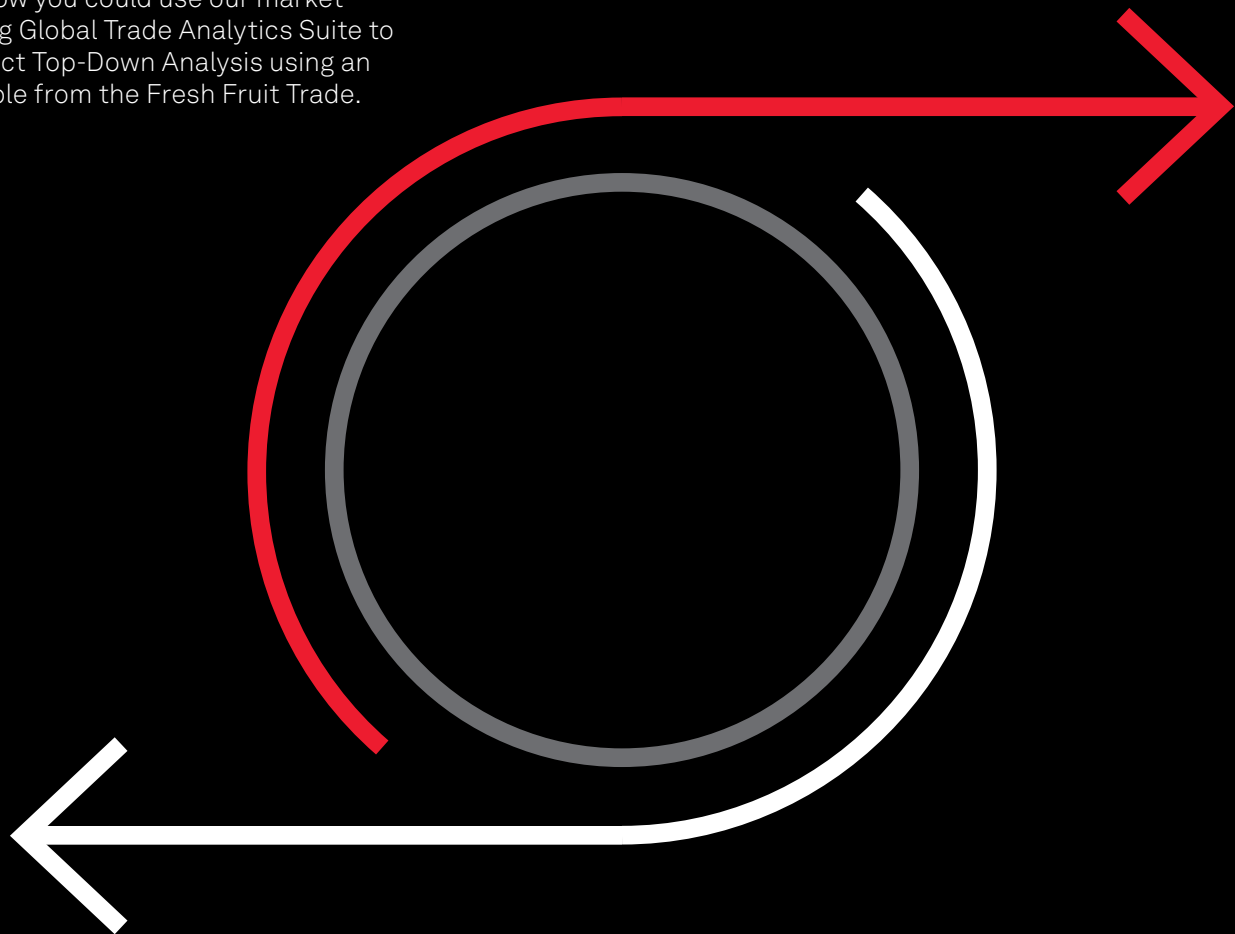


# Global Trade Analytics Suite for Commodity Producers

Data to match your business intelligence needs

See how you could use our market leading Global Trade Analytics Suite to conduct Top-Down Analysis using an example from the Fresh Fruit Trade.



## Assess the big picture – what countries and trade flows are key in the Market?

As a Guatemalan producer of Bananas (HS0803), an important question to ask is ‘What is the current global market for my product (HS0803)?’

### Top Global Importers of HS0803

Name	Metric Tons ↓	Value (US\$)	Value per MTon
United States	5,880,645.11	2,813,537,510.00	478.44
China	2,061,849.54	1,096,785,885.00	531.94
Russia	1,659,395.21	1,225,469,329.41	738.50
Netherlands	1,545,814.86	1,244,746,648.20	805.24
Germany (Customs)	1,512,391.90	1,145,975,923.60	757.72
Belgium	1,393,094.10	1,321,801,611.43	948.82
Japan	1,244,696.32	1,134,088,438.09	911.14
United Kingdom HMRC	1,216,087.87	840,893,131.91	691.47
Italy Istat	882,004.93	576,024,658.48	653.09
France (Customs)	858,345.72	710,130,714.45	827.32

### Top Global Exporters of HS0803

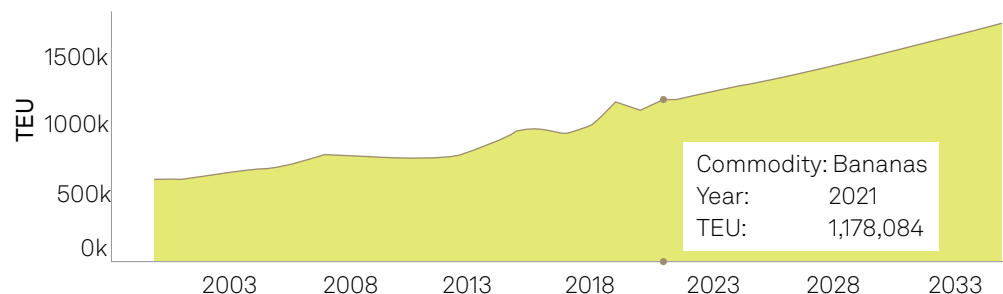
Name	Metric Tons ↓	Value (US\$)	Value per MTon
Ecuador	7,338,539.41	4,662,719,268.86	635.37
Costa Rica	3,223,164.34	2,088,783,770.68	648.05
Guatemala	3,149,502.18	1,564,836,706.60	496.85
Colombia	2,851,196.02	1,936,872,114.46	679.32
Philippines	2,478,154.29	1,841,582,092.53	743.13
Honduras	682,858.80	304,521,163.51	445.95
Mexico	665,389.33	379,330,834.36	570.09
Dominican Republic	617,525.33	535,899,519.75	867.82
Cote d Ivoire	558,813.28	454,833,043.05	813.93
Panama	523,638.05	453,958,427.50	866.93

Given the existing demand in the U.S., a Guatemalan company could look for new customers in the U.S.. For the U.S. the key trade partners by value for HS0803 are Guatemala, Costa Rica, Ecuador, Honduras & Mexico.

## Understand the expected growth in your market

### Using GTAS Forecasting Analytics

Our trade forecast can help to identify high growth markets or regions. Growth in banana trade is expected to remain positive after the shock of 2020.

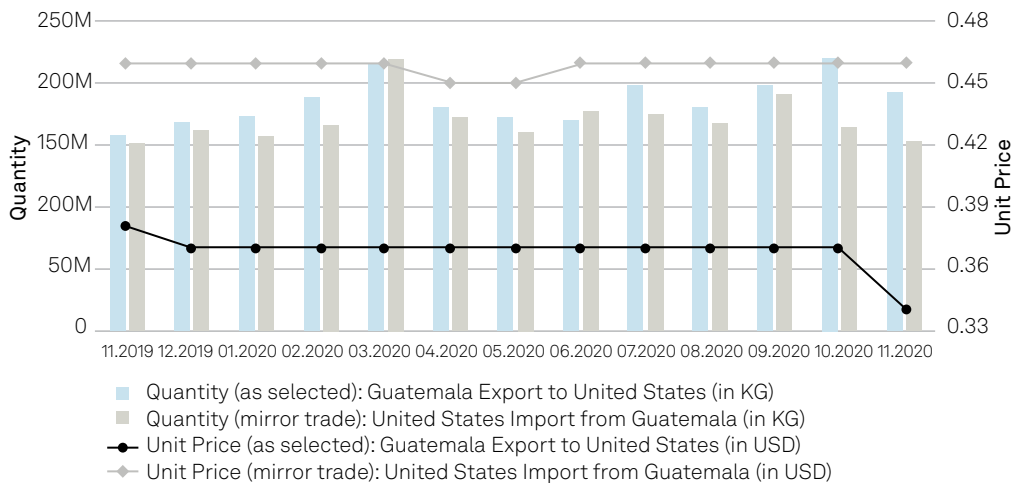


## Can they compete? – Assess the unit price against alternative countries

### Using the Fair Pricing Module

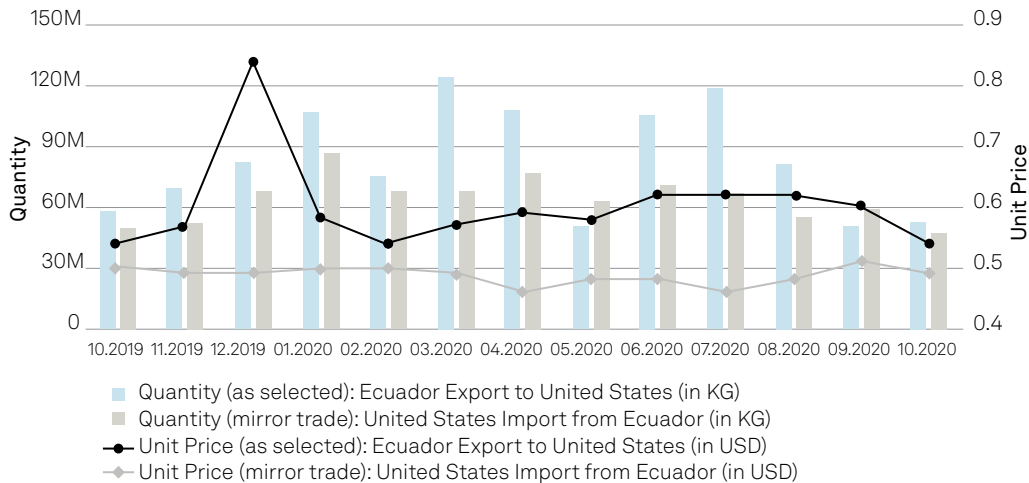
A Guatemalan company looking to increase exports into the U.S. may seek to understand the U.S. market more. Unit price tracking shows a consistent unit price for Bananas in the U.S. from Guatemala. It is found that Ecuador, the current top exporter, has a Unit price for Bananas higher than that of Guatemala.

#### Trend in Unit Price for Guatemalan Exports of HS0803 to the U.S.



0803 Bananas, Including Plantains, Fresh Or Dried

#### Trend in Unit Price for Ecuadorian Exports of HS0803 to the U.S.



0803 Bananas, Including Plantains, Fresh Or Dried

## Identify New Customers at the Company Level

### Using the Company Profiles Analytics

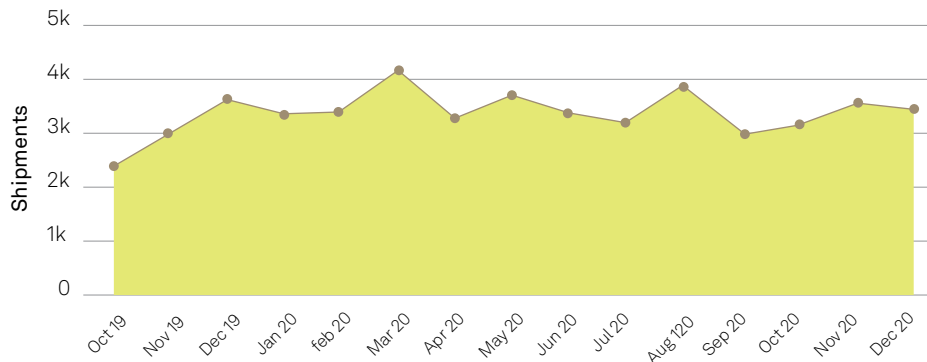
To find new customers, it is important to identify current importers of Bananas in the U.S.. These may be potential customers.

#### Top U.S. Importers of Bananas (Nov 2019 - Jan 2021)

U.S. Company Name	Import Shipments	Export Shipments	Total TEUs	Total Estimated Value	Metric Tons	Annual Sales
DOLE FRESH FRUIT	49,499	N/A	239,12734	1,004,385,924	2,304,935.608	N/A
ORDER	14,955	N/A	86,415.56	451,771.884	895,303.426	N/A
CHIQUITA BRANDS	9,537	N/A	175,710.61	746,015.278	1,709,332.53	\$173,767,373
DEL MONTE FRESH PRODUCE	8,116	N/A	32.843	312,521.488	712,237.247	\$1,274,757,033
FYFFES NORTH AMERICA	4,596	N/A	32,25139	143,886.390	323,914.686	N/A
ONE BANANA NORTH AMERICA	4,462	N/A	8,875.25	37,802,677	86,901.397	3982,003

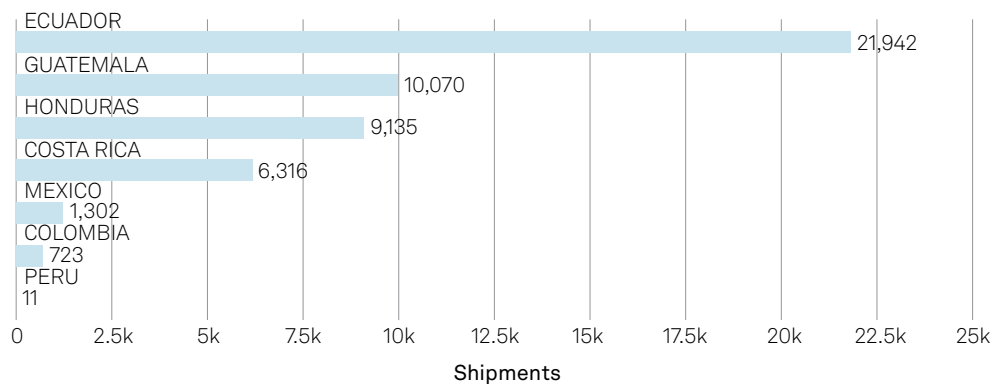
Further research into Dole Fresh Fruit reveals their current import activity in terms of trends as well as current sourcing. It is also identified that from Nov 19 – Nov 20 they held 33% of the U.S. market share for Banana Imports. They may be a key target prospect.

#### Dole Fresh Fruit - Trend in Shipments



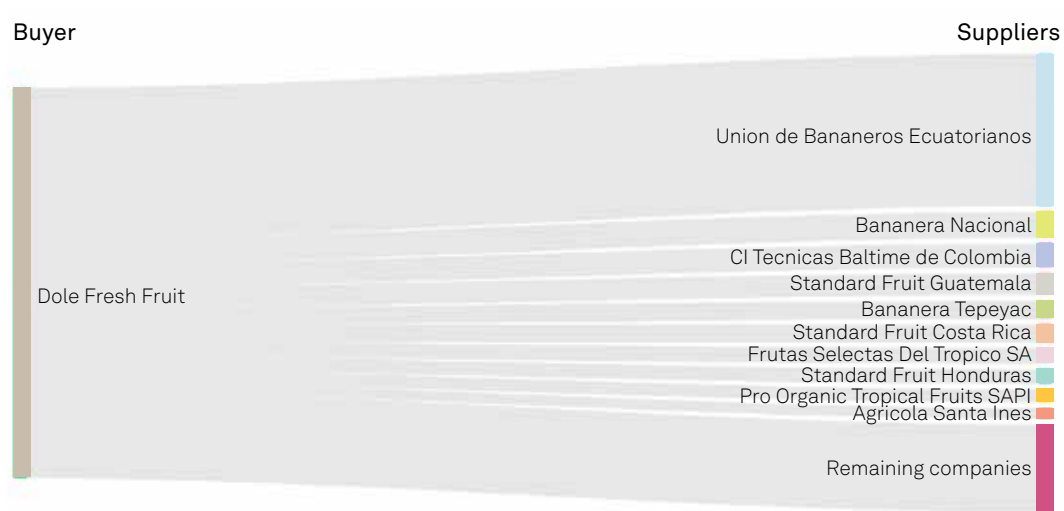
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#### Dole Fresh Fruit Imports by Country



## Assess Competitor Activity

The large volume of more costly imports from Ecuador represents an opportunity. A view into Dole Fresh Fruit's current suppliers can help to understand who competitors may be.



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