

HOW TO USE TRADE DATA RESOURCES TO SUPPLEMENT THE MARKET DIVERSIFICATION TOOL RESULTS

INTRODUCTION

While the Market Diversification Tool provides important trade data that can help you identify potential export markets, it's helpful to gather additional data to help you make the best decisions for your company. Other trade data sources can help you answer questions that the Market Diversification tool cannot.

Trade Data from the

On average, how much does the market import this product from the U.S. and the world?

What share of the market's imports come from the U.S.?

Are U.S. exporters underperforming or overperforming in the country relative to how they're doing in the region?

External Trade Data

What other countries are major exporters of this product?

How are other countries doing in the market I'm considering, compared with U.S. exporters?

What do the import trends in the country look like over time for this product?

How has the U.S. share of the market's imports changed over time?

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For example, using the United Nations Comtrade Database, you can see what the other major exporters of the product to the markets you are considering are and how their exports compare to the United States' exports to that market.

Once you have this information, you can think about why other markets may be large exporters of the product to the countries you are considering. Do they have FTAs with your potential markets that would give them preferential market access? Are they neighbors with your potential markets, making shipping goods easier? Do they share regulatory and standards schemes so the goods don't need to be adapted to be sold in the export market? Are there cultural considerations that would make them more competitive in the markets you are considering?

In the Comtrade database, you can also see yearly statistics on how much the country imported of the product from each country in the world. This is helpful for understanding trade patterns over time.

Using other sources, you can find more detailed U.S. export data for more specific products (beyond six digits in the HS number). For example, using the USA Trade Online site, you can see more detailed product data and look at U.S. exports to countries over time.

Note: the detailed data beyond six digits cannot be accurately matched to national line data from other countries because each country's tariff schedule is unique at that level.

This guide will walk you through a few trade data resources and how to use them to supplement the results from the Market Diversification Tool.

Trade Data Resource	Used For	Link
United Nations Comtrade Database	Identifying which other countries are exporting to your target markets, viewing import trends over time.	https://comtrade.un.org/
Trade Policy Information System	Country summary, quickly finding trade data on a country's imports and displaying it graphically	https://tpis.trade.gov
USA Trade Online	Finding more detailed 8- and 10-digit U.S. trade data.	https://usatrade.census.gov/

THE UN COMTRADE DATABASE

Imagine that your company exports lawnmowers, which are classified in **HS 843311** in the Harmonized System. You are considering exporting to a small group of mostly European countries, and France was ranked near the top of the results in your Market Diversification Tool search.

Regarding trade data, the tool gave you some information about the U.S. share of France's lawnmower imports, whether the U.S. has a share gap (is underperforming) in France in this product, France's average imports of lawnmowers from the world, and the average growth in France's lawnmower imports over the last five years.

At first glance, France appears to be a large market for lawnmowers, and U.S. goods make up more than 15 percent of France's lawnmower imports. But French imports were trending downward over the period (the import growth rate was negative).

The data in the Market Diversification Tool comes from the United Nations Comtrade Database. Each market collects data on its imports and exports and provides that data to the UN. However, the Market Diversification Tool only shows you data averaged over a five-year period. So you can't see the country's imports of a product for each year. It also only shows you how much a country imports from the U.S. compared to how much it imports from the world. But doesn't show who the main U.S. competitors are for a product in a market.

Now you want to know more. What other countries export lawnmowers to France? Do they export more than or less than the United States? If other countries sell more, why is that the case? What does the trade look like over time? What are the trends?

The public site for the UN Comtrade Database provides more data than the Market Diversification Tool and can help you answer these questions.

OBTAINING DATA FROM THE COMTRADE DATABASE

1. Once you have your results from the Market Diversification Tool, go to <https://comtrade.un.org/>.

Click on “Get Data.”

The screenshot shows the UN Comtrade Database homepage. The 'Get data' button is highlighted with a red box and a red arrow. The page includes a dashboard, news section, and data visualization tools. Below the main navigation bar, there are sections for '1. Type of product & Frequency', '2. Classification', '3. Select desired data', and '4. See the results'. The '2. Classification' section shows 'HS' selected, and the '3. Select desired data' section shows 'Periods (year)' with '2017' selected.

2. This will open the data selection menu. To start, click “17” under “Classification.” This means you want to see data in the Harmonized System’s 2017 nomenclature.

3. Under “Periods,” select the years of data that you want to see.

You may want just one year of data to easily see the top exporters to the market. Or you may want to see data over a period by selecting several years.

To delete a year or the selection in any of the fields, click the “x” in the grey box for that selection.

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- Under “Reporters,” select the target market you are considering, in this case, France. The “reporter” is the country that reported the data.

This is because you want to know which other markets France imported lawnmowers from. France is the “reporter” because we are looking for French data.

The screenshot shows the UN Comtrade Database interface. The 'Reporters' dropdown menu is open, showing a list of countries and 'All'. A red arrow points to the 'All' option. The interface includes sections for 'Type of product & Frequency', 'Classification', and 'Select desired data'.

- Under “Partners,” delete “World” and select “All.” Choosing “World” gives you the total French imports from the whole world. But “All” gives you the results broken down by country.

The screenshot shows the UN Comtrade Database interface. The 'Partners' dropdown menu is open, showing a list of countries and 'All'. A red arrow points to the 'All' option. The interface includes sections for 'Frequency', 'Classification', and 'Select desired data'.

- Under “Trade flows,” select “Import.” This is because you want to know what France, the “Reporter” imported, not what France exported. Remember, the data comes from the reporter.

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DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS > STATISTICS DIVISION > TRADE STATISTICS

Database Extract data Bulk download **new** Data Availability Metadata Reference Knowledge base API portal

Frequency
☒ Annual ☐ Monthly

SITC BEC
☒ 02 ☐ 07 ☒ 12 ☐ As reported ☐ Rev. 1 ☐ Rev. 2 ☐ Rev. 3 ☐ Rev. 4 ☐ BEC

Reporters Partners Trade flows

All or a valid reporter. Up to 5 may be selected. All may only be used if a partner is selected.

World, All or a valid reporter. Up to 5 may be selected. All may only be used if a partner is selected.

Download CSV

See this Microsoft how-to.

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- Now select the product. Type in the six-digit HS number in the box under “HS2012 commodity codes.”

UN Comtrade Database

2. Classification

HS: As reported, 02, 06, 02, 07, 12

SITC: As reported, Rev. 1, Rev. 2, Rev. 3, Rev. 4

BEC: BEC

3. Select desired data

Periods (year): 2016, 2015, 2014, 2013

Reporters: France

Partners: All

Trade flows: Import

HS2012 commodity codes

8433

8433 - Harvesting and threshing machinery, straw and fodder balers, grass or hay mowers, machines for cleaning, sorting or grading eggs, fruit or other agricultural produce, other than machinery of heading no 8437

843311 - Mowers; lawn, parks or sports-grounds, powered, with the cutting device rotating in a horizontal plane

843319 - Mowers; for lawns, parks or sports-grounds, other than with the cutting device rotating in a horizontal plane

843320 - Mowers; n.e.c. in item no. 8433.1 (including cutter bars for tractor mounting)

843330 - Haymaking machinery

843340 - Balers; straw or fodder balers, including pick-up balers

843351 - Combine harvester-threshers

- Click the green “Preview” button, and the data will appear below the menu.

UN Comtrade Database

1. Type of product & Frequency

Type of product: Goods, Services

Frequency: Annual, Monthly

2. Classification

HS: As reported, 02, 06, 02, 07, 12

SITC: As reported, Rev. 1, Rev. 2, Rev. 3, Rev. 4

BEC: BEC

3. Select desired data

Periods (year): 2016, 2015, 2014, 2013

Reporters: France

Partners: All

Trade flows: Import

HS2012 commodity codes

843311 - Mowers; lawn, parks or sports-grounds, powered, with the cutting device rotating in a horizontal plane

4. See the results

Preview

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5. Preview (124 records)

Show 25 entries

Period	Trade Flow	Reporter	Partner	Commodity Code	Trade Value (US\$)	Netweight (kg)	Qty Unit	Qty	Flag
2013	Import	France	World	843311	\$616,770,975	77,503,522	Number of items	1,698,360	0
2013	Import	France	Austria	843311	\$77,910,867	8,988,915	Number of items	248,163	0
2013	Import	France	Belgium	843311	\$2,733,089	261,020	Number of items	63,835	0
2013	Import	France	Canada	843311	\$45,526	6,692	Number of items	19	0
2013	Import	France	China	843311	\$70,946,475	11,258,700	Number of items	385,362	0
2013	Import	France	Czechia	843311	\$9,187,970	819,214	Number of items	11,565	0
2013	Import	France	Denmark	843311	\$6,725	1,168	Number of items	10	0
2013	Import	France	Finland	843311	\$40,875	3,420	Number of items	66	0
2013	Import	France	France	843311	\$1,294,724	70,560	Number of items	16,307	0
2013	Import	France	Germany	843311	\$111,148,401	17,793,176	Number of items	116,485	0
2013	Import	France	China, Hong Kong SAR	843311	\$4,060	277	Number of items	17	0
2013	Import	France	Hungary	843311	\$32,026,494	5,685,935	Number of items	170,200	0
2013	Import	France	Israel	843311	\$183,117	4,243	Number of items	143	0
2013	Import	France	Italy	843311	\$99,508,866	10,830,041	Number of items	287,617	0
2013	Import	France	Japan	843311	\$43,737,524	3,693,349	Number of items	38,969	0
2013	Import	France	Rep. of Korea	843311	\$16,685	540	Number of items	12	0
2013	Import	France	Luxembourg	843311	\$17,381	104	Number of items	6	0
2013	Import	France	Mexico	843311	\$4,219,861	398,837	Number of items	10,391	0
2013	Import	France	Other Asia, nes	843311	\$72,167	8,574	Number of items	314	0
2013	Import	France	Netherlands	843311	\$1,406,811	111,830	Number of items	714	0
2013	Import	France	Poland	843311	\$13,423,645	1,490,976	Number of items	16,393	0
2013	Import	France	Portugal	843311	\$126,504	15,810	Number of items	410	0
2013	Import	France	Romania	843311	\$5,801	711	Number of items	32	0
2013	Import	France	Slovakia	843311	\$18,247,571	2,400,885	Number of items	117,529	0
2013	Import	France	Spain	843311	\$82,472	8,308	Number of items	522	0

Showing 1 to 25 of 124 entries

First Previous 1 2 3 4 5 Next Last

9. If you are only looking at one year of data, you can easily sort by trade value to see the top exporters of the product to France. Click the grey arrow at the top of the “Trade Value (US\$)” column until the highest values are at the top.

5. Preview (29 records)

Show 25 entries

Period	Trade Flow	Reporter	Partner	Commodity Code	Trade Value (US\$)	Qty Unit	Qty	Flag
2016	Import	France	World	843311	\$513,206,656	67,606,327	No Quantity	4
2016	Import	France	USA	843311	\$91,088,526	10,925,951	No Quantity	4
2016	Import	France	Austria	843311	\$77,780,654	9,087,899	No Quantity	0
2016	Import	France	China	843311	\$77,522,350	13,270,838	No Quantity	0
2016	Import	France	Italy	843311	\$55,803,296	6,517,880	No Quantity	0
2016	Import	France	Japan	843311	\$50,195,776	4,257,179	No Quantity	0
2016	Import	France	Hungary	843311	\$47,900,094	10,412,814	No Quantity	0
2016	Import	France	Slovakia	843311	\$24,523,588	3,498,809	No Quantity	0
2016	Import	France	United Kingdom	843311	\$20,540,187	588,720	No Quantity	0
2016	Import	France	Germany	843311	\$19,949,354	3,328,083	No Quantity	0
2016	Import	France	Poland	843311	\$18,475,854	2,377,564	No Quantity	0
2016	Import	France	Areas, nes	843311	\$15,392,458	2,192,383	No Quantity	0
2016	Import	France	Czechia	843311	\$5,114,794	413,937	No Quantity	0
2016	Import	France	Sweden	843311	\$3,709,740	331,050	No Quantity	0
2016	Import	France	Mexico	843311	\$2,441,900	227,877	No Quantity	0
2016	Import	France	Belgium	843311	\$1,265,641	84,705	No Quantity	0
2016	Import	France	Israel	843311	\$478,088	11,087	No Quantity	0
2016	Import	France	Portugal	843311	\$472,829	66,674	No Quantity	0
2016	Import	France	Rep. of Korea	843311	\$244,014	20,670	No Quantity	0
2016	Import	France	Spain	843311	\$237,530	27,404	No Quantity	0
2016	Import	France	Netherlands	843311	\$74,207	4,512	No Quantity	0
2016	Import	France	Denmark	843311	\$15,606	2,216	No Quantity	0
2016	Import	France	Switzerland	843311	\$7,875	504	No Quantity	0
2016	Import	France	Ireland	843311	\$4,758	500	No Quantity	0
2016	Import	France	New Zealand	843311	\$582	29	No Quantity	0

Showing 1 to 25 of 29 entries

First Previous 1 2 Next Last

Estimated quantity/netweight shown in *italics*.
Flag refers to quantity/netweight estimation.
0 = no estimation, 2 = quantity, 4 = netweight, 6 = both quantity and netweight

Modify selection Download CSV

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10. If you are looking at more than one year of trade data, viewing the data in the website is less useful. It makes more sense to download the data and view it in a spreadsheet, like Excel. Click the button for, "Download CSV." The file will download.

2013	Import	France	Rep. of Korea	843311	\$16,685	540	Number of items	12	0
2013	Import	France	Luxembourg	843311	\$17,381	104	Number of items	6	0
2013	Import	France	Mexico	843311	\$4,219,881	398,837	Number of items	10,391	0
2013	Import	France	Other Asia, nes	843311	\$72,167	8,574	Number of items	314	0
2013	Import	France	Netherlands	843311	\$1,406,611	111,830	Number of items	714	0
2013	Import	France	Poland	843311	\$13,423,645	1,496,676	Number of items	16,393	0
2013	Import	France	Portugal	843311	\$126,504	15,810	Number of items	410	0
2013	Import	France	Romania	843311	\$5,801	711	Number of items	32	0
2013	Import	France	Slovakia	843311	\$18,247,571	2,400,885	Number of items	117,529	0
2013	Import	France	Spain	843311	\$82,472	8,308	Number of items	522	0

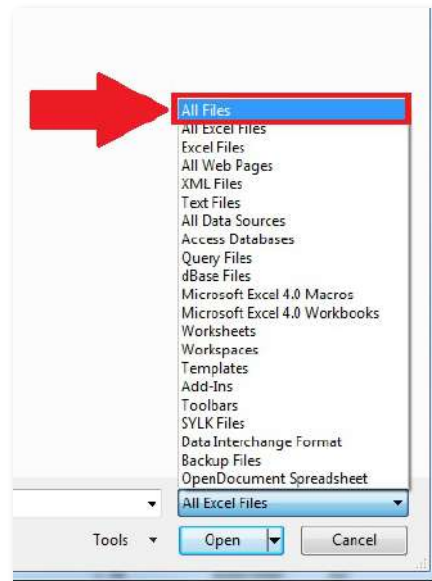
Showing 1 to 25 of 124 entries

First Previous 1 2 3 4 5 Next Last

Estimated quantity/netweight shown in italics.
Flag refers to quantity/netweight estimation:

Modify selection [Download CSV](#)

11. Open your spreadsheet program, and open the .csv file. If you can't see the file in the folder when trying to open it, choose "All Files" from the menu above the "Open" button instead of "All Excel Files."



ANALYZING THE COMTRADE DATA IN A SPREADSHEET

12. Now let's look at the data.

Classification															
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Classification	Year	Period	Period Desc.	Aggregate Level	Is Leaf	Trade Flow Code	Trade Flow	Reporter Code	Reporter	Reporter ISO	Partner Code	Partner	Partner ISO	2nd Partner Code	2nd Part
1	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		0 World	WLD			
2	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		40 Austria	AUT			
3	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		56 Belgium	BEL			
4	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		124 Canada	CAN			
5	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		156 China	CHN			
6	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		203 Czechia	CZE			
7	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		208 Denmark	DNK			
8	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		246 Finland	FIN			
9	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		251 France	FRA			
10	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		276 Germany	DEU			
11	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
12	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
13	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
14	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
15	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
16	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
17	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
18	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
19	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
20	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
21	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
22	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
23	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
24	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
25	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
26	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
27	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
28	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			
29	H4	2013	2013	2013	6	1	1 Import	251 France	FRA		344 China, Hong Kong	HKG			

ries

Cells

Editing

V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI
Commod ity Code	Commod ity	Qty Unit Code	Qty Unit	Qty	Alt Qty Unit Code	Alt Qty Unit	Alt Qty	Netweig ht (kg)	Gross weight (kg)	Trade Value (US\$)	CIF Trade Value (US\$)	FOB Trade Value (US\$)	Flag
843311	Nuclear r	5	Number of items			1698366		77503522		6.17E+08			0
843311	Nuclear r	5	Number of items			248163		8988915		77503522			0
843311	Nuclear r	5	Number of items			63835		261020		77503522			0
843311	Nuclear r	5	Number of items			19		6692		77503522			0
843311	Nuclear r	5	Number of items			386362		11258700		77503522			0
			Number of items			11965		919214		9187970			0
			Number of items			10		1168					0
			Number of items			66		3420					0
			Number of items			16307		70569					0
			Number of items			116485		17793176					0
			Number of items			17		277					0
			Number of items			170200		5685935					0
843311	Nuclear r	5	Number of items			143		4243					0
843311	Nuclear r	5	Number of items			287617		10830041					0
843311	Nuclear r	5	Number of items			38869		3693349					0
843311	Nuclear r	5	Number of items			12		540					0
843311	Nuclear r	5	Number of items			6		104					0
843311	Nuclear r	5	Number of items			10391		398837					0
843311	Nuclear r	5	Number of items			314		8574					0
843311	Nuclear r	5	Number of items			714		111830		1406611			0
843311	Nuclear r	5	Number of items			16393		1496976		13423645			0

HS Number for the Product and the Product Description

Trade Value (How much is France importing from each country in a given year?)

13. At this point, the trade data is still stacked, rather than in a time series. It would be much easier to analyze the data if you could see imports from each country with the years next to each other. Fortunately, it's easy to convert this data from stacked to time series using a PivotTable.

To get started, select all the columns and rows in the table so they are highlighted in blue. Then go to the "Insert" tab and select "PivotTable."

Insert PivotTable

Summarize data using a PivotTable.

PivotTables make it easy to arrange and summarize complicated data and drill down on details.

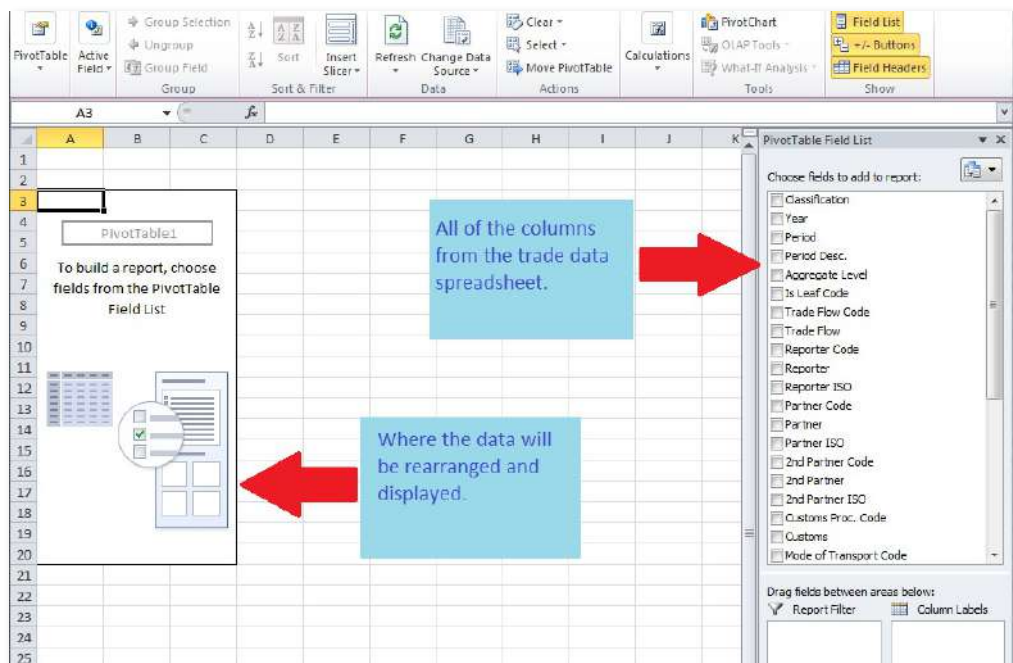
Press F1 for more help.

	F	G	H	I	J	K	L	M	N	O	P
	Year	Leaf Code	Flow Code	Flow	Reporter Code	Reporter ISO	Partner Code	Partner ISO	2nd Partner Code	2nd Partner ISO	
3	2013	2013	2013	6	1	1 Import	251 France	FRA	0 World	WLD	
4	2013	2013	2013	6	1	1 Import	251 France	FRA	40 Austria	AUT	
5	2013	2013	2013	6	1	1 Import	251 France	FRA	56 Belgium	BEL	
6	2013	2013	2013	6	1	1 Import	251 France	FRA	124 Canada	CAN	
7	2013	2013	2013	6	1	1 Import	251 France	FRA	156 China	CHN	
8	2013	2013	2013	6	1	1 Import	251 France	FRA	203 Czechia	CZE	
9	2013	2013	2013	6	1	1 Import	251 France	FRA	208 Denmark	DNK	
10	2013	2013	2013	6	1	1 Import	251 France	FRA	246 Finland	FIN	
11	2013	2013	2013	6	1	1 Import	251 France	FRA	251 France	FRA	
12	2013	2013	2013	6	1	1 Import	251 France	FRA	276 Germany	DEU	
13	2013	2013	2013	6	1	1 Import	251 France	FRA	344 China, Ho	HKG	
14	2013	2013	2013	6	1	1 Import	251 France	FRA	348 Hungary	HUN	
15	2013	2013	2013	6	1	1 Import	251 France	FRA	376 Israel	ISR	
16	2013	2013	2013	6	1	1 Import	251 France	FRA	381 Italy	ITA	
17	2013	2013	2013	6	1	1 Import	251 France	FRA	392 Japan	JPN	
18	2013	2013	2013	6	1	1 Import	251 France	FRA	410 Rep. of Kc	KOR	
19	2013	2013	2013	6	1	1 Import	251 France	FRA	442 Luxembol	LUX	
20	2013	2013	2013	6	1	1 Import	251 France	FRA	484 Mexico	MEX	
21	2013	2013	2013	6	1	1 Import	251 France	FRA	490 Other Asia, nes		
22	2013	2013	2013	6	1	1 Import	251 France	FRA	528 Netherlar	NLD	
23	2013	2013	2013	6	1	1 Import	251 France	FRA	616 Poland	POL	
24	2013	2013	2013	6	1	1 Import	251 France	FRA	620 Portugal	PRT	

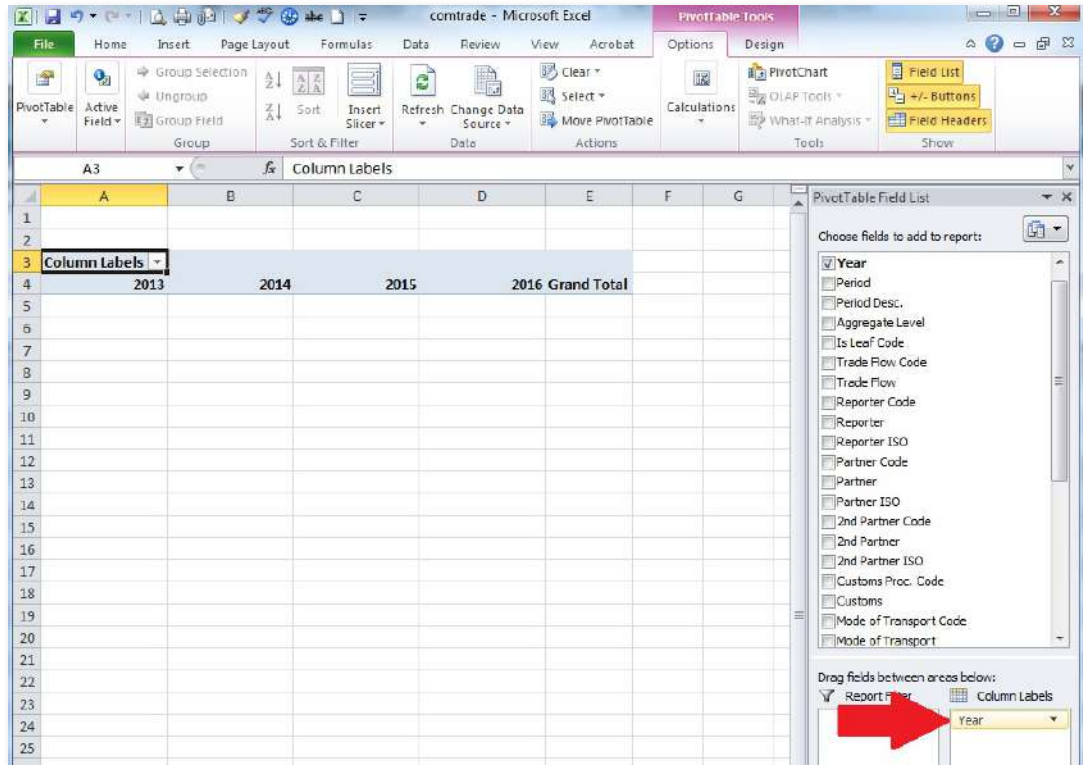
14. Click "OK." This will create a new tab in your workbook that will hold the Pivot Table. It will look like this.

On the right is a menu with all of the fields (columns) from your table. This is where you decide which will be rows or columns in the PivotTable.

On the left is the PivotTable itself, where the data will be displayed once it's rearranged.



15. Click on “Year” and drag it down to the box under “Column Labels.” The years you had selected for the trade data will now appear in the pivot table. Instead of being stacked, they are now columns.



16. Next, you want to list all the exporting countries down the left-hand side, so you can see imports from each country for the years in the different columns. Click “Partner” and drag it down to the box below “Row Labels.” The list of countries will appear on the left-hand side of the PivotTable like this.

The screenshot shows an Excel spreadsheet with a PivotTable and the PivotTable Field List task pane. The PivotTable has 'Row Labels' in column A and years (2013, 2014, 2015, 2016) and 'Grand Total' in columns B through F. The 'Row Labels' list includes countries from Austria to Singapore. The PivotTable Field List task pane on the right shows the following configuration:

- Choose fields to add to report:**
 - ☒ Year
 - ☐ Period
 - ☐ Period Desc.
 - ☐ Aggregate Level
 - ☐ Is Leaf Code
 - ☐ Trade Flow Code
 - ☐ Trade Flow
 - ☐ Reporter Code
 - ☐ Reporter
 - ☐ Reporter ISO
 - ☐ Partner Code
 - ☒ Partner
 - ☐ Partner ISO
 - ☐ 2nd Partner Code
 - ☐ 2nd Partner
 - ☐ 2nd Partner ISO
 - ☐ Customs Proc. Code
 - ☐ Customs
 - ☐ Mode of Transport Code
 - ☐ Mode of Transport
- Drag fields between areas below:**
 - Report Filter:** (Empty)
 - Column Labels:** Year
 - Row Labels:** Partner
 - Values:** (Empty)

A red arrow points to the 'Partner' field in the 'Row Labels' area of the task pane.

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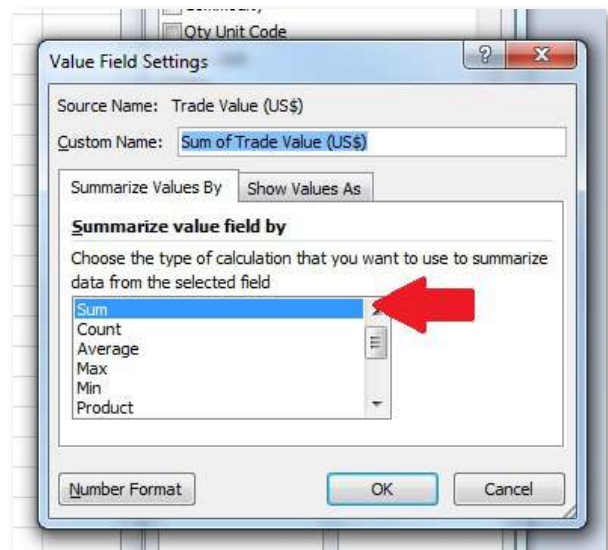
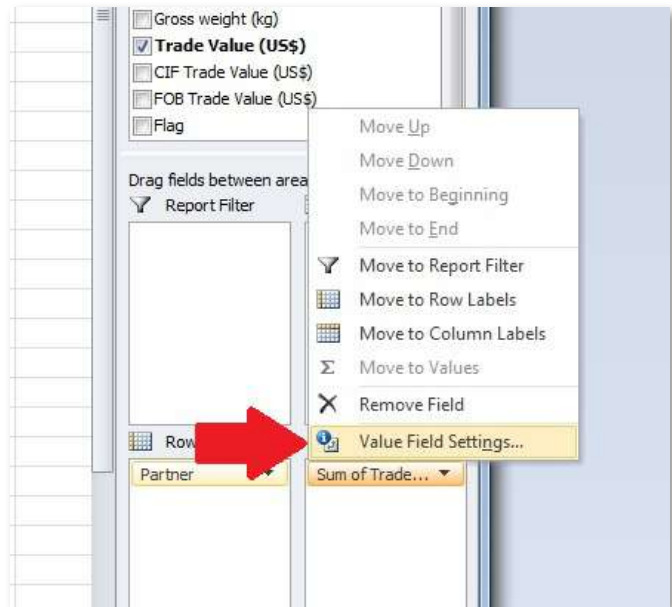
17. Now we need to add the trade data. In the list of fields, scroll down to “Trade Value (US\$).” Click on it and drag it to the box under “Σ Values.” Make sure it says “Sum of Trade Value (US\$).” If it says “Count,” it just counts the number of times that there is data for that country for that year. That's not what we want.

	A	B	C	D	E	F	G	H
1								
2								
3	Sum of Trade Value (US\$)	Column Labels						
4	Row Labels	2013	2014	2015	2016	Grand Total		
5	Areas, nes	1066760	20141458	11129504	15392458	47730180		
6	Austria	77910867	77371057	67184808	77786654	300253386		
7	Belgium	2733089	3907530	621925	1265641	8528185		
8	Canada	45526	2133	1783		49442		
9	China	70946475	70297805	80924161	77522350	299690791		
10	China, Hong Kong SAR	4096		629	243	4968		
11	Czechia	9187970	7038289	5696728	5114794	27037781		
12	Denmark	6726	16567	30846	15696	69835		
13	Estonia			1364		1364		
14	Finland	40875	37360	18081		96316		
15	France	1294724	4264201	1655708		7214633		
16	Germany	111148401	31755391	30182536	19949354	193035682		
17	Hungary	32026494	65316809	67945698	47960094	213249095		
18	India				322	322		
19	Ireland		12205		4758	16963		
20	Israel	183117	546639	406600	478088	1614444		
21	Italy	99508886	93842666	70873946	55603286	319828784		
22	Japan	43737524	53389802	53511802	50195776	200834904		
23	Jordan			35080		35080		
24	Luxembourg	17381	1	457	194	18033		
25	Mexico	4219861	4491725	3785356	2441900	14938842		
26	Morocco		3445			3445		
27	Nauru		1606			1606		
28	Netherlands	1406611	28270	194485	74207	1703573		
29	New Zealand				582	582		
30	Other Asia, nes	72167	144749		65	21698		
31	Poland	13423645	16729070	1403808	18475854	5003237		
32	Portugal	126504	346763	153258	472829	109935		
33	Rep. of Korea	16685		261859	244014	52255		
34	Romania	5801	1475			727		
35	Serbia		3841			384		
36	Singapore			321		321		

Make sure this says "Sum" and not "Count"

18. If it does say “Count,” rather than “Sum,” just click the button where it says “Count of...” and select “Value Field Settings.”

A window will open. Select “Sum” under “Summarize value field by.” Then click “OK.”



19. The PivotTable may have the most recent year of data as the first column with earlier years to the right. This isn't the best way to view time series data, but it's easy to fix. Where it says "Column Labels," there's a small, grey button with a triangle. Click that and a menu opens up that allows you to sort the columns. Click "Sort Smallest to Largest." This will change it so the earliest year is on the left.

1. Click the button with the triangle.

2. Click "Sort Smallest to Largest."

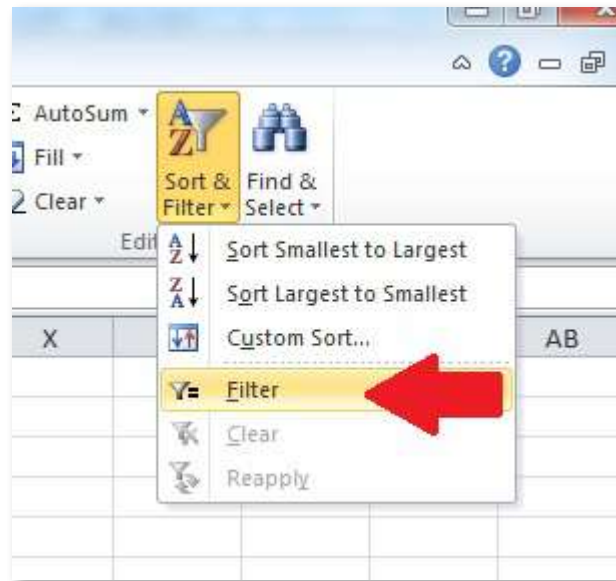
Sum of Trade Value (US\$)	Column Labels	Grand Total			
2016	2015	2014	2013	Grand Total	
1112950	6718480	621925	3907530	2733089	8528185
2133	45526	49442	70297805	70946475	299690791
4096	4968	7038289	9187970	27037781	69835
16567	6726	69835	1364	96316	7214633
18081	37360	40875	7214633	193035682	213249095
1655708	4264201	1294724	7214633	193035682	213249095
30182536	31755391	111148401	193035682	213249095	322
67945698	65316809	32026494	213249095	322	16963
406600	546639	183117	1614444	319828784	200834904
70873946	93842666	99508886	319828784	200834904	35080
53511802	53389802	43737524	200834904	35080	18033
35080	1	17381	18033	14938842	3445
194	457	1	17381	14938842	1606
2441900	3785356	4491725	4219861	14938842	1703573
74207	194485	28270	1406611	1703573	582
582	65	144749	72167	216981	

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20. Now we'll move the data into another tab so we can analyze it. Select the data in the Pivot Table and copy it (Ctrl + C for Windows computers). Or you can go to the "Home" tab at the top, under "Clipboard," and click "Copy."

Open a new tab in your workbook. Right click and select Paste Special > Paste as Values. Or you can go to the "Home" tab at the top, under "Clipboard," and click Paste > Paste as Values. This eliminates the formatting from the Pivot Table and gives you a worksheet you can analyze.

Now the data is sorted alphabetically by country, which isn't very useful. To make it so you can sort the data by the trade values, click anywhere within the data in the table. Then under the "Home" tab, under "Editing," click "Sort & Filter" and then "Filter."



21. Now each column of your data will have a button that allows you to sort the entire table by the values in that column. If you click on the button in the "Grand Total" column and click "Sort Largest to Smallest," the table will show the largest exporters of lawnmowers to France at the top.

Ignore the row for Grand Total because it adds up both the individual countries and the World, so it's double counting the data.

	A	B	C	D	E	F	G
1	Row Labels	2013	2014	2015	2016	Grand Tot	
2	Grand Total	1233541950	1199912486	1034317097	1026413170	4494184703	
3	World	616770975	599956243	517158549	513206585	2247092352	
4	USA	98616381	109060925	88792982	91088526	387558814	
5	Italy	99508886	93842666	70873946	55603286	319828784	
6	Austria	77910867	77371057	67184808	77786654	300253386	
7	China	70946475	70297805	80924161	77522350	299690791	
8	Hungary	32026494	65316809	67945698	47960094	213249095	
9	Japan	43737524	53389802	53511802	50195776	200834904	
10	Germany	111148401	31755391	30182536	19949354	193035682	
11	Slovakia	18247571	18219290	25934709	24623588	87025158	
12	United Kingdom	22184456	19952311	4461341	20540167	67138275	
13	Poland	13423645	16729070	1403808	18475854	50032377	
14	Areas, nes	1066760	20141458	11129504	15392458	47730180	
15	Czechia	9187970	7038289	5696728	5114794	27037781	
16	Sweden	7754373	2885945	1853692	3709740	16203750	
17	Mexico	4219861	4491725	3785356	2441900	14938842	
18	Belgium	2733089	3907530	621925	1265641	8528185	
19	France	1204734	4264201	1655708	1265641	7214633	

Now that you have the data formatted correctly, you can use regular formulas and graphs to analyze it.


For example, it looks like for the years 2013-2016, the United States was the largest exporter of lawnmowers to France, but French imports of lawnmowers overall decreased over the period, falling by nearly 17 percent. Imports of lawnmowers from the United States also decreased slightly. Meanwhile imports from China rose by more than 9 percent. What might these trends mean for your product in this market?


It's also important to think about the relationship between the target market and other major exporters to that market. Here, several of the other major exporters are also members of the European Union. So they have some advantage in that they are all part of a single market along with France. Think about whether other major exporters have trade agreements with your target market. Are they located closer to your target market, so transportation would be easier? Do they share a common language or culture that would facilitate doing business in your target market?

THE TRADE POLICY INFORMATION SYSTEM

The Trade Policy Information System (TPIS) is a trade data resource managed by the International Trade Administration. It can be found at <http://tpis.trade.gov>.

While some of the data is restricted to government users only, TPIS does have some helpful aggregated tools that use both the international UN Comtrade data and U.S. government data and display the information graphically.


International Trade Administration
U.S. DEPARTMENT OF COMMERCE



Trade and Industry Analysis
Office of Trade and Economic Analysis

Trade Policy Information System (TPIS)

- Available to Public, U.S. Trade through March 2018:*

TPIS HOME

Country Pages	Product Pages	States in USA	Government Users Only
TPIS Country Report Country Search and Analytics U.N. Trade--Top Partners U.S. Top Partners by Product	U.N. Top Products By Reporter and Partner U.S. Top Products By Country	State Reports (pdfs) Top States-By Product/Country By State--Top Partners By State--Top Products	Sign in to TPIS....(secure). Request Account (new users) "Sign in to TPIS" through the link above is available only to Federal Government Users.

[TPIS TERMS OF USE AND DISCLAIMER](#)

NOTE: TPIS FOR GOVERNMENT LOGIN IS AVAILABLE AGAIN, AS OF MARCH 28, 2018 (Sign in above) .

Data for March 2018 and full year 2017 are now available for the Government login (April 5, 2018).

Revisions for 2014-2016 U.S. Trade data are now available (June 6, 2017)


TPIS URL: <https://tpis1.trade.gov>


Information: What is Available through TPIS?

For more information or to report connection problems, please [contact the TPIS Help Desk](#).

TPIS COUNTRY REPORT

The TPIS Country Report on the left-hand side gives you a fact sheet of high-level information about a country over time, including its population, GDP, overall trade figures, and top trade sectors. Just choose the country you want to see from the menu.


International Trade Administration
U.S. DEPARTMENT OF COMMERCE


Trade Policy Information System (TPIS)
 Office of Trade and Economic Analysis

[TPIS Home Page](#)
[Print Format](#)
[Top Partner Page](#)
[Top Product Page](#)
[Refresh Page](#)

COUNTRY FACT SHEET: FRANCE

☒ Show ITA Logo in Print Format

France
 Show 4 years ending: 2017
 [Export to Excel](#)

PROFILE

Population in 2017 (Millions): 65~
Capital: Paris

ECONOMY

	2014	2015	2016	2017~
Nominal GDP (Current Billions \$U.S.)	2,854	2,435	2,466	2,584
Nominal GDP Per Capita (Current \$US)	44,572	37,866	38,205	39,869
Real GDP Growth Rate (% change)	.948	1.07	1.19	1.85
Real GDP Growth Rate Per Capita (% change)	.427	.639	.784	1.46
Consumer Prices (% change)	.613	.088	.308	1.16
Unemployment (% of labor force)	10	10	10	9.44
Economic Mix in 2016: 19.4% All Industries; 11.1% Manufactures; 79.2% Services; 1.5% Agriculture				

FOREIGN TRADE (\$US Millions)

	2014	2015	2016	2017
Trade in Goods and Services (BOP)				

U.N. TRADE – TOP PARTNERS REPORT

Another report on the TPIS homepage, the U.N. Trade – Top Partners report, can give you a quick snapshot of a country's trade patterns for a given product.

Here we've again chosen France in the menu where it says "Change Country To."

Top Trading Partners for United States

Change Country To: **United States (years: 2000-2017)** Find In: **All Countries (.WORLD)**

Show United States Trade with Countries in: **All Countries (.WORLD)**

Show Top **5** Partner Countries in (Rank Year): **2017**

PRODUCT: **Total Merchandise Trade** Source: **UN COMTRADE, Harmonized System (HS)**

Display ☒ **Ch** to **2017**

Display Flows ☐ **Two-Way Trade (X+M)**

For Data Table

ALL MERCHANDISE TRADE

The 5 Top 2017 Export Markets for United States

Under "Product," chose the first two digits of your HS number. This is the HS "chapter" your product is in. Our product is still the lawnmowers in 843311, so we select chapter 84.

Top Trading Partners for France

Reported in years: 2000-2017

Change Country To: **United States (years: 2000-2017)** Find In: **All Countries (.WORLD)**

Show France Trade with Countries in: **All Countries (.WORLD)**

Show Top **5** Partner Countries in (Rank Year): **2017**

PRODUCT: **Total Merchandise Trade** Source: **UN COMTRADE, Harmonized System (HS)**

Display ☒ **Ch** to **2017**

Display Flows ☐ **Two-Way Trade (X+M)**

For Data Table

ALL MERCHANDISE TRADE

The 5 Top 2017 Export Markets for France

Total Merchandise Trade

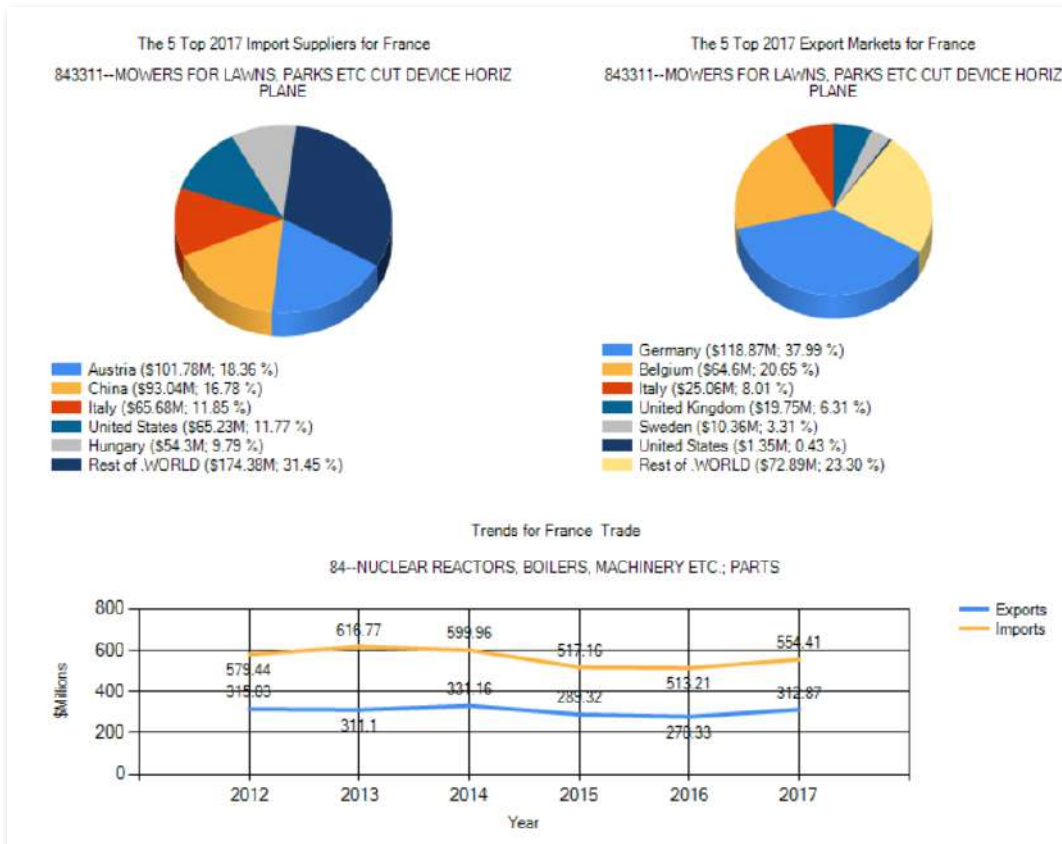
Under Product, select the first two digits of your HS number. Ours are "84"

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Then choose the product under “Product Detail.” Here we’ve chosen 842211 for the lawnmowers.

Top Trading Partners for France
 Reported in years: 2000-2017
 Change Country To: Find In:
 Show France Trade with Countries in:
 Show Top Partner Countries in (Rank Year):
 PRODUCT: Source:
 Product Detail:
 Display ☒ C
 Display Flow ☐ F
 For Data Tab:
 Refresh Page
 84--NUCL
 843230--SEEDERS, PLANTERS AND TRANSPLANTERS
 843231--NO-TILL DIRECT SEEDERS, PLANTERS AND TRANSPLANTERS
 843239--SEEDERS, PLANTERS AND TRANSPLANTERS, NESOI
 843240--MANURE SPREADERS AND FERTILIZER DISTRIBUTORS
 843241--MANURE SPREADERS
 843242--FERTILIZER DISTRIBUTORS
 843280--AGRIC, HORT, FORSTY MACH FOR SOIL PREP OR CULTIVATE
 843290--AGRIC HORT/FOREST MACHY & LAWN/GROUND ROLLER PARTS
 8433--HARVEST ETC MACHINES, CLEANING EGGS ETC NESOI, PTS
 843311--MOWERS FOR LAWNS, PARKS ETC CUT DEVICE HORIZ PLANE
 843319--MOWERS FOR LAWNS EXC PWRD W HORZNTL ROTATING CUTTR
 843320--MOWERS, NESOI, INC CUTTER BAR FOR TRACTOR MOUNTING
 843330--HAYING MACHINES OTHER THAN MOWERS
 843340--STRAW OR FODDER BALERS, INCLUDING PICK-UP BALERS
 843351--COMBINE HARVESTER-THRESHERS
 843352--THRESHING MACH ETC COMBINE HARVESTER-THRESHERS
 2017 Export Markets for France
 LEAR REACTORS, BOILERS, MACHINERY ETC.; PARTS

The report will then show you the top import suppliers for France (who is exporting to France) and the top export markets (where is France exporting). It gives you pie charts and line graphs over time.



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Below the charts is a table with the trade data, shares and change over time.

France											
Top 5 2017 Partners in All Countries (.WORLD): HS 843311--MOWERS FOR LAWNS, PARKS ETC CUT DEVICE HORIZ PLANE, 2012-2017											
(SMillions)											
COUNTRY	FLOW	2012	2013	2014	2015	2016	2017	RANK 2017	SHARE (%)	% CHANGE	
									2017	2012-2017	2016-2017
.WORLD	EXPORTS	315.03	311.10	331.16	289.32	278.33	312.87	0	100.00	-0.69	12.41
Germany	EXPORTS	130.60	123.44	126.49	113.88	113.96	118.87	1	37.99	-8.98	4.31
Belgium	EXPORTS	66.39	63.16	68.28	63.86	51.54	64.60	2	20.65	-2.70	25.32
Italy	EXPORTS	12.11	14.67	18.70	16.84	18.33	25.06	3	8.01	106.90	36.70
United Kingdom	EXPORTS	19.73	21.33	24.82	19.24	20.87	19.75	4	6.31	0.09	-5.39
Sweden	EXPORTS	5.67	7.42	12.84	6.89	7.31	10.36	5	3.31	82.52	41.63
United States	EXPORTS	0.14	0.10	0.22	0.27	0.04	1.35	18	0.43	892.18	3,114.59
Rest of .WORLD	EXPORTS	80.40	80.97	79.81	68.34	66.27	72.89	999	23.30	-9.34	9.99
.WORLD	IMPORTS	579.44	616.77	599.96	517.16	513.21	554.41	0	100.00	-4.32	8.03
Austria	IMPORTS	55.52	77.91	77.37	67.18	77.79	101.78	1	18.36	83.33	30.84
China	IMPORTS	39.90	70.95	70.30	80.92	77.52	93.04	2	16.78	133.15	20.01
Italy	IMPORTS	127.60	99.51	93.84	70.87	55.60	65.68	3	11.85	-48.53	18.12
United States	IMPORTS	79.20	98.62	109.06	88.79	91.09	65.23	4	11.77	-17.63	-28.38
Hungary	IMPORTS	31.76	32.03	65.32	67.95	47.96	54.30	5	9.79	70.98	13.22
Rest of .WORLD	IMPORTS	245.45	237.76	184.07	141.44	163.25	174.38	999	31.45	-28.96	6.82

There's a similar U.S. Top Partners by Product report that can show you where the U.S.'s top export destinations for your products are.

USA TRADE ONLINE

USA Trade Online is a site from the United States Census Bureau. It contains detailed U.S. trade data. This is data where the U.S. is the reporter, such as U.S. exports to the world or U.S. imports from the world.

Using U.S. export data can be helpful because you can get more detailed data beyond the six-digit level used in the tool. This data can more precisely show the trade patterns for the product you are exporting because you can find the trade data for the exact Schedule B number of your product.

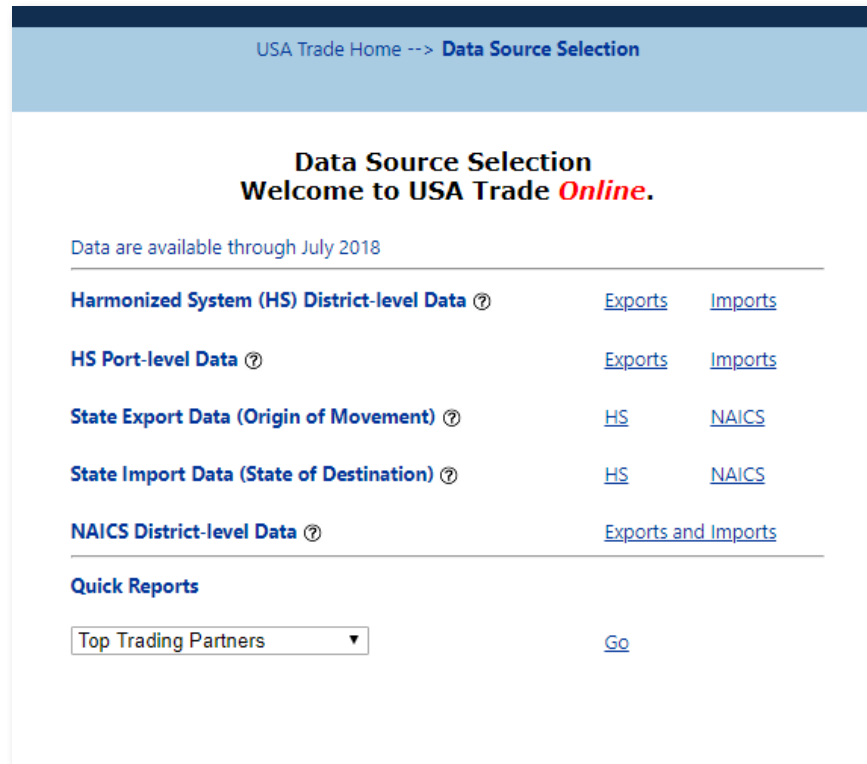
Let's take a look at the Schedule B numbers for our chosen product, lawnmowers in HS 843311. Here are the Schedule B lines.

- - Mowers for lawns, parks or sports grounds:		
<u>8433.1</u>	<u>- - - Powered, with the cutting device rotating in a horizontal plane:</u>	
<u>1</u>	8433.11.0010	- - - - Electric mowers, including battery operated
	- - - - Riding mowers, other than electric:	
	8433.11.0020	- - - - - Under 5.2 kW (7 hp)
	8433.11.0030	- - - - - 5.2 kW (7 hp) and over but under 7.46 kW (10 hp)
	8433.11.0040	- - - - - 7.46 kW (10 hp) and over
	- - - - Other:	
	8433.11.0050	- - - - - Under 3.7 kW (5 hp)
	8433.11.0060	- - - - - 3.7 kW (5 hp) and over

There are broadly three groups: electric mowers, riding mowers that aren't electric, and other lawnmowers. Then there are more detailed lines for mowers of different horsepower. So you can see how having more specific trade data could be helpful as there are many different kinds of lawnmowers.

Let's imagine that our lawnmower is electric (so it would be in 8433.11.0010) and see what the trade data looks like in USA Trade Online.

1. After you create an account for the site and log in, you'll see the front page. It looks like this:

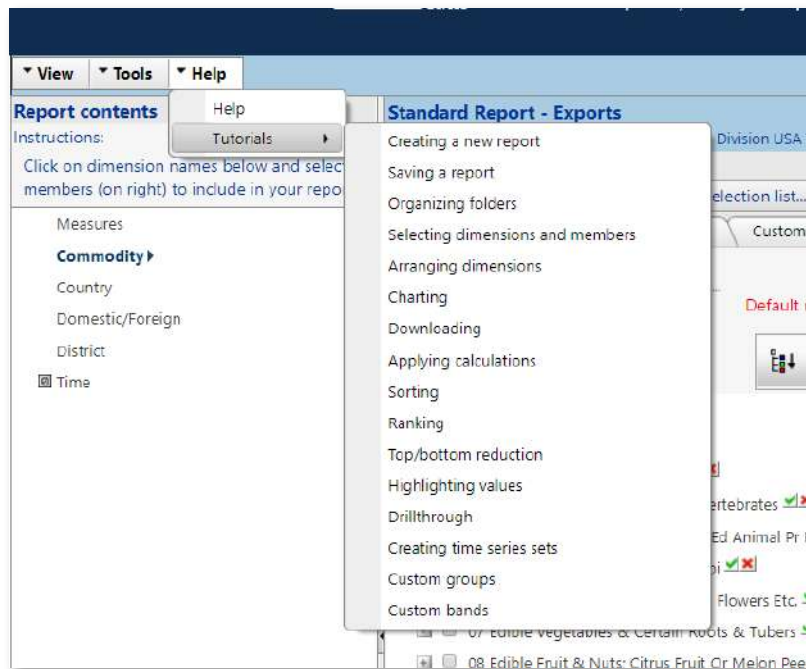


2. Select "Exports" next to "Harmonized System (HS) District-level Data."

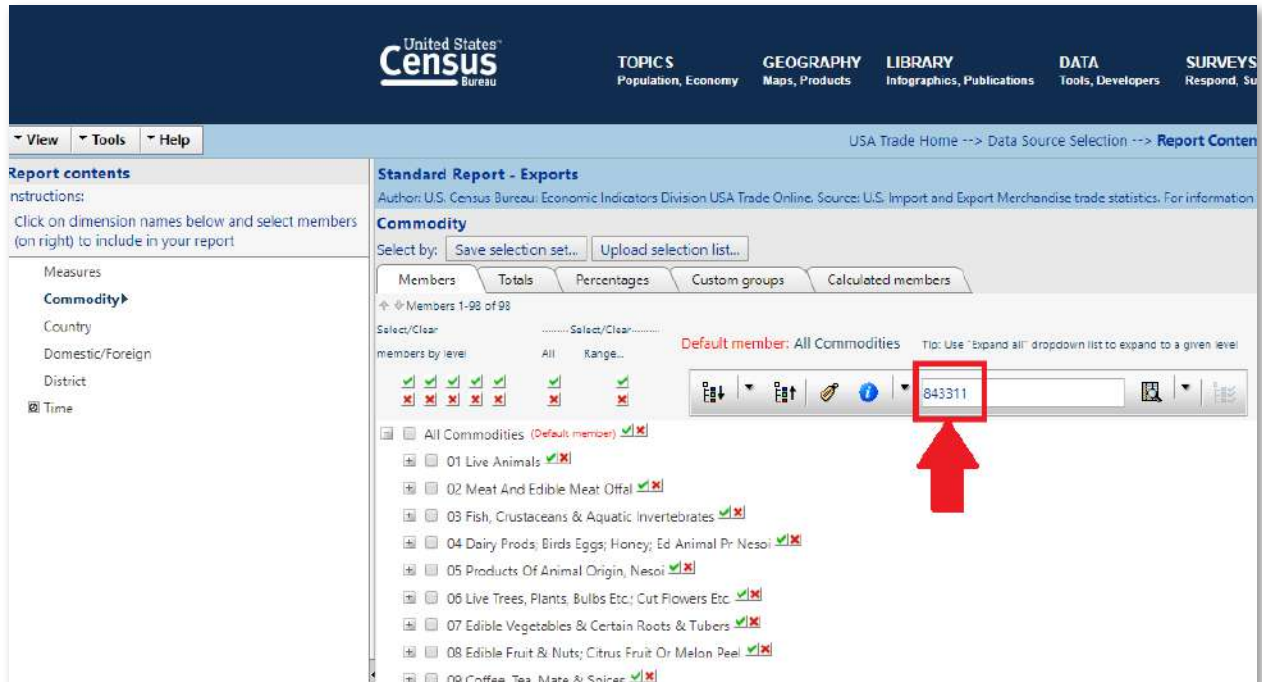


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- There are tutorials for how to use the site here in the top left corner. But we'll go through a basic search in this document.



- Type the HS number in the box. In this case, 843311, and hit enter.



- Choose the line for electric lawn mowers.

-
- The screenshot shows the 'Country' selection window. A red arrow points to the 'Select all Level 2' button, which is highlighted by a tooltip. The window includes tabs for 'Members', 'Totals', 'Percentages', and 'Custom groups'. Below the tabs, there are fields for 'Select/Clear' and 'Jump to member containing:'. A table displays selection status for various countries, with columns for 'Level 1', 'All', and 'Range...'. A red text label 'Default member: World' is visible on the right.

- On the left-hand side in the panel for “Report contents,” click “Time.” Select the years of data you want.

Standard Report - Exports

Author: U.S. Census Bureau: Economic Indicators Division USA

Time

Select by:

Save selection set...

Members

Totals

Percentages

Time series

Members 1-27 of 27

Select/Clear

Select/Clear.....

members by level

All

Range...

Default member

✓

✗

✓

✗

✓

✗

✓

✗

1996

1997

1998

1999

2000

2001

+

2002

✓

✗

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2003

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2016

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✗

+

2017

✓

✗

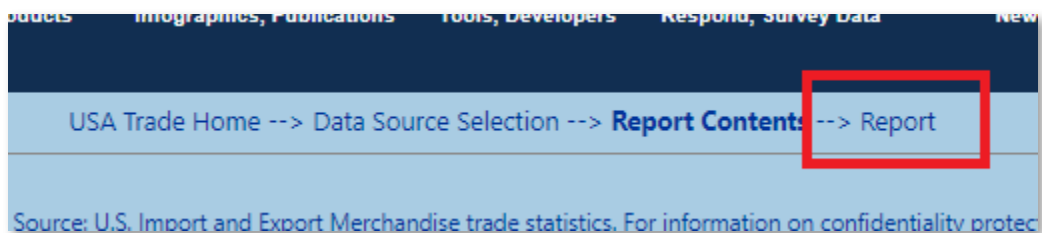
+

2018 through July

✓

✗

8. View the report. At the top of the screen, just below the dark blue header, select "Report."



9. The report will appear. You'll see that the data's format isn't particularly helpful with the countries along the top. But the report is like a pivot table, so it's easy to fix.

USA Trade Home --> Data Source Selection --> Report Contents --> **Report** --> Chart

View as: **Table** Chart Email report definition...

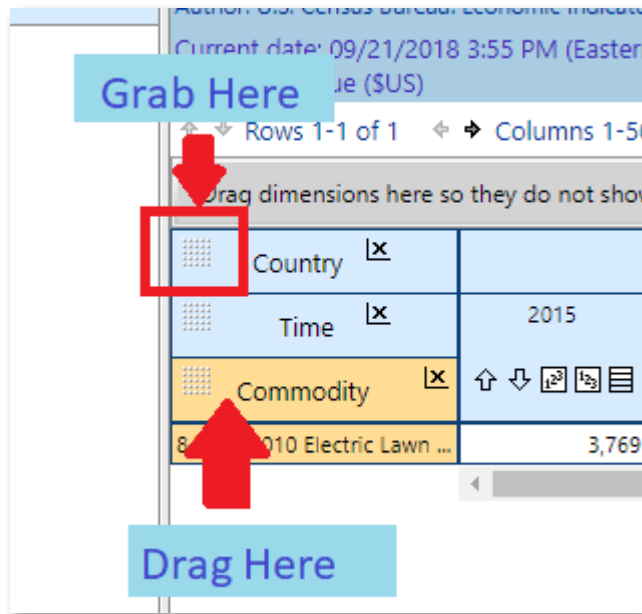
Standard Report - Exports
 Author: U.S. Census Bureau: Economic Indicators Division USA Trade Online. Source: U.S. Import and Export Merchandise trade statistics. For information on confidentiality protection, nonsampling error
 Current date: 09/21/2018 3:55 PM (Eastern Daylight Time)
 Measures: Value (\$US)

Rows 1-1 of 1 Columns 1-50 of 801

Drag dimensions here so they do not show as a row or column in table

Country	Afghanistan			Albania			Algeria		
Time	2015	2016	2017	2015	2016	2017	2015	2016	2017
Commodity									
8433110010 Electric Lawn ...	3,769								

10. To fix this grab the country box where the dots are in the corner. Drag the Country box down to the orange Commodity box and let go.



11. Now the report should look like this.

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Rows 1-200 of 267 Columns 1-3 of 3

Drag dimensions here so they do not show as a row or column in table

	Time	2015	2016	2017
Country	Commodity			
Afghanistan	8433110010 Electric Lawn ...	3,769		
Albania	8433110010 Electric Lawn ...			
Algeria	8433110010 Electric Lawn ...			
Andorra	8433110010 Electric Lawn ...			
Angola	8433110010 Electric Lawn ...			
Anguilla	8433110010 Electric Lawn ...			
Antigua and Barbuda	8433110010 Electric Lawn ...		8,400	
Argentina	8433110010 Electric Lawn ...	716,860	121,606	358,973
Armenia	8433110010 Electric Lawn ...			
Aruba	8433110010 Electric Lawn ...	4,045	37,148	
Australia	8433110010 Electric Lawn ...	74,896	2,293,259	639,923
Austria	8433110010 Electric Lawn ...	19,350		8,113
Azerbaijan	8433110010 Electric Lawn ...			
Bahamas	8433110010 Electric Lawn ...	55,147	244,710	68,604
Bahrain	8433110010 Electric Lawn ...			
Bangladesh	8433110010 Electric Lawn ...			
Barbados	8433110010 Electric Lawn ...		9,405	70,914
Belarus	8433110010 Electric Lawn ...			
Belgium	8433110010 Electric Lawn ...	228,237	276,962	190,270
Belize	8433110010 Electric Lawn ...	15,326	3,000	30,596
Benin	8433110010 Electric Lawn ...			
Bermuda	8433110010 Electric Lawn ...	37,661	63,967	27,236
Bhutan	8433110010 Electric Lawn ...			

12. Now Drag the commodity block up to the gray box where it says, “Drag dimensions here so they do not show as a row or column in table.” Your report should now look like this.

Measures: Value (\$US)

Rows 1-200 of 267 Columns 1-3 of 3

Commodity - 8433110010 Electric Lawn Mower... x

Time x	2015	2016	2017
Country x	↑ ↓ [i²³] [i₂₃] [≡]	↑ ↓ [i²³] [i₂₃] [≡]	↑ ↓ [i²³] [i₂₃] [≡]
Afghanistan	3,769		
Albania			
Algeria			
Andorra			
Angola			
Anguilla			
Antigua and Barbuda		8,400	
Argentina	716,860	121,606	358,973
Armenia i			
Aruba	4,045	37,148	
Australia	74,896	2,293,259	639,923
Austria	19,350		8,113
Azerbaijan i			
Bahamas	55,147	244,710	68,604
Bahrain			
Bangladesh			
Barbados		9,405	70,914
Belarus i			
Belgium	228,237	276,962	190,270
Belize	15,326	3,000	30,596
Benin			
Bermuda	37,661	63,967	27,236
Bhutan			
Bolivia	4,700	48,104	17,453
Bosnia and Herzegovina i			

13. You can use the arrows to sort the data and analyze it within the database. Or you can export the data using the download function and analyze it in a spreadsheet.

USA Trade Home --> Data Source

View as: **Table** Chart Email report definition...

Standard Report - Exports
 Author: U.S. Census Bureau: Economic Indicators Division USA Trade Online. Source: U.S. Import and Export Merchandise Data
 Current date: 09/21/2018 4:13 PM (Eastern Daylight Time)
 Measures: Value (\$US)

Rows 1-200 of 267 Columns 1-3 of 3

Commodity - 8433110010 Electric Lawn Mower

Download the Data

Time	2015	2016	2017
Country			
OECD - Organization for E...	13,894,871	21,993,304	15,182,940
APEC - Asia Pacific Econo...	10,991,003	13,748,553	12,059,412
US Trade Agreements Partn...	10,255,736	11,631,555	9,952,609
North America	9,633,805	8,816,863	8,319,095
NATO (North Atlantic Trea...	8,614,377	11,193,373	7,150,175
Twenty Latin American Rep...	5,679,948	6,607,928	5,760,663
LAFTA - Latin American Fr...	5,370,504	6,252,562	5,116,618
Mexico	4,415,521	5,856,588	4,167,654
Canada	5,218,284	2,960,275	4,151,441
Pacific Rim Countries	1,305,767	4,830,555	3,666,151
Europe	3,688,635	8,411,435	3,259,310
European Union	3,652,200	8,394,764	3,153,857
Australia and Oceania	397,658	4,356,709	2,996,124
New Zealand	318,012	2,003,450	2,131,201
Euro Area	2,564,738	7,003,878	2,112,932

Sort the data

With this data, you'll be able to see the U.S. export patterns over time for the specific kind of lawnmower you export, rather than all lawnmowers.