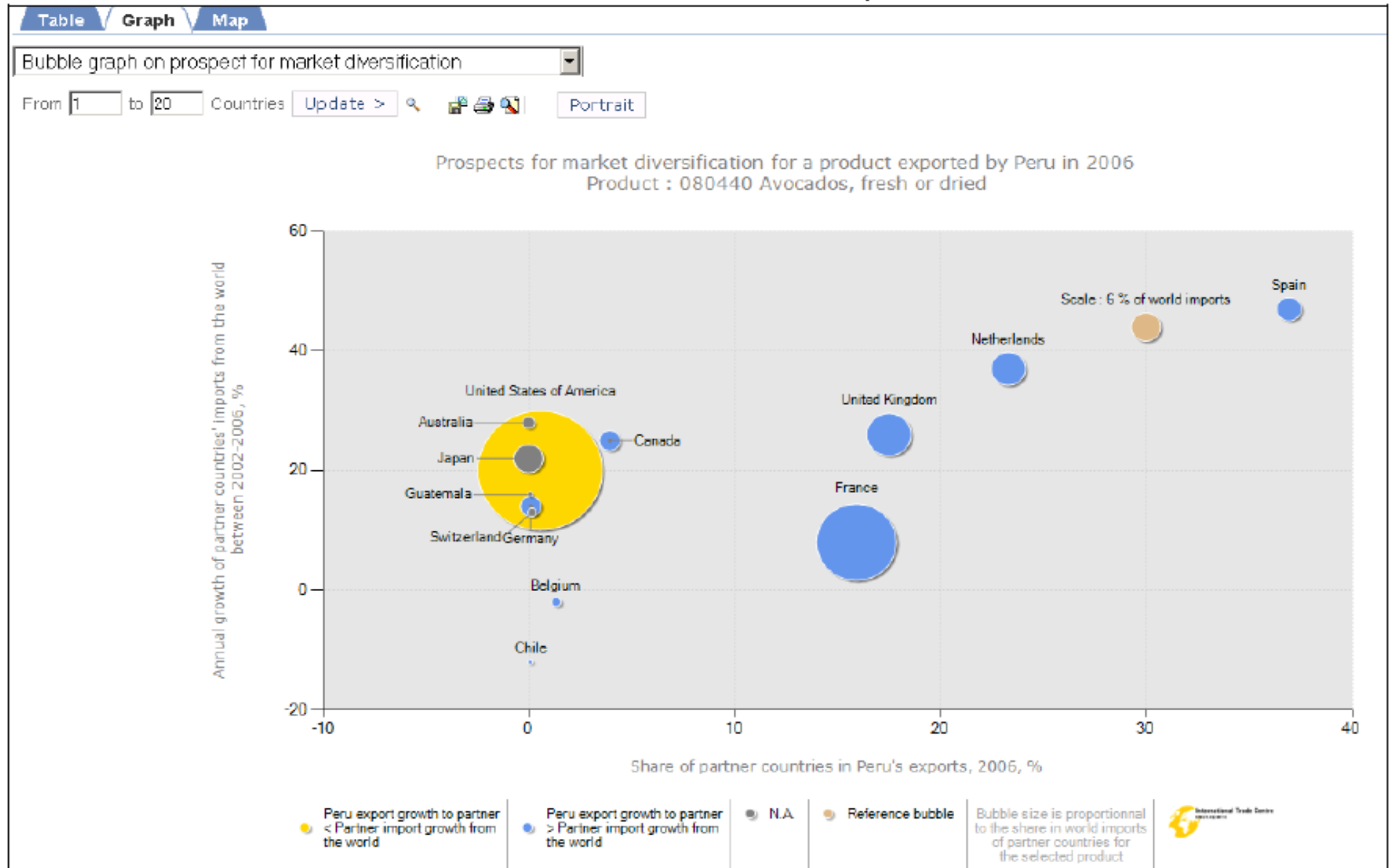
Sources: ITC calculations based on COMTRADE statistics

Importers	Trade Indicators												Tariff equivalent ad valorem faced by Peru
	Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Peru's exports, %	Exported quantity 2006	Quantity unit	Unit value, (USD/unit)	Exported growth in value between 2002 - 2006, %, p.a.	Exported growth in quantity between 2002-2006, %, p.a.	Exported growth in value between 2005 - 2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
World	38793	38774	100	31738	Tons	1222	56	54	66		100	19	
Spain	14335	14335	37	12291	Tons	1166	52	52	89	6	5	47	
Netherlands	9043	9043	23.3	8011	Tons	1129	108	109	35	4	7.3	37	
United Kingdom	6794	6794	17.5	4757	Tons	1428	66	60	46	3	9.8	26	
France	6179	6179	15.9	4962	Tons	1245	27	23	69	2	18.4	8	
Canada	1531	1531	3.9	891	Tons	1718	216		363	8	3.9	25	
Belgium	522	522	1.3	400	Tons	1305	144		120	12	1.3	-2	
United States of America	219	219	0.6	144	Tons	1521	2			1	29.2	20	
Switzerland	64	64	0.2	63	Tons	1016				13	1.1	13	
Germany	43	43	0.1	37	Tons	1162	211	220	-77	7	4.1	14	
Chile	31	12	0.1	102	Tons	304	39			44	0.1	-12	
Guatemala	31	31	0.1	79	Tons	392			-6	30	0.2	16	
Australia										9	2	28	

Title of the column	Definition
Exported value 2006, USD thousand	Value imported (exported) in 2006 in current US\$ thousand as reported by countries to the COMTRADE database or as calculated with mirror statistics.
Trade balance 2006 in USD thousand	Exports minus imports for that particular HS/NTL code. This column indicates whether the country is a net importer or exporter.
Share in Peru's exports, %	Share of partner countries in the exports of the country under review
Exported quantity 2006	Quantity exported in 2006. Where mirror statistics are used, quantity may differ across reporting countries.
Quantity unit	The unit in which quantities are reported.
Unit value, (USD/unit)	Value in USD divided per quantity. This indicator can be used as a proxy for price. Does not take into account issues such as differences in product qualities, seasonal prices, currency fluctuations etc..
Exported growth in value between 2002-2006, %, p.a.	Annual growth rate of export value over the 5-year period. This indicator is calculated using the least squares method. If a country does not report trade data in any of the years being examined, the calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.
Exported growth in quantity between 2002-2006, %, p.a.	Annual growth rate of exports in quantity over the 5-year period. This indicator is calculated using the least squares method. If a country does not report trade data in any of the years being examined, the calculation is based on mirror statistics. No trend is calculated in cases where the reporting country data is not available for at least a four-year period.
Exported growth in value between 2005-2006, %, p.a.	This growth rate is a good complement to the 5-year trend, indicating whether growth trends have been stable or volatile over the 5 years and showing the country performance over the most recent 12 month period available.
Ranking of partner countries in world imports	This indicates the world ranking of the partner country as an importer in 2006.
Share of partner countries in world imports, %	This indicates what percentage of world imports the partner country accounts for
Total import growth in value of partner countries between 2002-2006, %, p.a.	This indicates how much the partner country's imports from the world have grown for the selected product. This indicator is calculated on data as reported by the importing country. This, combined with the indicator on export growth calculated above, allows the analyst to see how the market share of the country under review has changed.
Tariff equivalent ad valorem faced by the exporting country	The effective level of protection faced by the exporter. By clicking on the link, the user can also see the tariffs applied by the partner to competing countries. This data is extracted from ITC's Market Access Map tool, www.macmap.org An exporter can use this module to scan the world for the best market access conditions offered to him/her by all possible importing countries.

- In the previous table, one can immediately see in the title that **Peru ranks 6th in world exports** and its exports represent **4.61% of world exports** for the product *080510 Avocados, fresh or dried*.
- In the first line of the table, the “world” imports from Peru of Avocados amounted to over **US\$ 38 million in 2006**. This number is, quite clearly, also the total exports from Peru of that product.
- **Spain and the Netherlands** are Peru’s **major trading partners**, consuming **60.3%** of Peru’s exports of Avocados. They are also respectively **the 6th and 4th largest importers of avocados in the world**.
- **Significant increase in United Kingdom’ imports** from Peru (3rd major trading partner) by soaring 66% per year in terms of value over the five-year period from 2002-2006 and **46% in the last period 2005-2006**.
- **Europe absorbs around 95.3%** of Peruvian exports in value in 2006. By contrast, the United States of America (USA) absorbs only 0.6% of Peru’s avocados in value terms while **USA is the largest import market in the world** for avocados with 29.2% share of world imports.
- Peruvian exporters of Avocados are **mainly focused on European markets**. This could point towards an **interesting opportunity**, but further research is required in order to validate this hypothesis.
- **Canada** is becoming **a promising target market** for Peru’s exports. Imports of Avocados from Peru show positive trends in value over the 2002-2006 period and in particular in 2006.

Bubble graph of prospects for market diversification



Note: the graph above is only available if you select trade indicators in the selection menu

CASE EXAMPLE 1: AN EXPORTER OF AVOCADOS FROM PERU IS LOOKIING FOR NEW MARKETS



- By placing the mouse pointer over the bubble you will get more detailed information and by clicking on the bubble you will obtain the list of suppliers to that market.

CASE EXAMPLE 1: AN EXPORTER OF AVOCADOS FROM PERU IS LOOKIING FOR NEW MARKETS

The performance of competing suppliers

- First step, obtain the list of supplying markets of an importing country by clicking on the country name highlighted in blue in the list of importers for the selected product.
- For instance, the United States could be a market worth examining as it had an annual growth in value between 2002 and 2006 of 20% but contracted in value over the 2005-2006 period by 27% (i.e. growth was -27%).

- Click on “United States” in the table below in order to see which are the countries supplying avocados to the US.

Importers	Trade Indicators								
	Value imported in 2006, in USD thousand	Trade balance in 2006 in USD thousand	Quantity imported in 2006	Quantity Unit	Unit value (USD/ unit)	Annual growth in value between 2002-2006, %	Annual growth in quantity between 2002-2006, %	Annual growth in value between 2005-2006, %	Share in world imports, %
World	959657	-117496	594266	Tons	1615	19	13	-3	100
United States of America	279772	-262717	192725	Tons	1452	20	17	-27	29.15
France	176412	-139499	95286	Tons	1851	8	1	4	18.38
United Kingdom	93861	-89162	60123	Tons	1561	26	25	18	9.78
Netherlands	70185	-8613	38190	Tons	1838	37	28	9	7.31
Japan	63116	-63116	29032	Tons	2174	22	18	5	6.58
Spain	47675	48814	28275	Tons	1686	47	42	68	4.97
Germany	39229	-29707	19137	Tons	2050	14	4	18	4.09
Canada	37560	-37560	21876	Tons	1717	25	9	23	3.91
Australia	26332	-24060	9359	Tons	2814	28	21	10	2.74
Denmark	15137	-14680	7006	Tons	2161	29	17	24	1.58
Sweden	12977	-12822	6516	Tons	1992	15	9	-23	1.35
Belgium	12010	-3875	5860	Tons	2049	-2	-9	-1	1.25
Switzerland	10090	-10071	4102	Tons	2460	13	3	6	1.05

The table also shows that this country is already importing from Peru, Chile and Dominican Republic, which could make it easier for newcomers from these countries to enter the market. Once the Peruvian exporter knows that neighboring countries are competitors, he/she could research what advantages those competitors may have, e.g. logistics, distribution channels, trade agreements, political ties, etc.

Trade Map

Trade Statistics for International Business Development

[Home](#)
[Selection Menu](#)
[Investment](#)
[Market Access](#)
[Reference Material](#)
[Useful links](#)
[My Account](#)
[Contacts](#)
[About](#)

English

Product Group
None

Product
080440 - Avocados, fresh or dried

Country Group
None

World Country
United States of America

Partner Group
None

Partner
All

other criteria
Imports
Trade Indicators
by country
Direct Data

List of supplying markets for the product imported by United States of America in 2006

Product : 080440 Avocados, fresh or dried

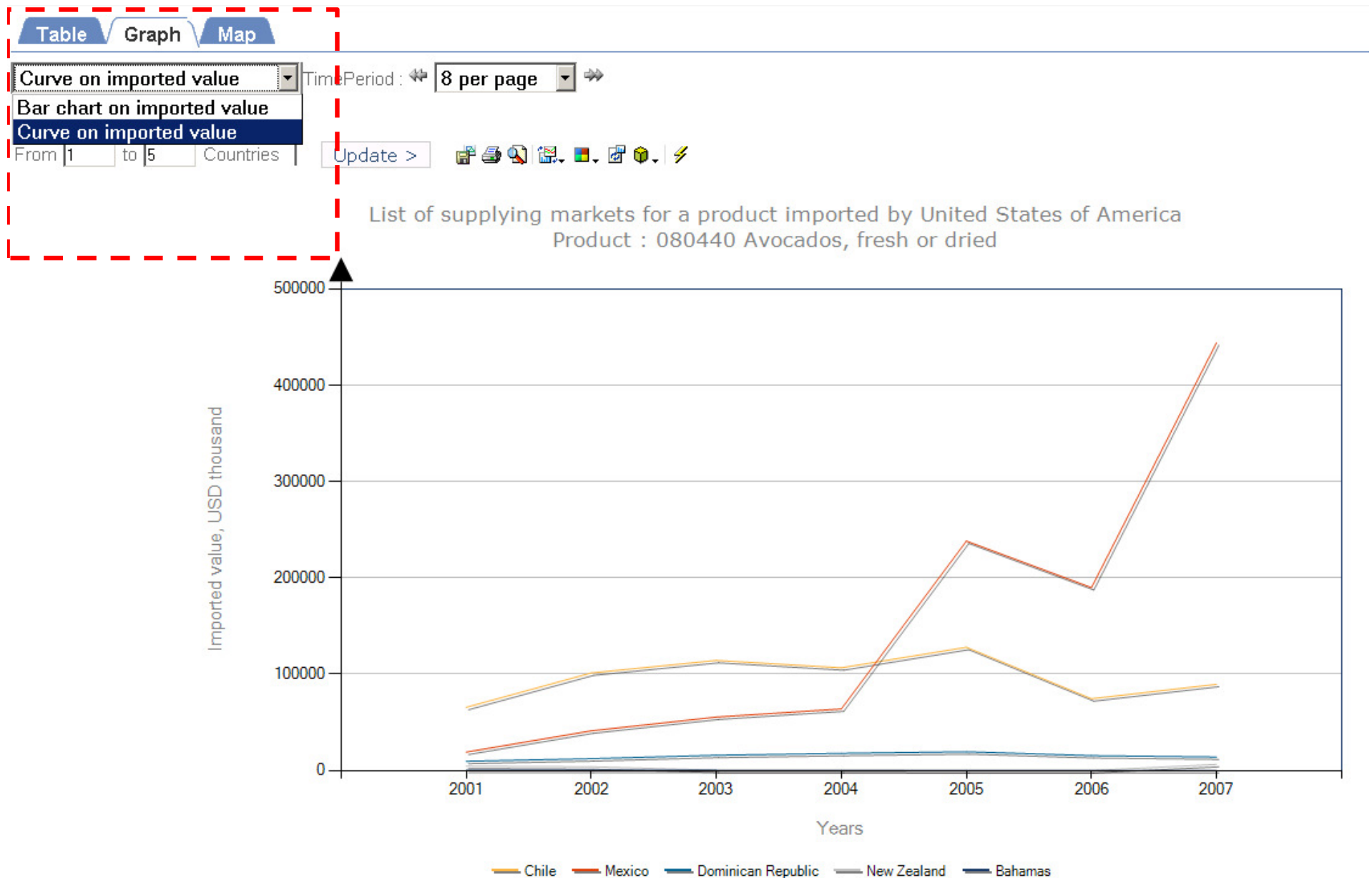
United States of America's imports represent 29.15% of world imports for this product, its ranking in world imports is 1

Table
Graph
Map

Export in
Rows per page
Default (25 per page)

Bilateral trade at 8-digit	Exporters	Trade Indicators											Tariff equivalent ad valorem applied by United States of America	
		Imported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in United States of America's imports, %	Imported quantity 2006	Quantity unit	Unit value, (USD/unit)	Imported growth in value between 2002-2006, % p.a.	Imported growth in quantity between 2002-2006, % p.a.	Imported growth in value between 2006-2006, % p.a.	Ranking of partner countries in world exports	Share of partner countries in world exports, %		Total export growth in value of partner countries between 2002-2006, % p.a.
	World	279,772	-262,717	100	192,725	Tons	1,452	20	17	-27		100	20	
	Mexico	189,539	-188,549	67.9	108,975	Tons	1,742	57	51	-20	1	39.1	34	
	Chile	74,490	-74,989	26.6	71,340	Tons	1,044	-5	1	-42	3	11.4	8	
	Dominican Republic	15,418	-15,418	5.5	12,398	Tons	1,244	7	1	-21	12	2	8	
	Peru	24	-24	0	12	Tons	2,000				6	4.6	55	
	France										7	4	9	
	Israel										5	4	5	
	Kenya										9	2	9	
	New Zealand										8	3	25	
	South Africa										10	2	5	
	Canada		10,926											

By clicking on Graph, then choosing “Curve on imported value”, we can see that Mexico is the only exporting country that significantly increased its exports between 2001 and 2007.



Key Findings

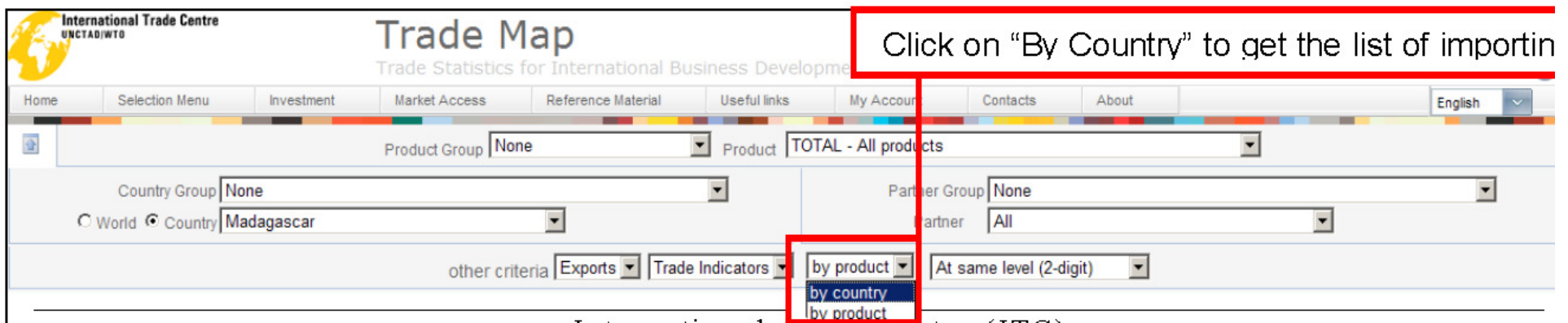
- In this case, Mexico, Chile and Dominican Republic are the only suppliers of the US market.
- Mexico is the main supplier and accounts for 67.93% of the US imports of Avocado.
- Chile has a 26.6% share in US imports of Avocado and is located as far away from the market as Peru.
- However Chilean exports of avocados to the US showed declining growth rates over the 5 year period with a 5% reduction in value over the period (2001-2006) and –42% over the last year (2005-2006).
- It could be interesting to analyze why the US, which is the largest importer of avocados , has only three suppliers.
- This could also mean that there is an export potential for a new trading partner.

CASE EXAMPLE 2: MADAGASCAR'S NATIONAL TRADE PERFORMANCE BY SECTOR

- What are the major trading partners of a country?
- What are the top exported and imported products of a country?
- What are the most dynamics export sectors of a country?

CASE EXAMPLE 2: MADAGASCAR'S NATIONAL TRADE PERFORMANCE BY SECTOR

- Trade Map data can be analyzed also by country. Analyzing by country allows users to assess the national trade performance of a specific country or group of countries.
- It can also give an overview of national competitiveness vis-à-vis competitors.
- Trade Map data could serve as inputs for national export strategies, industry policy or trade support institutional planning.



The screenshot displays the UNCTAD/WTO Trade Map interface. The header includes the logo and title 'Trade Map' with the subtitle 'Trade Statistics for International Business Development'. A navigation bar contains links: Home, Selection Menu, Investment, Market Access, Reference Material, Useful links, My Account, Contacts, and About. The language is set to English. The main filter area includes: Product Group (None), Product (TOTAL - All products), Country Group (None), Country (Madagascar), Partner Group (None), and Partner (All). Below these, there are options for 'other criteria' (Exports), 'Trade Indicators', and a dropdown menu currently showing 'by product'. This dropdown menu is open, showing options: 'by product', 'by country', and 'by product'. A red box highlights the 'by country' option. Another red box at the top right contains the text: 'Click on "By Country" to get the list of importin'.

What are the major trading partners of a country?

International Trade Centre
UNCTAD/WTO

Trade Map

Trade Statistics for International Business Development

Home Selection Menu Investment Market Access Reference Material Useful links My Account Contacts About English

Product Group: None Product: TOTAL - All products

Country Group: None Partner Group: None

World Country: Madagascar Partner: All

other criteria: Exports Trade Indicators by country Direct Data

List of importing markets for the product exported by Madagascar in 2006

Product : TOTAL All products

Madagascar's exports represent 0.01% of world exports for this product, its ranking in world exports is 141

Table Graph Map

Export in Rows per page Default (25 per page)

Importers	Trade Indicators								Tariff equivalent ad valorem faced by Madagascar
	Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Share in Madagascar's exports, %	Exported growth in value between 2002-2006, %, p.a.	Exported growth in value between 2005-2006, %, p.a.	Ranking of partner countries in world imports	Share of partner countries in world imports, %	Total import growth in value of partner countries between 2002-2006, %, p.a.	
World	1,008,158	-752,105	100	7	21		100	17	
France	398,726	165,884	39.5	4	39	7	4.3	15	n/a
United States of America	150,785	88,275	15	0	-18	2	15.7	13	n/a
Area Nes	71,906	-1,568	7.1	37	92				n/a
Germany	60,402	17,254	6	15	12	3	7.5	16	n/a
Italy	41,985	15,087	4.2	22	82	8	3.6	15	n/a
United Kingdom	30,705	13,783	3	7	91	5	5	15	n/a
Spain	24,165	-5,375	2.4	14	101	13	2.7	18	n/a
China	22,188	-290,349	2.2	49	-35	4	6.5	28	n/a
Belgium	22,030	-8,321	2.2	22	128	9	2.9	16	n/a
Singapore	19,626	13,354	1.9	-7	38	16	2	20	n/a
Netherlands	16,419	10,267	1.6	16	18	12	2.7	19	n/a
Thailand	15,791	-10,548	1.6	20	50	25	1.1	20	n/a
Mauritius	14,453	-39,548	1.4	-23	-10	122	0	14	n/a

What are the top exported and imported products?

International Trade Centre
UNCTAD/WTO

Trade Map

Trade Statistics for International Business Development

Home Selection Menu Investment Market Access Reference Material Useful links My Account Contacts About English

Product Group: None Product: TOTAL - All products

Country Group: None Country: Madagascar Partner Group: None Partner: All

other criteria Exports Trade Indicators **by product** At same level (2-digit)

List of products at 2 digits level exported by Madagascar in 2006

Product : TOTAL All products

Table Graph Map

Export in Rows per page Default (25 per page)

HS4	Code	Product label	Trade Indicators							
			Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
	TOTAL	All products	1,008,158	-752,105	7		21	17	0.01	141
+	61	Articles of apparel, accessories, knit or crochet	183,443	181,530	34		17	10	0.13	55
+	62	Articles of apparel, accessories, not knit or crochet	160,651	155,226	23		0	9	0.1	63
+	03	Fish, crustaceans, molluscs, aquatic invertebrates nes	139,150	106,705	-1		22	10	0.22	58
+	09	Coffee, tea, mate and spices	93,214	92,324	-24		30	16	0.42	38
+	27	Mineral fuels, oils, distillation products, etc	80,427	-248,761	24		86	31	0	122
+	16	Meat, fish and seafood food preparations nes	45,119	44,339	2		119	13	0.15	56
+	71	Pearls, precious stones, metals, coins, etc	28,810	28,304	25		51	15	0.01	104
+	49	Printed books, newspapers, pictures etc	28,763	3,353	160		115	9	0.08	60
+	44	Wood and articles of wood, wood charcoal	20,921	17,948	45		-45	12	0.02	92
+	52	Cotton	16,393	-61,115	17		17	6	0.03	90

Code	Product label	Trade Indicators							
		Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
TOTAL	All products	1,008,158	-752,105	7		21	17	0.01	141
61	Articles of apparel, accessories, knit or crochet	183,443	181,530	34		17	10	0.13	55
62	Articles of apparel, accessories, not knit or crochet	160,651	155,226	23		0	9	0.1	63
03	Fish, crustaceans, molluscs, aquatic invertebrates nes	139,150	106,705	-1		22	10	0.22	58
09	Coffee, tea, mate and spices	93,214	92,324	-24		30	16	0.42	38
27	Mineral fuels, oils, distillation products, etc	80,427	-248,761	24		86	31	0	122
16	Meat, fish and seafood food preparations nes	45,119	44,339	2		119	13	0.15	56
71	Pearls, precious stones, metals, coins, etc	28,810	28,304	25		51	15	0.01	104
49	Printed books, newspapers,	28,763	3,353	160		115	9	0.08	60

Main Findings

- From the first line of this table the analyst can see that overall, Madagascar ranks 141 among the world's exporters in goods, with a 7% p.a. growth in exports over the 2002-2006 period (compared with the average annual world import growth of 17% over the same period) and 21% p.a. over the 2005-2006 period.
- This would suggest that Madagascar over the 5 year period, has reduced its share in world trade overall.
- Looking at exports at the HS 2-digit level can serve to highlight the general performance of different sectors and possibly point to sectors interesting from the perspective of attracting foreign or domestic investment.
- Sectors such as "HS 61-Articles of apparel, accessories, knit or crochet" and "HS 62-Articles of apparel, accessories, not knit or crochet" are experiencing high growth in value (34% and 23% p.a. respectively), while world exports of these products are only growing at 10% and 9% p.a. respectively. These may be attractive sectors for investment.

- Alternatively, the analyst may prefer to have a more in depth look at each of the sectors.
- By clicking on the “+”, in the first column called HS4, we can see all the products at HS 4-digit level included in this product cluster listed by code (Table).

International Trade Centre
UNCTAD/ITC

Trade Map

Trade Statistics for International Business Development

Home Selection Menu Investment Market Access Reference Material Useful links My Account Contacts About English

Product Group: None Product: TOTAL - All products

Country Group: None Partner: None
World Country: Madagascar Partner: All

other criteria Exports Trade Indicators by product At same level (2-digit)

List of products at 2 digits level exported by Madagascar in 2006

Product : TOTAL All products

Table Graph Map

Export in Rows per page Default (25 per page)

HS4	Code	Product label	Trade Indicators							
			Exported value 2006, USD thousand	Trade balance 2006 in USD thousand	Annual growth in value between 2002-2006, %, p.a.	Annual growth in quantity between 2002-2006, %, p.a.	Annual growth in value between 2005-2006, %, p.a.	Annual growth of world imports between 2002-2006, %, p.a.	Share in world exports, %	Ranking in world exports
TOTAL		All products	1,008,158	-752,105	7		21	17	0.01	141
+	61	Articles of apparel, accessories, knit or crocheted	183,443	181,530	34		17	10	0.13	55
+	62	Articles of apparel, accessories, not knit or crocheted	160,651	155,226	23		0	9	0.1	63
+	03	Fish, crustaceans, molluscs, aquatic invertebrates nes	139,150	106,705	-1		22	10	0.22	58
+	09	Coffee, tea, mate and spices	93,214	92,324	-24		30	16	0.42	38

Click on the “+” to get the list of product at the HS 4-digit level include in the product cluster HS-61.



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Trade Map

Trade Statistics for International Business Development

Home Selection Menu Investment Market Access Reference Material Useful links My Account Contacts About English

Product Group: None Product: 61 - Articles of apparel, accessories, knit or crochet

Country Group: None Partner Group: None

World Country: Madagascar Partner: All

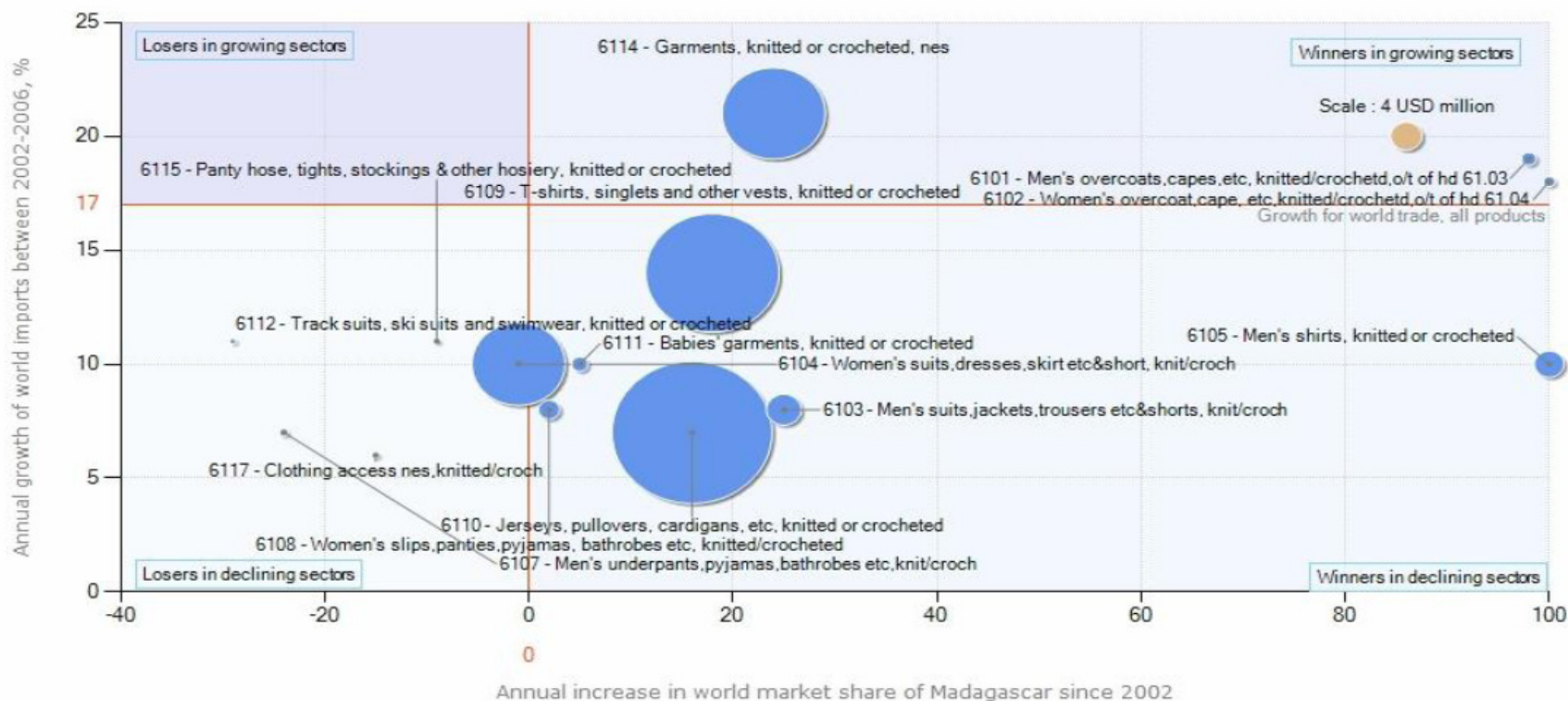
other criteria: Exports Trade Indicators by product Product Cluster at 4-digit

Table Graph Map

Bubble graph on Madagascar export growth vs. world import growth

From 1 to 15 Products Update > Portrait

Growth of national supply and international demand for export products of Madagascar - 2006



● Madagascar is a net importer for this product

● Madagascar is a net exporter for this product

● Reference bubble
Some bubbles may not be displayed due to lack of growth rate indicators

Bubble size is proportional to export value

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Quadrant Analysis

Winners in growing sectors- (Champions):

- The upper-right quadrant contains Winners in growing sectors. These are export products with a relative high-growth in the country's product portfolio and a world demand above the world average rate.
- They comprise products, which are growing faster than world trade in general, and for which Madagascar has been able to outperform world market growth and has consequently increased its share in world exports, such as HS6114.
- Exporters of these products have proven their international competitiveness over the period. Trade promotion efforts for these products are unlikely to be controversial, as they are national successes.
- Promotional efforts in these products might consider broadening supply capacity.

Quadrant Analysis

Losers in growing sectors - (Underachievers):

- Located in the upper-left quadrant, these are sectors for which Madagascar has lost world market share while the world market has grown. Careful examination by entrepreneurs and trade promoters can help determine how resources (if any) might be invested to better profit from a growing international demand.
- These products can alert policy makers to opportunities for trade promotion and other efforts.
- To better understand however how one might respond, it would be necessary to examine the data at the most detailed level to determine which products in particular that offer the best growth and check whether indeed Madagascar is exporting these products and how Madagascar's performance compares with the world average for each.
- Positive global trends at the 4-digit level of product detail can mask considerable variation at the 6-digit or tariff line level of detail.
- Reasons for underperformance may be many and include supply-side capacity constraints, product quality issues and market access barriers.

Quadrant Analysis

Winners in declining markets:

- Products in this lower-right quadrant are characterized by growing shares of the country's exporters in world export markets that are declining or growing below the world average rate.
- From a trade promotion perspective, niche-marketing strategies might help in pin-pointing the positive trade performance of specific products from the overall decline in these markets.
- For some countries, for which growth rates are not calculated, the chart is not available or not complete (some sectors may be not be displayed due to a lack of consistent time series data).
- World import markets for products in this quadrant, such as HS6105-Men's shirts, knitted or crocheted (10%), are growing below the world average rate (17%), but the market share of Madagascar's exporters is growing (137%).

Quadrant Analysis

Losers in declining sectors

- Products in this lower-left quadrant are characterized by declining shares of the country's exporters in world import markets that are growing below the world average rate.
- World imports of the product concerned have increased at a below-average rate and Madagascar's share of the world market has decreased.
- Trade promotion efforts for product groups in this category face an up-hill task. They need to adopt integrated approach to take into account bottlenecks both on the supply and on the demand side