

TRADE FORWARD
SOUTHERN AFRICA

KNOWLEDGE GUIDE SERIES

ITC Exporter Tools: TRADE MAP



ITC Trade Map [▶ www.trademap.org](http://www.trademap.org)

Trade Map: Part of a suite of online market analysis tools developed by the International Trade Centre



Trade Map is an online trade data analysis tool that provides trade flow information in a user-friendly and accessible format. Users in developing countries are granted access to these ITC tools free of charge. Trade Map contains monthly, quarterly and annual international trade data that, combined with statistical indicators, can help users to prioritize export or import markets.

Trade Map enables users to:

- ▶ **Analyse** any country's export performance for any product or service
- ▶ **Identify** promising export markets, by viewing the world's major importing countries for a specific product and associated growth rates
- ▶ **Access** the level of competition in a given export market: view competitor countries, the number of supplying countries
- ▶ **Assess** the national trade performance of a country, identify sectors and products in terms of trade and investment potential
- ▶ **Consider** diversification options in a specific market by reviewing demand for similar products in that market
- ▶ **View** and download trade data to better understand short and long term import and export trends for specific products and markets.

Register for Access:

To access the **ITC online tools**, a user must register online using their e-mail and password.

Navigate to the **Trade Map** portal at the above link, and click on 'Sign in'.

Scan Code



If you have not previously registered, you have the option here to register as a new user.

▶ bit.ly/itc-register

▶ Illustrative example www.trademap.org

A grower of nuts located in Mozambique receives an enquiry from a nut processor in South Africa for the supply of 'in shell macademia nuts', and decides to do some further market analysis on the South African market.

Input fields



Set the desired direction of trade: Export / Import

Enter destination country (South Africa)

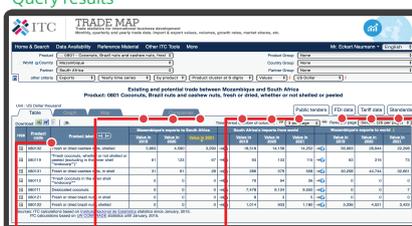
Enter supplier country (exporter) (Mozambique)

Choose product code / description

HS 0802 ('other nuts, fresh or dried') etc.

Set the period: Monthly, quarterly, yearly

Query results



Value of Mozambique's nut exports to 'world'

Value of South Africa's nut imports from 'world'

Value of Mozambique's nut exports to South Africa over the past 3 periods

Product tariff codes & descriptions, trade data for different sub-categories of nuts classified within HS 0802 (HS 080262 - fresh/dried macadamia, shelled)

In this simple example, what was the producer able to establish?

- Mozambique supplies mainly **whole (in shell) macadamia nuts** to South Africa; exports grew rapidly (by 122%) in the period 2020 to 2021 (to \$6.7m).
- Mozambique is the **leading supplier to SA**, accounting for 50% of SA's total imports in 2021 (2019: 33%)
- SA's imports of 'in shell macadamia nuts' have **grown** at an average annual rate of more than **50% per year** over the decade 2012-2021, to \$13.3m in 2021.
- The data suggests that in recent years there has been some **substitution** of 'in shell macadamia' imports by SA from Malawi and Zimbabwe, to Mozambique
- **SA's exports** of processed (shelled) macadamia nuts to the country's largest export destination (USA) have **doubled** to \$100m in the period 2020-2021.

Funded by



▶ tfsouthernafrica.org