

Market Insights

TO MEASURE AND MONITOR YOUR FOREIGN MARKETS

Competitor Prices



EXPORT 
PLANNING

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Product description

Combined Nomenclature Product Code: CN 843239.11

Product Description: Central driven precision seeders

The following table shows the characteristic values of the codes considered, referring to total world trade in 2022.

Code	Value	Quantity	Prices
	bln \$	mln Kg	\$/Kg
8432 39 11	0.70	65	10.7

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: World - Product: Central driven precision seeders. Export Price Variation of Major European Competitors

Prices

Product: Central driven precision seeders

Exporting countries	Price Index	Changes €/Kg			
		2020	2021	2022	2023*
Germany	VMU	3.3	-1.5	6.0	8.3
	LASPEYRES	7.6	-0.3	6.5	9.1
	MEDIAN	3.6	-2.2	4.1	9.7
Italy	VMU	6.1	7.3	9.6	13.8
	LASPEYRES	2.7	4.7	9.9	15.9
	MEDIAN	4.0	-0.9	14.7	18.0
France	VMU	0.4	-1.4	16.2	17.4
	LASPEYRES	1.2	-1.0	16.2	17.3
	MEDIAN	0.8	4.3	11.7	18.7
Poland	VMU	5.6	-2.4	0.2	17.7
	LASPEYRES	-0.5	3.0	4.2	29.2
	MEDIAN	0.5	-0.5	3.4	31.8
Spain	VMU	4.3	3.7	11.7	17.4
	LASPEYRES	2.0	-1.0	12.3	15.2
	MEDIAN	-3.9	-2.1	8.7	23.9
Total EU	VMU	3.5	2.2	10.1	12.7
	LASPEYRES	3.9	2.5	10.2	12.9
	MEDIAN	3.1	2.4	10.8	15.0

*2023 estimate using ARIMA models

AUV: Total value/total kg

LASPEYRES: Laspeyres index of average unit values per flow

MEDIAN: Median of the rates of change of average unit values per flow

Methodological Note

The rise in commodity prices has created strong tensions in the international market, prompting many manufacturing companies to revise their price lists to pass on the cost increases incurred.

This cost increase may have been transferred to final prices in a highly varied manner, depending significantly on the specific countries involved (importer-exporter) and the product in question.

In this phase of cost and price uncertainty along production chains, it becomes particularly important to assess the alignment of the company with the pricing dynamics practiced by the major competitors in the reference market.

However, it is important to highlight that the relationship between values and physical quantities is not strictly a 'Price' but a 'Weighted Average Value.' In particular, when considering an aggregate of products or countries, identifying the actual price change may not be straightforward. The variation in the **Average Unit Value** (AUV) of an aggregate reflects not only changes in elementary prices but also changes in quantities. It's conceivable to have two prices at different levels that do not change, but their quantities change, and thus their AUV changes. It would be incorrect to attribute this variation to prices because, in reality, it is due to the shift in quantities toward a more expensive (or cheaper) product.

The most accurate way to calculate the average price change of an aggregate is to use the **Laspeyres index**, which keeps the weights given by quantities constant. A third methodology for calculating the “representative” price change of an aggregate is to consider the **median of the changes**.

The tables presented display the export price variations recorded by the major competing countries towards all global markets or on a specific reference market. Through these tables, it is possible to compare the variations recorded by the aggregated Average Unit Value (AUV), the Laspeyres index just described, and the median of the changes in individual AUVs.