

Export Market Research

A worked sample of the five-table report, exactly as it is delivered. Every figure is an official customs declaration as reported by the country concerned — nothing is estimated, modelled or forecast.

SAMPLE PRODUCT

HS 3918

Floor coverings of plastics, whether or not self-adhesive, in rolls or in the form of tiles

REPORTING YEARS IN THIS SAMPLE

2017 – 2021

Fixed on purpose, so every figure in the example can be checked against one period. Your own report runs the most recent five years on record for your code.

CONTENTS

01 The world's top 25 importers · 02 India's exports by value · 03 India's exports by quantity · 04 India's exports by unit value · 05 Competing exporters. Each covering the latest five years and the top twenty-five countries.

Prepared for exporters evaluating new markets. Your own report follows this exact structure for the HS code you supply, at 2, 4, 6 or 8-digit level, using the latest five reporting years available — delivered within 24 working hours.

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PER HS CODE

TABLE 01 The world's top importers

HS 3918 · US\$ '000

Countries importing HS 3918 from the entire world, ranked by 2021 value. This is where the demand is.

IMPORTER	2017	2018	2019	2020	2021
World	7,990,671	9,627,029	10,122,247	10,607,920	13,787,443
United States of America	2,470,122	3,627,031	3,754,416	4,282,474	5,414,826
Germany	696,406	748,981	767,372	772,932	993,951
Canada	467,898	502,541	531,538	542,739	690,174
United Kingdom	390,940	421,387	472,738	477,271	641,088
France	488,101	507,829	485,487	445,643	568,969
Netherlands	205,209	241,852	268,934	351,691	514,283
Belgium	193,349	233,814	238,474	280,793	417,948
Australia	177,799	209,549	210,731	242,881	302,750
Viet Nam	32,354	39,786	56,683	66,926	206,189
Italy	104,323	126,881	132,123	121,945	191,043
Poland	68,944	84,807	109,253	134,094	181,580
Spain	115,527	128,346	130,113	114,248	165,518
Russian Federation	90,994	99,562	102,148	97,906	157,781
Japan	100,588	110,914	119,207	130,429	136,088
Saudi Arabia	65,278	64,730	87,664	110,825	135,848
Czech Republic	69,395	80,967	84,205	89,279	134,432
Sweden	95,984	102,500	98,466	103,038	128,600
Austria	80,651	93,258	85,440	93,236	126,521
Switzerland	87,878	93,504	91,859	92,651	113,041
Indonesia	56,089	72,572	124,523	83,347	98,215
Portugal	60,455	69,449	70,859	78,772	95,563
Thailand	59,806	68,068	75,626	82,209	91,571
China	122,153	123,128	114,449	88,968	86,725
Chile	26,081	34,076	39,140	38,316	83,143

World imports grew from US\$ 7.99 billion in 2017 to US\$ 13.79 billion in 2021 — up 73%.

TABLE 02 India's export markets — by value

HS 3918 · US\$ '000

What India actually shipped to each destination for HS 3918. Read against table 01 to find large buyers India has left open.

DESTINATION	2017	2018	2019	2020	2021
World	84,241	55,413	92,219	33,257	85,160
United States of America	4,839	2,517	2,014	6,686	59,790
United Arab Emirates	8,220	4,674	8,939	5,985	4,402
Nepal	1,184	1,316	1,550	1,937	3,625
Yemen	3,905	3,738	2,553	1,717	2,554
Sudan	3,295	1,822	2,923	1,852	1,527
South Africa	2,688	2,437	33,619	1,393	907
Saudi Arabia	1,658	1,592	1,612	1,046	811
Italy	486	464	329	207	709
Samoa	806	1,053	657	723	581
Qatar	552	722	1,247	435	557
Bhutan	5	92	68	221	493
United Kingdom	1,118	768	1,494	158	461
Malaysia	459	450	212	232	456
Finland	316	509	440	224	442
Trinidad and Tobago	1,743	1,374	1,147	550	441
Ecuador	1,195	920	362	476	416
Dominican Republic	1,924	1,598	831	646	400
Oman	452	367	456	290	398
Türkiye	4,429	747	219	143	347
Kenya	2,231	3,142	1,184	305	339
Somalia	4,032	1,564	1,078	1,252	307
Canada	1,005	482	102	36	274
Argentina	582	403	261	93	251
Greece	228	318	369	402	221

Germany, France, the Netherlands, Belgium, Australia, Poland and Spain do not appear at all — India ships each of them less than the 25th-place figure of 221.

TABLE 03 India's export markets — by quantity

HS 3918 • TONNES

The same destinations measured in tonnes rather than dollars — what a real order in each market looks like.

DESTINATION	2017	2018	2019	2020	2021
World	28,552	18,941	15,190	13,678	51,780
United States of America	1,446	726	574	1,724	36,801
United Arab Emirates	4,349	3,580	3,242	4,178	4,018
Nepal	612	609	572	834	1,812
Yemen	962	906	573	387	707
Italy	347	424	275	225	647
Saudi Arabia	995	942	1,067	857	552
Qatar	586	644	430	414	537
South Africa	772	701	849	349	530
Sudan	1,027	552	716	458	461
Finland	88	106	93	72	393
Oman	283	269	421	333	389
Türkiye	1,308	247	88	55	328
Greece	183	258	252	301	247
Malaysia	200	184	69	136	246
Somalia	1,125	401	199	233	208
Kenya	815	741	332	135	195
Chile	406	306	107	165	194
Samoa	209	201	78	212	182
United Kingdom	287	172	135	24	179
Canada	312	152	22	6	166
Colombia	104	98	148	78	152
Trinidad and Tobago	446	274	258	120	148
Germany	119	69	38	0	148
Bhutan	2	17	13	46	144

India's tonnage nearly doubled between 2017 and 2021 while value rose only slightly. See table 04 for why.

TABLE 04 India's export markets — by unit value

HS 3918 • US\$ / TONNE

Value divided by quantity: the price per tonne India actually realised in each destination. This is the table to quote from.

DESTINATION	2017	2018	2019	2020	2021
World	2,950	2,926	6,071	2,431	1,645
United States of America	3,346	3,467	3,509	3,878	1,625
United Arab Emirates	1,890	1,306	2,757	1,432	1,096
Nepal	1,935	2,161	2,710	2,323	2,001
Yemen	4,059	4,126	4,455	4,437	3,612
Sudan	3,208	3,301	4,082	4,044	3,312
South Africa	3,482	3,476	39,598	3,987	1,711
Saudi Arabia	1,666	1,690	1,511	1,221	1,469
Italy	1,401	1,094	1,196	920	1,096
Samoa	3,856	5,239	8,423	3,410	3,192
Qatar	942	1,121	2,900	1,051	1,037
Bhutan	2,500	5,412	5,231	4,762	3,424
United Kingdom	3,895	4,465	11,067	6,583	2,575
Malaysia	2,295	2,446	3,072	1,706	1,854
Finland	3,591	4,802	4,731	3,111	1,125
Trinidad and Tobago	3,908	5,015	4,446	4,583	2,980
Ecuador	3,830	4,554	4,827	4,713	4,894
Dominican Republic	4,625	5,568	5,978	4,365	2,985
Oman	1,597	1,364	1,083	871	1,023
Türkiye	3,386	3,024	2,489	2,600	1,058
Kenya	2,737	4,240	3,566	2,259	1,738
Somalia	3,584	3,900	5,417	5,373	1,476
Canada	3,221	3,171	4,636	6,000	1,651
Argentina	3,527	3,598	3,575	853	1,859
Greece	1,246	1,233	1,464	1,336	895

Ecuador paid US\$ 4,894 a tonne in 2021; Greece paid US\$ 895 — a 5.5× spread on the same code in the same year. India's world average fell 44% over five years.

TABLE 05 Competing exporters

HS 3918 · US\$ '000

Every country supplying the world with HS 3918, ranked by 2021 export value. Who holds this market, and who is taking it.

EXPORTER	2017	2018	2019	2020	2021
World	8,404,315	9,946,680	10,566,010	11,786,208	14,736,594
China	4,337,656	5,604,943	6,065,883	7,221,828	8,649,749
Belgium	641,398	748,199	736,176	804,793	1,003,386
Viet Nam	19,661	25,999	60,583	235,664	839,815
Korea, Republic of	515,396	566,422	628,622	575,391	708,753
Germany	391,690	378,657	362,745	390,343	460,532
France	322,580	364,131	361,492	320,570	363,960
Luxembourg	196,329	229,110	281,698	260,241	293,211
Netherlands	97,579	93,387	94,290	197,013	291,361
United States of America	323,195	304,705	312,735	249,627	274,861
Sweden	218,745	218,599	220,418	229,863	242,815
United Kingdom	227,613	253,584	256,239	205,201	209,601
Taipei, Chinese	130,691	122,731	148,609	163,734	204,136
Poland	72,560	88,781	80,754	87,121	120,488
Russian Federation	66,930	68,744	71,710	77,264	85,255
India	84,241	55,413	92,219	33,257	85,160
Canada	76,530	77,379	71,734	66,727	84,923
Slovenia	43,247	51,020	55,855	59,666	71,148
Türkiye	26,893	24,652	33,731	49,422	70,368
Serbia	49,529	54,543	55,171	51,141	55,022
Spain	30,629	25,482	29,316	32,894	47,242
Czech Republic	32,842	39,079	34,966	35,961	45,943
Hungary	49,747	46,395	44,219	37,332	43,411
Thailand	31,799	47,416	49,384	39,996	40,528
Cambodia	0	0	512	5,184	39,968

Viet Nam grew 43x in five years to US\$ 839.8 million. India finished at US\$ 85.2 million — 0.58% of world exports.

What this sample is telling you.

Read tables 01 and 02 side by side. Germany imported **US\$ 993.95 million** of this product in 2021 and does not appear anywhere in India's top twenty-five destinations — meaning India shipped it less than US\$ 221 thousand, and possibly nothing. The same holds for France, the Netherlands, Belgium, Australia, Poland and Spain.

Table 05 explains why that matters. World exports of this code grew 75% in five years. Viet Nam went from US\$ 19.7 million to US\$ 839.8 million — a 43-fold rise — while India moved from US\$ 84.2 million to US\$ 85.2 million. Cambodia, which exported nothing at all in 2017, finished 2021 at US\$ 39.97 million.

Table 04 is the pricing lever. India realised US\$ 4,894 a tonne in Ecuador and US\$ 895 in Greece for the same four-digit code in the same year, while the world average realisation fell 44% across five years.

A high-potential market is a country that appears among the top twenty-five importers of your product — and which India has barely exported to.

That single rule is what these five tables exist to find. For HS 3918 it produces a shortlist of six: Germany, Canada, the United Kingdom, the Netherlands, Belgium and Poland.

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