



International  
Trade  
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# ITC Market Analysis Tools Survey results

Geneva, February 2019



# Objective of the ITC Market Analysis Tools survey

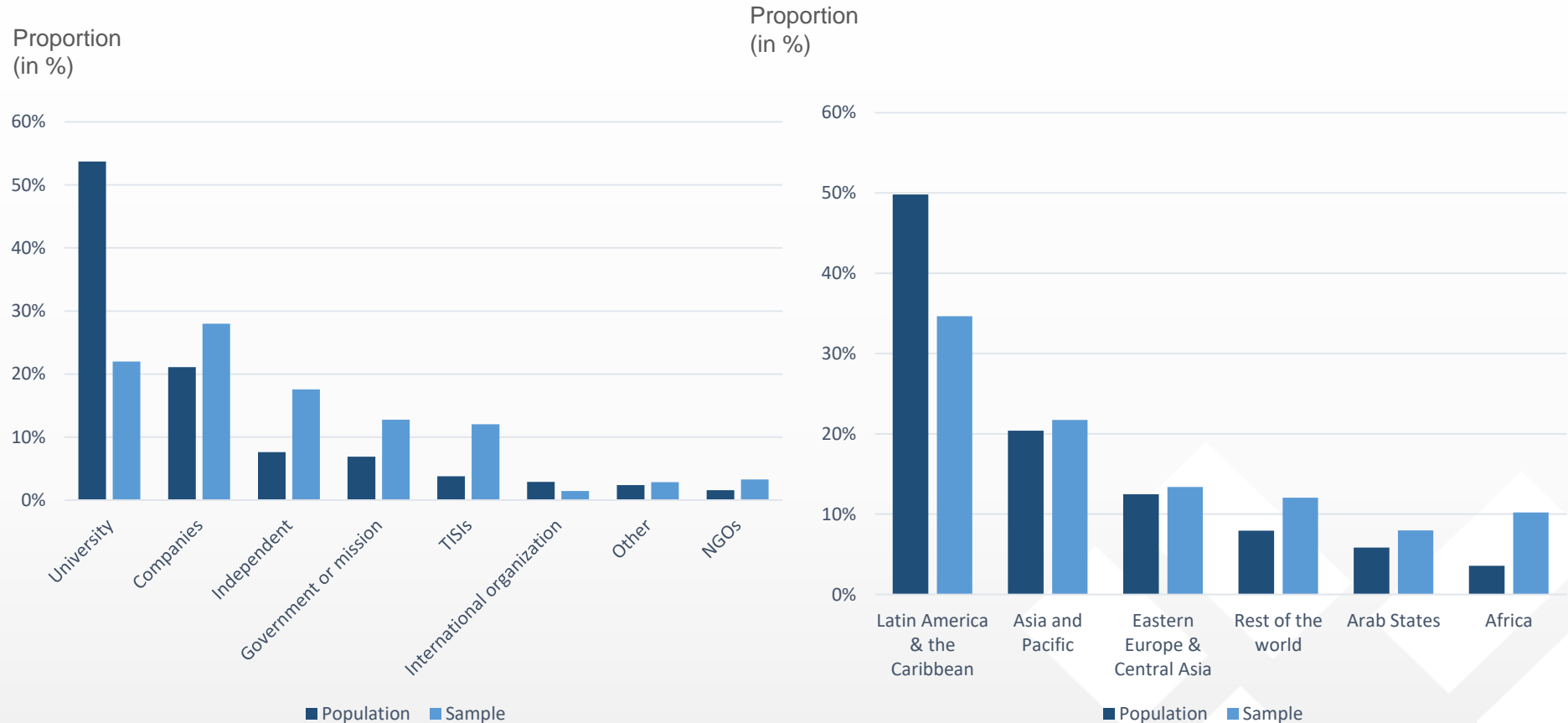
- To monitor relevance, utilisation and performance of market analysis tools:
  - Trade Map,
  - Market Access Map,
  - Euro-Med TIFM,
  - Export Potential Map,
  - Sustainability Map,
  - Investment Map and
  - Market Price Information
  
- To provide insights on the impact of ITC market analysis tools

# The survey in figures

Questionnaires sent to users who have **visited** one or more tools at least **once** during the **last year**.

- **138 100** emails sent (in 3 languages)
  - + 2 reminders
- The survey was available online 4 weeks between **October 17th** and **November 16th**. It consisted of a total of 17 questions.
- **2 749** answers (i.e. answer rate  $\approx 2\%$ )

# Users activities and location

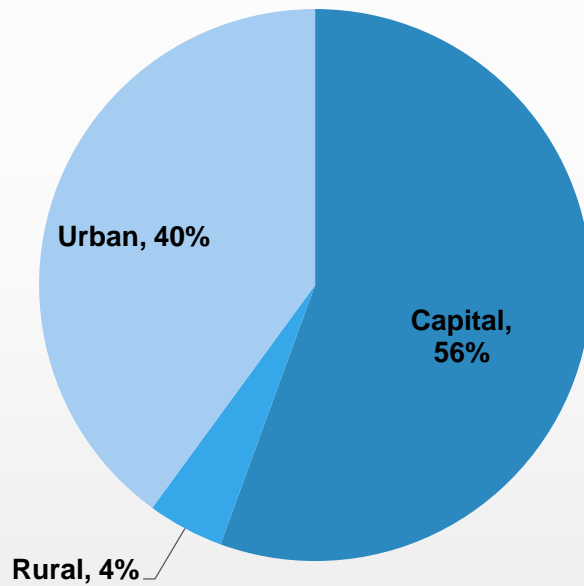


The sample has a similar structure as in 2017.  
 Corrections have been applied to match the population structure in terms of:

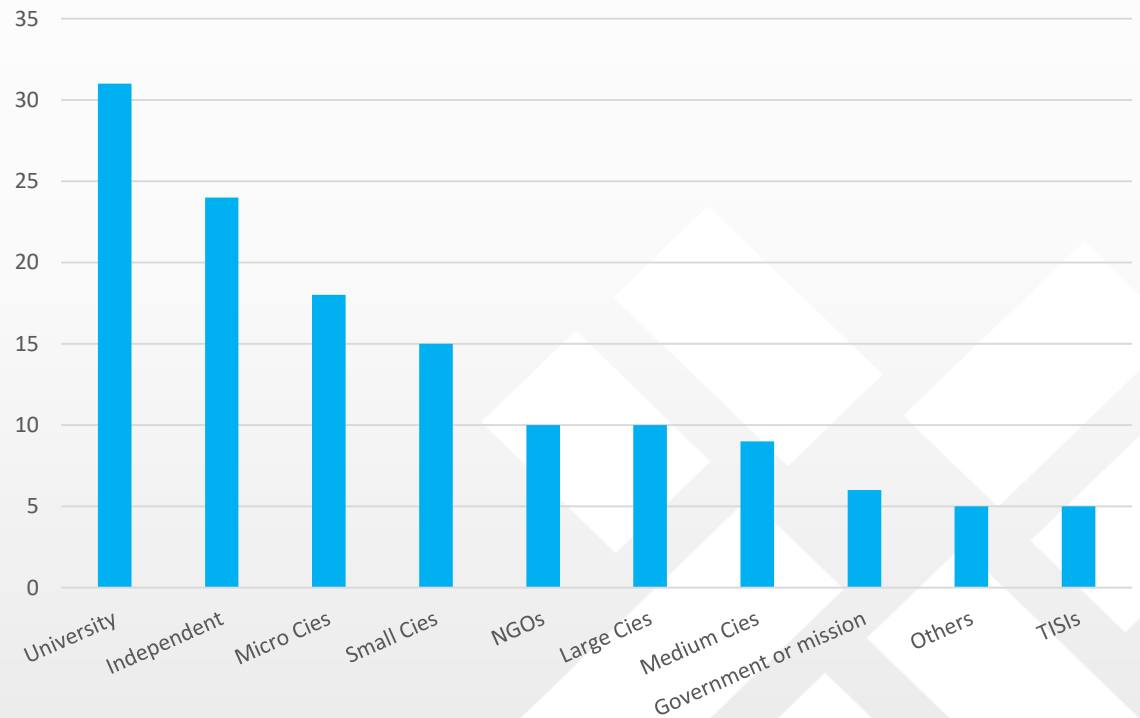
- geographical location
- activity

# User distribution by location

Proportion of user by location (%)



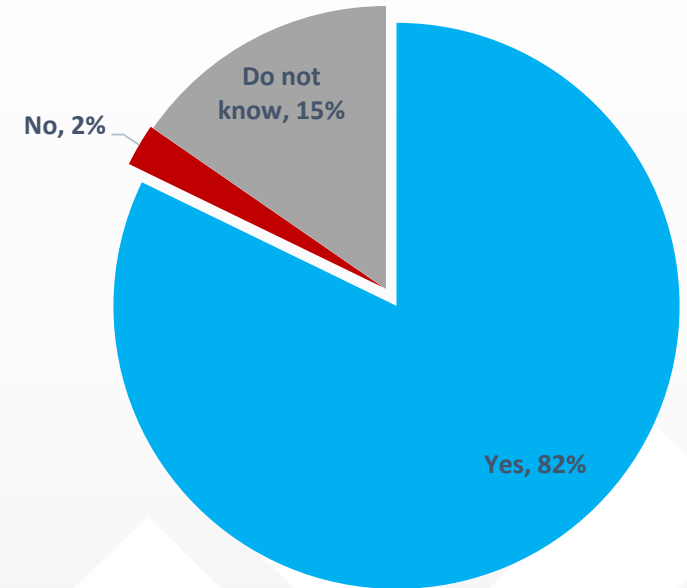
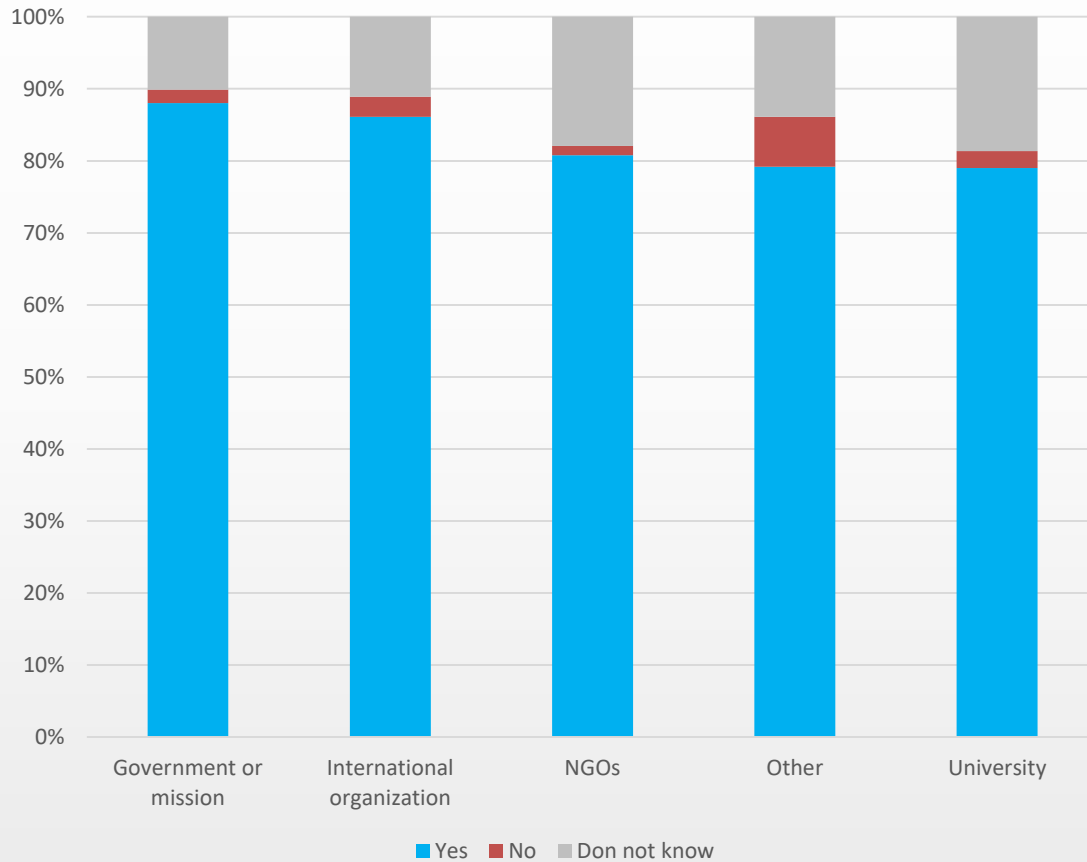
Proportion of users in rural area for each activity (in %)



# The Market Analysis Tools: influence and outcomes

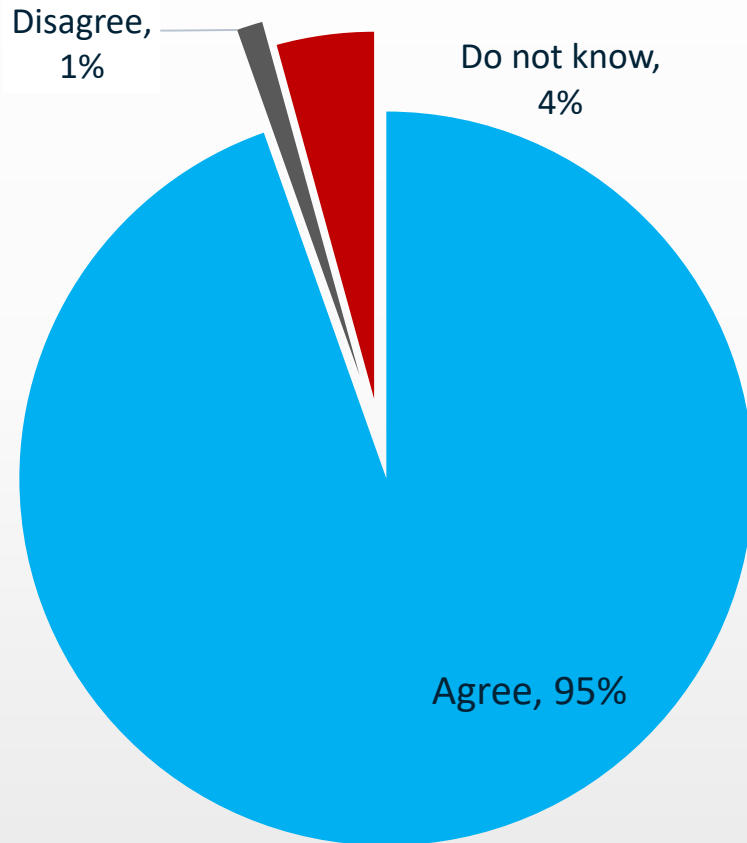
# Tools help users ...

... "to improve their services."



# Tools help users...

... "to better understand trade related issues."

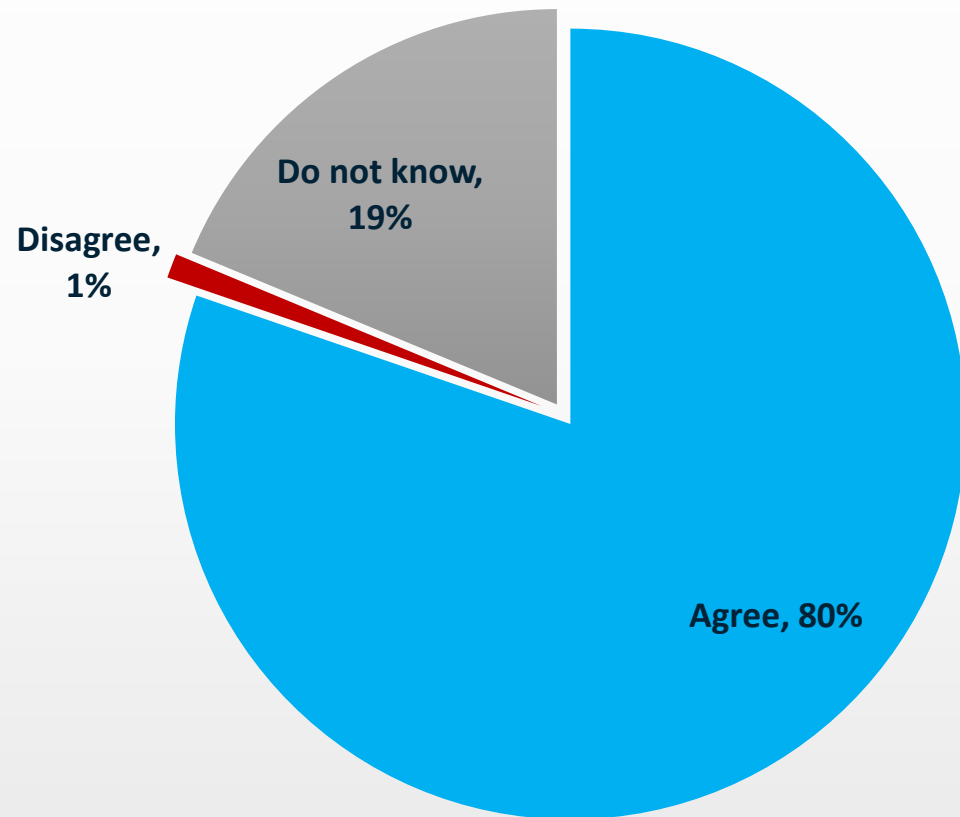


«Agree» = 95% of the answers



# Tools help policy makers...

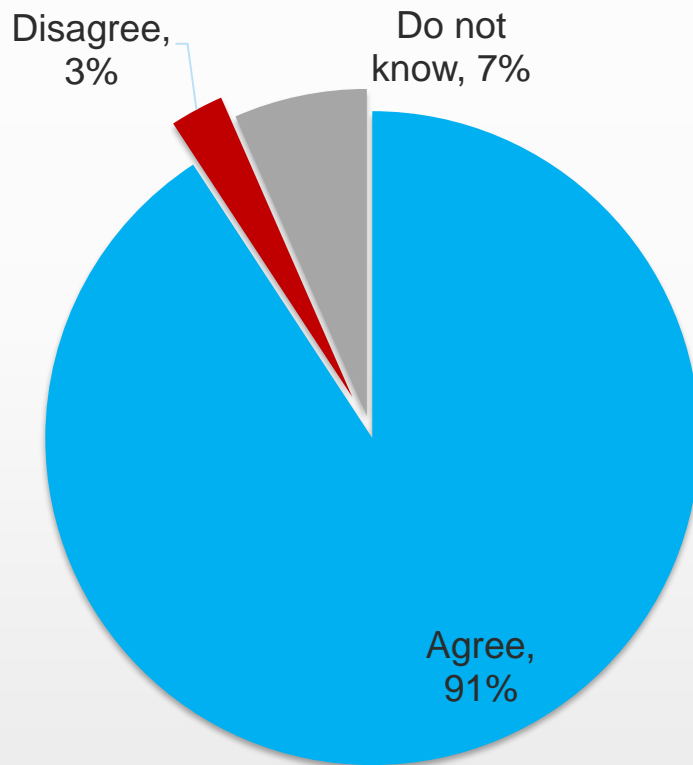
... "to make better-informed trade policy decisions."



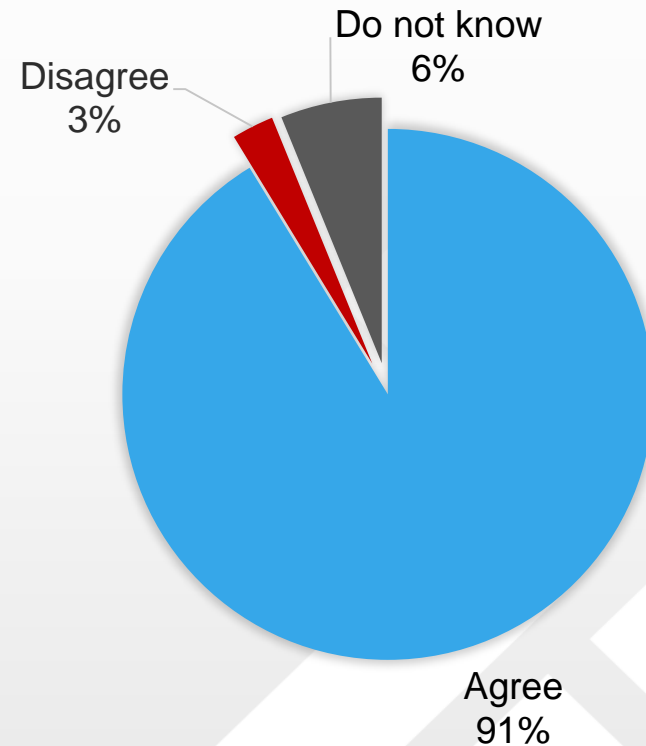
«Agree» = 80% of the answers

# Tools help companies...

... "to reduce the time or cost for researching markets or other business practices."



... "to realize additional exports."  
(for companies declaring exporting in the last 12 months)



# Tools and companies' import/export value

“What was the value (in US\$) of your imports/exports in the last 12 months for which the ITC Market Analysis Tools have helped you to make decisions?”

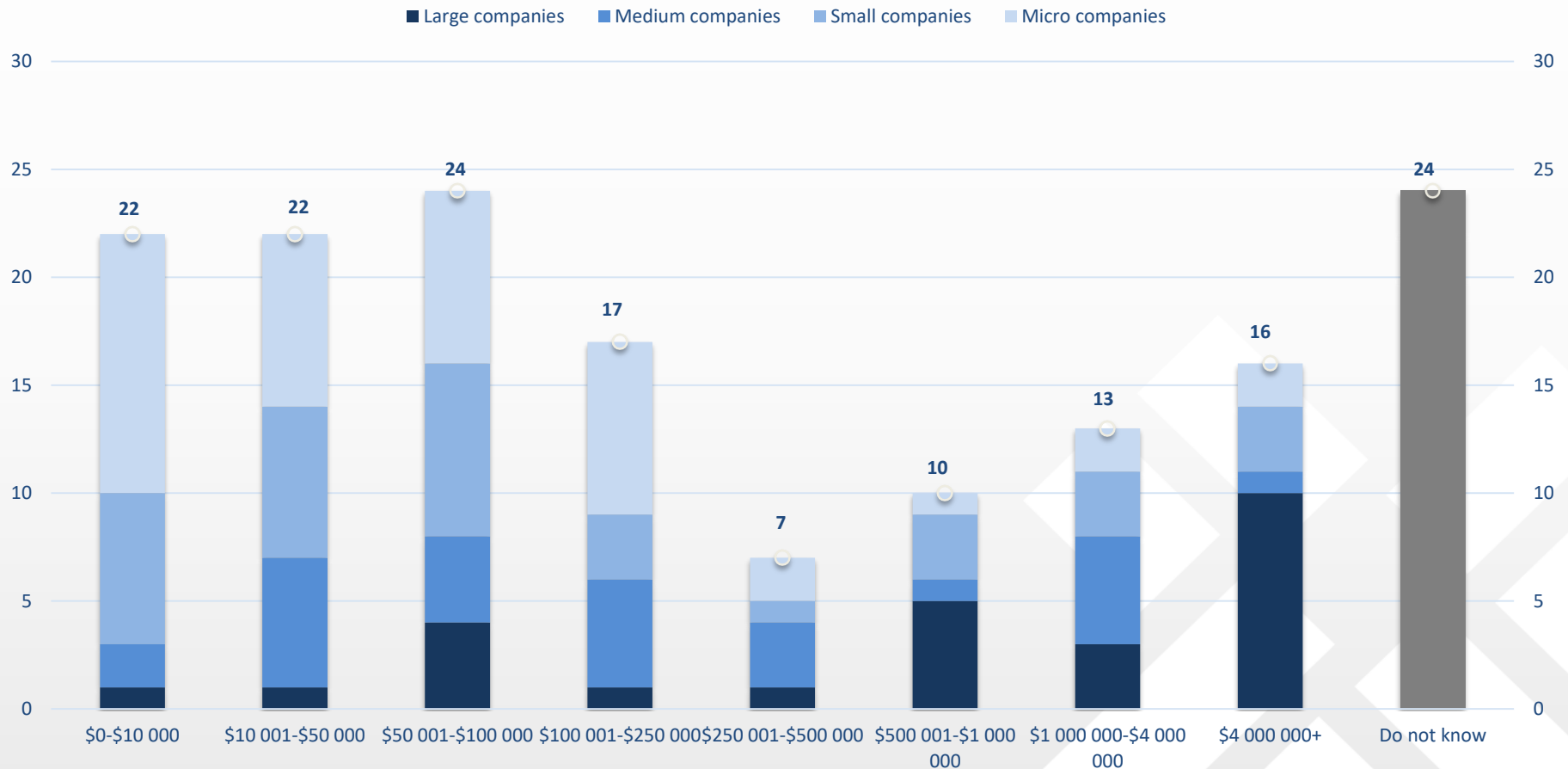
Question asked to companies who declared:

- ✓ **exporting** and/or **importing**,
- ✓ found **positive** or **very positive influence** of the tools on their import/export activity.

- 771 enterprises in the sample
- 155 answers

# Tools and companies' import/export value

What was the value (in US\$) of your imports/exports in the last 12 months for which the ITC Market Analysis Tools have helped you to make decisions?



Estimated \$ 308 million enabled by the tools in 2018

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