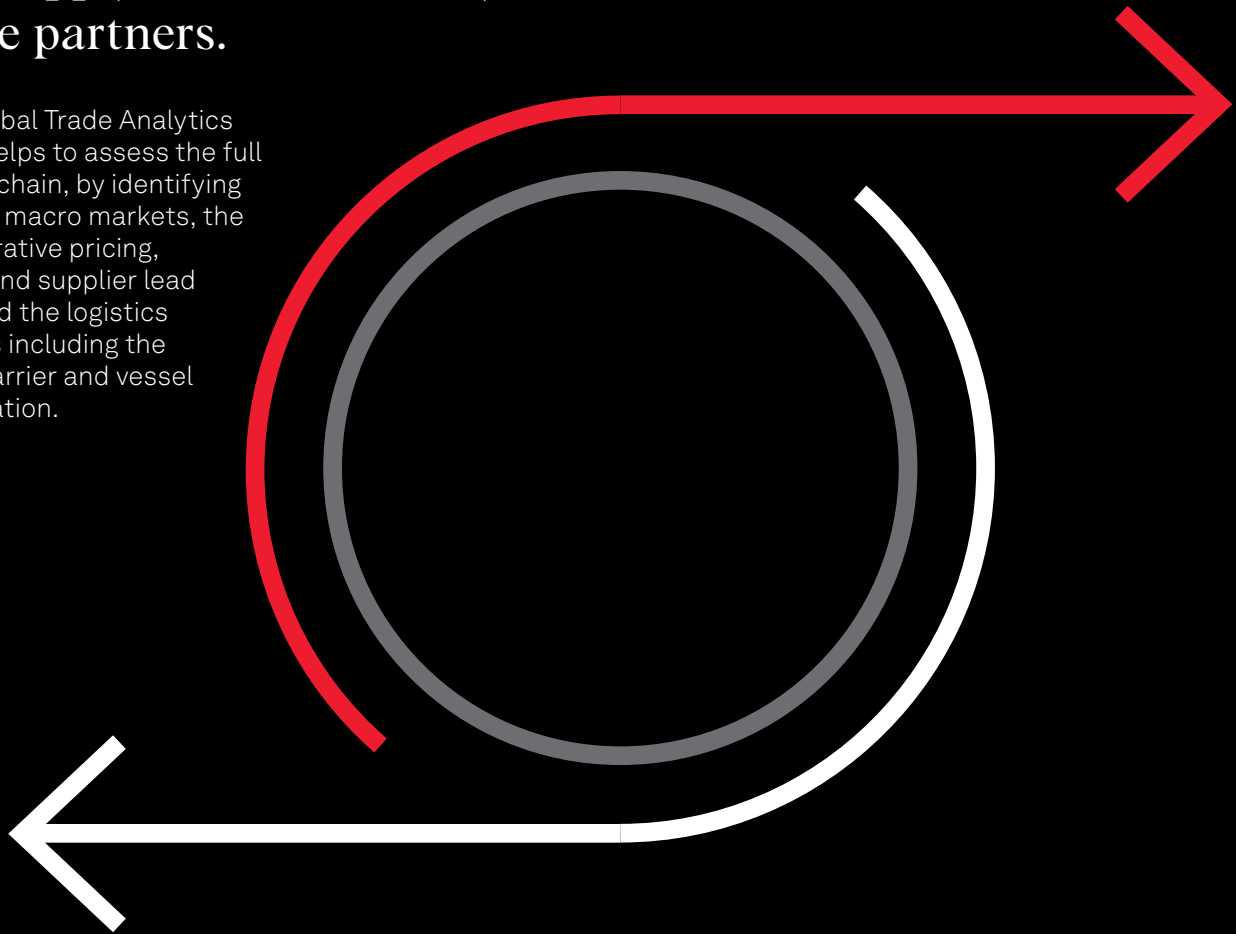


Global Trade Analytics Suite for Trade Diversification

See how you could use our market leading
Global Trade Analytics Suite to assess the
full supply chain to identify alternative
trade partners.

Our Global Trade Analytics Suite helps to assess the full supply chain, by identifying the key macro markets, the comparative pricing, buyer and supplier lead lists and the logistics profiles including the port, carrier and vessel information.



Assess the big picture – What are the existing and alternative supply sources?

A major U.S. based corporate firm are looking for ways to diversify their existing supply chains. They currently import Toilet Paper (HS 4818) predominantly from mainland China but are interested in alternative sources. Using the Global Trade Atlas Data Query Tool, we can find the current top trade partners by value (USD) for HS 4818 for the U.S.:

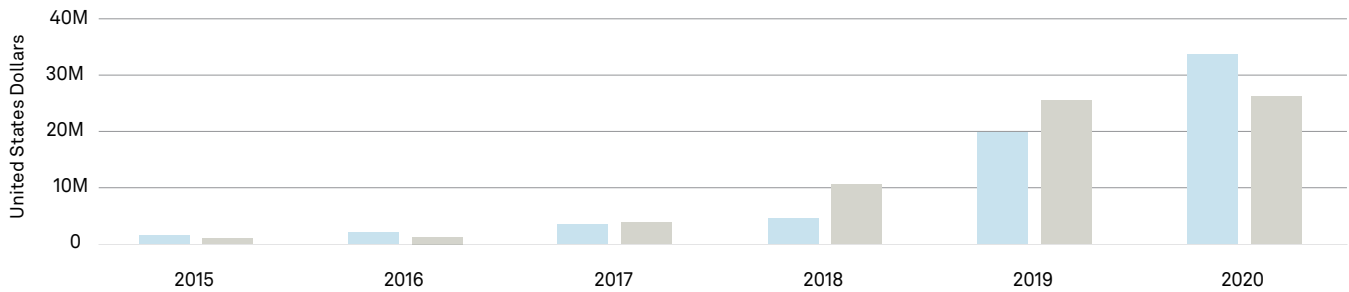
Rank	Trade Partner	2015	2016	2017	2018	2019	↓ 2020
	World	1,167,224,794	1,192,767,685	1,239,132,894	1,352,537,525	1,291,297,852	1,537,946,544
1	China	461,154,160	494,373,292	569,400,625	635,560,395	569,116,679	601,826,005
2	Canada	509,419,876	504,515,289	490,073,545	491,119,898	464,826,121	510,172,976
3	Mexico	97,662,164	90,028,333	65,580,506	76,428,977	69,367,479	176,951,799
4	Vietnam	1,531,169	2,044,988	3,453,901	4,573,148	19,990,490	33,852,208
5	Malaysia	881,100	1,207,391	3,753,156	10,619,216	25,609,894	26,419,836
6	Korea, South	5,848,685	3,779,805	3,068,942	9,433,055	18,653,191	21,583,811
7	Dominican Republic	7,497,610	9,870,849	9,427,226	12,367,683	13,626,170	18,661,378
8	Indonesia	18,060,315	19,959,971	16,951,737	25,483,243	27,884,110	17,330,928
9	Turkey	737,375	1,150,526	1,423,612	3,512,579	3,948,671	17,092,198
10	Germany	12,320,884	13,245,077	12,844,006	17,488,089	18,834,128	16,025,835

Source: S&P Global Market Intelligence Global Trade Analytics Suite

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U.S. imports of toilet paper from Vietnam and Malaysia have grown substantially in recent years. These may be new countries to look to as trade partners.

United States import statistics, products: 4818 (toilet paper, towels and similar household, sanitary or hospital articles, articles of apparel and clothing accessories, of paper, pulp, wadding etc), value: annual series through 2020



Source: S&P Global Market Intelligence Global Trade Analytics Suite

— Vietnam — Malaysia

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Evaluate the market and its comparative pricing

When looking to change suppliers, the associated Unit Price can impact this decision. Alternative suppliers must be able to compete with current pricing levels on a consistent basis. Use our Unit Price Monitor to assess price variations and volatility. U.S. imports from Vietnam are at a lower unit price than that of mainland China:

United States Import from mainland China (4818)			
USD/T	Current	Previous	Δ %
Month	1,879.95	1,804.10	4.20 %
Quarter	1,915.92	1,741.79	10.00 %
Year Average	1,847.80	1,847.98	-0.01 %

Source: S&P Global Market Intelligence Global Trade Analytics Suite

United States Import from Vietnam (4818)			
USD/T	Current	Previous	Δ %
Month	1,455.86	1,648.55	-11.69 %
Quarter	1,875.32	1,725.57	8.68 %
Year Average	1,588.61	1,644.40	-3.39 %

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Identify shipments of toilet paper and the key companies involved

Once a new market is identified, the individual shipments and companies involved can be found by browsing Bill of Lading Information. Search by HS code, commodity descriptions or key words:

Vessel Date	Bill Number	AMS Commodities	Shipper	Consignee	TEU
3/2/2021	EGLV236000370...	PAPER TOWEL JUMBO RO...	GREEN PAPER INDUSTRY	F AND B COMPANY	2
2/17/2021	PPILPPOAK2101...	TOILET PAPER 48 ROLLSPA...	GLOBAL AGRICULTURE A...	SUN FAT TRADING	2
2/1/2021	TIHFBCO202101...	TOILET PAPER ROLL LA TU...	CAO PHAT PAPER	AZTECA PAPER PRODUCTS	2
1/30/2021	TOPOVNMLAXK...	TOILET PAPER TYROL	THEIN AN NAM	VALLEY STARS IMPORTS	2
1/30/2021	TOPOVNMLAXK...	TOILET PAPER GENTLE TO...	AN HUNG	VALLEY STARS IMPORTS	2
1/30/2021	TOPOVNMLAXK...	TOILET PAPER GENTLE TO...	AN HUNG	VALLEY STARS IMPORTS	4

Source: S&P Global Market Intelligence Global Trade Analytics Suite

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Within the Bill of Lading search function, it is possible to identify companies already involved in shipping these commodities.

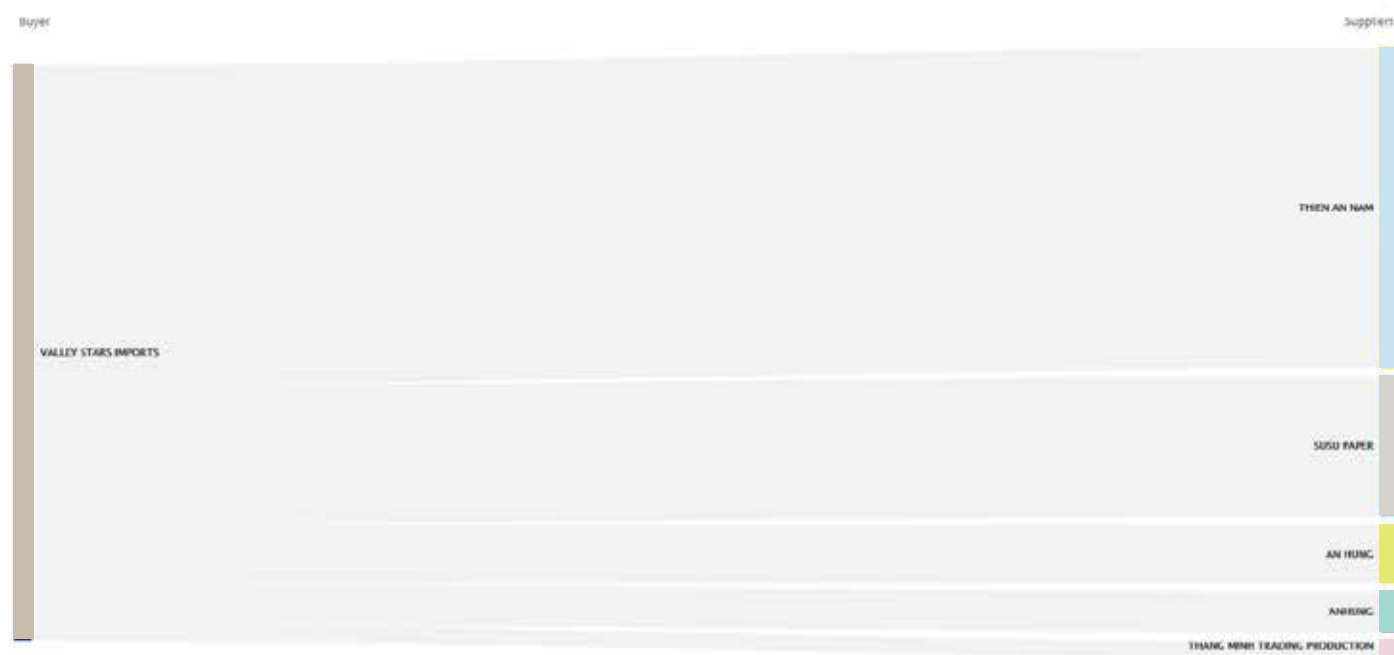
Our Company Profiles help to identify companies importing toilet paper from Vietnam. Use these to assess possible buyer-supplier relationships:

U.S. Company Name	Import Shipments	Export Shipments	Total TEUs	Total Estimated Value (\$)	Metric Tons	Annual Sales
VALLEY STARS IMPORTS	70	N/A	232	1,080,049	847.353	N/A
LUCKY SPECIAL ROLL 550	13	N/A	53.25	301,510	236.164	N/A
UETEK	12	N/A	24.25	127,377	99.34	\$28,373,551
F AND B COMPANY	8	N/A	24	167,004	129.698	\$190,000
AZTECA INTERNACIONAL	7	N/A	14	74,297	56.536	N/A

Source: S&P Global Market Intelligence Global Trade Analytics Suite

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Valley Stars Imports is the current largest importer of toilet paper from Vietnam. Their existing suppliers are:



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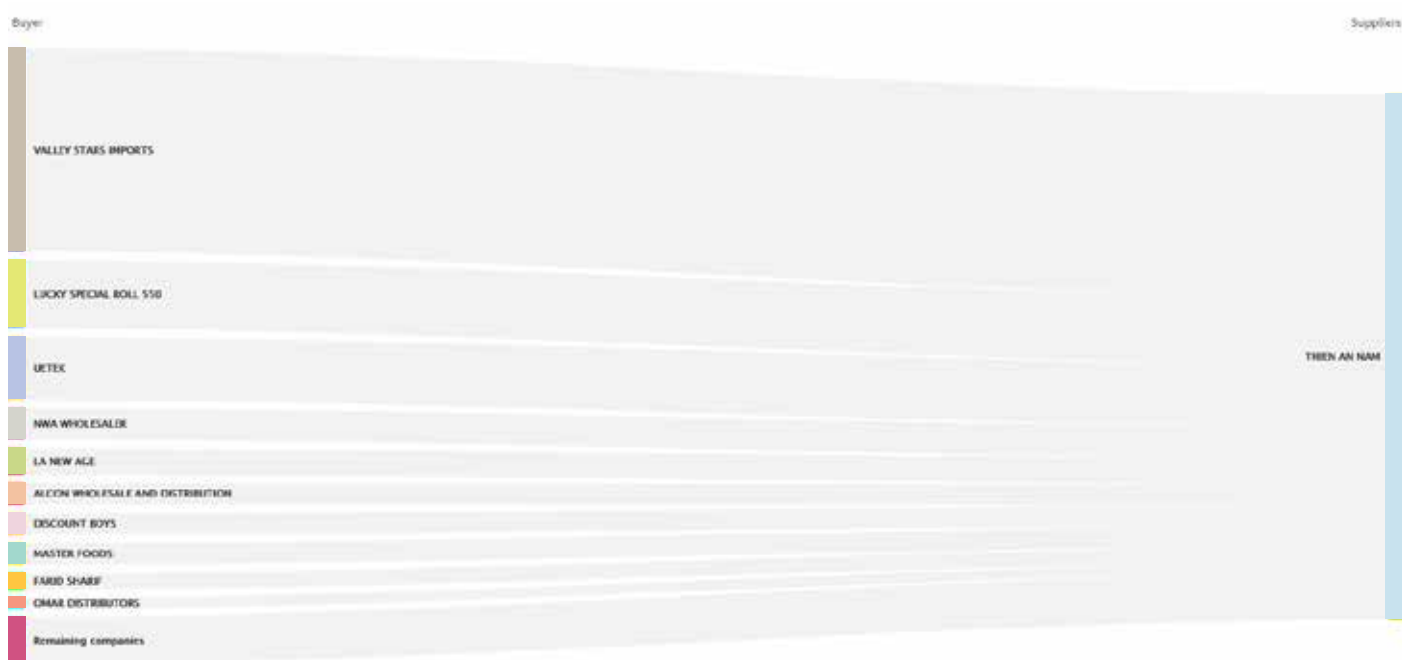
These may be possible targets for those looking to broaden their supply chain away from mainland China. The top Vietnamese companies shipping toilet paper to the U.S. are:

Foreign Company Name	Import Shipments	Total TEUs	Total Estimated Value (\$)	Metric Tons
THEIN AN NAM	95	285	1,428,840	1,125.695
SUSU PAPER	17	50	222,539	172.726
CAO PHAT PAPER	14	28	150,568	115.21
GREEN PAPER INDUSTRY	14	41.75	261,312	201.134
NEW TOYO PULPPY	9	40	192,875	153.214

Source: S&P Global Market Intelligence Global Trade Analytics Suite

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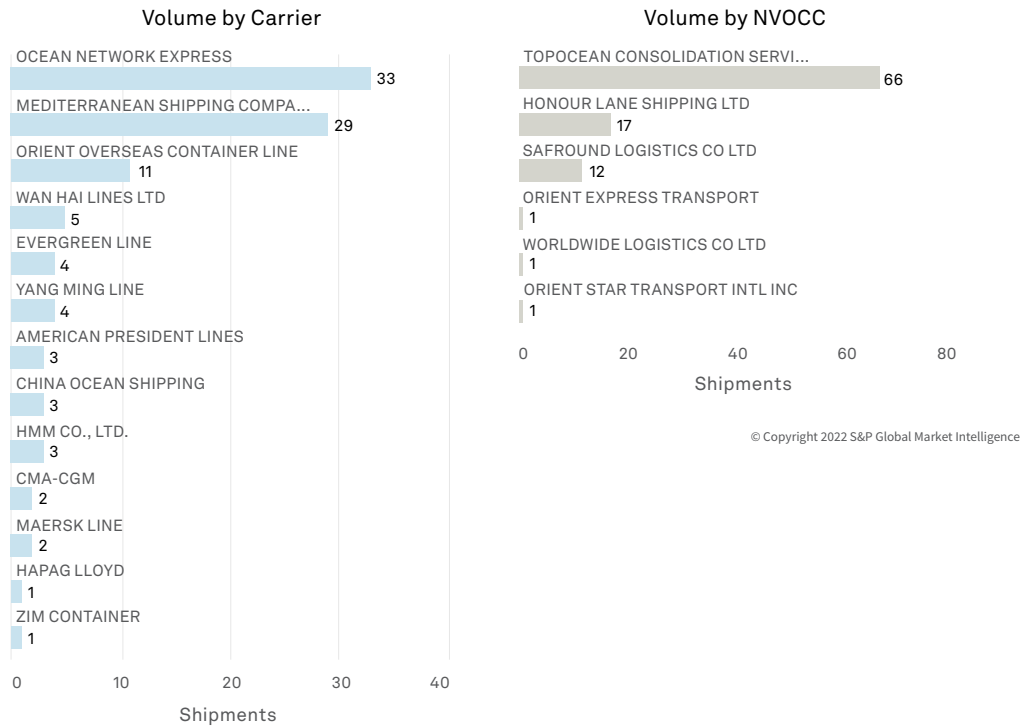
Foreign Companies that already ship to the U.S. offer a strong opportunity due to their existing supply chains. Use our foreign company profiles to view their existing customers. Thein An Nam, a company identified as shipping to Valley Stars Imports, has the following customers:



Source: S&P Global Market Intelligence Global Trade Analytics Suite

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The Carriers and NVOCC's used by Thein An Nam can also be easily found in the company profiles section:



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