

# EXPORT PLANNING REPORT

## Product

Ulisse Product Code: UL842211

# Dishwashers

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...*

## UL842211: Dishwashers

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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

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**International trade  
size (2019)**

**3.9** billion EUR

**4.4** billion USD

**Average prices of  
international trade (2019)**

**5.12** EUR/kg

**5.73** USD/kg

**Compound Annual Growth Rates (CAGR)  
of world trade in current USD**

CAGR in 2001-2008: **+12.6%**

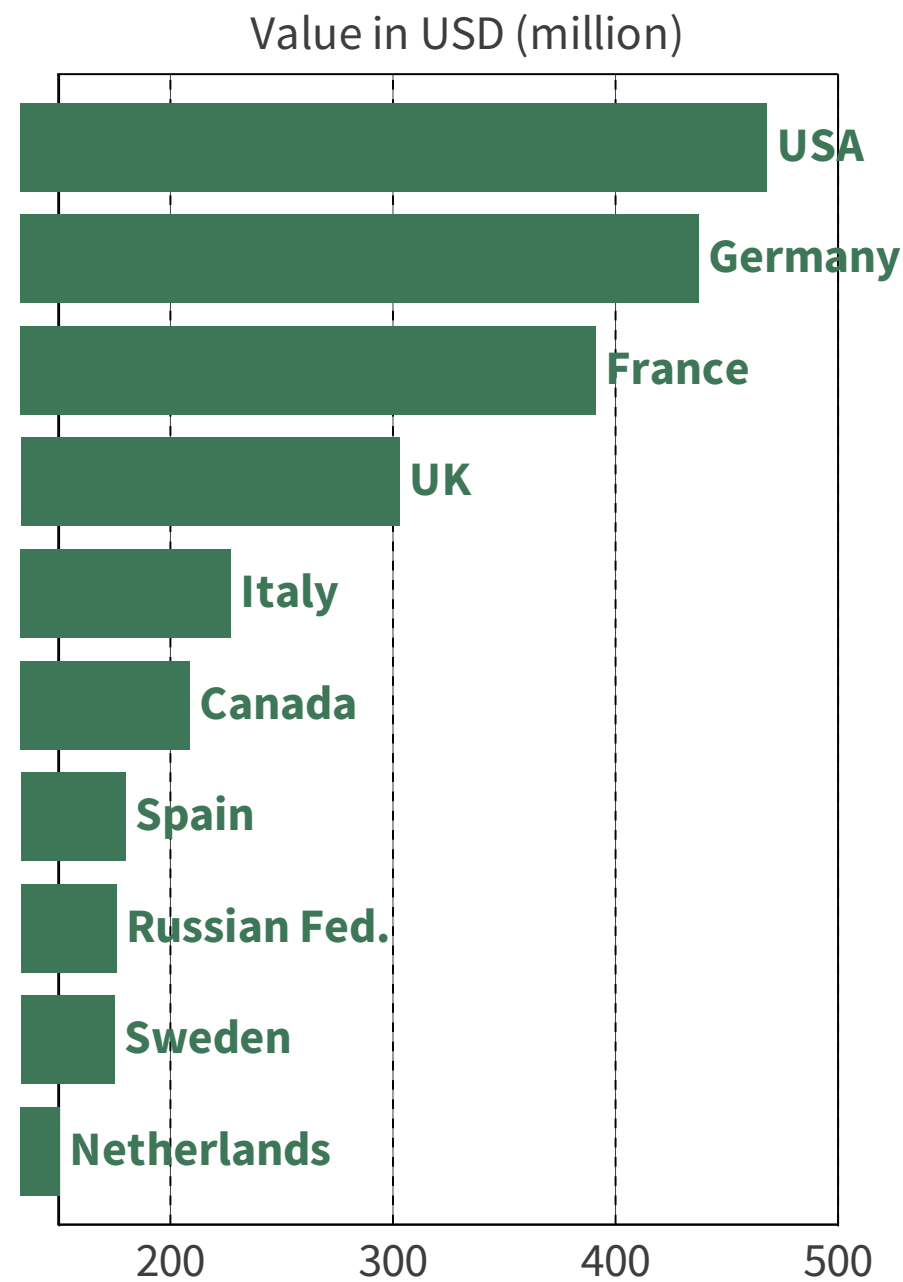
CAGR in 2009-2019: **+1.3%**

CAGR in 2020-2022: **+4.8%**

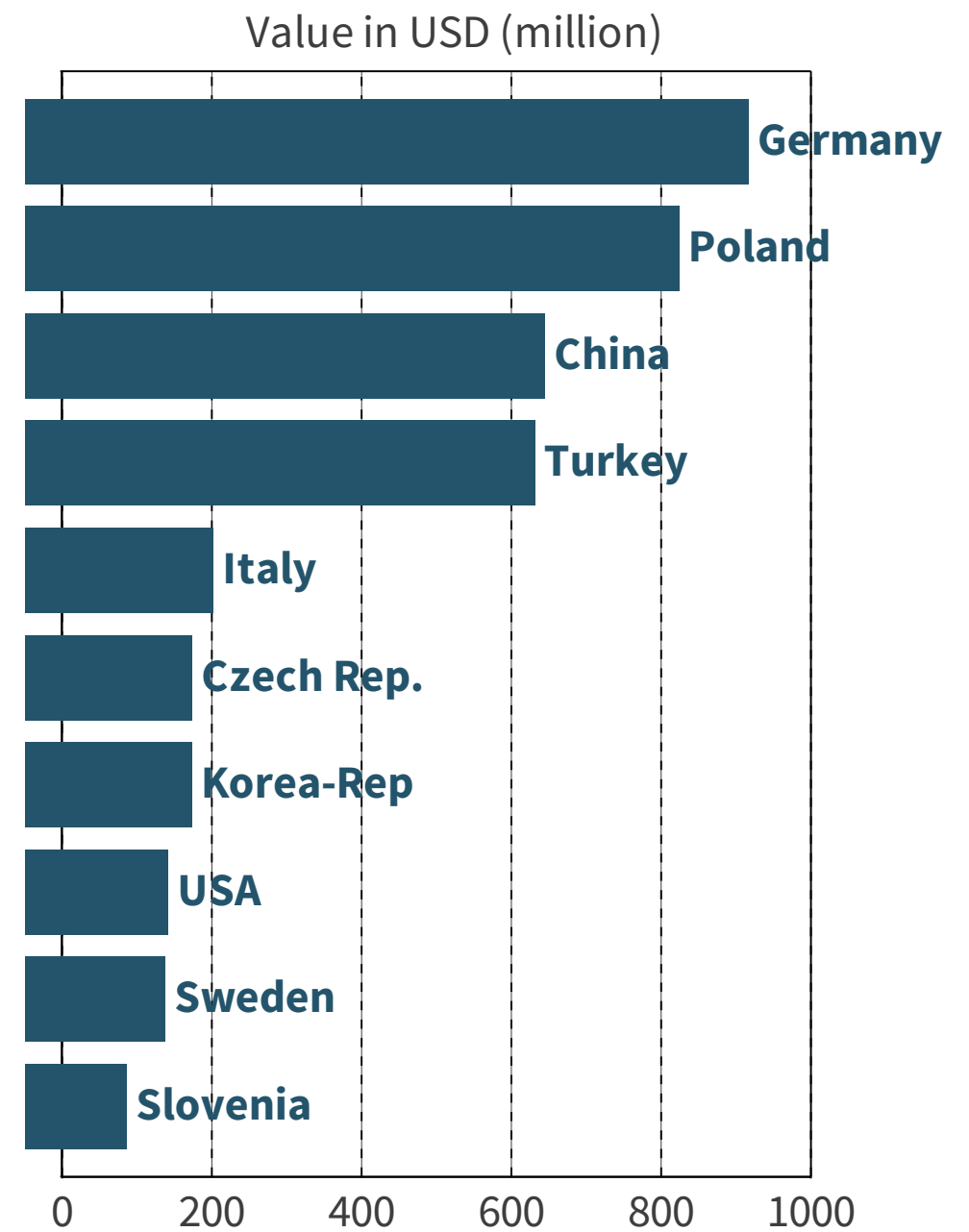


## Major Importing and Exporting Countries (2019)

### Major Importing Countries



### Major Exporting Countries



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



## Bilateral Flows: dollars (million), 2019

Importers	Exporters										Total
	Germany	Poland	China	Turkey	Italy	Czech Rep.	Korea-Rep	USA	Sweden	ROW + SD*	
<b>USA</b>	51.6	0.1	161.0	6.8	40.7	1.6	120.2	.	0.1	86.0	468
<b>Germany</b>	.	182.7	67.7	37.1	14.5	130.3	0.3	<0.1	<0.1	4.8	437
<b>France</b>	64.8	103.3	74.8	96.1	9.3	12.5	0.6	<0.1	.	29.8	391
<b>UK</b>	58.6	62.9	19.4	121.1	7.4	<0.1	.	0.1	<0.1	33.4	303
<b>Italy</b>	45.0	97.4	10.9	55.8	.	5.2	<0.1	<0.1	<0.1	12.8	227
<b>Canada</b>	13.6	<0.1	38.7	2.6	4.4	0.4	23.6	125.5	<0.1	-0.1	209
<b>Spain</b>	39.0	27.9	28.6	61.4	4.2	1.2	0.2	<0.1	.	17.3	180
<b>Russian Fed.</b>	44.8	72.0	42.6	10.4	3.0	1.2	<0.1	.	.	1.8	176
<b>Sweden</b>	41.0	37.0	7.3	18.1	20.3	.	0.1	<0.1	.	51.2	175
<b>Netherlands</b>	85.3	19.8	11.1	12.5	7.9	<0.1	0.2	<0.1	4.3	9.1	150
<b>Australia</b>	49.3	16.3	27.6	21.1	18.7	9.2	5.2	<0.1	0.1	2.4	150
<b>Poland</b>	59.0	.	22.0	25.2	12.3	0.2	.	<0.1	<0.1	13.1	132
<b>Belgium</b>	48.4	5.0	2.7	16.4	2.6	3.7	.	<0.1	.	40.9	120
<b>Austria</b>	65.5	9.1	3.1	4.6	1.7	2.2	<0.1	.	.	-2.9	83
<b>Denmark</b>	21.4	12.9	1.9	4.4	2.4	<0.1	.	.	33.1	6.6	83
<b>Switzerland</b>	47.2	6.6	1.0	0.4	16.8	1.3	<0.1	.	0.1	7.1	81
<b>Norway</b>	13.9	7.6	0.8	2.8	5.3	0.1	<0.1	<0.1	31.9	14.2	77
<b>China</b>	16.1	0.7	<0.1	2.4	2.2	0.4	0.2	<0.1	<0.1	46.3	68
<b>Czech Rep.</b>	15.8	16.2	9.2	8.1	5.6	.	.	<0.1	<0.1	11.5	66
<b>Japan</b>	11.8	0.1	49.2	<0.1	0.3	3.1	1.2	<0.1	.	-6.8	59
<b>ROW + SD*</b>	124.7	146.1	65.0	123.7	22.3	1.1	21.3	15.9	68.0	139.6	728
<b>Total</b>	916.6	823.9	644.7	631.1	201.8	173.7	173.1	141.6	137.7	518.2	4 363

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

## Coordinates for Internationalization

This document is structured according to the approach listed as **Coordinates for Internationalization**. The analysis covers three different areas:

**Market Size:** provides information on the size of different markets and their historic and expected dynamics

**Premium Price:** provides basic information to understand if a market distinguishes and appreciates products of a higher quality, accepting a premium price

**Competitive Strategies:** to understand the competitive strategies implemented by main competitors and evaluate how successful they are





## Size and Evolution (historical and expected) of International Trade

The analysis of this aspect of **foreign markets** is developed by considering the following two themes:

**Evolution of International Trade:** Developed presenting three historical charts followed by an analytical table and a forecasting chart that allow evaluation of the rate at which the **value** of world trade in the product concerned developed over a period of two decades. Data is divided into two components: **quantity** and **price** .

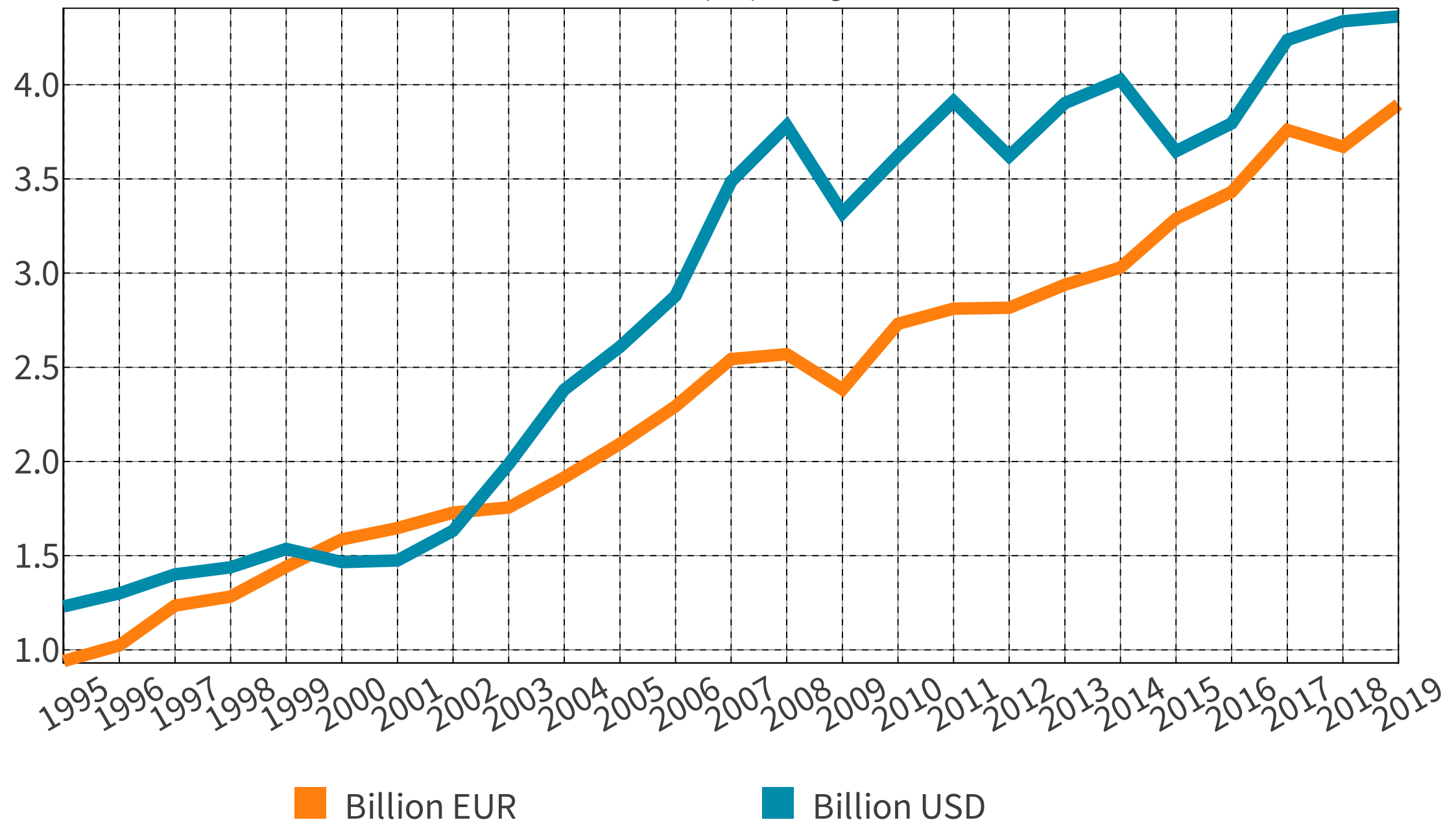
**Analysis of Markets:** Illustrated through 3 maps, in which countries are colored according to the intensity of each parameter, and an analytical table. The reader may view details, of:

- Import levels of individual markets
- Import penetration related to population of individual markets
- Expected import variations over the next three years for individual markets
- Market share of individual importer countries

# Evolution of International Trade

## International Trade Value

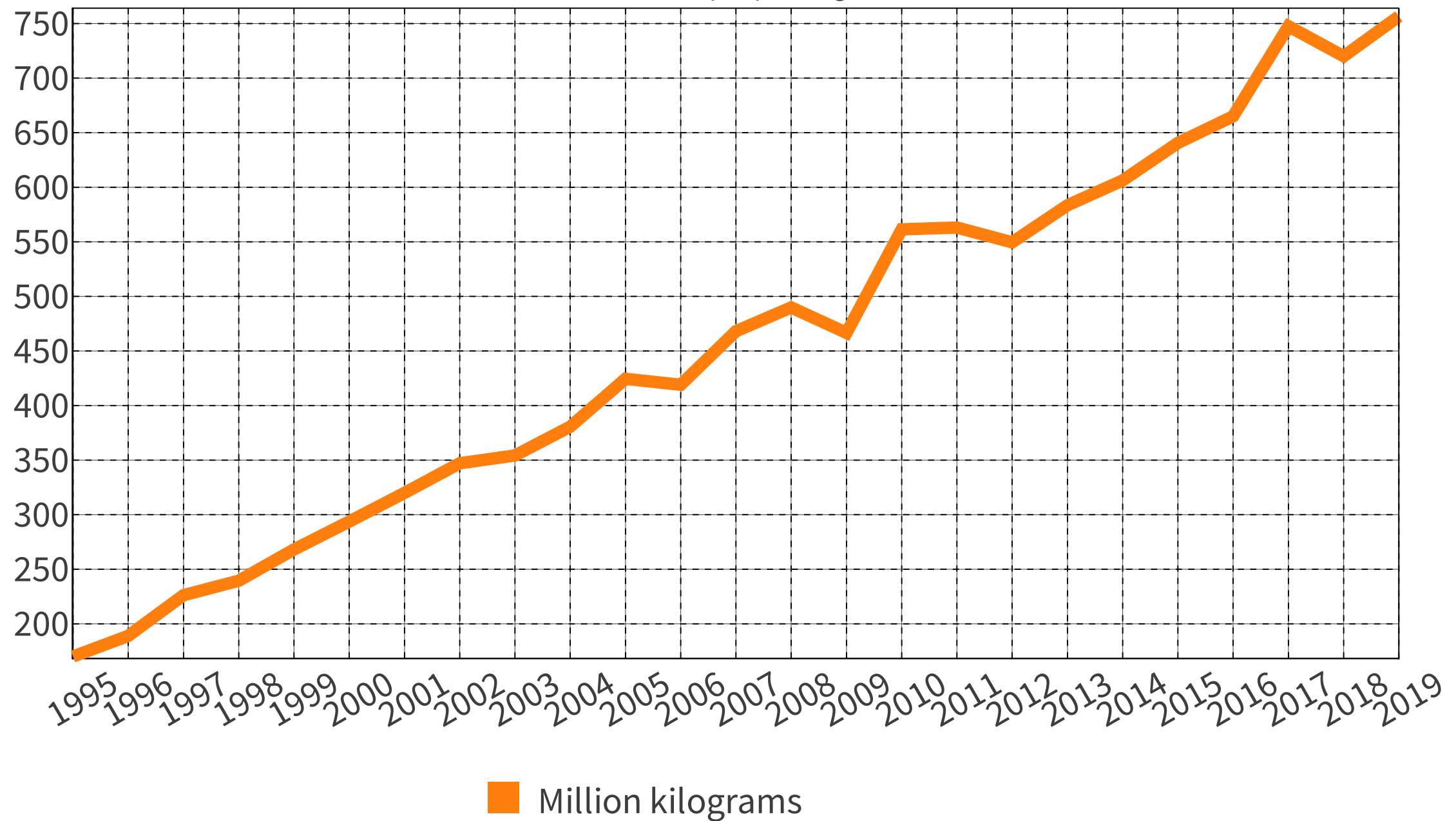
Source: [www.exportplanning.com](http://www.exportplanning.com)



# Evolution of International Trade

## International Trade Quantity

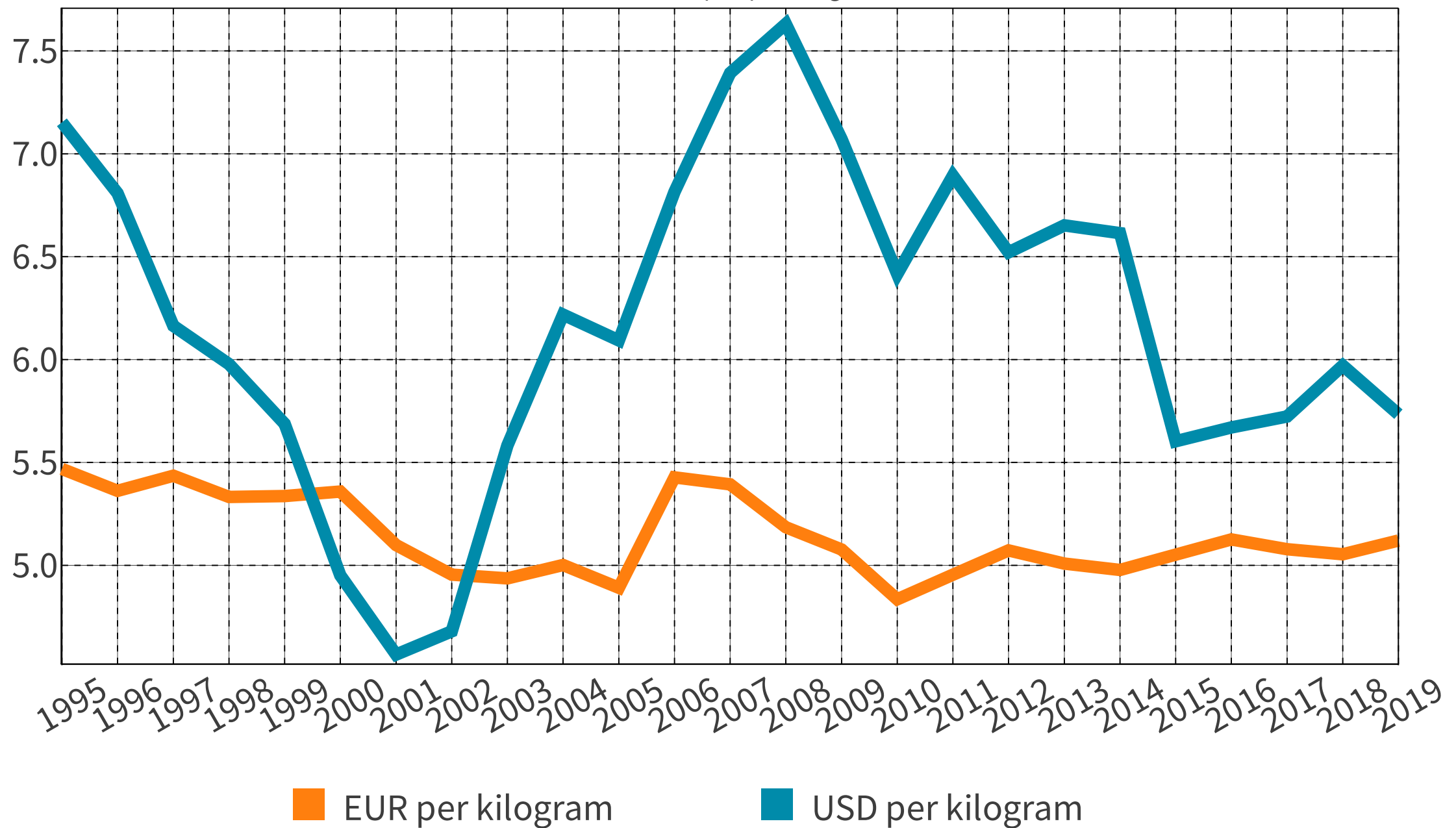
Source: [www.exportplanning.com](http://www.exportplanning.com)



# Evolution of International Trade

## Prices of International Trade Flows

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



## Evolution of International Trade: Values and Quantities

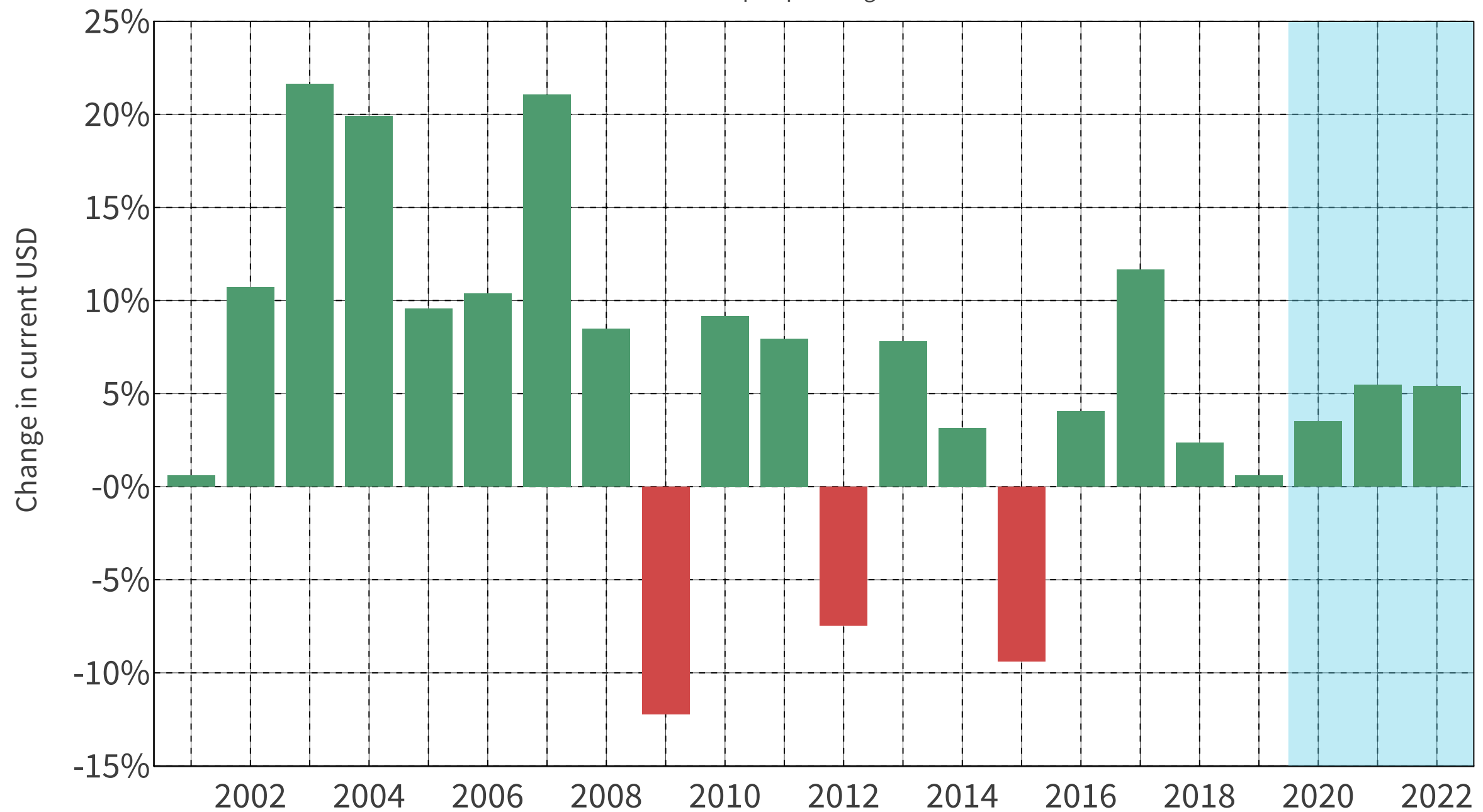
Year	Values		Quantities				Prices	
	M USD	var %	M kg	var %	K of units	var %	USD/kg	USD/units
2000	1 466	-4.6	293.7	9.5	6 969	6.6	4.95	208.4
2001	1 475	0.6	320.0	8.9	7 347	5.4	4.57	198.3
2002	1 633	10.7	347.1	8.5	7 711	4.9	4.68	210.7
2003	1 986	21.6	354.2	2.0	8 041	4.3	5.58	245.7
2004	2 381	19.9	380.6	7.4	8 981	11.7	6.22	263.8
2005	2 609	9.6	424.5	11.5	9 917	10.4	6.09	261.0
2006	2 879	10.4	419.0	-1.3	10 480	5.7	6.82	272.8
2007	3 486	21.1	468.1	11.7	11 741	12.0	7.39	294.6
2008	3 782	8.5	489.9	4.7	12 022	2.4	7.63	310.8
2009	3 319	-12.2	466.6	-4.8	11 501	-4.3	7.07	287.0
2010	3 624	9.2	561.5	20.3	13 478	17.2	6.42	267.0
2011	3 912	7.9	563.1	0.3	13 916	3.2	6.89	278.8
2012	3 620	-7.4	549.5	-2.4	13 768	-1.1	6.52	260.3
2013	3 902	7.8	583.5	6.2	14 430	4.8	6.65	268.7
2014	4 025	3.2	606.3	3.9	15 247	5.7	6.61	262.7
2015	3 647	-9.4	640.6	5.7	15 865	4.1	5.60	228.6
2016	3 795	4.0	665.0	3.8	16 728	5.4	5.67	225.4
2017	4 237	11.7	747.5	12.4	18 339	9.6	5.72	233.6
2018	4 337	2.3	720.0	-3.7	18 237	-0.6	5.97	235.3
2019	4 363	0.6	756.6	5.1	19 126	4.9	5.73	226.1

Source: www.exportplanning.com

# Evolution of International Trade

## Forecast of International trade

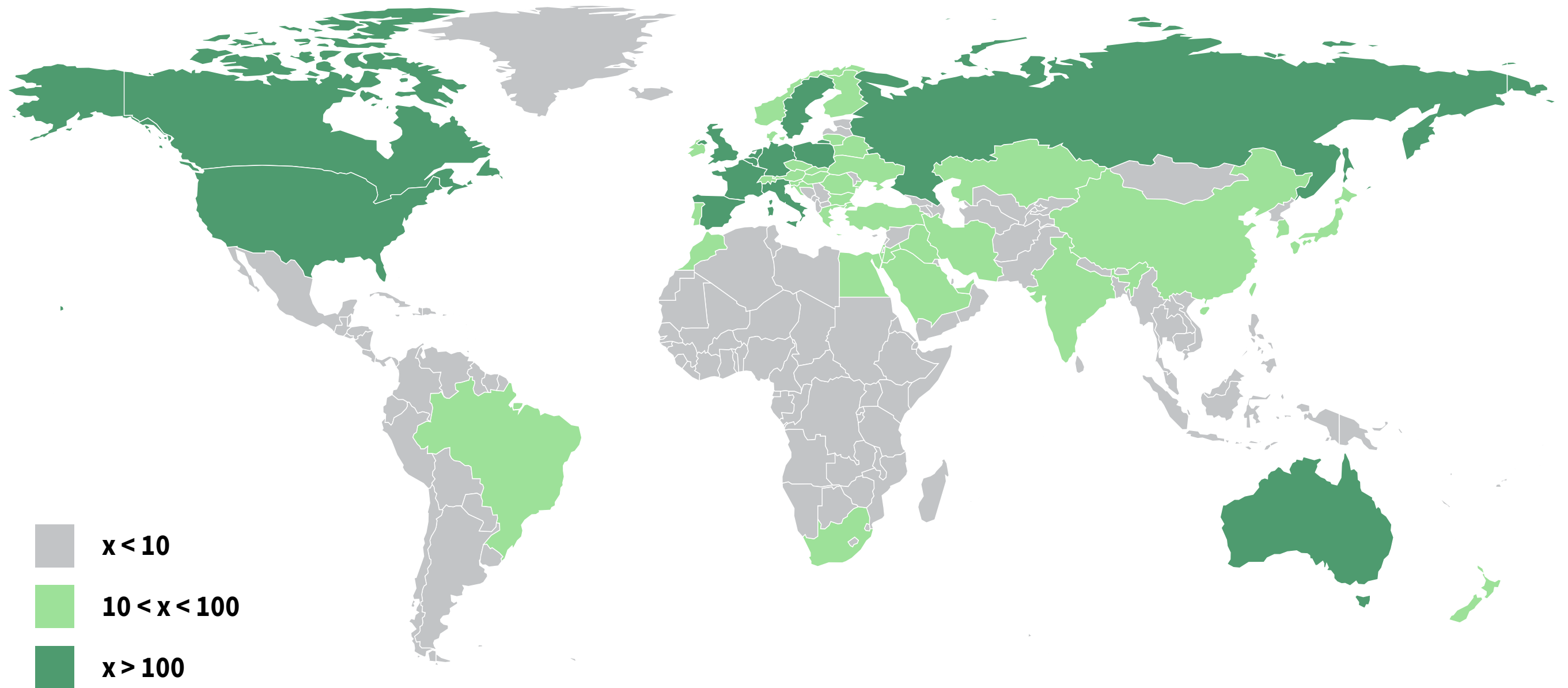
Source: [www.exportplanning.com](http://www.exportplanning.com)



## Analysis of Markets

### Imports Value (million dollars, 2019)

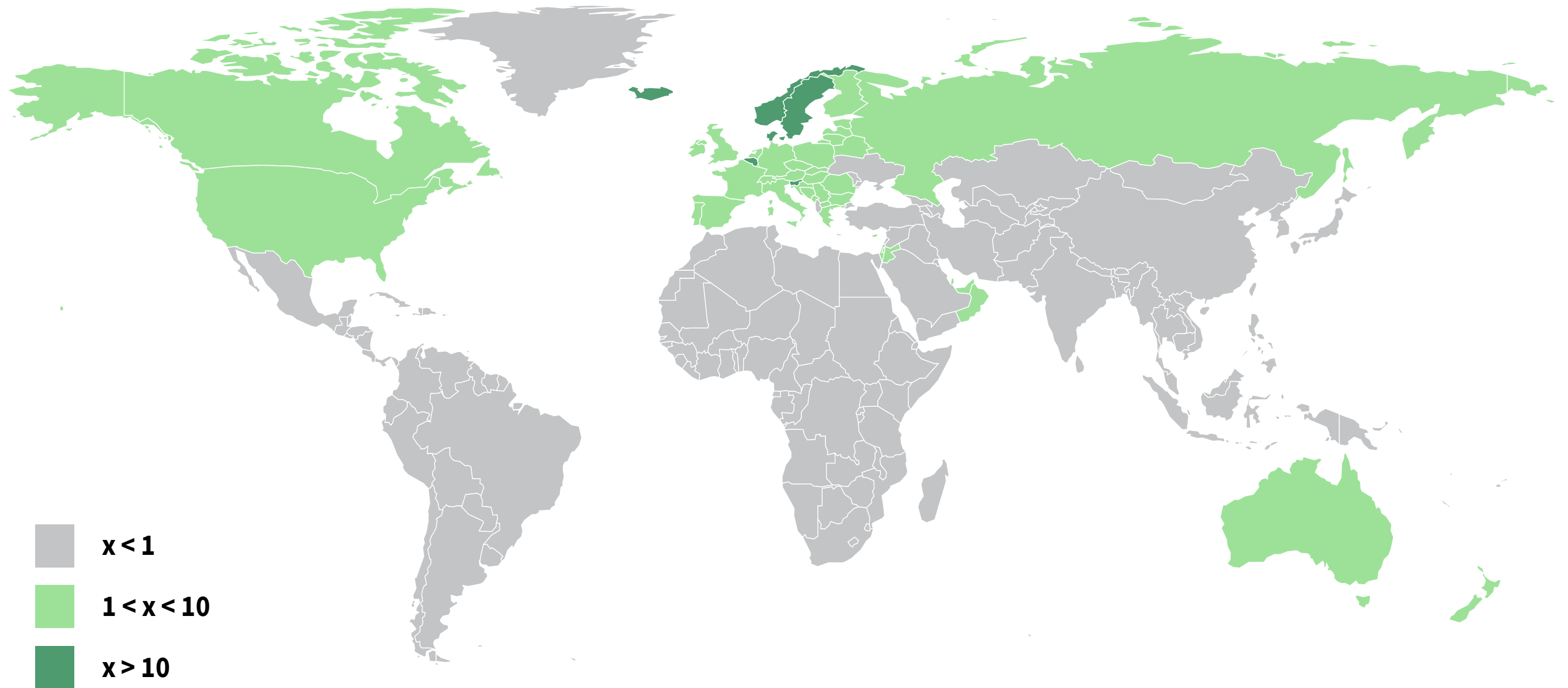
Source: [www.exportplanning.com](http://www.exportplanning.com)



## Analysis of Markets

### Imports per-capita (dollars, 2019)

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

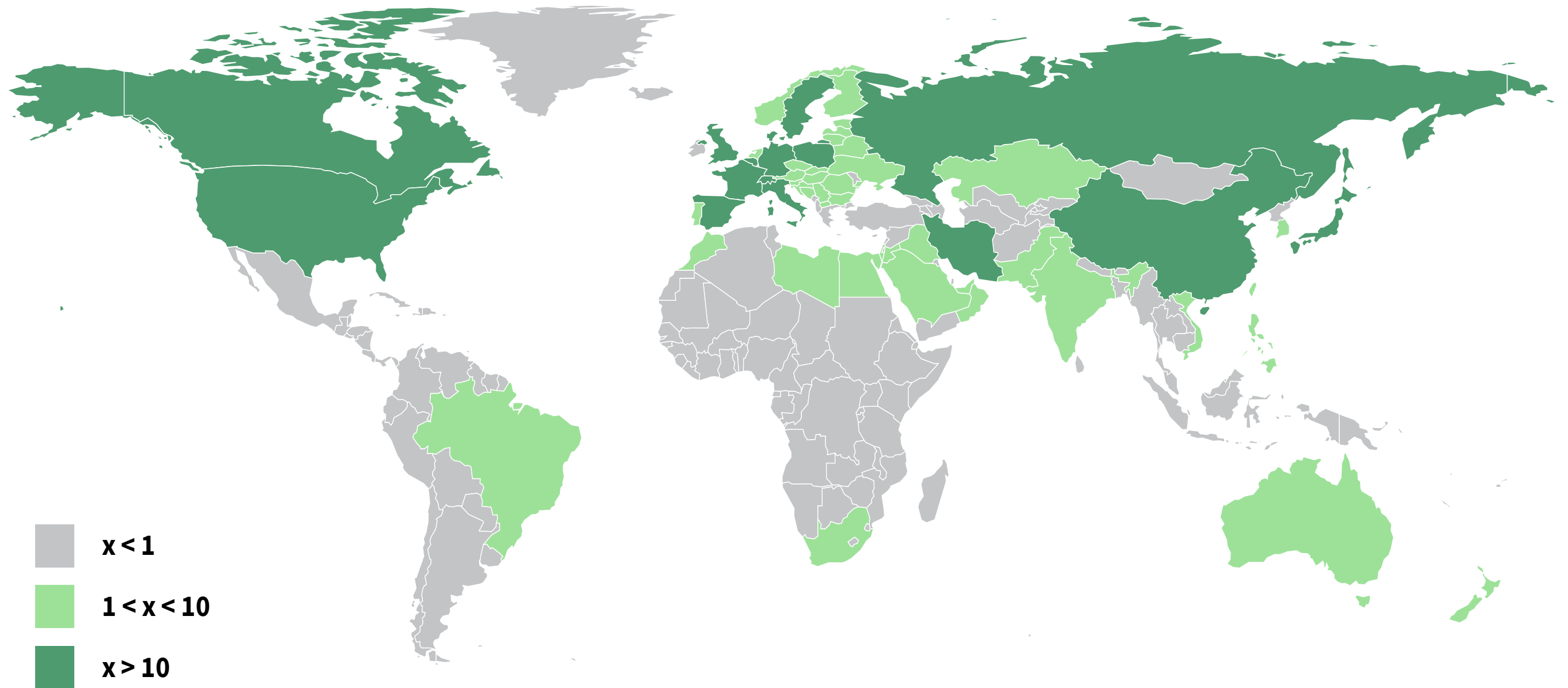




## Analysis of Markets

### Imports Change in Value 2020-2022 (million dollars)

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



## Major Importing Countries

Importing Country	2000		2008		2019		2022	
	M USD	Mkt share	M USD	Mkt share	M USD	Mkt share	M USD	Mkt share
USA	72	4.9	164	4.3	468	10.7	562	11.2
Germany	106	7.2	376	9.9	437	10.0	531	10.6
France	189	12.9	436	11.5	391	9.0	426	8.5
UK	182	12.4	296	7.8	303	6.9	314	6.3
Italy	45	3.0	186	4.9	227	5.2	269	5.4
Canada	96	6.5	221	5.8	209	4.8	238	4.7
Spain	71	4.8	177	4.7	180	4.1	197	3.9
Russian Fed.	3	0.2	119	3.1	176	4.0	194	3.9
Sweden	59	4.0	185	4.9	175	4.0	208	4.1
Netherlands	109	7.4	182	4.8	150	3.4	157	3.1
Australia	51	3.5	164	4.3	150	3.4	158	3.1
Poland	22	1.5	95	2.5	132	3.0	158	3.2
Belgium	42	2.9	106	2.8	120	2.7	134	2.7
Austria	37	2.5	79	2.1	83	1.9	92	1.8
Denmark	30	2.0	91	2.4	83	1.9	96	1.9
Switzerland	28	1.9	84	2.2	81	1.8	91	1.8
Norway	32	2.2	78	2.1	77	1.8	81	1.6
China	1	<0.1	5	0.1	68	1.6	80	1.6
Czech Rep.	19	1.3	57	1.5	66	1.5	75	1.5
Japan	2	0.1	23	0.6	59	1.4	86	1.7
ROW + SD*	272	18.6	660	17.4	728	16.7	874	17.4
<b>Total</b>	<b>1 466</b>	<b>100.0</b>	<b>3 782</b>	<b>100.0</b>	<b>4 363</b>	<b>100.0</b>	<b>5 020</b>	<b>100.0</b>

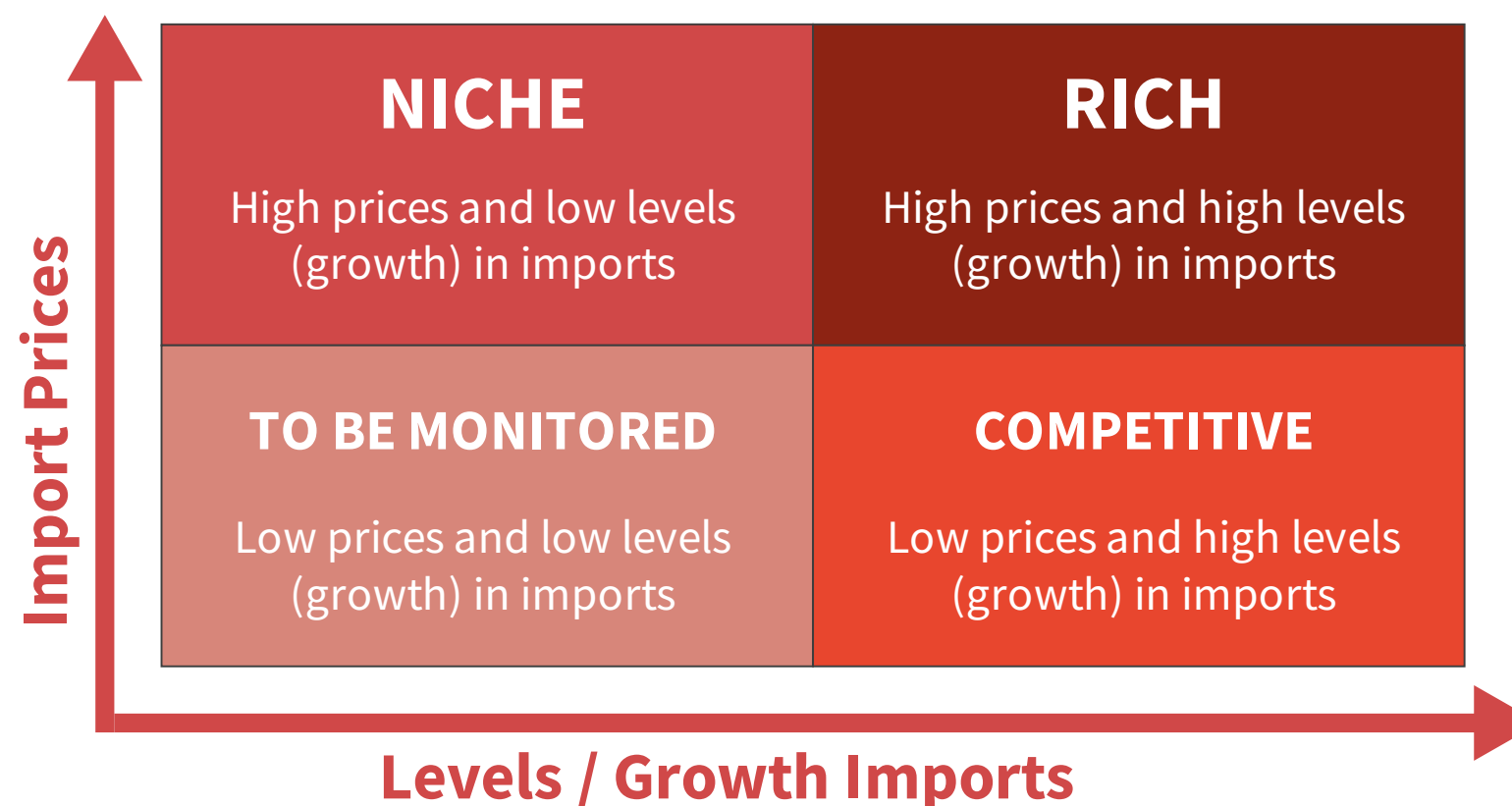
Source: www.exportplanning.com, \*Rest of the World + Statistical Discrepancy

## Premium Prices paid for High Quality products

The analysis of the inclination of different markets to pay a premium price for high quality products is developed through the following steps:

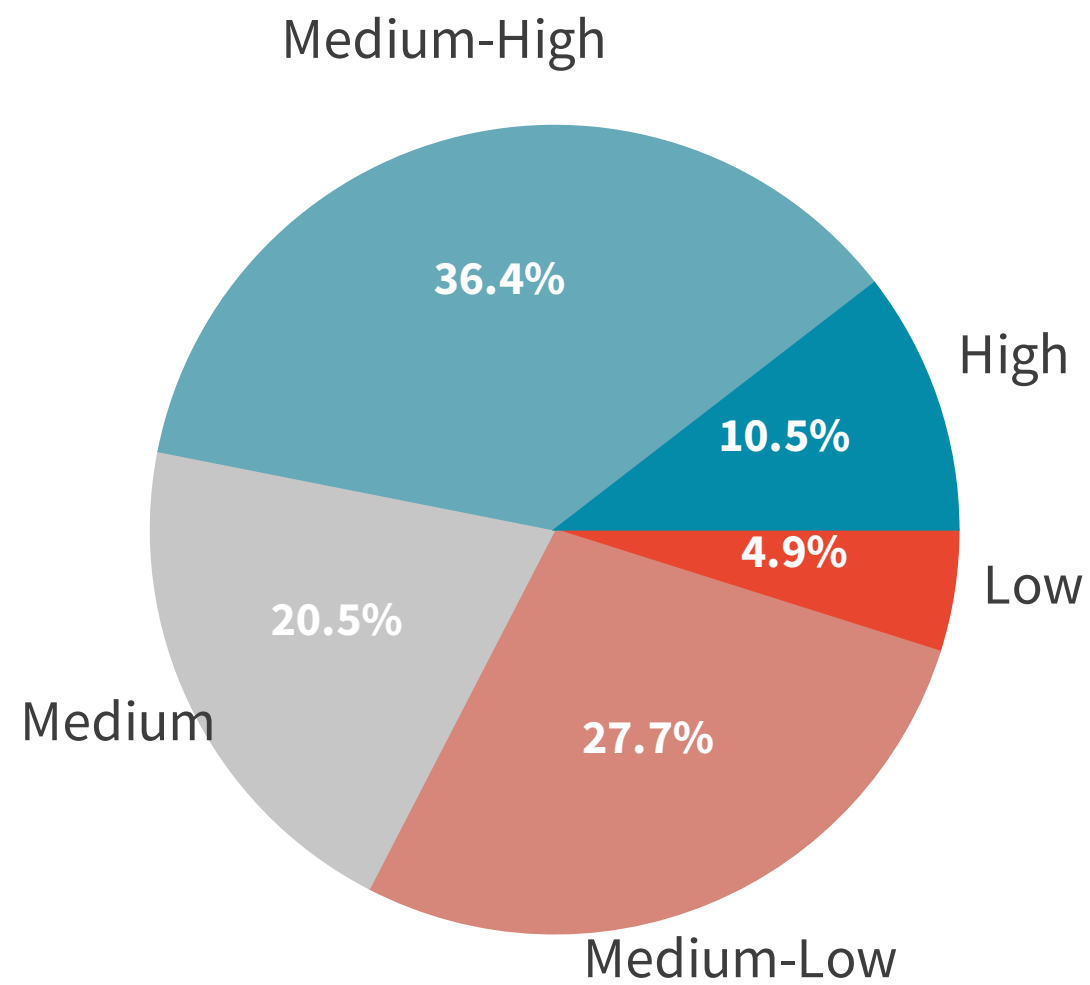
**Price Ranges:** 2019 trade flows are divided by price ranges, highlighting their relative importance. The comparison with the same distribution for 2009 suggest possible changes in the quality pattern of international trade

**Market Clusters:** Top world markets are clustered by size and prices (first chart) or by growth and prices of their imports (second chart). This allows the identification of four possible market clusters:

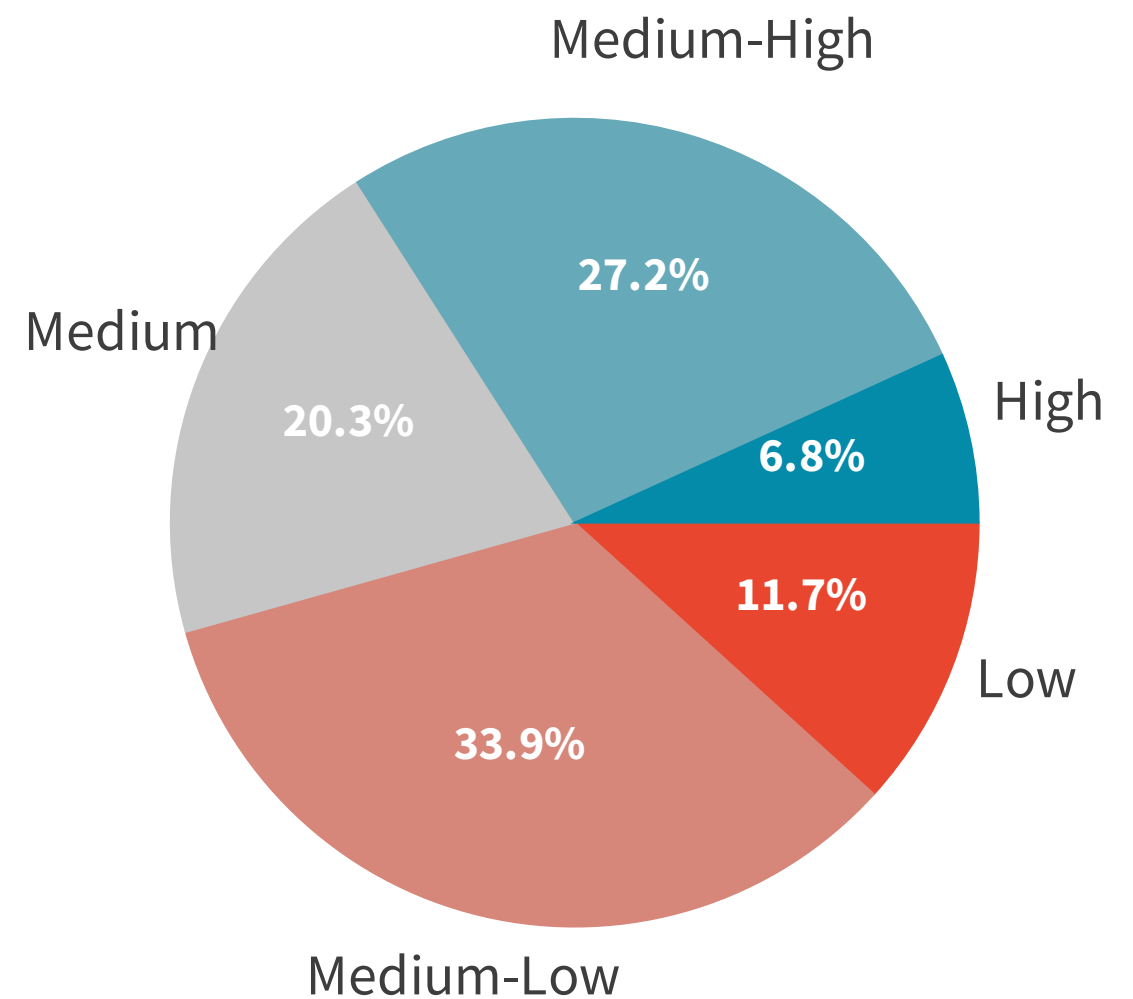


## Distribution of International Trade by Price Range

Year 2009



Year 2019



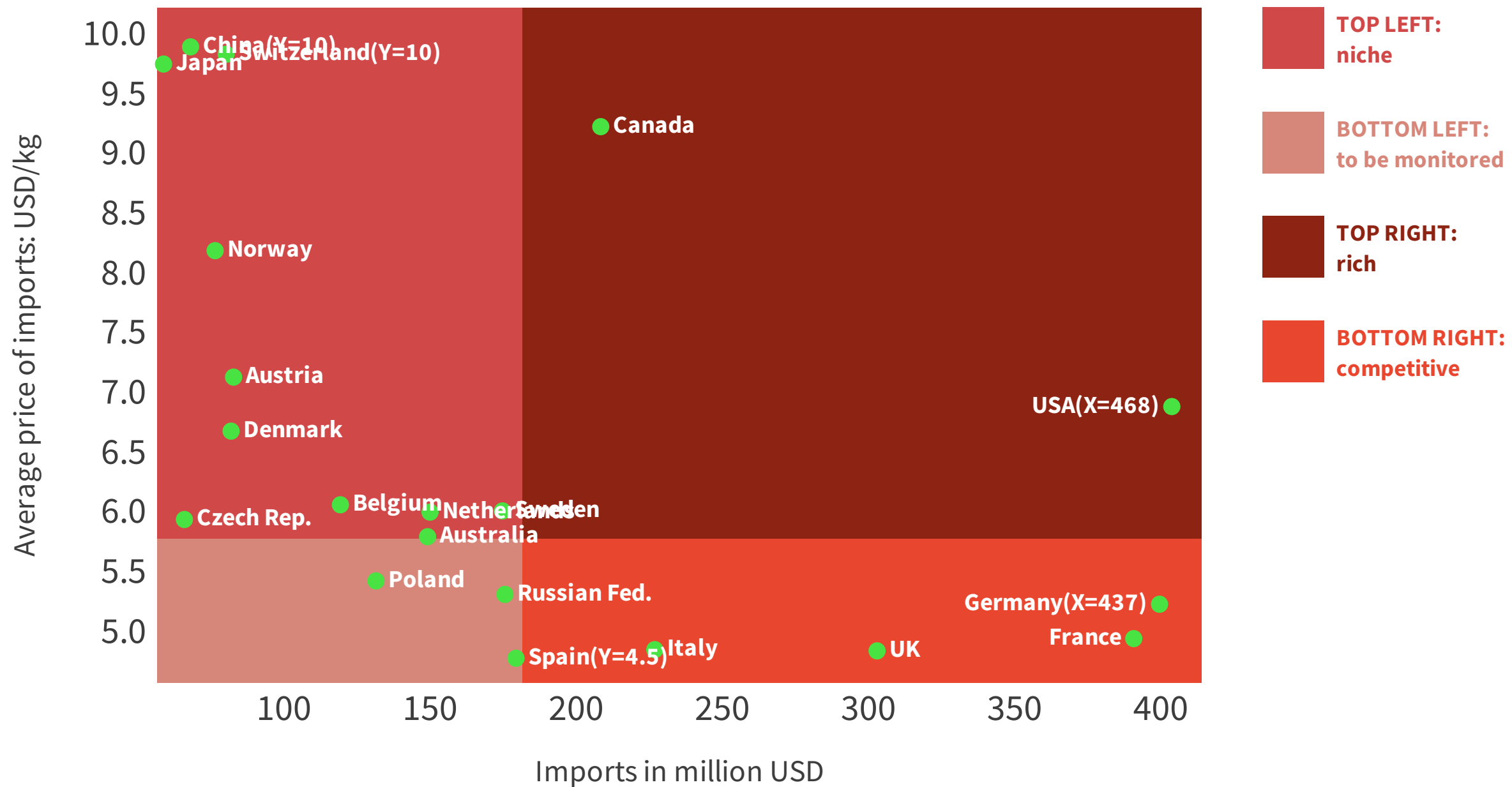
Source: [www.exportplanning.com](http://www.exportplanning.com)



## Premium Price in Main Markets (2019)

### Prices and Import Levels

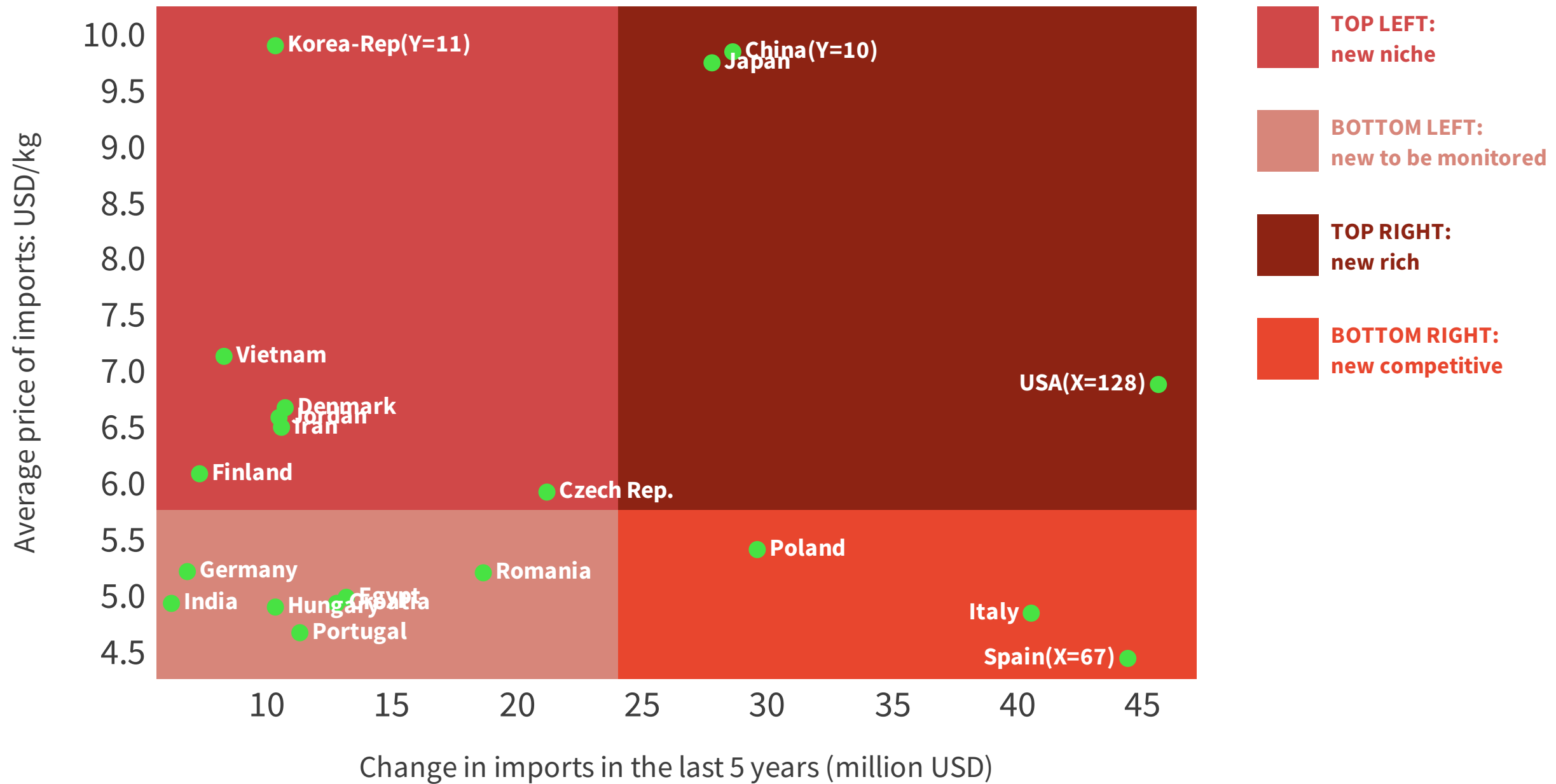
Source: www.exportplanning.com



## Premium Price in most Dynamic Markets ('14-'19)

### Prices and Change in Imports

Source: www.exportplanning.com



## Competitive Strategies of Exporting Countries

The analysis of exporting countries is developed through the following steps:

**Export Levels:** Segmentation of competitors by export levels, highlighted with a geographic map and an analytical table

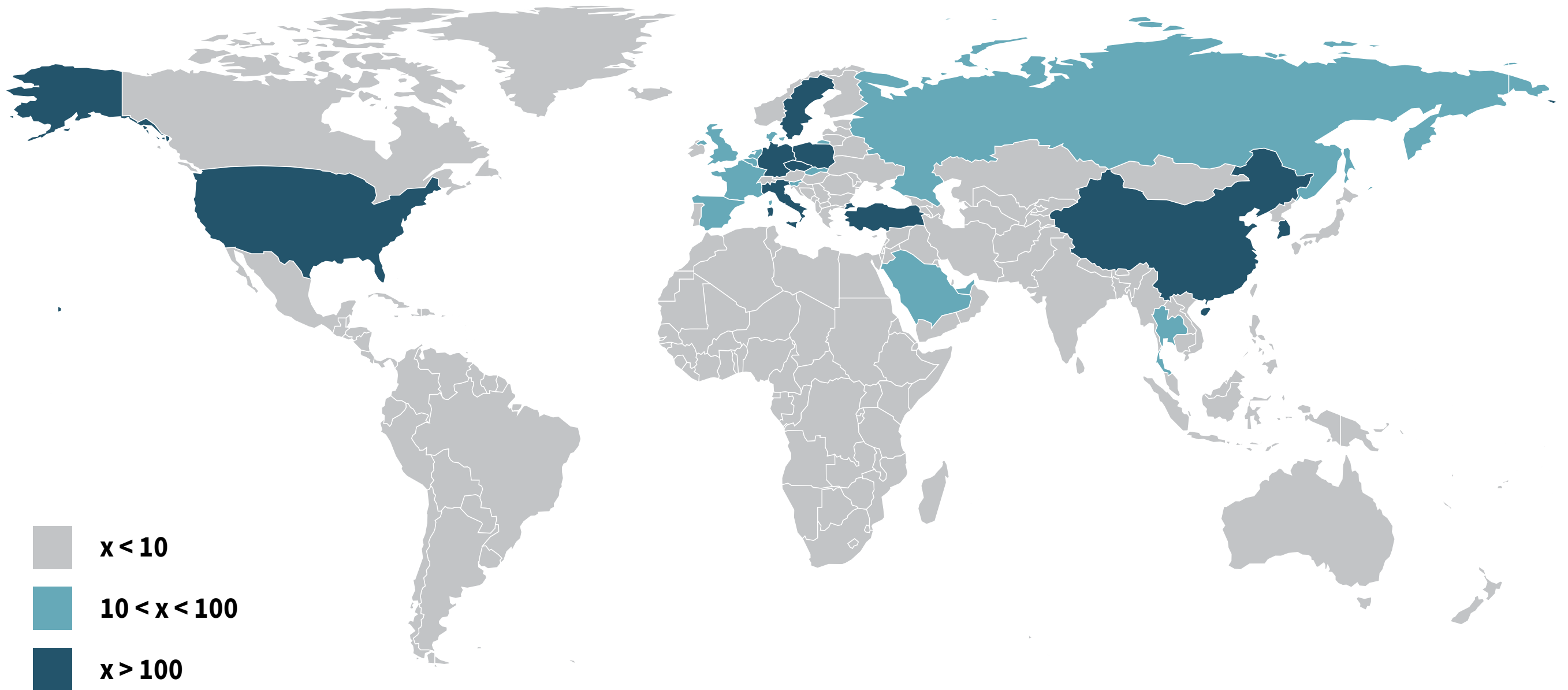
**Competitor Clusters:** Top world competitors are clustered by size and prices (first chart) or by growth and prices of their exports (second chart). This allows the identification of four possible competitors clusters:



## Exports Levels

### Exports Value (million dollars, 2019)

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





## Major Exporting Countries

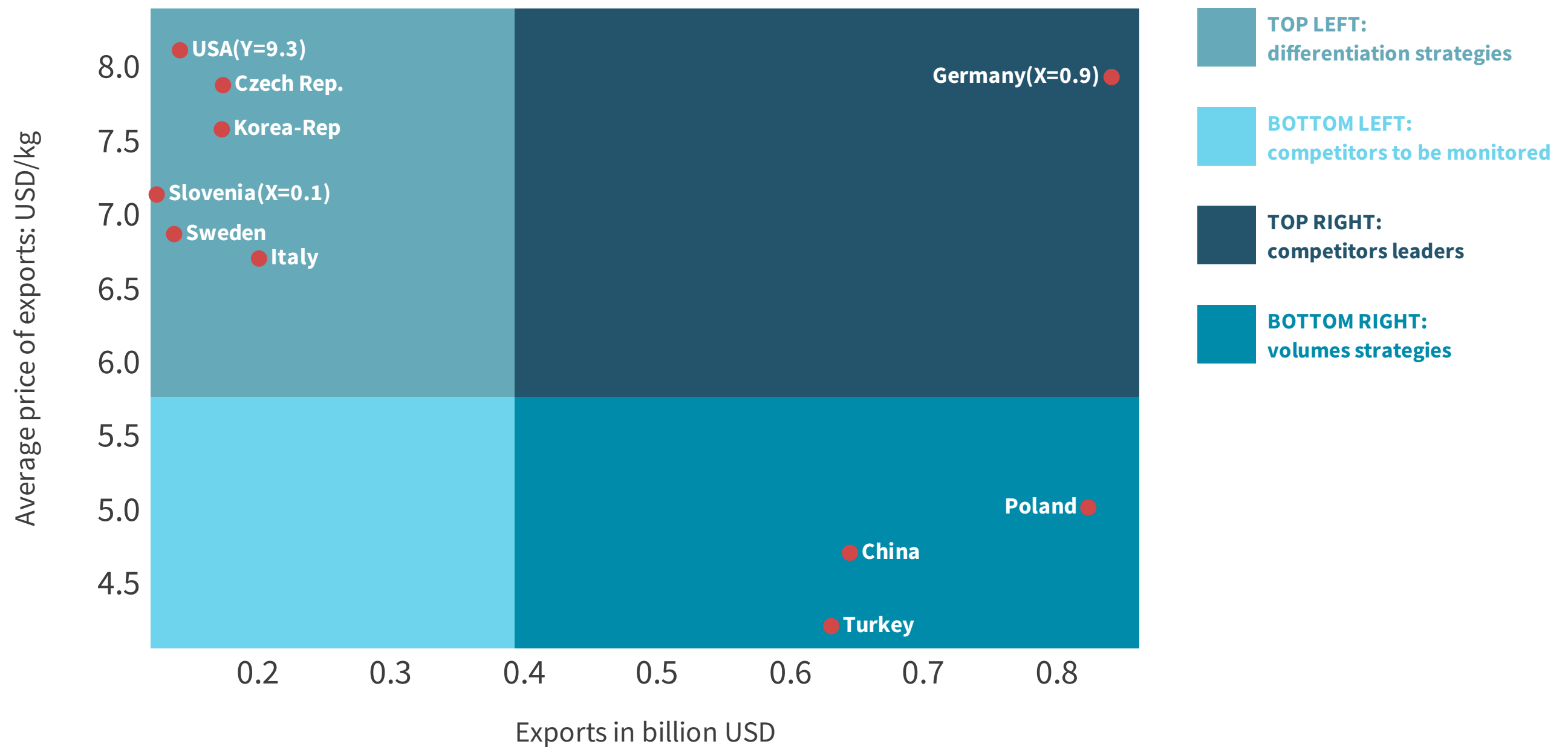
Exporting Country	2000		2008		2019		2022	
	M USD	Mkt share	M USD	Mkt share	M USD	Mkt share	M USD	Mkt share
Germany	709	48.4	1 167	30.9	917	21.0	957	19.1
Poland	1	0.1	385	10.2	824	18.9	896	17.8
China	3	0.2	331	8.8	645	14.8	717	14.3
Turkey	14	1.0	264	7.0	631	14.5	802	16.0
Italy	389	26.6	690	18.2	202	4.6	179	3.6
Czech Rep.	1	<0.1	53	1.4	174	4.0	239	4.8
Korea-Rep	<1	<0.1	95	2.5	173	4.0	301	6.0
USA	96	6.5	200	5.3	142	3.2	234	4.7
Sweden	68	4.7	146	3.8	138	3.2	144	2.9
Slovenia	<1	<0.1	26	0.7	87	2.0	106	2.1
Spain	67	4.6	116	3.1	62	1.4	37	0.7
Thailand	<1	<0.1	8	0.2	54	1.2	62	1.2
UAE	<1	<0.1	5	0.1	42	1.0	55	1.1
Belgium	3	0.2	17	0.5	39	0.9	40	0.8
Netherlands	9	0.6	43	1.1	37	0.8	39	0.8
Denmark	3	0.2	18	0.5	25	0.6	26	0.5
UK	13	0.9	19	0.5	20	0.4	19	0.4
Russian Fed.	<1	<0.1	<1	<0.1	15	0.3	17	0.3
Slovakia	<1	<0.1	4	0.1	14	0.3	15	0.3
France	44	3.0	33	0.9	12	0.3	12	0.2
ROW + SD*	45	3.1	163	4.3	113	2.6	124	2.5
<b>Total</b>	<b>1 466</b>	<b>100.0</b>	<b>3 782</b>	<b>100.0</b>	<b>4 363</b>	<b>100.0</b>	<b>5 020</b>	<b>100.0</b>

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

## Competitive Position of Main Exporters (2019)

### Prices and Export Levels

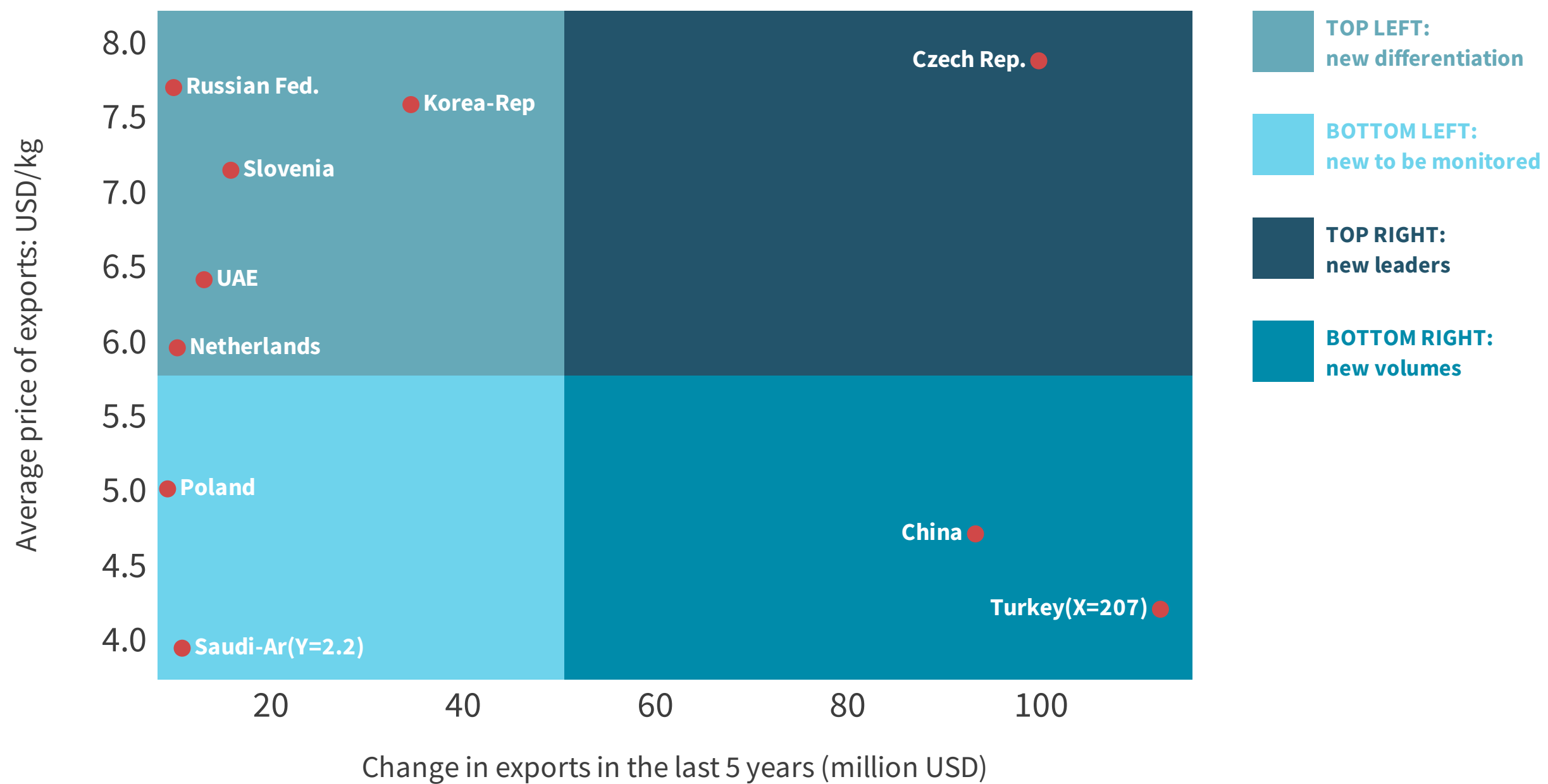
Source: [www.exportplanning.com](http://www.exportplanning.com)



## Competitive Position of Most Dynamic Exporters ('14-'19)

### Prices and Change in Exports

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 elements 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 basic unit of **Ulisse-Forecast Database** 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