

Market Insights

TO MEASURE AND MONITOR YOUR FOREIGN MARKETS

Market Portfolio Optimization



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Product description

Harmonized System Product Code: HS 851660

Product Description: Cookers, hobs and electric ovens

This Harmonized System product code represents the aggregation of the following Combined Nomenclature codes:

- 8516 60 10 Electric cookers incorporating at least an oven and a hob, for domestic use
- 8516 60 50 Electric cooking plates, boiling rings and hobs, for domestic use
- 8516 60 70 Electric grillers and roasters, for domestic use
- 8516 60 80 Electric ovens for building in, for domestic use
- 8516 60 90 Electric ovens, for domestic use (excl. space-heating stoves, electric cookers incorporating at least an oven and a hob, microwave ovens and electric ovens for building in)

In case of interest, if the code under consideration turns out to be an aggregation of several Combined Nomenclature custom codes, the tables can be reproduced for a single code or for aggregations of them.

Market Opportunity Indicators

Opportunity

Product: Cookers, hobs and electric ovens

Importing countries	Final Scores in \$				Score			
	Import 2022 (thousands)	CAGR 5 years	Delta 2026-2022	Import 2022	CAGR	Delta	Opportunity Index	
Vietnam	522 814.8	27.2	179 160.4	98.0	97.8	99.4	98.4	
Netherlands	613 491.8	16.4	118 206.7	99.0	86.2	96.8	94.0	
United States	2 692 422.8	13.5	198 599.2	100.0	77.0	99.7	92.2	
Canada	827 068.6	10.2	77 250.0	99.8	60.0	90.8	83.5	
Italy	416 988.2	10.1	83 379.2	95.7	59.2	92.1	82.4	
United Arab Emirates	148 801.0	18.4	40 772.4	76.0	90.1	79.1	81.7	
Germany	1 296 156.7	7.4	219 875.5	100.0	40.5	99.8	80.1	
Poland	379 737.7	9.6	48 518.6	94.4	55.6	82.2	77.4	
Iraq	88 368.9	20.7	12 658.3	67.9	93.4	65.5	75.6	
United Kingdom	935 947.7	5.0	468 227.5	99.9	25.5	100.0	75.1	
Thailand	100 304.4	13.3	29 281.4	69.6	76.4	73.9	73.3	
France	715 969.3	3.9	171 514.5	99.6	19.5	99.3	72.8	
Spain	306 866.0	7.4	61 361.3	90.7	40.6	86.6	72.6	
Mexico	77 357.0	16.4	11 792.2	66.4	86.2	65.0	72.5	
Greece	106 803.3	12.4	23 473.1	70.5	72.1	71.1	71.2	

Source: ExportPlanning

Market Reliability Indicators

Reliability

Product: Cookers, hobs and electric ovens

Importing countries

	Reliability Index
Switzerland	100.0
Singapore	99.2
Denmark	97.8
Netherlands	97.4
Germany	96.5
Finland	95.9
Luxembourg	95.4
Sweden	94.5
Austria	94.4
Norway	94.3
United States	93.1
Australia	92.0
Canada	91.9
France	91.5
Belgium	90.8

Source: ExportPlanning

Market Accessibility Indicators

Accessibility

Product: Cookers, hobs and electric ovens

Importing countries	Values		Score		
	Tariffs (%)	Logistic Distance	Tariffs	Distance	Accessibility Index
Austria	0.0	1.8	100.0	100.0	100.0
Switzerland	0.0	1.8	100.0	100.0	100.0
Germany	0.0	1.9	100.0	99.9	99.9
France	0.0	1.9	100.0	99.9	99.9
Belgium	0.0	1.9	100.0	99.8	99.9
Netherlands	0.0	2.0	100.0	99.8	99.9
United Kingdom	0.0	2.0	100.0	99.7	99.9
Spain	0.0	2.1	100.0	99.6	99.8
Denmark	0.0	2.1	100.0	99.6	99.8
Sweden	0.0	2.3	100.0	99.5	99.7
Czech Republic	0.0	2.3	100.0	99.5	99.7
Luxembourg	0.0	2.3	100.0	99.5	99.7
Finland	0.0	2.5	100.0	99.3	99.6
Norway	0.0	2.7	100.0	99.0	99.5
Portugal	0.0	3.0	100.0	98.7	99.3

Source: ExportPlanning

Final Scores

Final Scores

Product: Cookers, hobs and electric ovens

Importing countries	FINAL SCORE	Opportunity	Reliability	Accessibility
Netherlands	96.8	94.0	97.4	99.9
Germany	91.0	80.1	96.5	99.9
United States	91.0	92.2	93.1	87.1
France	86.5	72.8	91.5	99.9
United Arab Emirates	86.1	81.7	84.0	93.9
Canada	85.5	83.5	91.9	81.6
Sweden	85.3	67.7	94.5	99.7
Belgium	85.1	69.8	90.8	99.9
Spain	85.0	72.6	86.6	99.8
Switzerland	84.6	61.5	100.0	100.0
Slovenia	84.5	70.6	88.8	98.7
United Kingdom	83.8	75.1	79.4	99.9
Poland	83.0	77.4	74.0	99.3
Ireland	81.8	63.4	89.1	99.1
Lithuania	81.1	69.1	85.6	92.8

Source: ExportPlanning

Methodological Note

The tables presented in this report aim to identify markets to prioritize through the systematization and comparative analysis of various market indicators.

The **ExportPlanning** method involves the creation of a final ranking of markets with the highest potential based on a robust set of **Opportunity**, **Reliability**, and **Market Accessibility** indicators, starting from the relevant customs code.

In the assessment of market **Opportunities**, the table is based on indicators that allow for a direct and robust measurement of the market size per country, such as the value of imports, its medium and short-term trends, and forecasts for the near future.

When qualifying a market in terms of **Reliability**, **ExportPlanning** processes a synthetic risk indicator, systematizing various elements that impact the country profile: political-regulatory risk, exchange rate risk, sovereign and corporate default risk.

In the evaluation of Market **Accessibility**, **ExportPlanning**'s indicators incorporate the average tariff rate paid by European exporters to that market and the Logistic Distance of the country from Italy. These indices effectively identify the market entry possibilities and existing logistical-distribution difficulties.

The identification of a ranking of **high-potential** markets arises from the construction of a matrix that allows a comparative analysis of the previously collected information to identify priority countries characterized by the best Opportunity/Reliability/Market Accessibility profile.

To achieve this, each indicator is converted into a scale from 0 to 100, where 100 signifies the maximum degree of country potential.

The final index is calculated by considering the following weights: Opportunity - weight 0.4, Reliability - weight 0.3, Market Accessibility - weight 0.3.