

# EXPORT PLANNING REPORT

## Competitor

Ulisse Product Code: UL842211

### Dishwashers

Competitor: **United States**

November 2019

TO SUCCEED IN  
INTERNATIONAL MARKETS



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## Product Description

Data contained in this report represents an aggregate of the Combined Nomenclature codes shown in the left column of the following table. In order to provide an overview of the aggregation criteria used, categories similar to that of the products included in the Ulisse Product Code are shown in the "Description" column. The "Weight %" column indicates the percentage weight of each code of the Combined Nomenclature used in the aggregation. **This weight is determined by using the European Union structure of imports.**

### CHAPTER 84 - NUCLEAR REACTORS, BOILERS, MACHINERY AND MECHANICAL APPLIANCES; PARTS THEREOF

**CATEGORIES:** Dishwashing machines; machinery for cleaning or drying bottles or other containers; machinery for filling, closing, sealing or labelling bottles, cans, boxes, bags or other containers; machinery for capsuling bottles, jars, tubes and similar containers; other packing or wrapping machinery (including heat-shrink wrapping machinery); machinery for aerating beverages

Code	Weight %	Description
		Dishwashing machines
8422 11 00	100	Of the household type
		Other
		Machinery for cleaning or drying bottles or other containers

*Continue...*

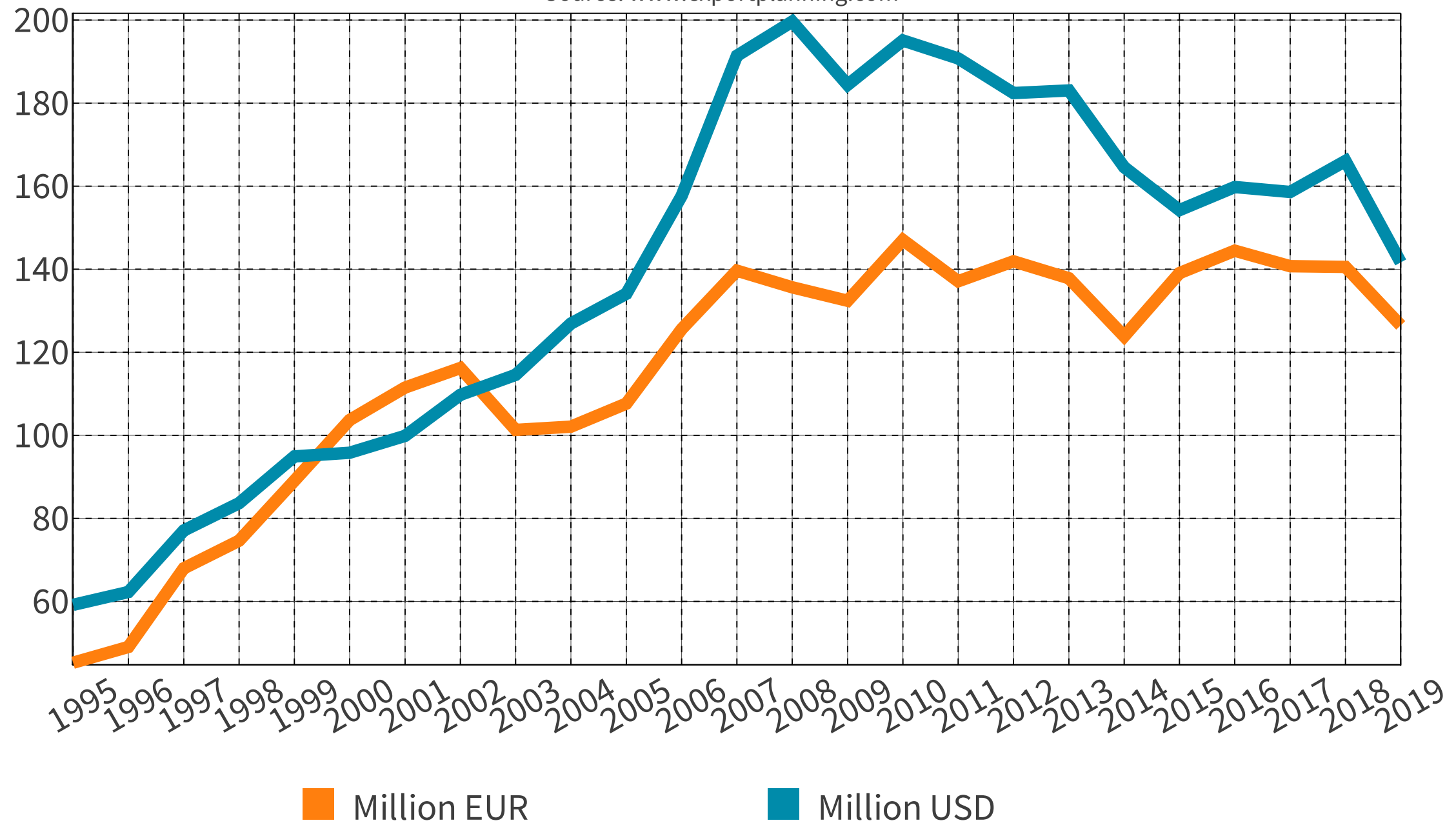
Code	Weight %	Description
		Machinery for filling, closing, sealing or labelling bottles, cans, boxes, bags or other containers; machinery for capsuling bottles, jars, tubes and similar containers; machinery for aerating beverages
		Other packing or wrapping machinery (including heat-shrink wrapping machinery)
		Parts

**Foreign sales  
(2019)****126.5** million EUR**141.6** million USD**Average prices of  
exports (2019)****8.29** EUR/kg**9.28** USD/kg**Compound Annual Growth Rates (CAGR)  
of exports in current USD**CAGR in 2001-2008: **+9.6%**CAGR in 2009-2019: **-3.1%**CAGR in 2020-2022: **+18.2%**

# Dynamics of Foreign Sales

## Exports in Value

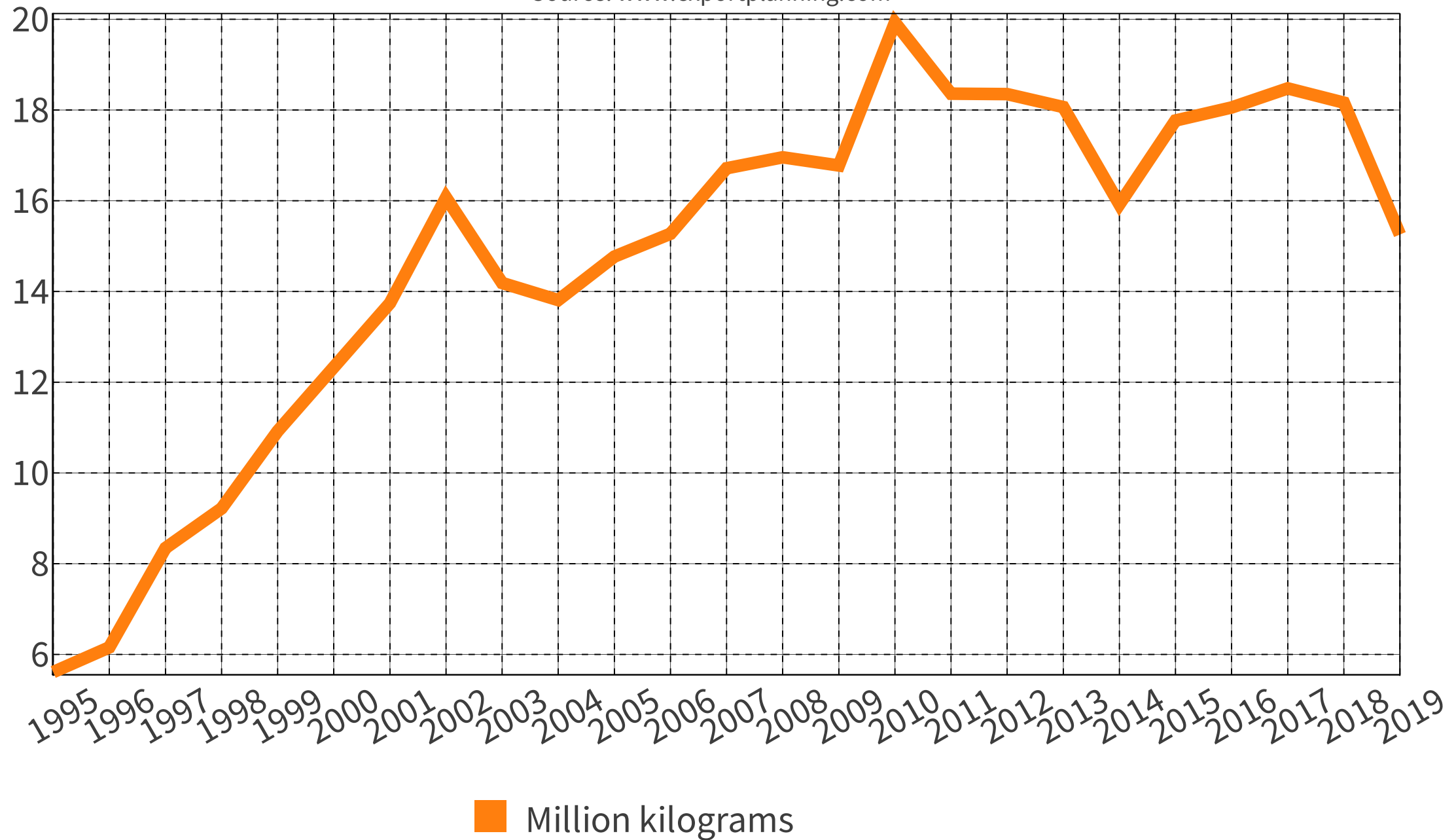
Source: www.exportplanning.com



# Dynamics of Foreign Sales

## Exports in Quantity

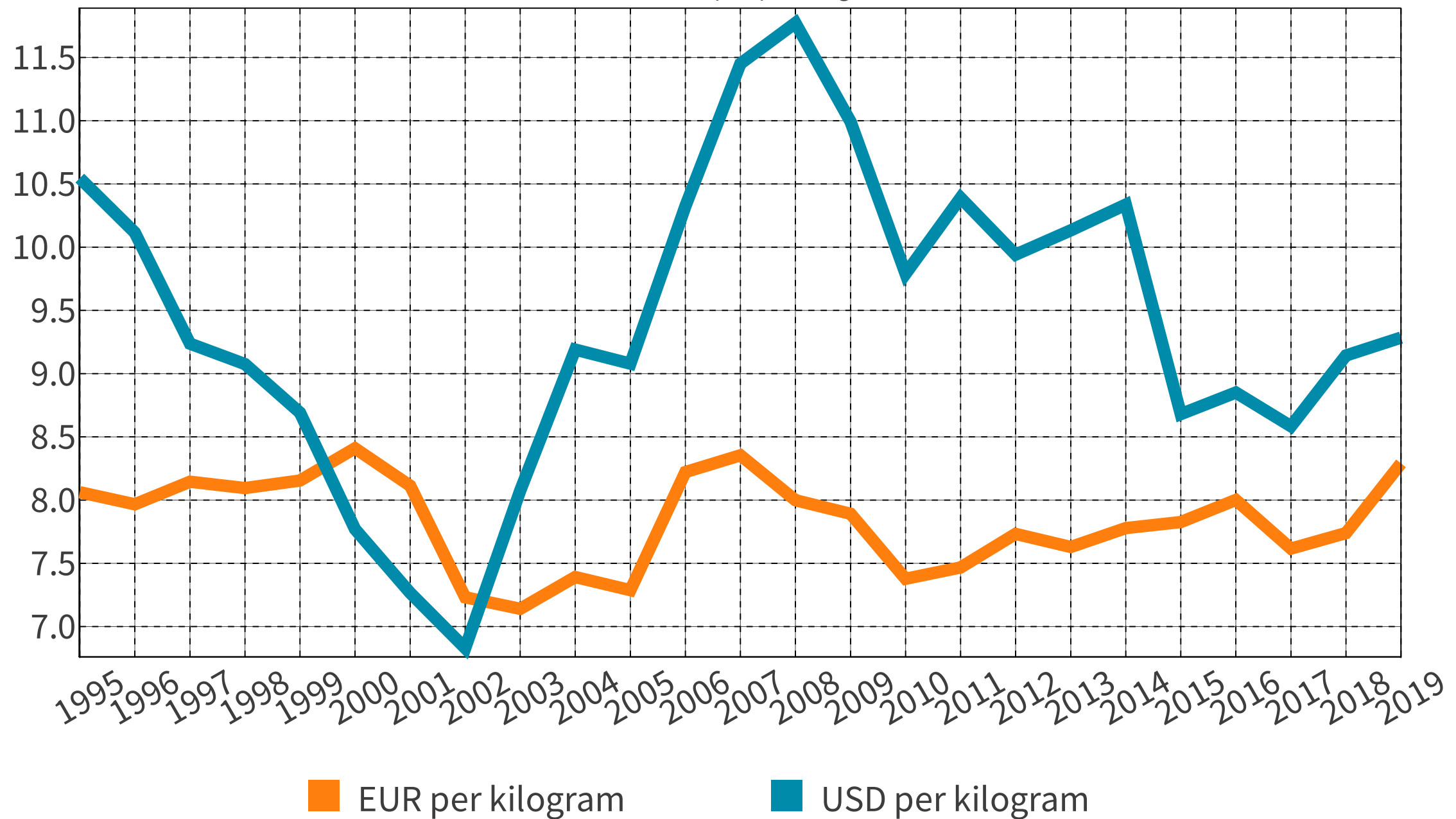
Source: [www.exportplanning.com](http://www.exportplanning.com)



# Dynamics of Foreign Sales

## Average Price of Exports

Source: [www.exportplanning.com](http://www.exportplanning.com)





## Dynamics of Foreign Sales: Value and Quantity

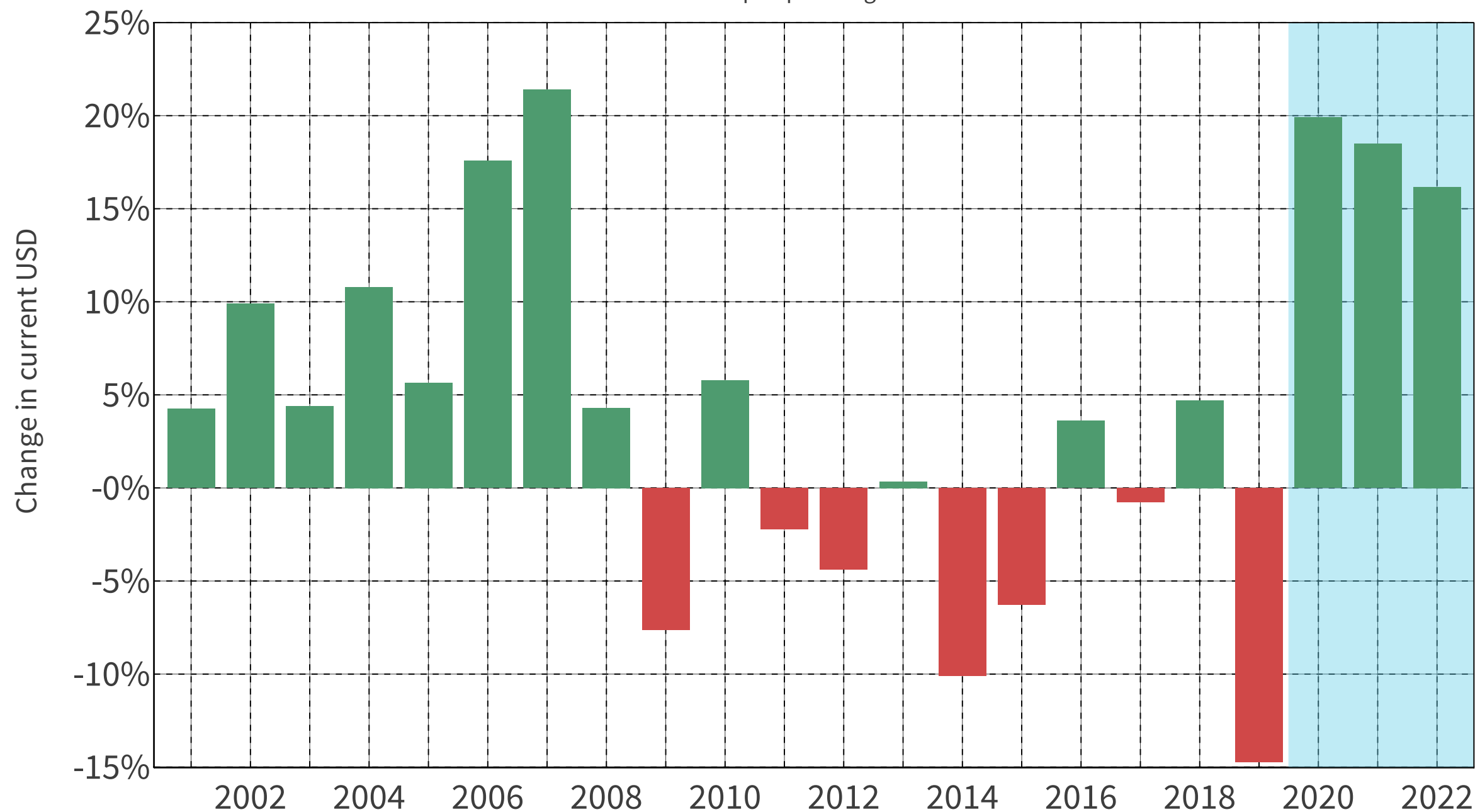
Year	Values		Quantities				Prices	
	M USD	var %	K kg	var %	K of units	var %	USD/kg	USD/units
2000	95.8	0.9	12 329	12.9	428.8	-3.0	7.8	223.4
2001	99.9	4.2	13 743	11.5	449.9	4.9	7.3	222.0
2002	109.8	9.9	16 070	16.9	484.8	7.8	6.8	226.4
2003	114.6	4.4	14 188	-11.7	491.1	1.3	8.1	233.3
2004	126.9	10.8	13 811	-2.7	535.8	9.1	9.2	236.9
2005	134.1	5.7	14 770	6.9	552.8	3.2	9.1	242.6
2006	157.7	17.6	15 273	3.4	580.2	4.9	10.3	271.8
2007	191.4	21.4	16 716	9.4	667.8	15.1	11.5	286.6
2008	199.6	4.3	16 958	1.4	680.3	1.9	11.8	293.4
2009	184.4	-7.6	16 777	-1.1	634.1	-6.8	11.0	290.8
2010	195.1	5.8	19 928	18.8	697.2	9.9	9.8	279.8
2011	190.8	-2.2	18 360	-7.9	697.3	<0.1	10.4	273.6
2012	182.4	-4.4	18 351	-0.1	674.0	-3.3	9.9	270.7
2013	183.1	0.3	18 065	-1.6	684.7	1.6	10.1	267.3
2014	164.6	-10.1	15 921	-11.9	602.9	-11.9	10.3	272.9
2015	154.2	-6.3	17 768	11.6	581.4	-3.6	8.7	265.3
2016	159.8	3.6	18 055	1.6	606.2	4.3	8.9	263.6
2017	158.6	-0.7	18 477	2.3	601.5	-0.8	8.6	263.7
2018	166.1	4.7	18 162	-1.7	600.5	-0.2	9.1	276.6
2019	141.6	-14.7	15 255	-16.0	504.3	-16.0	9.3	280.9

Source: www.exportplanning.com

# Foreign Sales Prospect

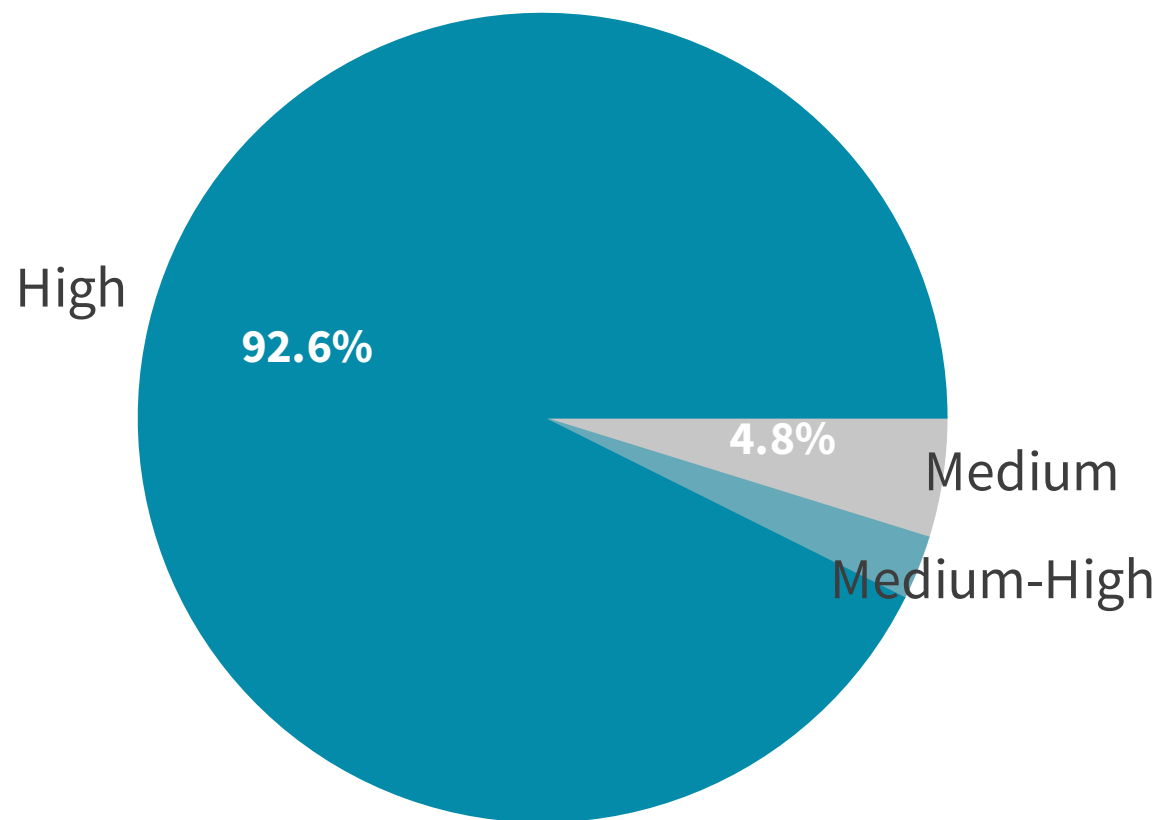
## Exports Forecast

Source: [www.exportplanning.com](http://www.exportplanning.com)

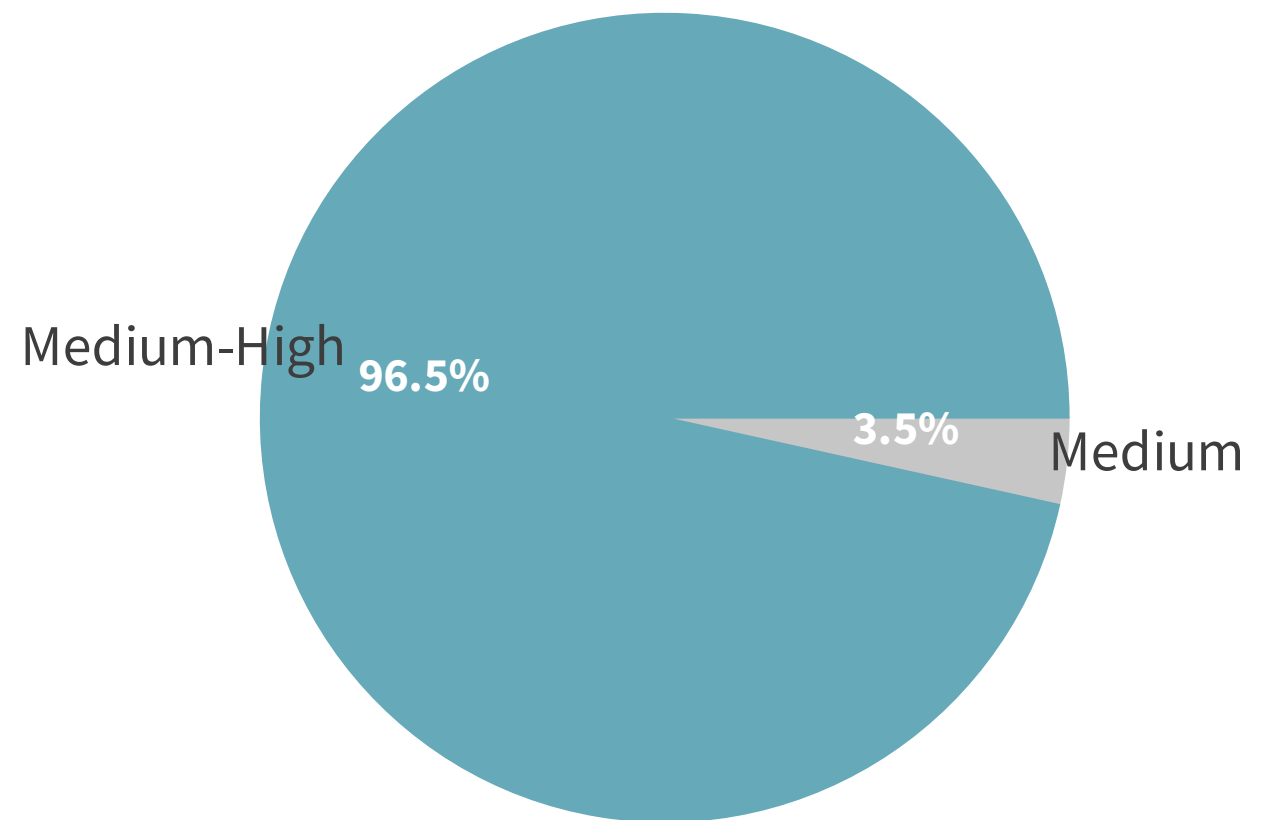


### Distribution of Exports by Price Range

Year 2009



Year 2019

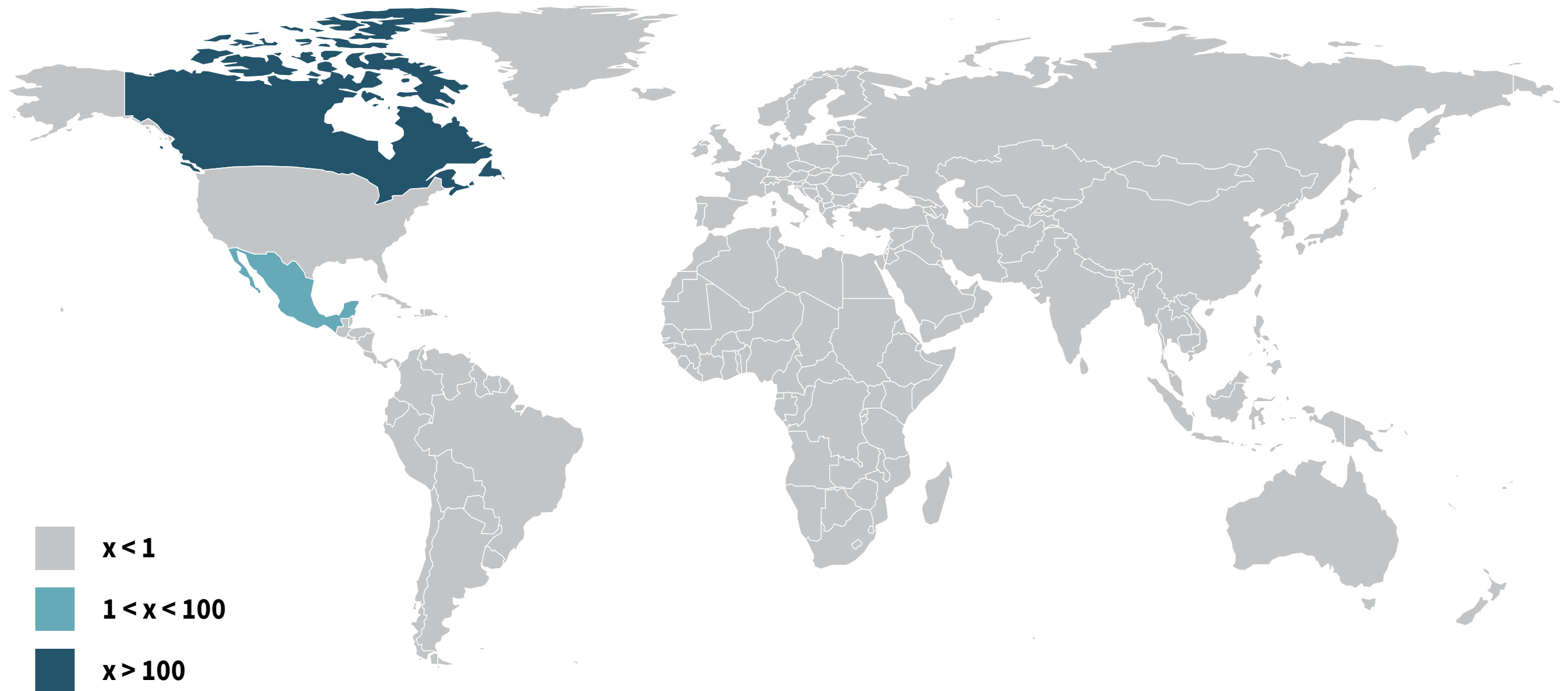


Source: [www.exportplanning.com](http://www.exportplanning.com)

# Market Portfolio

## Imports Value (million dollars, 2019)

Source: [www.exportplanning.com](http://www.exportplanning.com)



## Main Sales Markets

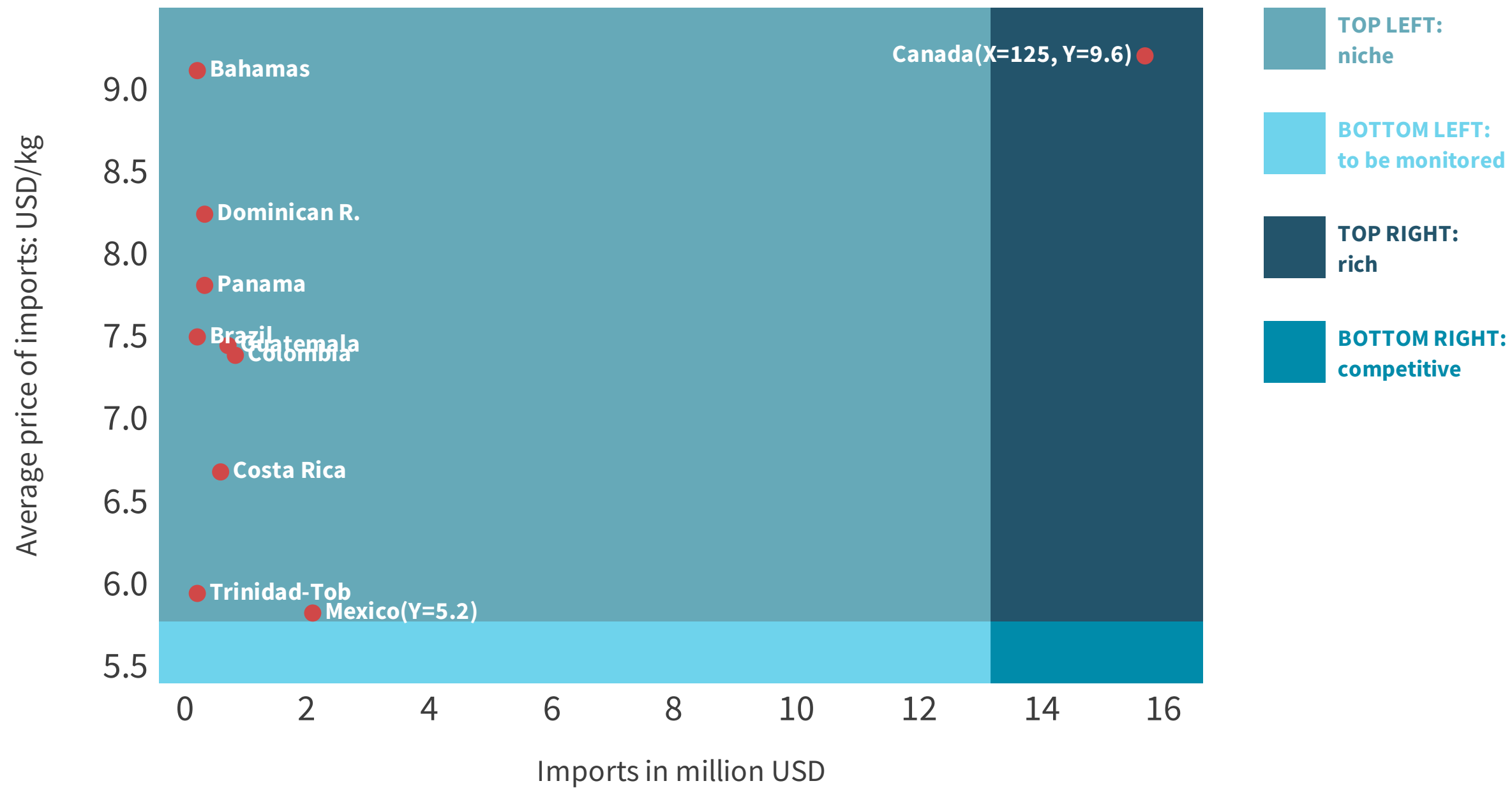
Importing Country	2000		2008		2019		2022	
	M USD	Mkt share	M USD	Mkt share	M USD	Mkt share	M USD	Mkt share
Canada	89.3	93.1	181.8	82.3	125.5	60.1	135.4	57.0
Mexico	2.4	65.8	4.7	53.4	2.2	33.0	2.5	33.0
Colombia	0.1	76.9	0.6	60.5	0.9	39.7	1.1	40.1
Guatemala	0.3	89.0	0.4	87.0	0.8	79.4	0.9	79.7
Costa Rica	0.1	63.8	0.8	90.7	0.6	76.3	0.8	76.7
Dominican R.	0.1	68.6	0.3	55.5	0.4	68.9	0.5	70.3
Panama	<0.1	68.4	0.3	77.4	0.3	88.8	0.4	83.9
Bahamas	0.2	36.6	0.4	33.4	0.3	24.0	0.5	25.9
Brazil	0.1	1.8	0.3	4.4	0.3	2.0	0.7	4.2
Trinidad-Tob	0.1	60.2	0.2	61.5	0.2	46.9	0.3	48.3
El Salvador	<0.1	99.7	0.1	74.3	0.1	82.5	0.2	79.2
Venezuela	1.0	66.5	2.5	85.7	0.1	99.5	<0.1	<0.1
Jamaica	<0.1	65.3	0.1	64.1	0.1	91.6	0.1	92.3
UK	0.3	0.1	<0.1	<0.1	0.1	<0.1	7.7	2.4
Honduras	<0.1	94.3	<0.1	36.6	0.1	35.2	0.1	36.8
Kuwait	<0.1	2.8	<0.1	<0.1	0.1	2.0	0.1	4.4
Qatar	0.9	81.0	<0.1	0.9	<0.1	1.4	0.1	2.7
Indonesia	<0.1	3.4	<0.1	7.6	<0.1	15.9	0.1	35.7
Korea-Rep	<0.1	0.1	<0.1	0.4	<0.1	0.3	0.4	3.0
Japan	0.2	7.7	0.4	1.8	<0.1	0.1	2.3	2.7
ROW + SD*	0.7	0.1	6.6	0.2	9.3	0.2	79.8	1.8
<b>Total</b>	<b>95.8</b>	<b>6.5</b>	<b>199.6</b>	<b>5.3</b>	<b>141.6</b>	<b>3.2</b>	<b>233.8</b>	<b>4.7</b>

Source: www.exportplanning.com, \*Rest of the World + Statistical Discrepancy

# Strategies Implemented in Different Sales Markets (2019)

## Values and Prices

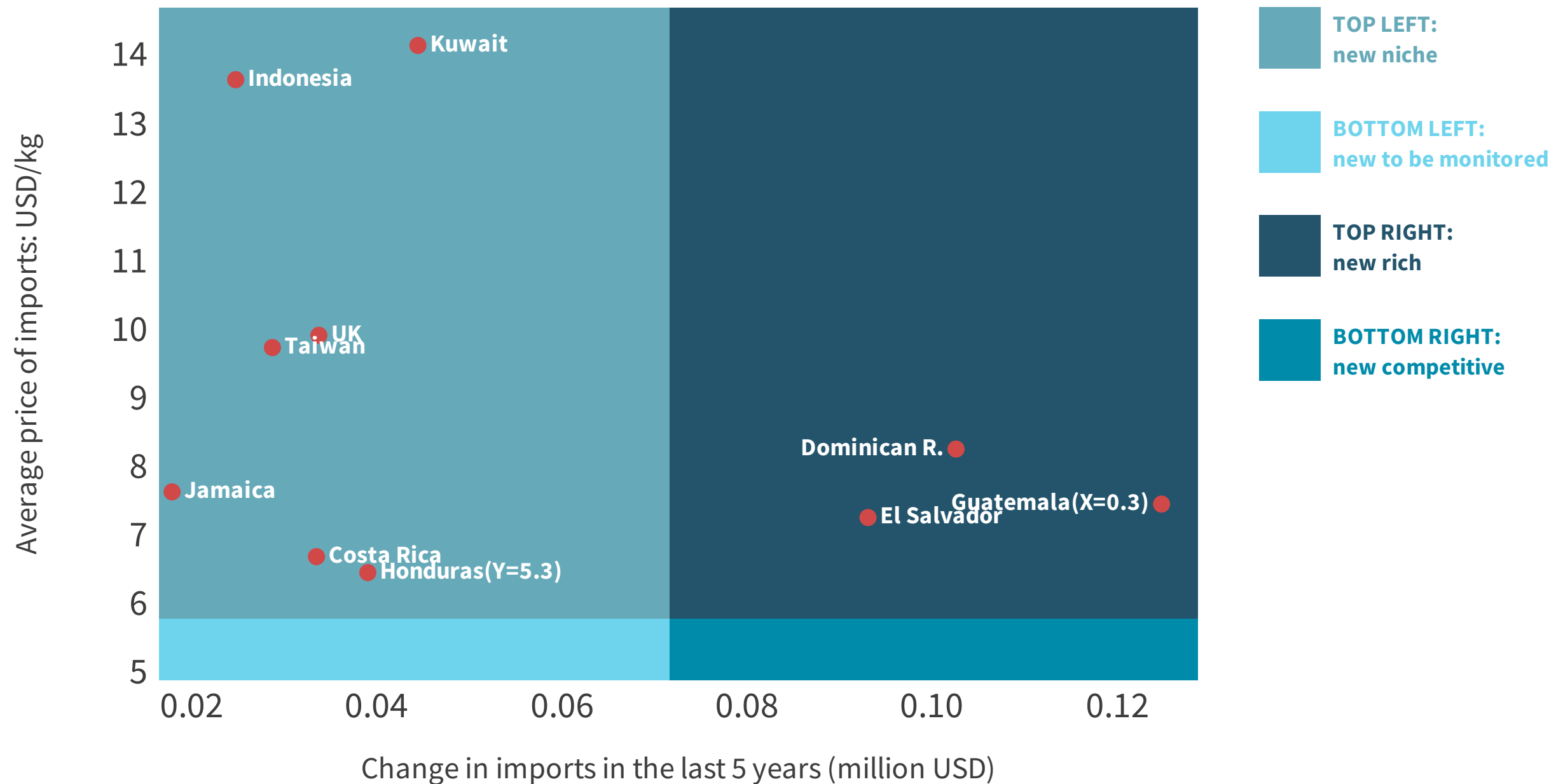
Source: www.exportplanning.com



## Outcomes of Implemented Strategies (period '14-'19)

### Change in Imports and Prices

Source: www.exportplanning.com



## Database

Information contained in this document is derived from the **Ulisse Database**, that was developed from the UN (Comtrade), Eurostat (comext) and US Census Bureau (db UsaTrade) databases. You can browse the data through the **[Analytics Section of Exportplanning.com](https://www.exportplanning.com)**. The Ulisse Database basic unit is the **Annual Flow of World Trade** for a given product code between two partner countries.

Its identifying element are:

- **Product code** of flow
- **Origin country** of flow (150 countries)
- **Destination country** of flow (150 countries)
- **Year** of flow (from 1995)
- **Price range** of flow (High, Medium-High, Medium, Medium-Low, Low)

For each flow the following measures are available:

- **Monetary values in FOB prices** (Free On Board) of flow
- **Monetary values in CIF prices** (Cost Insurance Freight) of flow
- **Quantity in kg** of flow
- **Quantity in UMS** (supplementary unit measure) of flow (where available for the product)
- **Quantity at constant prices** of flow

In this document monetary values are expressed in FOB prices.

**Data for 2019 is estimated, based on short-term records of Ulisse sample countries.**



## Forecasts

**Forecasts** contained in this report have been developed by **StudiaBo** from the **Ulisse Database** and from the *World Economic Outlook Database*, released by the International Monetary Fund. You can browse the data through the [Analytics Section of Exportplanning.com](https://www.exportplanning.com/analytics).

Forecasts are the output of an **integrated econometric model of demand and competitiveness** that starts from the expected macroeconomic trends and capacity of countries to compete in international markets. They provide a robust estimate of the scenario of imports by market and product ( [see methodological note](#) ).

The **Ulisse-Forecast Database** basic unit is the Annual Flow of World Trade for a given product code between two partner countries.

Its identifying elements are:

- **Product code** of flow
- **Origin country** of flow (150 countries)
- **Destination country** of flow (150 countries)
- **Year** of flow (from 2000)
- **Monetary values in FOB prices** (Free On Board) of flow